**What is Communication?**

**“Communication is a means by which a thought is transferred from one person to another”.**

**Communication Process:**

**Communication is a process which consists of events or phases that are linked together. Whether you are writing, speaking, listening or reading all these phases are present in the communication process. The process of communication can be divided into five phases; they are:**

1. **The sender has an idea**
2. **The idea becomes a message**
3. **The message is transmitted**
4. **The receiver gets the message**
5. **The receiver responds and sends a feedback to the sender**

**Feedback**

**------------------------------------------------------**

**Sender------------ medium------------ Receiver**

**--------------------------------------------------------**

**Noise**

**Communication Barrier:**

**During the process of communication- i.e. Translating the idea into message and sending it to the receiver, there are barriers can give rise to misunderstanding in communication.**

**Barriers can arise while the message is being developed, transmitted, received or processed.**

**They are as follows:**

1. **Problem in developing the message**
2. **Problem in transmitting the message**
3. **Problem in receiving the message**
4. **Problem in understanding the message**

**Communication skills:**

**The ability to convey or share ideas and feelings effectively is known as communication skills.**

**There are four types of communication skills:**

1. **Verbal communication; seems like the most obvious of the different types of communication.**
2. **Non-verbal cues; non-verbal communication provides insight into a speakers word choice.**
3. **Visual communication**
4. **Written communication**

**Business Communication**

**Business communication is the branch of general communication which is especially concerned with business activities.**

**When communication takes place among business partners concerning business affairs or business related issues it is known as business communication.**

**According to Berner, “Business communication is the expression of channeling, receiving and interpreting of ideas in commerce and industries”.**

**The skills under the Business communication, that requires attention are; Oral presentation, Memo writing, basic grammar, informational report writing and analytical report writing.**

**Developing communication skills amounts to developing visual skills, written skills, spoken skills, and reading skills.**

**Business communication encompasses a variety of topics, including marketing, branding, customer relations, corporate communication, interpersonal communication, employment appointments, online communication, and event management etc.**

**Assignment:**

1. **Explain the concept of communication**
2. **Explain the process of communication**
3. **Explain barriers of communication**
4. **What is business communication?**
5. **What are the scope of Business communication?**