

UNIT – 1

MEANS OF

COMMUNICATION

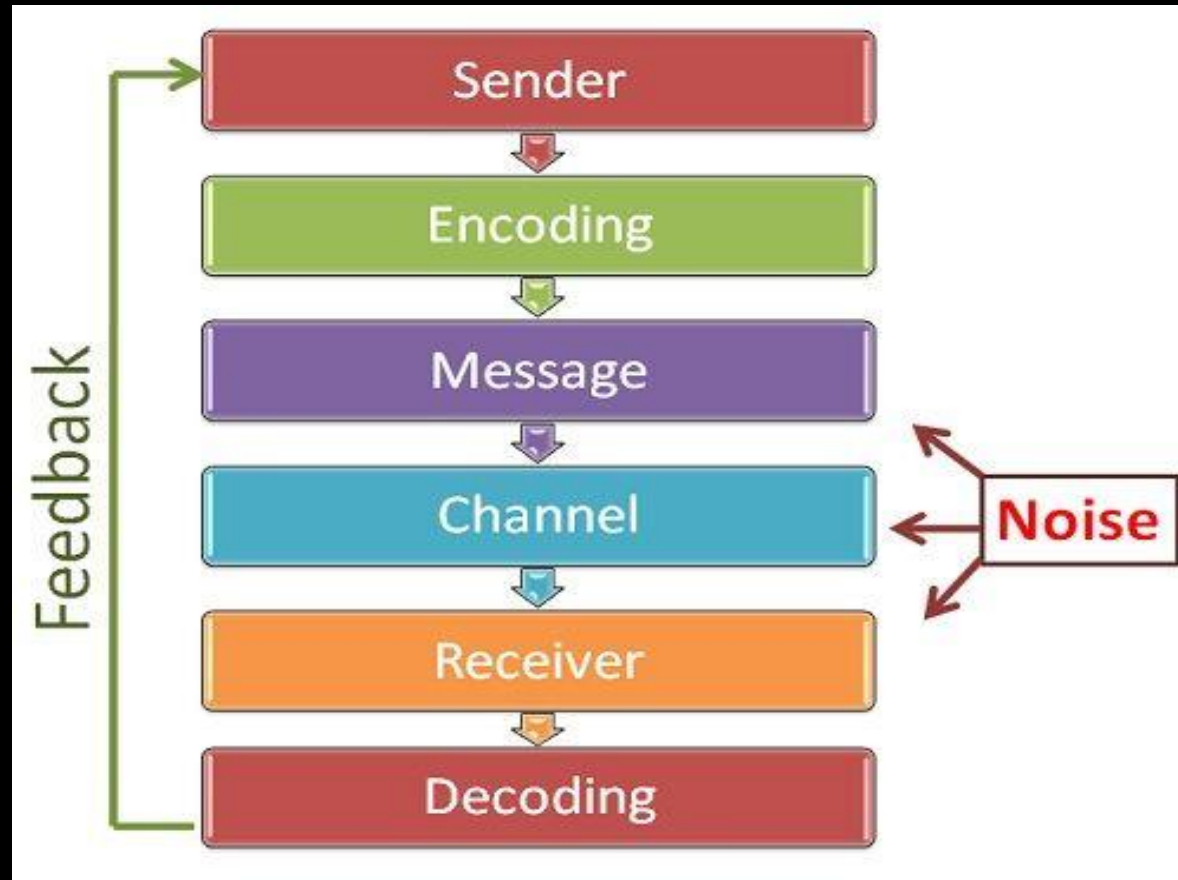
Topics

1. Meaning and Definition
 2. Process
 3. Functions of Business Communication
 4. Objectives of Business Communication
 5. Importance of Business Communication
 6. Essentials of Business Communication
 7. Types of Communication
 8. Barriers of Communication
 9. 7C's of Communication
-

1. Meaning and Definition

- Communication is a two way process in which you share your ideas, feelings, emotions, opinions, knowledge, information etc. with someone through verbally or nonverbally.
- The term communication is derived from the Latin word “**Communis**” which means to share.

2. Process



3. Functions

- Inform employees about the job function
- Persuade clients and partners
- Motivate employees to make better decisions
- Socialize to create bonds

4. Objectives

- To exchange information
- To develop Plans
- To implement the plan
- To motivate employees
- To increase efficiency

5. Importance

- Management efficiency
- Resource utilization
- Giving information
- Persuasion
- Warning and appreciation

6. Essentials

- Clarity of information
- Adequacy of message
- Consistency of message
- Feedback
- Understanding the receiver
- Consultation
- Determine medium
- Tone and content
- Timing and timeliness
- Support with action
- Listening
- Environment of confidence

7. Types of Communication

- I. Verbal
- II. Nonverbal
- III. Written
- IV. Visual
- V. Formal
- VI. Informal

8. Barriers of Communication

- Language Barriers
- Psychological Barriers
- Physiological Barriers
- Physical Barriers
- Attitudinal Barriers

9. 7C's of Communication

