

# COMMUNICATION

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## MEANING OF COMMUNICATION

The term communication is derived from the Latin word “communis” or “communicare” which means to make common. Thus Communication means to make common the information, facts and thoughts. Communication therefore is the exchange or sharing of thoughts, messages, information, etc. by the way of speech, writing, or signal. Communication is the most integral part of human nature. No meaningful understanding is possible without communication. Of all the creatures, man has the ability and power to express in words.

### Definitions

- 1 . According to Oxford Dictionary, *“Communication is transferring or conveying of meaning.”*
2. According to Little, *“Human communication is the process by which information is passed between people by means of previously agreed symbols in order to produce a desired response”.*
3. According to Theo Haimann , *“Communication is the process of passing information and understanding from one person to another. It is the process of imparting ideas and making oneself understood by others.”*
4. According to Newman and Summer, *“Communication is an exchange of facts, ideas, opinions or emotions by two or more persons.”*

## TYPES OF COMMUNICATION

To learn to communicate effectively, it is helpful to understand something about the basic forms of communication. On the basis of channels, Communication is of two types;

1. Verbal Communication
2. Non-verbal Communication

## **Verbal Communication**

Verbal means the use of words in communication process. In verbal communication, message is transmitted verbally by making use of words, such as oral and written. Verbal Communication is further divided into two types;

1. Oral Communication
2. Written Communication

### **Oral Communication**

The term 'Oral' means anything pertaining to the mouth. In Oral Communication a message is transmitted in the spoken words. In oral communication, the sender and the receiver exchange their ideas through speech either in face to face talk or through some mechanical or electrical devices. There are some forms of oral communication depending upon the situation;

- Face to face conversation
- Lectures
- Meeting and conferences
- Interviews
- Seminars
- Telephonic talk
- Voice mail
- Television
- Radio

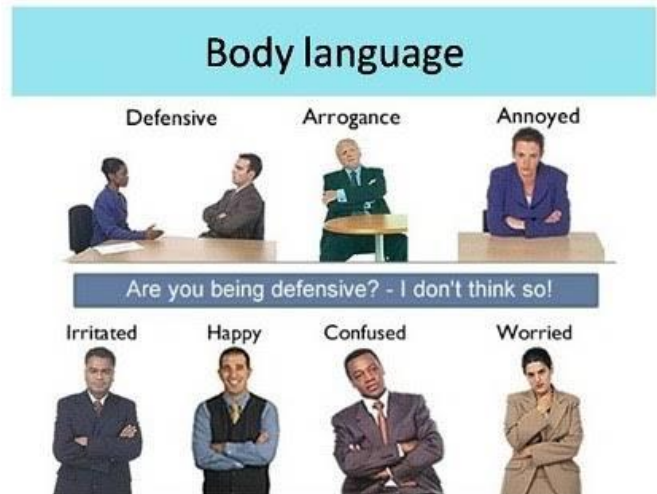
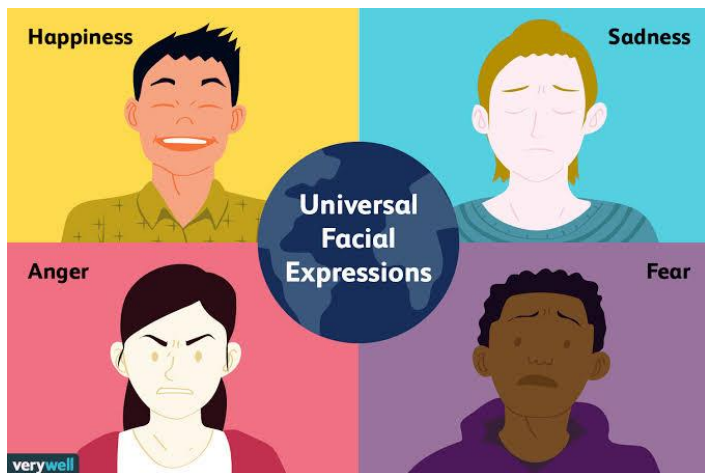
### **Written Communication**

Written Communication is that communication in which information is exchanged in the written or printed form. Pictures, graphs, etc. are also used for the written text. It is the most formal of all types of communication. Some examples of written communication are;

- Letter or application
- Circular/Notice
- Newspaper
- Poster
- E-mail
- Fax
- Websites
- Telegram
- Facebook
- WhatsApp

## Non-verbal Communication

Non-verbal Communication is the communication without words. Some examples of non-verbal communication include body gestures, eye contact, posture, tone of voice, facial expression, signal, sound, etc.



## FORMS OF COMMUNICATION

According to purpose and style Communication is two types;

1. Formal Communication
2. Informal Communication

### Formal Communication

Formal Communication means that exchange of ideas and information which is done under the planned organisational structure to create mutual understanding. In formal communication, certain rules, regulations, conventions and protocols are followed while communicating message. Formal communication is three types;

- Upward Communication
- Downward Communication
- Horizontal Communication

## Upward Communication

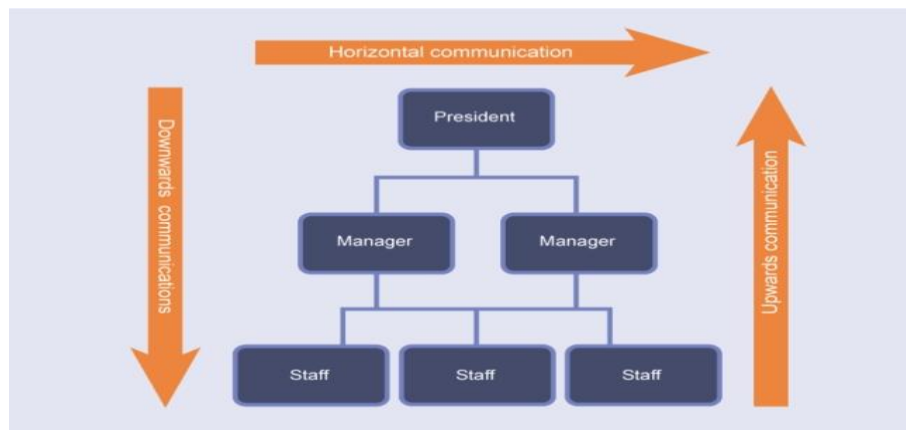
The function of upward communication is to send information, suggestion and grievances from the lower level workers to upper level workers. It means from subordinates to the superiors. Example, when a manager communicates to Vice President or to the CEO of the company.

## Downward Communication

When upper level workers or seniors share message, information to the lower level workers or to the subordinates is known as downward communication. For example giving orders by the marketing manager to the sales manager, or by the sales manager to his salesmen, teacher teaches to his students in class room.

## Horizontal Communication

Horizontal Communication takes place when two individuals of the same level exchange information. For example a manager communicates to a manager, a worker communicates to a worker, a teacher communicates to a teacher.



## Informal Communication

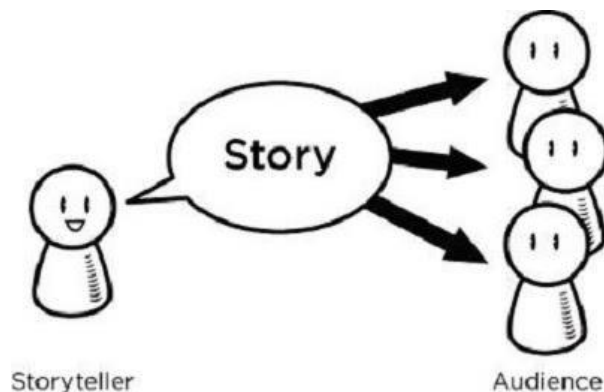
Informal Communication means the unofficial communication that takes place among the different people and groups. This communication happens among informal relations like family, friends, members of the same club or same place. It is free from all the organisational formalities. This communication is also called Grapevine Communication because there is no definite channel of communication. For example a friend communicates to a friend, a family member communicates to other members of the family.

## COMMUNICATION ON THE BASIS OF DIRECTION

- One way Communication
- Two way Communication

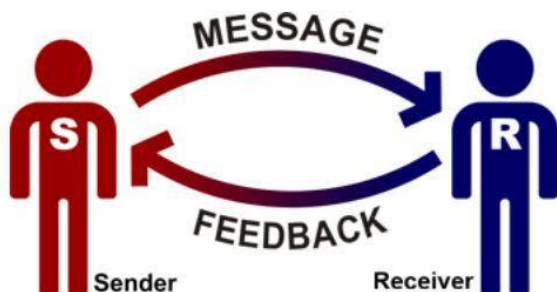
### One Way Communication

In One way Communication, message or information is transferred in one direction only from the sender to the receiver. There is not any opportunity for the receiver to give feedback to the sender. For example, a lecture in classroom, seminar, conference, speech, debate, television, radio, book, etc.



### Two Way Communication

Two Way Communication is an exchange of knowledge, information between two persons or parties. Two way communication is when one person is the sender and he transmits a message to another person, who is the receiver. When the receiver gets the message, he sends back a response to the sender accordingly, the message was received. For example, two friends talk to each other, teacher asks question to the students and they give the answer, communication between shopkeeper and customer, communication between employer and employee, etc.



## **PROCESS OF COMMUNICATION**

We have already discussed, communication is a process of transmitting and receiving verbal and non-verbal messages. Communication is considered effective when it achieves the desired reaction or response from the receiver. There are some components that constitute the process of communication. They are as;

- Sender
- Message
- Encoding
- Channel
- Receiver
- Decoding
- Feedback

### **Sender:**

The person who sends the message is called the sender. The process of communication begins when an idea occurs in the mind of sender. The sender wants to send that idea to another person or organisation. The sender may be an individual, a group or an organisation.

### **Message:**

The idea, information or opinion transmitted by the sender is called message.

### **Encoding:**

The method by which a message is expressed is called encoding. The message is transmitted by the sender to the receiver in the form of words, symbols, pictures, sounds or signals, facial expression, body languages, etc.

### **Channel:**

The method by which a message is transmitted by a sender is called the channel. The channels are like- postal, telephone and other electronic devices, etc.

### **Receiver:**

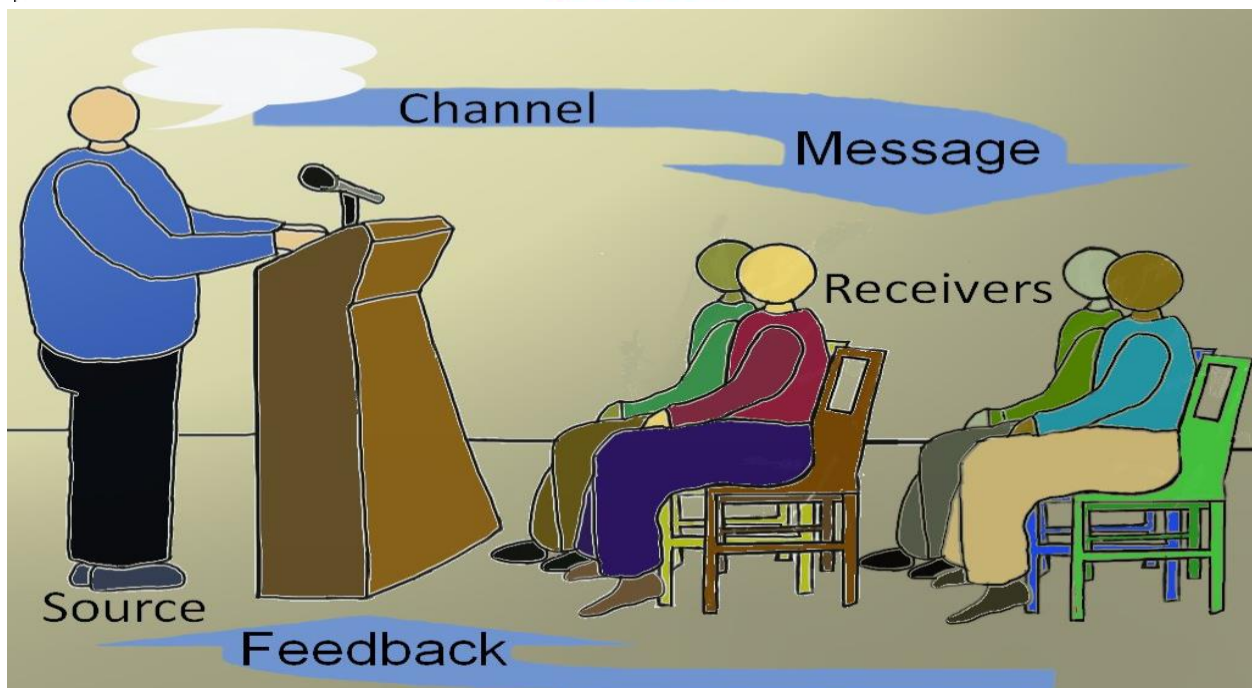
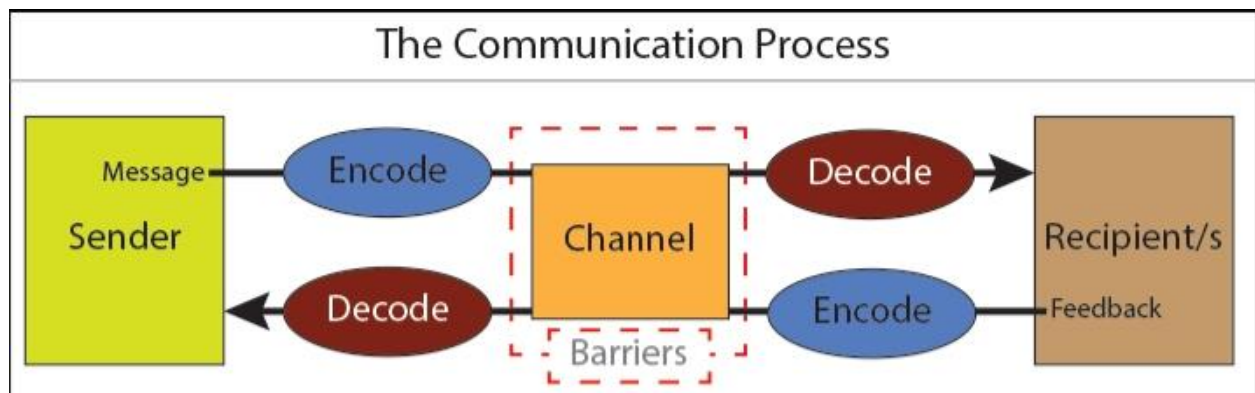
A person, a group or an organisation that receives the message is called as receiver.

## Decoding:

Decoding is the mental process by which the receiver draws meanings from the words, symbols or pictures of the message. The receiver himself is the decoder of the message. The receiver decodes the message.

## Feedback:

Feedback is the receiver's response to the message. It is the final link in the communication process.



### **Important Questions:-**

- 1. What is communication?**
  - 2. What is verbal communication? What are its various types? Explain with diagram.**
  - 3. What is non-verbal communication? Give example of the same.**
  - 4. Describe formal communication with example and diagram.**
  - 5. Describe informal communication with example.**
  - 6. Differentiate between one way communication and two way communication.**
  - 7. Differentiate between upward communication and downward communication with example.**
  - 8. Explain process of communication and factors responsible for it. Give diagram.**
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