

1. Define the process of communication.

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Ans. **Introduction.....**

The term communication is derived from the latin words communis, meaning COMMON.

Communication has been defined as 'Transferring' of a thought or idea from one person to another person so that it can be understood and acted upon. In Order to transfer an idea we have to use symbols (words, signs, pictures, sounds) which stand for the idea. The symbols have to be those that others can understand.

Definition of communication.....

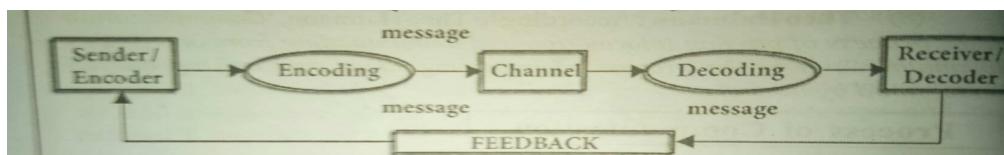
Communication is a process by which information is exchanged between individuals through a common system of symbols & signs of behaviour. WEBSTER'S DICTIONARY.

Meaning of communication....

Communication as

- * The of sharing information, ideas & attitudes between individual.
- * The transfer of information from the sender to the receiver so that understood the right context.
- * The process of initiating, transmitting & receiving information.

Process of communication.....



Element of communication.....

- * **Sender .:** The process of communication begins when the sender feels the need for it and the

idea generates in his mind. Therefore, he is at the center of the communication process. The sender may be a speaker, a writer or an actor. He must have a clear picture in his mind of what he wants to communicate.

* **Encoding :** The sender puts his ideas or facts into words, symbols, pictures or gestures which the other person can understand. The words and symbols , if not selected carefully, may create confusion or misunderstanding at any stage in the process of communication.

* **Channel :** A channel is a medium through which a message is sent or receive The entire process of communication depends upon the proper selection of channel as the channel connects the sender with the receiver.

* **Receiver :** The person or group to whom the message is directed is known as receiver. The receiver represents the destination for the message and thus the receiver is at the receiving end of the communication cycle. He may be a listener, a reader or a viewer.

* **Decoding :** The process of decoding is the opposite of encoding. The receiver translate the words and symbols used in the message into idea and interprets it to obtain its meaning. The message should be accurately reproduced in the receiver's mind.

* **Feedback :** After deriving the receiver reacts or responds to the message. He sends back his response to the sender. This return flow of communication is called feedback. The process of communication is incomplete until the sender receive the feedback. If the feedback is in the tune with the message, communication is said to be effective.

Que 2 Define meaning and features of communication.

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Ans. Introduction.

A good communication skill, both in speech and writing is the need of the our in this competitive world. It is now a well established fact that only those who have acquired effective communication skills are going to lead the world around them. Hence, knowing what is communication and mastering the art of effective communication has become extremely significant.

* Meaning of communication :

Newman and summers " communication is an exchange of facts, ideas, opinions or emotions by two or more persons."

Peter Little "Communication is the process by which information is transmitted between individuals and/or organisations so that an understanding response results."

* Features of communication.

1. Communication is a two way process : It takes two to complete communication. There should be a sender and a receiver. This process is incomplete until the response or reaction based on proper understanding is available. Thus, feedback is an essential part of communication.
2. Communication is a continuous process : Communication is an ongoing process . When communication is absent, human activity ceases to exist.
3. Communication is a goal oriented process : Communication can be effective if the sender and receiver both are aware of the goal of communication and there is relative consistency in their goals.
4. Communication is an inevitable process : Communication is essential in all types of organisations and at all levels of management. Moreover, it pervades all human relationships and forms the foundation for healthy human relationships.
5. Communication is a process of exchanging meanings : The tone, gestures and facial expressions of the speaker often carry a greater meaning than words. We can communicate a lot through signs, symbols and gestures also.
6. Communication is a complex process : Communication consists of a flow of messages through several networks. There are networks for problem solving , workflow, information sharing and socialising.
7. Communication is a dynamic process. : Change in the moods and thinking of the sender and the receiver of the message influence the effectiveness of communication. The way a message is received depends upon which of the five sensory organs (eyes, ears, nose, tongue, touch) of the receiver are the most active at that time.
8. Communication is an inter-disciplinary science : Knowledge derived from several sciences is used in communication. Anthropology, psychology, sociology and political science have provided insights to make communication effective.