

# Communication: Effective transmission of ideas, values, expressions, information etc through verbal and nonverbal methods of comm.

- (i) Technical / Formal      (ii) General / Informal

# Elements of Communication = 7 Elements

- ① Sender (Source), ② Receiver (Audience) ③ Goal  
(Needs to be clear)
- ④ Message itself / content
- ⑤ Medium / Channel ⑥ Feedback
- ⑦ Context / Environment / Background

# Process of Communication =

1) Ideation:

Idea should be clear

The audience should be clear.

The purpose should be clear.

2) Encoding: Source has to decide which message to convey & create the content.

3) Transmission - Channel / Medium:

Transmission refers to the flow of message over the chosen channel.

4) Decoding: (Complex activity) the receiver must possess knowledge of words and symbol.

5) Feedback: (Action / Reaction of the receiver to your message)



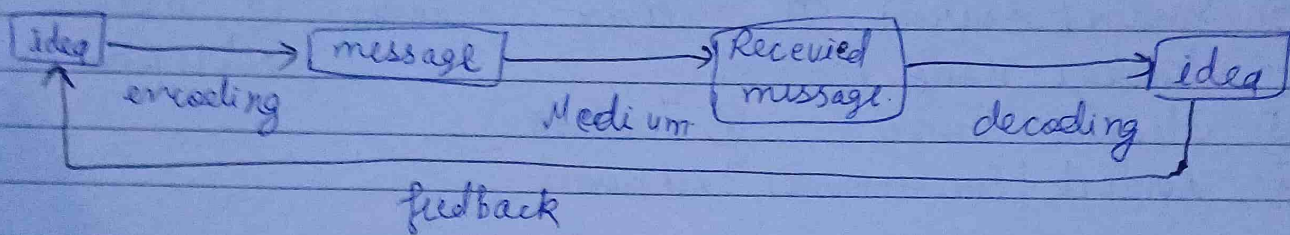
It have to be effectively transmitted.

### ## Sender's Function

- Encode a message
- To Choose a channel
- Idelation

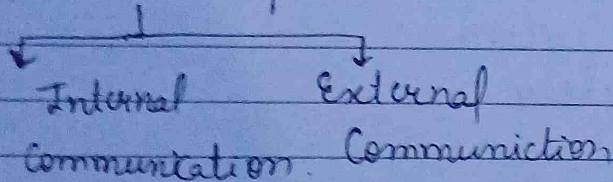
### Receiver's Function

- Decoding a message
- Provides a good feedback to sender



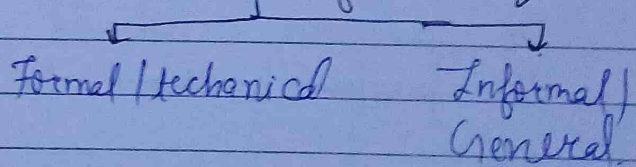
### ## Types of Communication :

(i) Based on parties :

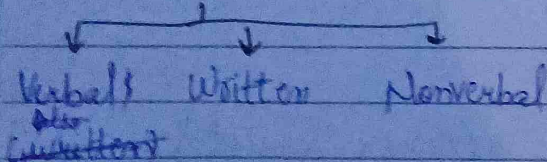


- Vertical
- Horizontal

(ii) Based on formality :



(iii) Based on Media :



Verbal / Written  
Nonverbal

# Nonverbal = Graphics, pictures, maps, charts, graphs, diagrams, body language, voice qualities.



Note: Non verbal communication can be independent of verbal communication but verbal comm. is dependent on non verbal comm. forms of Non Verbal Comm.  $\Rightarrow$

- 1) Kinesics: Study of body language
- 2) Para linguistics: Communication from vocal expressions to convey meaning. (voice softness, loud and accent)
- 3) Haptics: Touch
- 4) Proxemics: Physical distance
- 5) Chronemics: using time as a factor.

Others:

\* Mass Communication:

\* Interpersonal  $\Rightarrow$  having one on one communication with other person.

\* Intrapersonal = having conversation within oneself.

# Flows of Communication:

- (i) Upward (ii) Upward (iii) Horizontal
- (iv) diagonal or cross communication

# Barriers to Communication-

1) Physical Barrier =

defects in the medium or channel.

Noise in environment.

too much information.

2) Semantic / language Barrier =

Multiple meanings of words.

using technical terms.



### ③ Socio/Psychological Barrier:

Emotional Capacity of initiator and receiver can be a barrier in encoding and decoding both.

- Self centred attitudes.
- Group identification.
- Selective perception
- defensiveness
- Status-block

### ④ Organizational Barrier:

### ⑤ Intercultural Barrier: (cultural slangs, references, values)



## Parts of Speech

Classification of words in a language is parts of speech

- ① Noun    ② Pronoun    ③ Verb    ④ Adverb  
⑤ Preposition    ⑥ Conjunction    ⑦ Interjection

1. Noun = noun is a naming words; the name of a person, place and thing, idea.

Proper noun - A noun that is used for specific name

Common noun - eg - Girl

Collective noun - eg - tree, crowd, ~~tree~~ <sup>herd</sup>, group

Abstract noun - used to denote the quality, state, or action

Material noun - Gold, Silver, aluminum

Countable noun - a noun that can receive a singular or plural cardinal  $\Rightarrow$  baby

Uncountable noun - violence