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1. INTRODUCTION TO COMMUNICATION

NATURE OF COMMUNICATION:

Q.1. *What is communication ?*

[Bh.2016(Odd)]

Ans. The word communications has originated from the Latin word 'Communicare'. It means to share information or intelligence. From the origin of life, communication has been an inseparable part. It is unending process which goes on incessantly in the world of human beings, plants and animals. Communication, is perhaps, as essential as air, water and food for existence of life. The most common medium of communication is language. We continuously think and go on express in those thoughts through words. While speaking we often take help of some gestures like waving hands, hugging shoulder, nodding head etc. only to make our speech more communicative; expressive and finally articulate. Event actions symbols – like traffic lights; diagrams charts; pictures help to communicate message publicly.

Q.2(a). *Communication is the life blood of any civilization? Discuss.*

Ans. Communication is important for different reasons, depending on the context and quality. It may seem moot to say so, but communication alone is not in itself a good thing. In fact, the quality of communication is the most important point.

Having said that, communication is important for a variety of reasons. It limits misunderstanding, ensures accuracy, as well as the maintenance and survival of business, social, family and romantic relationships. Without proper communication people can find themselves in a deteriorating relationship without real cause. Marriages, siblings and business partners may find they can no longer relate to one another. A lack of communication can itself become the problem and push people away from each other creating a breakup, or blow up, based on a symptom with no root cause.

On a more general level, communication is essential

so that people actually know what is going on. In a social relationship this is important so people can keep in touch, or even arrange a meeting with each other to have fun. A business relationship depends upon communication for coordination as well as development of a project and romantic relationships need communication so that a couple can continue to relate to and enjoy each other.

Finally, communication is important on a grander scale because it has been essential for human development. Many theories about the success or failure of different civilizations concentrate heavily on the development of writing as a medium for long distance and accurate communication and organization, in order for the level of development necessary for economic or military success. In terms of evolution, the use and application of symbolic thought is one of the defining features that distinguish humans from other animals on the planet. Essentially, the ability to understand the arbitrary association between a symbol, whether it is a word or a picture, and the meaning it represents allows for continued and increasing cultural, technological as well as scientific and religious growth as we pass on information from one generation to another through various mediums of communication.

There are many reasons why we need to communicate. We have done so for thousands of years, just not in the same way as we do now. The need to communicate comes from our basic instincts that keep us safe, keep us with a supply of food and water and also help us stay healthy.

We now communicate on such a large scale and this is ever growing, communication in society is a must for, social, political and economical factors.

Q.2(b). *What is the importance of feedback in effective Communication?*

Ans. Effective communication means the message which flows from the sender through a channel towards the receiver, should be productive. That means receiver should receive the proper message. Otherwise there will be a communication gap, and perhaps, we all know, what kind of havoc it can play in one life. Main aim or purpose of communication is transmitting or sharing information. But it is easy to be said than done. This is because most of us are unaware about the barriers lurking in every nook and corner. So it should be the first priority to know the barriers and take measure to

overcome them. Then only one can expect of an effective communication. If we are communicating through language then the words used should be simple; sentences should be lucid and short and the matter should be compact and precise. Or, if we consider any symbol or sign it should be taken from our day-to-day life. So that people do not find any difficulty to relate. To communicate in an effective way following basic principles of communication should be followed. Communication must serve its purpose. It is therefore necessary for any organization to develop an appropriately suitable and efficient network of communication for this purpose the following basic principle of communication must be considered.

Q.3. Define Communication?

Ans. There are many definitions available. Few are enlisted below:

"Communication is an exchange of facts, ideas opinions, or emotions by two or more persons" – **W.H. Newman.**

"Communication is the process of passing information and understanding from one person to another. It is essentially bridge of meaning between people. By using this bridge of meaning a person can safely cross the river of misunderstanding that separates all people." – **Keit Davis.**

Communication is the process of meaningful interaction among human beings. More specially, it is the process by which meanings are perceived and understandings are reached among human beings. – **Dr. Mc. FarLand.**

Q.4. What are the need of Communication?

- Ans.** (i) Communication is needed for transmission of ideas, facts and feelings.
- (ii) Communication is instrumental in fulfilling the objectives of an organization.
- (iii) Communication is needed for carrying out the day to day activities of human life.
- (iv) Communication is essential for the management function of process.

Q.5. What are the Importance of Communication?

Ans. Communication is the lifeblood of any business. No business can be performed without effective

communication. In case of large organization, up to date, effective and efficient network of communication system is a must. Effective communication promotes the spirit of understanding and co-operation between management and employees.

It is important in case of negotiations and keeping contacts with distributors, retailers and individual customers. Possessing appropriate communication skill is one of the important qualifications both at the time of appointment and or promotion. It is an effective tool of supervision.

Q.5(a) Discuss the importance of communication in our day-to-day life.

[Bh.2016(Odd)]

Ans. Communication is a process of sending and receiving information among people. Humans communicate with others not only by face-to-face communication but also by giving information via the Internet and printed products such as books and newspaper. Many people believe that the significance of communication is like the importance of breathing. Indeed, communication facilitates the spread of knowledge and forms relationship between people. First of all, communication helps to spread known as information among people. For example authors write books to impart knowledge to the World, and teachers share their experience with their Students. Also, friends co-workers discuss their ideas with each other, and companies exchange information with their subsidiaries and customers. Besides the advent of the Internet not only allows people to have better access to knowledge and information in all fields, but also makes it easier and faster to contact with people around the World. Undoubtedly, the sharing of knowledge and information process cannot function without communication. As a result companies cannot operate, and humanity will be drowned in the abyss of ignorance.

Communication helps to spread knowledge and information among people.

Moreover, communication is the foundation of all human relationship. At first, strangers start talking and getting to know each other, and then the relationship is formed when they have more interaction and communication. Communicating helps people to express their ideas and feelings and it, at the same time, helps us to understand emotion and thoughts of the others. As a result we will develop affection or hatred toward other people, and positive or negative relationship will be created.

It is no doubt that communication plays a vital role in human life. It not only helps to facilitate the process of sharing information and knowledge, but also help to develop relationships with others. Therefore the importance of communication cannot be underestimated. Every day we can communicate with a lot of people including our families, our friends, our colleagues or even strangers. We should learn how to communicate effectively to make our lives better.

Q.5(b) State the importance of communication in professional life. [Bh.2017(Even)]

Ans. Communication is a most important skill. Communication skills are not only needed in daily personal life but also required in the profession, work place and in business. Depending on the nature of your profession. If you work in a team or interact with customers or other people. You often find the certain situations which are challenging to handling this is where having best communication skills become handy. These are kind of skills become handy. These are kind of skills some are just born with it, one great example is Steve Jobs's communication and negotiation style; he is regarding as someone who had the best presentation and business negotiation skills.

You can't be successful without great communication skills in professional life or in business. It is important for a good communicator to be a good listener.

Q.6. What are the Objective of Communication?

Ans. There are five main objectives of communication in a business organization.

- (i) It assists in the attainment of operating objectives of the business.
- (ii) It helps to improve performance and job satisfaction of employers at all levels.
- (iii) It increases the image of the organization with them employees and the general public.
- (iv) It improves understanding, approval and support of the organizational position on vital economics, political and social issues.
- (v) It keeps management informed about attitudes trends and reactions among employees and public.

Q.7. What are the Function of Communication?

Ans. Communication performs the following four important functions with a group.

- (i) Communication gives information
- (ii) It motivates individuals and group.
- (iii) It gives emotional expression.
- (iv) It work as a motivator

The first function that communication performs related to its role in decision making. It increases motivated by clarifying the employers what is to be done and how well they can do it.

Q.8. What do you mean by the stages of communication process?
Knowing you audience is the key to its process. How?

Or

What are different elements of Communication?

Ans. The communication cycle helps explain how we decode information that is being communicated to us and explains how we have to work out what another person's behaviour really means. The communication cycle is subdivided into 6 stages:

1. An idea occurs : This is the very first stage of the cycle, which is when you have an idea that you want to communicate.

2. Message coded : In this stage you think through how you are going to communicate what you are thinking and begin to put your thoughts into language, or even codes such as sign language.

3. Message sent : At this point you send your message in a form of speaking, writing or other ways such as sign language or Braille.

4. Message received : This stage focuses on the other person who has to sense the message by hearing your words or seeing your symbols.

5. Message decoded : This is a vital stage of the communication cycle where the other person has to now interpret the message. This is not always easy, as the other person will make assumptions about your words and body language.

6. Message understood : The final stage of the communication cycle is when the message is understood and they are able to communicate effectively.

Communication is a fundamental part of all of our lives. There are many different methods of communication and we are gaining more and more all the time. Communication ranges from a note stuck on the fridge door, to video conferencing and phoning. The communication cycle is a structure that was thought up

about how we communicate.

It suggests that we 'Aim' what we want to say, how we'll say it, what we want the other person to do with the information. This is the stage in which we think particularly about how we will communicate the information and to who we wish to communicate with. Once we have organized what we want to say, who to say it to and how to say it, we have to consider social influences and other things that may 'change' what we want to say. This is the 'Encoding' stage. We have to consider what language to say it in, what we assume of the receiver and are these assumptions correct? We also have to consider what the Receiver may be assuming about US. Their assumptions may hinder and change what we say. The next stage is vital in successful communication. This stage is the 'Transmission' stage. We need to be able to transmit the message that we wish to communicate in right format and at the correct time. We need to consider if there will be any distractions to hinder our communication attempt, if we need to summarize and if we can add anything to increase the clarity of what we are trying to say. When we receive the information from someone, if they are speaking, we must take into account that we think 3 times faster than we speak, and therefore, it is much easier for a speaker's words to get muddled up with other thoughts and distractions. Reactions and questions must not happen until after the speaker has finished with what they were saying. This stage is called 'Receiving'. The next stage in the Communication Cycle is called 'Decoding'.

This is the opposite of encoding. If the Sender has transmitted the information correctly and has given enough attention to what they are saying, including their body language and tone of voice, then you should be able to decode their message effectively. We may sometimes feel that some Senders are not approachable in certain circumstances, but we must remember, the meaning of the message is the responsibility of the Sender and not the Receiver. The last stage in the communication cycle is 'Responding'. This gives the Receiver the chance to ask any questions and this also gives the Sender the chance to realize if they have missed out any stages in the Communication Cycle.

Q.9: What are the different forms of written communication? Give Examples of each one.

Ans.: Written communication is transmitted by mail, telegraph, telex, fax, E-mail, news papers, notice boards etc.

Oral communication can be passed on by air vibrations when it is face to microphone loudspeaker, telephone, radio, cinema, T.V. etc.

Postal service : This is a government owned network service which usually uses rail, road and air passages to link people within and outside the country. Various types of services are available from the postal departments; for example, mail, registered mail etc. It also includes Quick Mail Services like express delivery, speed post, etc.

Telegraph : In most of the countries it is government owned network. It works by transmitting different letters of the alphabets. It can be sent by express, ordinary way or reply paid telegrams. It gives the impression of urgency and is used when urgent action is expected.

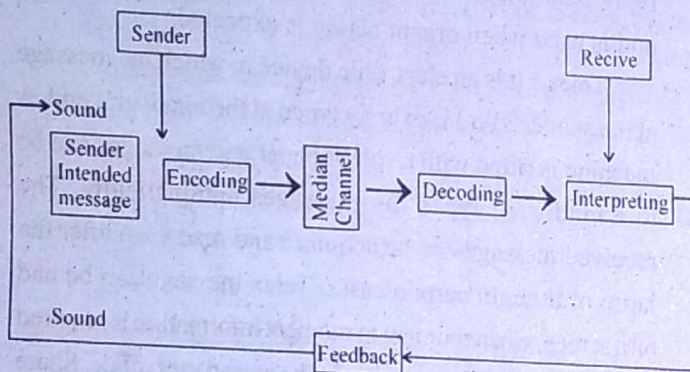
Telex : It is an electronic device in which the message at the sender's end is exactly typed at the receiver's end. A machine is fitted with a roll of paper and messages can be to attend it. It types the messages automatically. The received message can be acquired and read even after the lapse of time. In certain cases, Telex message can be had on a screen, when moment to moment information is required to be transferred; for example in the newspaper office. Share markets etc.

Telegrams : (Cable grams, and fax). In this case the use of language or printed form must be precise and accurate. Unnecessary words and descriptions are avoided to make it quit brief. The word 'STOP' is used to avoid confusion. All these are managed by Telecommunication Department and they are charged according to the number of words used in the message of telegram or cable grams. Fax message are charged according to the transmission time it covers. Telex and Fax facilities are now available throughout the country and outside the country as well. In this case, the receiving operator's presence is not required. Telex messages can be received at any time of the day and it can collected later on. Hence it is most convenient for the organizations to send actual information where immediate feedback is expected. The main advantage of Telex and Fax are their

quickness and accuracy. Fax is a machine which produces a photo copy of a document on the receiver's machine when the document is inserted at the sender's end. It reproduces as it is the entire document from one end to another end almost instantaneously.

Q. 10: What is communication cycle?

Ans.: **Communication cycle :** Feedback is the turn of message or response from the receiver to sender of the message. It determines whether understanding is achieved or not when the message reaches the state of decoding, the process of understanding starts. The sender expects that the receiver show some response or reaction so that he can take some action nor reply or behave in a particular way a result of the response he receives. The sender of the message needs to know whether the receiver responds in the desired way or not. He can find this out only through the feedback he gets from the receiver. Thus, feedback is the knowledge of the result of communication, which can be useful for undertaking or modifying future communication.



The system of feedback in face-to-face contact in oral communication helps the listener to influence the speaker. The positive response by way of nodding the head, clapping, smiling, etc. help in this process. Recieving of feedback by the sender completes the cycle of communication

Q. 11: What do you mean by Communication Process ? Discuss in detail.

Ans.: **COMMUNICATION PROCESS :** As we have discussed in the former chapter Communication natural to all living creatures. It can be established even between all the activities of our daily life is based on a successful communication. It is not only between two living object. If we consider a case of an organization we will find that, through a particular process of communication the organization is exercising effectively. So success or failure depends upon a sound process of communication. "It always focus at a specific, in order to transfer an idea, which one gets in one's mind and to make the

communication effective one has take help of certain words, symbols, pictures or sounds that stand for those ideas. The symbols one uses must be such that the receivers understand them. Peter Little has defined communication as "the process by which information is passed between individuals or organizations by means of previously agreed symbols".

Communication is a dynamic process. Mere looking at some things means to analyse it for description in terms of other matters or events related to it. Everything changes with the changes in the surroundings and circumstances. Communication, which must be considered as a whole, is process of a dynamic interaction both affecting and being affected by many variables. It is a basic social process necessary for the growth and development of individuals, groups, society and people. Communication links called "Channels" bind the groups. It is not a single process but a part of the set of processes. It uses various mean like oral, written, verbal, non-verbal etc. The means of communication are determined by many factors such as personal, social, political, economic, cultural etc. Business organizations use mass communication media to establish and maintain contacts with various people within and outside the organization. It can be done with the help of various means.

ELEMENTS OF COMMUNICATION PROCESS:

Messages can be transmitted

By verbal communication (Face to face or by Telephonic talk)

In writing (through, circulars, bulletins, signboards etc.)

Non-verbal sings (patting, winking etc).

Through gestures (by pointing fingers nodding etc).

Noise.

Feedback.

The sender of a message has to put his ideas in proper language or symbols so that they can be transmitted through verbal or non-verbal medium.

- (i) The process of packing ideas is called as encoding.
- (ii) The receiver of the message has to interpret the message. This is called as decoding the message.
- (iii) When the encoded message is the same as the decoded one, the communication is considered to have been effectively taken place.
- (iv) When the message is not effectively communicated or it is miscommunicated it can be referred as 'Noise'. The noise can enter the communication process because of situational factors like :
 - (i) Inability of the receiver to decode or interpret
 - (ii) Language problem (iii) Status effect
 - (iv) Physical distraction
 - (v) Information overload
 - (vi) Ego
 - (vii) Cultural differences etc.

Q. 12. What are the different stages of communication?
Explain with the help of a suitable diagram.

Ans. The different stages of communications are:-

- (i) Defining the content
- (ii) Knowing the audience
- (iii) Designing the message
- (iv) Encoding
- (v) Selecting proper channel
- (vi) Transmitting
- (vii) Receiving
- (viii) Decoding
- (ix) Feedback

(i) **Defining the context** : It is the first and for most stage in the communication process. The sender has to define the content. That means, the sender has to be clear about the purpose or goal of communication. He has to prepare a background for communication in his mind.

(ii) **Knowing the audience** : The second stage is knowing the audience. Before sending any message, the sender has to know the audience, their language, their mood and interest and their psychology. This helps to make the communication more effective.

(iii) **Designing the message** : Designing the message is an important stage in the communication process.

After defining the content and knowing the audience, the sender designs the message in his mind. The sender should follow the principles of designing the message to make his communication more effective.

(iv) **Encoding** : When the sender puts his thoughts in the form of proper codes is called as encoding. It is the method which initiates the message. It is very necessary for the sender to encode his thoughts in suitable codes.

(v) **Selecting proper channels** : It is fifth stage of communication process. The success of communication

depends upon the selection of proper channel or medium. Selecting suitable medium of communication much depends upon the type of message or urgency of communication.

These channels may be letters, mobile phones, telephone etc.

(vi) **Transmitting** : This is actual process of sending of information from the sender to the receiver. This transmission is, no doubt, an important stage in the communication process.

(vii) **Receiving** : The person who receives the message is called as the receiver. This stage of receiving the message by the receiver is also important.

(viii) **Decoding** : Decoding is the stage in which the receiver opens the encoded message sent by the sender and tries to understand it.

(ix) **Feedback** : Feedback is the response given by the receiver to the sender of the message. It is the turn of message from the receiver to the sender of the message. It is the turn of message from the receiver to the sender. It is said, "Without feedback communication cycle is incomplete."

