

Communication

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What is Communication??

According to Oxford Dictionary:

The imparting or exchanging of information by speaking, writing, or using some other medium.

Two-way process of reaching **mutual understanding**, in which participants not only **exchange** (encode-decode) information, news, ideas and feelings but also **create and share meaning**.

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- Two-way process
 - Mutual understanding
 - Exchange information, news, ideas and feelings
 - Create and share meaning

Two-way process



Mutual understanding



Exchange information, news, ideas and feelings



Create and share meaning



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Types of communication

- Verbal communication
- Non-verbal communication

Verbal Communication

- **Verbal communication** is the use of sounds and words to express yourself.
- It includes oral and written communication.



Non verbal communication

- **Non verbal communication** is the use of facial expressions, gestures, eye contact, posture, and the tone of the voice to express yourself.
- The difference between the words people speak and our understanding of what they are saying comes from **non-verbal communication**.



Importance of communication

- Promotes motivation
- Source of information
- Altering individual's attitude
- Helps in socializing
- Controlling process



Thank you..!!