**Communication**

1. What is communication?

Communication is the process of sharing, conveying and exchanging of ideas, thoughts, information, feelings and emotions to a person or a group of persons through a communication channel such as voice, video, sign or face to face.

1. Why communication?

Communication is important because it helps in the following –

* Information gathering and sending
* Expressing emotions and idea
* Building relationships
* Entertainment

1. Who were the best communicators?

Some of the unparalleled communicators in history are –

* Martin Luther King
* Nelson Mandela
* James Baldwin
* Barack Obama
* Michelle Obama
* Oprah Winfrey
* Swami Vivekananda

And many more.

1. Bug Activity

We did an activity where the coordinator described a bug and we listened to it and drew in our notebooks. This activity tested are listening skills and it also indicated that everyone has a unique perception according to which we drew our bug.

1. Sounds

Every animal has a different and unique sound through which they establish communication. This indicates that communication is omnipresent.

1. Types of Communication

We communicate either

* Verbally (speech, audio, sounds, oral)
* Non-verbally (written, signs, body-language, expressions)

1. Components of Communication

The elements required for communication are –

* Sender
* Receiver
* Channel

Channel – A medium through which or by the help of which people can exchange information is a channel for communication. This includes voice, video, signs, written texts, e- mails, letters, television systems etc.

Various channels include –

* Posters
* E-mail
* Telephone
* Letters
* Memos
* Handbooks
* Events/Presentations
* Videos
* Grapevine

The three major communication channels are –

* Voice
* Video
* Data

Voice – Communication that occurs through speaking.

Advantages of communicating through voice –

* Its Fast
* Its effective way to communicate your emotions.
* We can express easily and clarify problems

Disadvantages of communicating through voice-

* Requires connectivity or presence of a person with whom you wish to communicate
* Emotions are not fully revealed unless we see a person

Email – Electronic mail is the method of exchanging messages between people through electronic media.

Advantages of email –

* It is faster
* Can be sent in bulk to many people at a time
* It is authenticated
* It saves paper and is ecofriendly
* Accessible anywhere with internet
* Is a good source for advertisements and newsletters
* Appropriate for formal communication within an organization

Disadvantages of email-

* Not accessible without internet
* Once a wrong message is sent by mistake, it cannot be undone
* It can be easily ignored
* Maintenance of inbox is required

Video – A way communicating between two people or a group of people digitally, by means of a video call, skype, television, live video, recorded video etc.

Advantages of communicating through video –

* It is more expressive
* People connect more through it
* It is accessible with internet and without it too

Disadvantages of communicating through video –

* It requires more internet data
* If the internet is not proper, the video starts to buffer
* People lose interest if the video is taking too long to download or play

1. Situations
2. Your sister is getting married and you have to invite your friends, colleagues, and relatives. How would you do it?

For this situation, the best way to communicate to the relatives would be to go and meet them personally and invite them. We can also invite our friends by meeting them or by calling them over the phone.

The colleagues can also be invited by meeting them.

1. You are the IT administrator of the organization and you know that the servers will be down and you have to inform all the employees in the organization and also the higher authorities about the situation.

In this situation, everyone in the organization would be informed of this situation through mail, even the higher authorities, but the administrator will also personally meet the higher authorities and inform them.

1. Observations and learning

The observations made during the communication skills learning process is that the most appropriate way to communicate is face to face.