**Communication Skills, Communication Process**

**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 onto 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.**

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**Communication Barriers:**

**During the process of communication ie, translating the idea into message and sending it to the receiver. There are barriers that can give rise to misunderstanding in communication.**

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

**The barriers 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 feeling’s effectively.**

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

1. **Verbal Communications: seems like the most obvious of the different types of communication.**
2. **Non-verbal cues: Non-verbal communication provides insight into a speaker’s 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 parties concerning business affairs or business related issues it is known as business communication.**

**According to Berners, “Business communication is the expression of channeling, receiving and interchanging of ideas in commerce and Industries”.**

**Under the business communication, the skills that require 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, consumer behavior, advertising, public relations, corporate communication, interpersonal communication, and event management etc.**