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 Communication serves five primary  
functions:  
 control/regulation  
 social interaction  
 motivation  
 emotional expression  
 information dissemination  
  
These Functions are essential for individuals and organizations to function effectively.  
  
 1. Control/regulation  
 - uses communication to manage behavior thru formal rules and directives or informal  
 cues and feedback  
 exs.  
 giving instructions setting expectations providing feedback on performance  
  
 2. Social Interactions  
 - crucial for building and maintaining relationships, fostering social bonds and creating  
 a sense of community  
 - includes:  
 greetings casual conversation expressing interest in others   
 3. Motivation  
 - used to:  
 inspire persuade others to take actions or change their attitudes, behaviors  
 encourage  
 - can involve:  
 providing positive reinforcement setting goals outlining th benefits of a particular course of action  
  
 4. Emotional expression  
 - allows individuals to: express their feelings, both positive and negative, and to connect with others on an emotional level  
 - can include sharing:  
 joy frustration  
 sadness any other emotion  
 5. Information dissemination  
- involves sharing: knowledge, facts, data with others  
whether to: inform,educate,raise awareness  
  
exs. Providing updates, sharing news, explaining a concept.