**Communication**

***What is Communication?***

Expressing thoughts, opinions or information between two or more people through written, spoken or verbal means.

***Why do we need Communication?***

* To gather Information.
* To express emotions or ideas.
* To build relationships.
* For Entertainment.

***Best Communicators?***

* Mahatma Gandhi
* Narendra Modi
* Swami Vivekananda
* Barrack Obama

**Listening Activity**

* **The Bug Activity**

The same instructions were given to the whole class to draw a bug but the resulted bug drawn by everyone was different.

Depending on what and how we are communicating, the results of communication may change.

***Channels of Communications***

A channel is anything which can be used to send message across, message may be in the form of written, verbal, voice or video.

Examples of channels of communications are:

1. Posters
2. Emails
3. Grapevine’s
4. Telephone
5. Letters
6. Memos
7. Handbooks
8. Videos

**There are 3 Components of Communications**

1. Sender
2. Channel
3. Receiver

**The three major media chosen for communication are:**

1. Data (Email, text, etc.)
2. Voice
3. Video

**Advantages of Data**

1. Bulk Communication is possible.
2. We have a backup of what is communicated.

**Disadvantages of Data**

1. Not good for Emergency.
2. Phishing is possible due to emails,

**Advantages of Voice**

1. Immediate contact is possible.
2. Information can be shared with clarity.

**Disadvantages of Voice**

1. Poor network can be a problem in calling.
2. There can’t be multiple people conferencing at the same time effectively.

**Advantages of Video**

1. Information can be conveyed very clearly.
2. Person can access the same video again and again.

**Disadvantages of Video**

1. You need to be technologically equipped to make video calls.
2. Video need a lot of data and buffering issues can disturb the communication.

**Observations and Learnings**

Depending on the situation the importance of channel changes. One channel may be effective at one place while may not be that much effective in some other case.

Audio Call

Gets Attention and Interest

Video Call

Interest and Desire.

Face to Face

Faster Action and direct reactions of the person can be caught.

**Situation:**

1. Inviting Your Friends, Colleagues and Relatives to your sisters weeding.

We will invite our friends by calling them or messaging them on WhatsApp. About relatives, we would go to their houses and invite them personally. Informing colleagues when in office premises would be fine.

1. Server will be down after 5 minutes, you are administrator. How will you communicate with all employees?

Email will be sent in bulk to all employees so that they will be aware about the issue. To the people of higher authority, we will send someone personally as they will be not checking mail that frequently.

1. Parents have looked someone for your marriage. You need to take forward that matter. How will you do that?

We will meet them personally so that we can discuss this forward. Meeting them personally is important as this is an important issue.

Preferences

Face to Face.

Video Call

Audio Call

Data

Media

From the Graph we can see that Data is the least preferred media and Face to face is the most preferred one. But, this may change based on the situation

Specific Communication Skills

* Body Language
* Tone
* Relevance
* Clarity

**Four C´s of communication**

* Climate :
* Correct
* Complete : Various channels of communication active reading, active listening and probing techniques, makes any information complete.
* Clarity: There are various components identified which contribute immensely in order for any communication be it in