







# Communication- Definition

- Process of passing information (Sending) and understanding (Receiving) the same from one person to another through verbal and non verbal means
- Communication is a two-way process which involves transferring of information or messages from one person or group to another.

# Nature of communication

- It is a two way process.
- It is a continuous process (Sender, Medium, Receiver, Message)
- It is not over until the receiver understand the message.

# Scope of communication

- Scope of communication means **the normal functioning area of this subject**.
- Since communication is essential in every sphere of human life, its scope is wide

# Functions of communication

- To inform
- To persuade
- To motivate
- To educate

# Types of communication

- Verbal
- Non verbal
  
- Formal
- informal



# Importance of communication

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