

Unit - 1

classmate

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Communication

Communication is the process in which one person can share their ideas, views, opinions, thoughts, feelings to other person.

It is also known as an act of exchanging information.

Communication comes from a Latin word "Communis" which means common.

It is always a two way process.

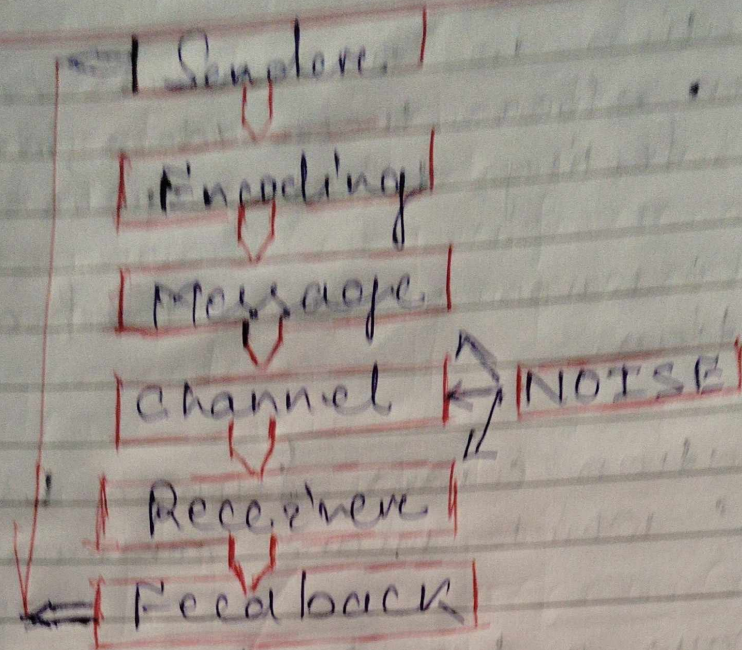
Involving following elements, a sender, a message, a medium, a channel, a receiver, a feedback. If all these elements should have a cooperation and understanding between the two parties involved then the communication process is successful or meaningful.

In communication the sender and the receiver should share a mutually accepted common language.

Process of Communication

Communication is a dynamic process that begins with the conceptualizing ideas by the sender who then transmits the message through a channel to the receiver. Who in turn gives the feedback in the form of some message or signal within the given period of time.

7 major elements in Communication Process



Sender: Sender is the source of information and is the person who initiates the conversation and has conceptualized the idea that he intends to convey it to others.

Encoding: Encoding process begins with the sender where he uses certain words or non-verbal methods such as symbols, signs, body language etc to translate the information into a message. The sender's knowledge, skills, background, competencies over subject matter has a great impact on the success of the message.

Message: Message contain information. It can be verbal, oral, written, symbolic and non-verbal.

Medium/Channel The sender choose the channel through which the message is being transmitted. The medium must be selected carefully in order to make the message effective. The choice of medium depends on the interpersonal relationships between the sender and the receiver.

Receiver The receiver is the person who receive the message. He tries to interpret it in the best possible manner and gives feedback to the sender.

Decoding Decoding is the process in which the receiver interprets the message send by the sender and understand it in the best possible manner.

Feedback The feedback is the final step in communication process that ensures the receiver has received the message and understand it perfectly and gives the feedback to the sender. It increases the effectiveness of the communication.

Types of Communication

There are four types of Communication

- ① Verbal Communication
- ② Non-Verbal Communication
- ③ Written Communication
- ④ Visual Communication

Verbal Communication

Verbal Communication is also known as oral communication

It is done through by using of spoken words. When we use spoken words verbally at this time we express our feelings, thoughts, opinions, ideas to other person.

Verbal communication are of 4 types

① Interpersonal Communication:-

It is also known as face-to-face or one-to-one communication.

Interpersonal communication held between two person in which they share their ideas, views, information, opinions and at the same time also receiving some information.

This exchange of information can happen in face-to-face meeting or conversation.

② Intra Personal Communication:- (Self-talk)

It is also known as self talk.

By imagination, visualisation where an individual

In the process of deep thoughts.

⑪ Small Group Communication:

It happens when more than two people are present and participate in the conversation. It gives scope to interact with each participant.

In this type of communication the participants discuss on a specific topic.

⑫ Public Communication:-

This type of communication usually takes place when one person talks to many people.
For Example

Public speeches during election campaign.

In this type of communication information goes in one direction.

The speaker may try to explain his ideas, thoughts to audience or receiver by delivering a lecture.

Non-Verbal Communication

It refers to any form of communication that is not done through spoken words. It may occur by using signs, symbols, actions, feelings, emotions through your body language, facial expression, eye contact.

Types of Non-Verbal Communication

① Facial Expression:- It convey or share one's emotions, feelings without saying a word.

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It consist of feelings of happiness, sadness, anger, surprise and fear.

Posture: (Body Movements)

It defines the way people sit, walk, stand and hold their head, means the way you carry yourself.

It refers to overall position of body!

Gesture: (Specific Physical Movements)

Gesture is a form of non-verbal communication. It refers to specific physical movements made with the body.

And also known as motion of body that contain information.

For Example

Finger gesture & hand gesture.

Eye Contact:-

It is also another form of non-verbal communication.

The way you look at some one communicate many things.

It is also an important part in maintaining the flow of information or conversation.

Touch:-

By touching we can communicate anything. It is a form of physical contact and it added a person touch to communication.

It always use to show how much you care for someone.

For Example:- Handshake, hug, keep apart on back.

Written Communication:-

It consists of any written and printed materials.

For Examples:- Book, Newspapers, Magazines, This type of communication is very common in business sector.

Visual Communication:-

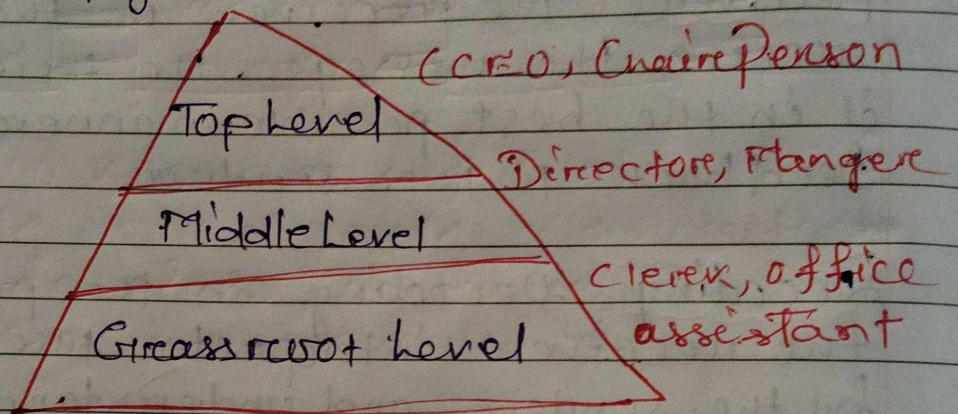
In visual communication we can share ideas for information, opinion, thoughts visual elements.

It includes sign symbols, graphic designs, prints, advertising, stickers, and cartoons.

Business Communication

Communication in general way may take place between individuals, but in "Business Communication" or "Professional Communication" the participant may represent their Business Organisation.

(The structure of Business Communication is pyramidal)



A few people working at the top level control the chain of communication. It is the exchange of information between two organisations for the purpose to achieve commercial commercial goals.

Types of Business Communication

① Upward Communication

It is the communication that will be held from lower level employee to higher level authority.

It starts from bottom to top.

It is also known as vertical Communication. It deals with the request, estimations, complaints, proposals and so on in any