

COMMUNICATION

Communication is the process through which people exchange their ideas, information, feelings or thoughts with one another. This exchange or communication can be through speech, body language, gesture, eye contact or symbols. The word communication is derived from the Latin word '**COMMUNIS**' which means common. Since man is a social being and lives in a society, communication forms an important part of our lives. It plays an important role in the development of mankind, society and in the economic growth of any country and the world as a whole. According to **Ferry and Franklin** "Communication is the art of developing and attaining understanding between people".

PROCESS OF COMMUNICATION

The Process of Communication Since communication is the process between two or more persons, there is a sender and a receiver. The sender sends the message and the receiver receives it and understands it. It is the complete process of transmission and exchange of facts, ideas, feelings and thoughts. The process is made up of several components. These components are inter-related and form the model of communication. The various components of the process of communication are:

- 1) Message or Idea
- 2) Sender
- 3) Encoding
- 4) Communication Channel (Medium)
- 5) Receiver
- 6) Decoding
- 7) Feedback

1)Message

Message is a piece of information spoken or written to be passed from one person to another. It is a subject matter of communication. It may involve any fact, idea, opinion, figure or information. It comes in the mind of sender, speaker or communicator.

2) Sender

Sender is the person who sends or conveys the message. There is always a communicator or sender in the process of communication. He may be an individual, a group or an organization. The sender must have a clear picture in his mind about what he wants to communicate. For example, a lecturer delivering a lecture in the class room is a sender of a message.

3)Encoding

When an idea comes in the mind of the sender, he puts it in a manner in which the receiver may understand it. Giving a thought a form of language which can be understood by the receiver is called encoding.

4) Communication Channel

Channel is the means or medium of communication by which a message is transmitted to the receiver. After encoding the message, the sender chooses the method to give information to the receiver. It can be written, spoken, through sign or body language.

5) Receiver

Receiver is the person who receives the message. Without the receiver the process of communication is incomplete. He may be a listener or reader or viewer of the message. He not only receives the message but understands it and gives feedback.

6) Decoding

Decoding is the process of translating an encoded message into understandable language. The receiver converts the symbols, words or signs received from the sender in his own easy language to get the complete meaning of the message.

7) Feedback

Feedback is the receiver's response to the sender's message. It is the last but important element in the process of communication. It is the reversal of the communication process where receiver becomes the sender and the sender becomes the receiver. It helps the sender to know that the message has been received and understood by the receiver in a manner it was sent to be understood.

TYPES OF COMMUNICATION:

Language is the most powerful tool of communication. It is used to convey messages easily. There are two types of communication:

1) Verbal Communication

2) Non-Verbal Communication

1) Verbal Communication: The communication done by using language or (words) is called verbal communication. It is further divided into two parts:

a) Oral Communication

b) Written Communication

ORAL COMMUNICATION

The term or word oral means anything related to the mouth. Oral communication is a form of communication in which the message is transmitted in spoken form. In oral communication the sender and the receiver exchange their ideas through speech, either in face to face conversation or through some mechanical or electrical device. The forms or the modes of the oral communication are - face to face communication, meeting, conference, seminar, radio, T. V., lectures, interviews, telephone etc.

Advantages of Oral Communication

- i) It is faster than the written conversation.
- ii) Oral communication helps in getting quick response from the receiver.
- iii) It is more effective because in this process, the sender and the receiver share their ideas on one to one basis.
- iv) It is more effective because one can make gestures and use body language to convey the ideas and feelings.
- v) It is useful when the information has to be kept a secret between the sender and the receiver.
- vi) It is useful when the receiver is illiterate.
- vii) It is useful when some messages are to be given to a large number of people.
- viii) It is more flexible because ideas and counter ideas can be exchanged and debated upon.

Disadvantages of Oral Communication

- i) It may not be possible in areas where there are no means of communication available.
- ii) It cannot serve as an authentic piece of record unless the conversation is recorded.
- iii) It may fail in certain situations and create misunderstanding because of the immediate response from the receiver where the sender and the receiver are in disagreement with each other; such disagreements can lead to arguments.

Written Communication

The communication in which the information is exchanged in the written or printed form is known as written communication. It is the most formal of all types of communication. Written communication is transmitted by written words in the form of letters, reports, handbooks, memos, circulars, cards,

magazines, etc. and these days through e-mails. It is helpful to keep a record of communication with the advancement of technology. These days scope of written communication has become global with the availability of electronic means like e-mail and fax.

Advantages of Written Communication

- i) Written communication is useful when the messages are of permanent nature.
- ii) It is useful when the message is long and lengthy.
- iii) It is helpful even when the receiver is in any part of the world
- iv) It is useful when the message contains figures and pictures or data.
- v) It is helpful when the message is difficult to transmit orally.
- vi) It is useful for the receiver because he gets sufficient time to understand the message and respond appropriately.
- vii) Written communication is useful for keeping a record in the future.

Disadvantages of Written Communication

- i) It may create confusion in the mind of the receiver and to clear that confusion there may be a lot of to and fro exchange of information which may be time consuming.
- ii) Once the message has been dispatched, there is little scope for amendments.
- iii) If the written communication is poorly drafted, it may create misunderstanding and confusion in the mind of the receiver.

NON VERBAL COMMUNICATION

The word nonverbal means communication without the use of words and language. Non-verbal communication involves neither written nor spoken language but includes all the forms of communication which occur without the use of words. It is a process of communicating message through facial expressions and body language. Non-verbal communication is made through facial expressions, eye contact, physical gestures, postures and head and body language.

Types of Nonverbal Communication

1. **Kinesics (body language):** is the study of body movements to judge inner state of emotions expressed through different parts of the body. Our body movements express our feelings in a subconscious way. Our facial expressions and eyes, postures and physical appearance convey a lot of messages.
2. **Paralanguage (Voice Type):** It is the study of quality and volume of voice. It refers to how a person speaks. It stresses on how a person speaks rather than what he speaks.
3. **Proxemics (space distance):** it is the study of how we use a space around to communicate the message. It is the personal space language as kinesics is the body language. Four types of distance of space is to determine the human relationship while communicating with each other
 - a) **Intimate:** Physical contact to one and half feet. Physical contact to a distance of one and a half feet.
 - b) **Personal:** From one and half feet to four feet. From one and a half feet distance to distance of four feet.
 - c) **Social:** From four feet to twelve feet. From a distance of four feet to a distance of twelve feet.
 - d) **Public:** From twelve feet to infinity (range of eye sight & hearing).

4. Haptics (Touch Language): It is a study of how physical contact or touch is used to communicate the idea and feelings. Stroking, patting, shaking hands etc. play an important role in human behaviour.

5. Chrosemics (Time Language): The subject deals with the way people use time dimension or time language. This time language is called chrosemics. It involves the time dimensions when we are communicating with someone. For, example, delay in reply to a personal or business letter in the office shows the irresponsibility of the person and completion of the task within a given time frame shows the sincerity or hard work of the person.

6. Physical contexts: Physical contexts like room design, furniture, decoration, color etc. convey a lot of meaning to our senses

Advantages of nonverbal communication

- (i) It is the natural and effective means of communication between two or more persons.
- (ii) When verbal communication breaks down nonverbal communication serves the purpose.
- (iii) It provides efficiency to the sender as well as receiver. We can transmit a non-verbal message because the receiver can understand the message unconsciously.

Disadvantages of Nonverbal Communication

- (i) Body language cannot convey the full message but only a part of it.
- (ii) Some of the gestures vary (different) from one region to another.
- (iii) Nonverbal communication is more difficult to understand.
- (iv) In nonverbal communication, sometimes the gestures can be misunderstood