



COM 101

Introduction to Communication

Session 2



Section A

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Objectives

- ❖ Understand the meaning and definition of communication.
- ❖ Be able to know the objectives of communication
- ❖ Know the relevance of communication in an institution
- ❖ Understand the functions and importance of communication

Introduction

- ❖ What is communication ?
 - ❖ an integral part of life
 - ❖ an important aspect of human behavior
 - ❖ to create a common understanding
- ❖ Communication stands for natural activity of all human beings to convey opinions, feelings, information, and ideas to others through words (written or spoken), body language, or signs.

Defining communication

- ❖ Latin word “communis”
 - ❖ means ‘common’ and thus, if a person effects communication, he establishes a common ground of understanding.

Nature of Communication

- ❖ It is process
- ❖ It is inevitable
- ❖ Meaning based
- ❖ Communication is intentional as well as unintentional
- ❖ Communication is systematic

Nature of Communication

- ❖ A two-way traffic
- ❖ Communication is a social process
- ❖ Dynamic process
- ❖ Continuous process
- ❖ Communication is both interaction and transaction

Nature of Communication

- ❖ It is a spiraling process
- ❖ It is contextual
- ❖ Needs proper understanding
- ❖ Leads achievement of the organizational objective
- ❖ Dispels misunderstanding

Nature of Communication

- ❖ It has four specific skills
- ❖ It is all pervasive
- ❖ It shares thoughts and ideas, which produce response
- ❖ It is the lifeblood of business

Classification of Communication

- ❖ 1. We classify communication according to the number of persons (receivers) to whom the message is addressed
- ❖ Intrapersonal communication
- ❖ Interpersonal communication
- ❖ Group communication
- ❖ Mass communication

Classification of Communication

- ❖ Communication can also be classified on the basis of the medium employed:
 - ❖ Verbal communication
 - ❖ Non-verbal communication
 - ❖ Informal Communication
 - ❖ Formal communication

Classification of Communication

- ❖ Informal communication
- ❖ Downward communication
- ❖ Upward communication

Purpose of communication

- ❖ Objective / Purpose ?
- ❖ The objectives of communication would include the following:
 - ❖ Inform, Persuade, Educate, Train, Motivate, Integrate, Relate, Entertain, make connections, empathise, Generate criticality.

Importance and Function of Communications

- ❖ The importance of communication can be judged from the functions performed by it. Following are the important functions of communication:
- ❖ Information Sharing, Feedback, Influence, Problem Solving
- ❖ Assists in decision-making, Facilitating change, Group building, Gate keeping

Importance and Function of Communications

- ❖ Conveying the right message, Helps in co-ordination of effort, Good relations, Develop life skills
- ❖ Ensuring Effectiveness of policies, Motivating people
- ❖ Performance feedback, Job instruction, Controlling people, Emotive function

Evaluation of communication effectiveness

- ❖ Communication is not an end in itself; rather it is a means to attain other ends or goals.
 - ❖ Fidelity of Communication
 - ❖ Economy
 - ❖ Congruence
 - ❖ Influence and Relationship building
 - ❖ Continuity despite complex environment

Modules

- ❖ Communication within an organization
- ❖ Non-verbal communication
- ❖ Written communications: letters, reports, policies and procedures
- ❖ Effective listening
- ❖ Verbal presentations

Let us sum up

- ❖ Communication is defined as “the process of passing information and understanding from one person to another, it is essentially a bridge of meaning between people”
- ❖ All communication is essentially sharing of information or some message.
- ❖ Communication is the most important of our social activities.

Let us sum up

- ❖ We can classify communication as interpersonal, intrapersonal, group communication, upward, downward, lateral, diagonal, formal, informal, written or non verbal communication.
- ❖ Reading, writing, understanding, speaking and listening are the five skills of communication
- ❖ The objective of communication may to inform, to persuade, to train, to motivate, to educate, to relate, to reprimand, to rectify and so on.