**COMMUNICATION**

Poetry

The poem was entitled “Promise yourself”. The poem was an inspirational one which encouraged us to be a better person and eventually become the best version of ourselves. But the main idea behind presenting the poem before us was to make us identify how was this communication made possible. Through this our main topic of “Communication” started.

What is communication?

Communication is the process of sharing, conveying or exchanging thoughts, views and opinions to a person or a group using written, verbal or even visual means. It involves various components which will be mentioned in the coming stages below.

Why is Communication important?

The following mentioned reasons will indicate the importance of communication –

* For maintaining a good working relationship
* Expressing emotions or ideas
* Bridges the gap through flow of information
* Entertainment
* Information gathering and sending

Who were the best communicators/orators?

The people who have been recognized as the best orators across the globe include some really famous personalities like Narendra Modi, Michelle Obama, Oprah Winfrey, Harsha Bhogle, Barack Obama, Hitler, Martin Luther King and many more.

Activity: Draw a Bug

We had to draw a bug by only following the instructions provided to us. The instructions were a sequence of steps which we had to follow to get the final result. The main observation that we were able to conclude through this was that even though everyone received the same instructions, the end product of every individual was quite different from every other individual. This led us to the eventual inference that even when provided with the same set of information every person has its unique interpretation towards it.

Activity (Fun Event): Sounds of Animals

We were divided into groups and each group was assigned a particular animal like dog, cat, etc. We were then asked to call our group members using the sound of that particular animal which we were assigned. The key take-away from the activity was that even the animals have their own means of communication which they use for interaction among themselves.

Channels of Communication:

There are total 3 major components of Communication -

Receiver

Sender

Channel

Sender – The entity who sends the message

Channel – The path through which the message is sent

Receiver – The entity who receives the message

What do you mean by a channel? - Channel is anything which sends across a message to you. This could include people, written, documents, voice, video, etc.

The various channels include –

* Posters
* Email
* Telephone
* Letters
* Memos
* Handbooks
* Events/Presentations
* Videos
* Grapevine

Real life Situations-

1. You need to invite your friends to your sister’s wedding, how will you send out the invites to your friends, relatives and colleagues?

Answer - So there are total 3 different categories of people whom we need to invite. Each category has different type of relationship with the person, so according to the closeness of the relationship the people will be invited. Friends would usually be invited through phone calls or whatsapp messages/texts. Relatives would be invited by personally meeting them and offering them greeting cards and sweets. The office colleagues would normally be invited through mails.

1. The server is going to be down after 5pm on a particular working day. If you were the server administrator, how would you communicate to all the employees in your organization?

Answer – To all the employees of the office a mail will be sent to all of them. For the higher authorities of the company we will send someone personally to inform them as they might not get time to check their mails because of their busy schedule.

1. Your parents have seen a girl/boy for you, you need to take this forward. How will you go about with this?

Answer – If they have seen someone for me, I will first like to go and meet them personally and know about them. I would like to know them as much as possible and then if I find things to be favorable then I can take it forward.

There are 3 major modes of Media for communication namely,

* Audio – Voice calls, voice recordings
* Video – Video calls, face to face conversation
* Data – Email, Messages, Texts

Advantages of Audio - It is the easiest mode of communication. It is a cost efficient way and also is a fast mode of communication

Disadvantages of Audio – The clarity of communication depends on the quality of the medium. One cannot keep the official track of voice calls. Conference calls are not very efficient.

Advantages of Video – You can make official calls on urgent basis. Conference calls are very efficient. You can get the view of the location or any other important requirement.

Disadvantages of Video – The quality of call depends on the medium. The calls cannot be made from everywhere.

Advantages of Data – It is a very fast and cheap mode of communication. You can have official track and backup of the communication.

Disadvantages of Data – There are always chances of phishing. Cases of spamming is also highest. In case of immediate response this may not be the best mode.

Now look at what is the most effective media of communication

High face to face

tele presence

video call

audio call

Data attention interest desire action high

Impact/preference

|  |  |
| --- | --- |
| Face to face | Ideal/ most preferred |
| Least preferred | email |

Frequency of usage