**Means of Communication: Overview**

**1. Meaning and Definition**

Communication refers to the process of sharing ideas, information, and messages between individuals or groups. It involves both verbal and non-verbal means to convey messages clearly and effectively.

**2. Process of Communication**

* **Sender:** Initiates the message.
* **Encoding:** Transforming thoughts intocommunicable form (words, symbols, gestures).
* **Message:** Information or content being shared.
* **Channel**: Medium used (e.g., speech, writing, email).
* **Receiver:** Person/group who receives the message.
* **Decoding:** Interpreting the message.
* **Feedback:** Response from the receiver, confirming understanding.
* **Noise:** Any interference that distorts the message.

**3. Functions of Communication**

* **Informing:** Sharing facts or knowledge.
* **Persuading:** Influencing attitudes, decisions, or actions.
* **Motivating:** Encouraging people toward goals.
* **Controlling:** Guiding behaviour and actions within an organization or group.

**4. Objectives of Communication**

* To share information.
* To foster understanding.
* To build relationships.
* To promote ideas and actions**.**

**5. Importance of Communication**

* Builds and strengthens relationships.
* Facilitates decision-making.
* Enhances organizational performance.
* Ensures effective leadership and teamwork.

**6. Essentials of Good Communication**

* Clarity: The message must be clear and easy to understand.
* Conciseness: Avoid unnecessary details.
* Correctness: Accurate information.
* Consistency: Aligning messages with objectives.
* Completeness: Providing all necessary information.
* Consideration: Acknowledging the receiver's perspectives.
* Courtesy: Being polite and respectful.

**7. Communication Barriers**

* **Physical Barriers:** Noise, distance, faulty equipment.
* **Psychological Barriers:** Prejudices, emotions, lack of attention.
* **Language Barriers:** Misunderstanding due to language differences**.**
* **Cultural Barriers:** Differences in values, beliefs, customs.
* **Perceptual Barriers:** Different interpretations of the same message.

**8. 7 C's of Communication**

**Clear, Concise, Concrete**, **Correct, Coherent, Complete, Courteous**

* **Clear:** Easily understood.
* **Concise:** Brevity in communication.
* **Concrete:** Specific and supported with facts.
* **Correct:** Free from errors.
* **Coherent:** Logical flow.
* **Complete:** Inclusive of all necessary details.
* **Courteous:** Respectful and polite tone.

**9. Types of Communication**

* **Verbal Communication:** Use of spoken or written words.
* **Non-Verbal Communication:** Body language, gestures, facial expressions.
* **Formal Communication:** Structured communication within organizations (reports, memos).
* **Informal Communication:** Casual conversations.
* **Vertical Communication:** Flow of informationbetween different levels of an organization (upward or downward).
* **Horizontal Communication:** Exchange of information across the same level.
* **Interpersonal Communication:** One-on-one conversations.
* **Mass Communication:** Information delivered to large audiences (TV, radio).

**Nature:** Involves interaction between sender and receiver.

**Scope:** Can be interpersonal, organizational, or mass; using multiple media and formats.