





# COM 101

## Introduction to Communication

### Session 2



### Section B

---

*14 November 2022, IIIT Delhi*

# Objectives

---

- ❖ Understand the meaning and definition of communication.
- ❖ Be able to know the objectives of communication
- ❖ Know the relevance of communication in an institution
- ❖ Understand the functions and importance of communication

# Introduction

---

- ❖ What is communication ?
  - ❖ an integral part of life
  - ❖ an important aspect of human behavior
  - ❖ to create a common understanding
- ❖ Communication stands for natural activity of all human beings to convey opinions, feelings, information, and ideas to others through words (written or spoken), body language, or signs.



# Defining communication

---

- ❖ Latin word “communis”
  - ❖ means ‘common’ and thus, if a person effects communication, he establishes a common ground of understanding.

# Nature of Communication

---

- ❖ It is process
- ❖ It is inevitable
- ❖ Meaning based
- ❖ Communication is intentional as well as unintentional
- ❖ Communication is systematic

# Nature of Communication

---

- ❖ A two-way traffic
- ❖ Communication is a social process
- ❖ Dynamic process
- ❖ Continuous process
- ❖ Communication is both interaction and transaction



# Nature of Communication

---

- ❖ It is a spiraling process
- ❖ It is contextual
- ❖ Needs proper understanding
- ❖ Leads achievement of the organizational objective
- ❖ Dispels misunderstanding



# Nature of Communication

---

- ❖ It has four specific skills
- ❖ It is all pervasive
- ❖ It shares thoughts and ideas, which produce response
- ❖ It is the lifeblood of business

# Classification of Communication

---

- ❖ 1. We classify communication according to the number of persons (receivers) to whom the message is addressed
- ❖ Intrapersonal communication
- ❖ Interpersonal communication
- ❖ Group communication
- ❖ Mass communication



# Classification of Communication

---

- ❖ Communication can also be classified on the basis of the medium employed:
  - ❖ Verbal communication
  - ❖ Non-verbal communication
  - ❖ Informal Communication
  - ❖ Formal communication

# Classification of Communication

---

- ❖ Informal communication
- ❖ Downward communication
- ❖ Upward communication



# Purpose of communication

---

- ❖ Objective / Purpose ?
- ❖ The objectives of communication would include the following:
  - ❖ Inform, Persuade, Educate, Train, Motivate, Integrate, Relate, Entertain, make connections, empathise, Generate criticality.

# Importance and Function of Communications

---

- ❖ The importance of communication can be judged from the functions performed by it. Following are the important functions of communication:
- ❖ Information Sharing, Feedback, Influence, Problem Solving
- ❖ Assists in decision-making, Facilitating change, Group building, Gate keeping



# Importance and Function of Communications

---

- ❖ Conveying the right message, Helps in co-ordination of effort, Good relations, Develop life skills
- ❖ Ensuring Effectiveness of policies, Motivating people
- ❖ Performance feedback, Job instruction, Controlling people, Emotive function

# Evaluation of communication effectiveness

---

- ❖ Communication is not an end in itself; rather it is a means to attain other ends or goals.
  - ❖ Fidelity of Communication
  - ❖ Economy
  - ❖ Congruence
  - ❖ Influence and Relationship building
  - ❖ Continuity despite complex environment



# Modules

---

- ❖ Communication within an organization
- ❖ Non-verbal communication
- ❖ Written communications: letters, reports, policies and procedures
- ❖ Effective listening
- ❖ Verbal presentations

# Let us sum up

---

- ❖ Communication is defined as “the process of passing information and understanding from one person to another, it is essentially a bridge of meaning between people”
- ❖ All communication is essentially sharing of information or some message.
- ❖ Communication is the most important of our social activities.



# Let us sum up

---

- ❖ We can classify communication as interpersonal, intrapersonal, group communication, upward, downward, lateral, diagonal, formal, informal, written or non verbal communication.
- ❖ Reading, writing, understanding, speaking and listening are the five skills of communication
- ❖ The objective of communication may to inform, to persuade, to train, to motivate, to educate, to relate, to reprimand, to rectify and so on.

# What is a medium ?

---

- ❖ Medium is the means of transmitting a message.
  - ❖ Some media carry written words and / or pictures / graphics and other media carry the voice. Electronic media can carry both voice and words.
- ❖ The message can be transmitted by any suitable medium.
  - ❖ Each medium has its own characteristics which are advantageous in one situation and disadvantageous in another situation. Each medium makes a different kind of impression and impact on the receiver.



# Choice of medium

---

- ❖ The medium of communication is selected keeping in view the following considerations:
- ❖ Type of audience
- ❖ Need for secrecy, accuracy, and reliability
- ❖ Speed / time considerations
- ❖ Cost of medium and its availability

# Choice of medium

---

- ❖ Feedback capacity
- ❖ Availability of a printed (hard copy) for record
- ❖ Requirement of a situation
- ❖ Intensity and complexity of a message



# Modes of communication

---

- ❖ e-mail

- ❖ Name and address on e.mail
- ❖ Using e-mail for conferencing
- ❖ Advantages and shortcomings of using e-mail

- ❖ Teleconferencing

- ❖ There are three types of teleconferencing: (a) audio teleconferencing (b) audio graphics teleconferencing (c) video teleconferencing.

# Mass communication

---

- ❖ Mass communication is communication from many to many.
- ❖ The messages are prepared by teams ( as in newspapers, radio, TV, Cinema) and reach a large number of people all over the world.
- ❖ The distance between the sender and the audience is very massive.