

Communication is a continuous and dynamic process. It involves dissemination and understanding of information in the right context. In day to day communication, people express ideas, emotions, opinions and thoughts in a casual manner by using colloquial language and non-verbal cues. In such communication, there is a great possibility of misunderstanding and misinterpretation. Whether it is a formal or informal situation, communication should be meaningful, effective and correct. Effective communication requires appropriate use of words, correct pronunciation, speed in delivery of words, suitable tone and befitting body language. Appropriate use of tools to communicate the message makes communication meaningful. Effective communication motivates people to respond correctly to the messages and work together in tune with each other. However, it requires intentional efforts to develop those skills. The word communication is derived from Latin word "communicare" that means "to share" (Matthew 2018). In general sense, communication is defined as a meaningful exchange of thoughts, opinions, ideas, views or messages between at least two or more than two people. It can also be interpreted as a transmission of ideas and information to develop common understanding for smooth functioning of business association. In simple words, communication is an exchange of information among people to draw common understanding between them. In order to understand the concept of communication more clearly, let's refer to some of the definitions given by scholars in this field: 1. Merriam Webster's Dictionary defines Communication as, "A process by which information is exchanged between individuals through a common system of symbols, signs, or behavior". 2. Louis Allen: "Communication is the sum of all the things one person does; when he wants to create understanding in the mind of another. It involves a systematic and continuous process of telling, listening and understanding." 3. Koontz and Weihrich: "Communication is the transfer of information from a sender to a receiver, with the information being understood by the receiver". 3 4. Katz and Kahn: "Communication is the exchange of information and the transmission of meaning. It is the very essence of a social system of an organization" 5. Robert Anderson: "Communication is an interchange of thoughts, opinions or information by speech, writing or signs." All the definitions mentioned above highlight the fact that communication is a continuous, dynamic, and systematic interaction initiated for a specific purpose. The main purpose of communication is to convey messages clearly and it becomes possible only when it is done systematically. Although communication is considered as a continuous process, there is difference in day to day communication and Business Communication. So, let's understand the concept of business communication.