

UNIT 1:

Introduction to communication:

Meaning of communication

The word communication comes from a Latin word 'communicare' which means to 'share' or 'participate'.

Communication is the process by which we exchange meanings, facts, ideas, opinions or emotions with other people. It is the art of exchanging opinions, thoughts, facts and ideas in an emphatic manner so that the person at the other end receives and understands the subject matter involved clearly and perceives it in the same way it was intended by the sender.

According to Peter Little, "Communication is the process by which information is transmitted between individuals and/or organizations, so that it results in an understanding response."

Business Communication has become an absolute requirement for all organizations for various reasons, such as:

- It acts as the basis of organizational growth in terms of human and public relations
- It widens the outlook of people making them understand the business scenario from a broader perspective
- Business Communication enhances the overall relationship maintenance capabilities of the organization
- It empowers the organization to handle public relations in an effective manner
- It increases personal productivity and confidence of all in the organization by multi-fold levels

Objectives of Communication-

The primary objective of communication in management is to convey information — instructions, policies, procedures, decisions, etc., so the listener will hear, read, understand what is said, agree and accept the message, and react as intended by the manager or sender of communication.

Essentials of Communication-

- Good communication encourages motivational skills.
- It is a mode of information in the decision-making process.
- Communication emphasises socialising within or outside the organisational structure.
- It helps in controlling the process. Employees have to follow the organisation rule, code of conduct and other company policies.

Process of Communication-

Communication is an ongoing process that mainly involves three components namely. sender, message, and recipient. The components involved in the communication process are described below in detail:

1. Sender:

The sender or contact generates the message and transmits it to the recipient. He is the source and the first contact

2. Message:

It is an idea, knowledge, opinion, truth, feeling, etc. produced by the sender and intended for reference.

3. Encoding:

The message produced by the sender is encrypted in a symbolic way such as words, pictures, touches, etc. before transfer.

4. The media:

This is how the coded message is conveyed. The message can be conveyed orally or in writing.

5. Recording:

It is a process of modifying the signals sent by the sender. After recording the message is received by the recipient.

6. Recipient:

You are the last person in the chain and the message you sent was sent. If the recipient receives the message and understands it correctly and acts on the message, only then the purpose of the communication is achieved.

7. Answer:

Once the recipient confirms to the sender that you received the message and understood it, the communication process is complete.

8. Noise:

Refers to any restrictions caused by the sender, message or recipient during the communication process. For example, incorrect telephone connection, incorrect coding, incorrect recording, careless recipient, incorrect understanding of message due to discrimination or inappropriate touch, etc.

Barriers of Communication-

Some of the barriers to communication:

- Lack of proper style, feedback.
- Content is not related to customer requirements.
- Failure to maintain dual communication.
- Bad weather.
- Lack of horizontal flow of ideas.
- Availability of technical coordinators.
- Semantic Problems.
- Lack of leadership.
- Lack of enthusiasm.
- Lack of support from heads of institutions.

Types of Communication

There are four [types of communication](#). It is categorised into verbal, non-verbal, written and visual.

Verbal

Verbal communication is one of the modes where people communicate or transfer information through words. It is one of the common and usual types and frequently used during one on one presentations, video calls or conferences, meetings, phone calls etc.

There Are Certain Measures Which Enhance verbal communication more Effectively

- **Firm and Confident Voice:**

Firm and confident communication reflects the personality of the person. It gives more certainty of completing any task. So always be confident so that your ideas are more precise and specific.

- **Active listening:**

A good listener always tends to listen to everyone's perspective or viewpoints. Active listening helps in identifying each one's problem or thoughts in a more clear way.

- **Ignore Filler Words:**

While giving a presentation, avoid using filler words such as yeah, like, so, etc. It might be distracting to your audiences. Try not to use them in official conferences or meetings.

Non-Verbal

Non-verbal communication is the use of body language. It includes body gestures, facial expression, and shaking hands, etc.. For example: How you sit during an interview automatically reflects your body language. If they are indicating closed body language like closed arms, bent shoulders, shaking legs, etc., they might be nervous, low in confidence, surrounded with anxiety, etc. Non-verbal communication is the most powerful communication to understand others' thoughts and emotions.

Here are Certain Categories Where Non-Verbal Communication are Briefed Up

- **Positive Body Language:** Always carry a positive body language where you can carry your confidence for performing any task. This type of communication gives support to your verbal talks and makes you more open to any kind of jobs.
- **Imitate non-verbal communication you find useful:** Some facial expression or body language can be found helpful in an interview. If an interviewer has positively nodded his head, it gives a clear positive sign in a closed way, i.e. non-verbal communication.

Written

It is the form of communication that involves writing, typing and printing symbols, letters, etc. It is used in Emails, chats, etc. which are the common techniques of using it in the

workplace. Whereas it also furnishes a record of all docs in one place and keeps a systematic account of it.

Here Are Certain Categories Where Written Communication is Briefed Up

- **Aim for Simplicity:**

Any type of written communications should be in a simple format and clear. It helps audiences to understand and provides more transparency on information which you're providing.

- **Reviewing:**

Whenever you're writing, always review your emails, letters or memos before sending it. Reviewing helps to find the mistakes or opportunities to present something distinct.

- **Be Careful of Written Tone:**

Since this is not a mode of verbal or non-verbal communication, always be cautious and have a polite tone while writing.

- **Keep the Written Files if You Find it Useful:**

If you received the memo or email which you're finding helpful or interesting, you could save that template for further references to use it in future writing for improving your written communication.

Visual

Visualizing is a form of communication where one can use photographs, drawing charts and graphs to convey information through it. It helps in furnishing the right information through graphics and visuals during office presentation (along with verbal and written).

Here are Certain Steps Which Help in Visual Communication Skills

- **Taking Advice Before Going with Visuals:**

Visual communication includes presentation or emails. Always ask for other's advice if any mistake can be rectified.

- **Targeting Audience:**

Always put those visuals in presentation or emails that can be understood by everyone quickly. If you are giving a presentation on any data or chart which is not familiar to the audience, you need to explain it clearly. There shouldn't be any usage of offensive visuals.