

① COMMUNICATION — It is the process of passing information and understanding from one person to another. It is the process of imparting ideas and making oneself understood by others.

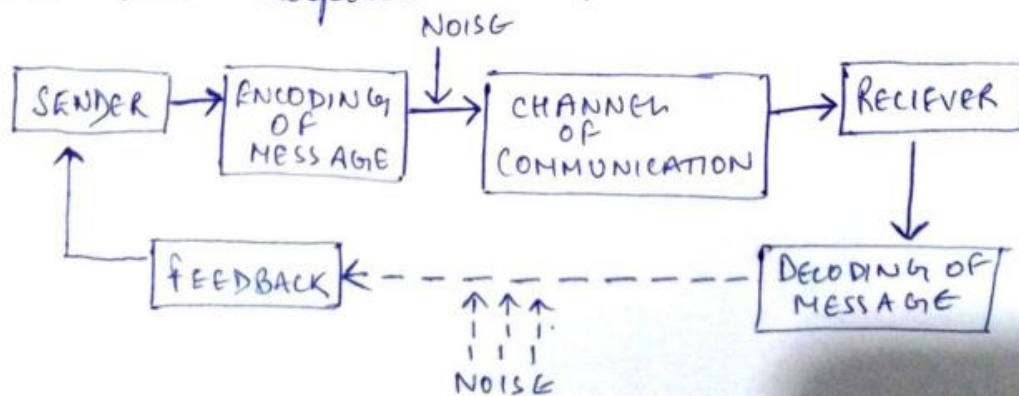
Communication is the two way process of exchanging ideas and information.

• ROLES OF COMMUNICATION —

- (1) It increases interaction in a giant organization.
- (2) It helps in operating in global business organization.
- (3) Many companies operate in the international level.
- (4) This requires dealing with people of different language & culture.
- (5) To keep pace with changing environment.

• PROCESS OF COMMUNICATION —

- (1). Communication is process which involves sender of a message and receiver.
- (2). Communication is complete only when the receiver is able to interpret a message as desired by the sender and responds to it.



• ELEMENTS OF COMMUNICATION —

- (1). **SENDER** — The person who feels the need to express certain ideas and thoughts is known as sender or communicator. It initiates the message.
- (2) **MESSAGE** — MESSAGE is the fact idea, meaningful content or piece of information that sender wants to convey and send to the receiver.
- (3). **ENCODING OF MESSAGE** — Encoding the message is the process by which the sender translates his thoughts, ideas into series of symbols (words, signs) or any medium that is shared b/w the sender and receiver. It is for safety purpose.
- (4). **COMMUNICATION CHANNEL** — Communication channel is the medium through which the message passes. It may be formal channel (ex - member, presentation, reports) or informal medium (ex - personal letters).
- (5). **RECEIVERS** — The person who receives the message & provides feedback.
- (6). **DECODING** — Decoding is the process of comprehending meaning and all the sense of the message so that the receiver understands it.
- (7). **FEEDBACK** — feedback is the receiver's response to the message sent by the sender. Feedback confirms the receipt of message by the receiver.

• VERBAL AND NON VERBAL COMMUNICATION -

(1) VERBAL COMMUNICATION -

Verbal communication is a type of oral communication wherein the message is transmitted through spoken words.

(2) METHODS OF ORAL COMMUNICATION -

① face to face contact - face to face conversation is the most natural way of transmitting the message, eg, lectures, face to face interview, social gatherings etc.

② Through mechanical devices - eg telephone, teleconferencing, intercom systems, cellular phones.

(3) TWO TYPES OF ORAL COMMUNICATION -

① LISTENING - Listening & speaking go hand in hand. No oral communication can be effective without proper listening.

② PRESENTING - Along with listening skills, ability to present one's viewpoint is also important for effective oral communication.

(4) GOALS OF ORAL COMMUNICATION -

- ① To inform the listener.
- ② To persuade the listener.
- ③ To build good will.

(5) ADVANTAGES OF ORAL COMMUNICATION -

- (1). Oral communication is more effective because of direct contact.
- (2). Spontaneous.
- (3). Midway correction is possible.
- (4). helps in getting quick response.
- (5). It is faster as compared to written communication.

NON VERBAL COMMUNICATION -

By non verbal communication, we mean all communication that involved neither written nor spoken words but occurs without the use of words.

Types of Non-Verbal Communication -

① Kinesics (Body language) - Kinesics means the study of body language i.e. the study of role of body movements such as nodding.

eg. nodding head up and down conveys agreement.

Elements of body language - personal ~~appear~~ appearance, facial expressions, posture or body positions, eye contact.

② Proxemics (space language) - It is the space language which deals with the way people use physical space to communicate.

- (i) Intimate : physical contact to 18 inches.
- (ii) Personal : 18 inches to 4 feet.
- (iii) Social : 4 feet to 12 feet.
- (iv) Public : 12 feet to the range of eye sight & hearing.

③ Chronemics (time language) - It ~~invol~~ involves the meaning & given to time dimensions when we are communicating it to someone.

④ Haptics (touch language) - It is a study of how physical contact or touch is used to communicate the ideas and feelings.

Modes: stroking, hitting, patting, shaking hands etc.

(5). Para language (like language) - Paralanguage is the study that how the speaker verbalizes. It shows how the words are spoken or uttered. Vocal tones indicate meaning to others such that we are happy, sad, excited, nervous and so on.

Para language can be studied under two heads -

(i) Voice - It refers to quality of voice.

(a) Pitch

(b) Speed

(c) Pronunciation

(ii) Word stress - Meaning conveyed by the verbal utterance.

TYPES OF COMMUNICATION

FUNCTIONAL COMMUNICATION — functional communication is the means by which an individual spontaneously and independently communicates his/her wants and needs and socializes with others. This communication can occur through a variety of forms, including speech, picture exchange, gestures, sign language and assistive device.

SITUATIONAL COMMUNICATION —

Communication (business or personal) that is by nature:

- Structured
- Less spontaneous
- More formal
- Planned pay off
- Thoughtful engagement with a purpose.
- Requires significant energy and effort.

⇒ It is a clear, concise and focused communication and relating strategy that minimizes a minimum amount of time to achieve successful results and effective relationships.

INTERPERSONAL COMMUNICATION —

⇒ Interpersonal communication is the process by which people exchange ideas, feelings and thoughts using verbal and non verbal communication.

Communication (business or personal) that is by nature:-

- Unstructured
- Spontaneous
- Informal
- No planned pay off
- Thoughtful engagement
- Mostly effortless.

GROUP COMMUNICATION - Group communication occurs when three or more than three individual with a common goal, interact formally or informally.

INTERACTIVE COMMUNICATION - Interactive communication is the exchange of ideas where both participants, whether human, machine or art form, are active and can have effect on one another.

It includes basic dialogues and non-verbal communication, it is a dynamic, two way flow of information.

MASS COMMUNICATION - It occurs when extremely large group receive information at the same time but at different location. E.g. Television Audience.

DYADIC COMMUNICATION - Dyadic communication is the form of verbal communication held face to face. This is the communication between two individuals related to their mutual ideas, behaviour, thoughts, perception, likes, dislikes etc.

VERBAL AND NON VERBAL COMMUNICATION - Discussed previously

LANGUAGE AS A TOOL OF COMMUNICATION -

Language simplifies the way to express thoughts, ideas and emotions. Language has become an important aspect in our today's life because it enables us to communicate.

It is said that speech is primary while writing is secondary.

Language is the expression of ideas by means of speech sounds combined into words, words are combined into sentences and combination answering to that of ideas into thoughts.

GENERAL COMMUNICATION -

- It includes day to day casual talks among pers.
- It is done without reference to any specialized techniques, terminology and format.
- It does not need any boundaries and rules.
- It could be vague, suggestive, equivocal and very plain. It has not set pattern of communication.
- It is elegant and creative and can be poetic, literary or generic.

BARRIERS TO COMMUNICATION -

The term 'barrier' means hurdles, hindrance and obstacles. Thus barrier to communication imply hurdles or obstacles on the way of transmission of message from the sender to the receiver.