

COMMUNICATION

Define Communication ENGLISH

Communication is known as the process of sending and receiving information. It has been derived from the Latin term 'Communico'. It has been defined by many theorists. Some of these definitions are quoted below: Definition :-

- According to Keith Davis, "Communication is a process of passing information and understanding from one person to another."
- ~~It is a process of passing information and understanding from one person to another.~~
It is lay behaviour that results in an exchange of meaning says by - The American Management Association.
- Peter Little says that communication is the process by which transmitted organisation so that it is a good understanding response.
- D. E. McFarland says that it may be broadly defined as the process of meaningful interaction among human beings.
- According to William Scott, "It is a process which involves the transmission and accurate replication of ideas which feedback with organisation goals."

Features of Communication:

It becomes objective when the critical factor is measuring of communication is common standing.

To be successful, a person needs to communicate effectively with the people both internally and externally. It is ~~also~~ always said to be essential skill in being personally effective.

The source has to decide what information to convey and create the message by using words. The process of putting the idea into symbols is called encoding. If you misunderstand, it is harmful to us. So, it is ~~the~~ the most necessary of all.

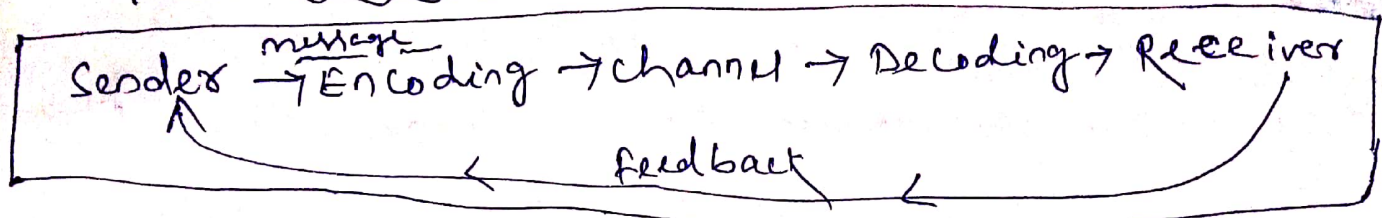
Process of Communication & Diagram & Features

Communication is known as sending and receiving information. It has been derived from Latin term communicare or communico. It is a dynamic process that begins with the conceptualizing of ideas by the sender. So, it doesn't only involve a transfer of information from one individual to other. It is a dynamic social process.

Definition of Communication :-

- According to William Scott, "communication is a process which involves the transmission and accurate replication of ideas ensured by feedback."
- Peter Little says that it is the process by which information is transmitted betⁿ individuals or organisations so that an understanding response results.
- Sir. Keith Davis defines communication as the process of passing information and understanding from one person to another.
- D.H. Paul says, "It is the exchange of meaning between individuals through a common system of symbols."

Diagram of Process of Communication :-



There are different types of process of communication. Such as : ① The Sender ② The message ③ The medium / channel ④ Encoding ⑤ The Receiver ⑥ The decoding ⑦ feedback.

- ① The Sender :- The sender is the person who initiates the conversation and has conceptualized the idea that he intends to convey it to others.
- ② The message :- The information that the sender wants to convey in physical form is called the message.
- ③ The medium :- The success of message largely depends upon the medium or channel. A message to be transmitted requires a particular or a medium for transmitting message. It can be oral, spoken, mail, fax, telephone etc.
- ④ ENCODING :- The process of translating the meaning of message into suitable words, symbols is known as encoding. It maintains co-operation between the sender & the receiver. It is used both logical, symbol system.

(Continue) →

(5) The Receiver :- The person or organization who receives the message is known as the receiver. Having the receiver, the message a receiver decodes the message and sends the feedback to the sender.

(6) The decoding :- The receiver gets the message and attaches his own meaning to it. This process of attaching meaning to the received message is called Decoding. This is a complex & dynamic process.

(7) Feedback :- It is an integral part of a successful and effective communication. Whether the receiver has understood the meaning, they receive some feedback. Calling further explanations.

Define un systematic or informal ^{or grapevine} communication?

describe its features!

- Ans:-
- In this communication arises due to the co-existence of people which outside the formal channel. So it is called informal or grapevine.
 - In this communication flows in different directions linking almost everyone of an organisation.
 - It is governed by social and personal relationship rather than officially recognized rules and formalities.
 - Grapevine operates both in internal and external informal channels. It passes opinions, ~~and~~ suspicions and rumors that generally do not move through formal channels.
 - It takes place spontaneously but not preplanned by the management.
 - It doesn't follow authorities as in the guide of formal communication.
 - It is not recorded anywhere, mostly it employs the oral media.

There are different types of grapevine communication. Such as :-

- (i) Single stand^{ard} communication / chain
- (ii) Gossip chain
- (iii) Probability chain
- (iv) cluster chain

Merits of Grapevine

- (i) Willful Communication
- (ii) Emotional Relief
- (iii) Speedy and Spontaneous and multidirectional
- (iv) Economical
- (v) Cementing

Demerits of Grapevine

- (i) NO accountability
- (ii) Mis leading
- (iii) personal bias
- (iv) Harmful for the organisation

Effective informal or grapevine communication

- (1) The management should follow an open policy of communication.
- (2) The rumors conveyed by the grapevine can be curtailed by the management by the supplementing people with more and accurate information.
- (3) The influential people in a grapevine can be educated and given precise and accurate information.
- (4) Realising the fact that it can ~~be~~ tell a about the satisfaction level and efficiency of employees, grapevine should be ~~be~~ properly nurtured in an organisation.

Verbal / Oral Communication

Ans:- Verbal or Oral communication refers to the use of sounds and language to relay a message. Oral communication indicates to the spoken words. It plays vital role everyday. It serves as a vehicle for expressing desires, ideas and concepts etc. It is divided into two parts. Such as :-

(i) Oral / spoken communication

(ii) Written communication

1) Oral / spoken communication :- There are various situation where oral communication takes place. There are so many types.

(I) Telephone communication (II) face to face

(III) Public speech (IV) Presentation

(V) Meeting etc.

(I) Telephone communication :- This type of communication takes through the telephone. It should be clear and skillful. It is a connecting way.

(II) Face to face :- This type of conversation done by either between two person or among small group of people. During face to face communication voice, tone, movements add significance to the word used it.

(III) Public speech :- Here the speaker speaks either to attention to encourage public. A successful speaker always uses skillful gestures. The public speech is followed by applause.

(IV) Presentation:- In this communication, the speaker prepares his speech as a formal talk which keeps attentive and knowledge

(V) Meeting:- There are different types of meeting. It shows a small group of people by the conference.

Written Communication:- It is also comes under verbal communication. It is a permanent record for future. There are various forms of written communication, such as -

i) Letter ii) Memo iii) Report iv) Circular v) minute

i) Letter:- The most popular written communication is available in the form of letter. We make use them for external communication.

ii) Memo:- A memo or memorandum conveys information or instruction to the workers. It forms also supplied by the company. It may or may not be signed by the sender.

iii) Report:- A report is a document collected by individual or a group of persons on a given topic or subject. It carefully collected data and the proper presentation of the finding from a report.

iv) Circular:- It is a detailed information document giving order on a specific matter or instructions. It provides the govt. organisation. It bears date, number and reference data also.

v) Minutes:- Decisions takes at a meeting in the written form are called minute. It is a moral value for every thing which necessity to everybody.

Systematic / Formal

Describe different type of formal communication?

Ans. - Communication between two or more persons not of the same level or same rank is called formal or systematic communication. It is an organisation between authority and control in the hands of management. The flow of information, control and guided by the management. There are so many types of communication. Such as -
1 - Downward communication, 2 - Upward communication, 3 - Horizontal communication.

1. Downward communication :-

It flows down from top to bottom of the organizational hierarchy of a business organization. The information is initiated by the top level management and conveyed to lower level. It is strictly controlled by the management. This type of communication may record an oral and written media to disseminate information to its employees.

Merits of Downward communication :-

- i) Managements can educate, inspire and direct their employees whenever they wish.
- ii) changes in work methodologies used can effectively be communicated through it.
- iii) It strengthens the control of management on employee.
- iv) In-competent, hostile and unwilling employees can be instructed by the management through it.

Demerits of Downward communication:-

- i) Delayed Delivery of message.
- ii) Distortion of message.
- iii) Delivery of incomplete messages.
- iv) Overloaded message.

2. Upward communication:- In this channel communicates from bottom to top. It provides an opportunity to the lower level employee to share their observations, suggestions and feedback with the seniors.

Merits of upward communication:-

- i) Genuine feedback.
- ii) No misuse of authority.
- iii) Fosters a sense of belongingness in the employees.

Demerits of upward communication:-

- i) Lack of initiative by the management
- ii) Reluctant employees
- iii) In different attitude of bosses.
- iv) By passing the authority.

3. Horizontal communication:- In this organization must be needed co-ordination and responsibilities with the dept. They work with each other for the achievements. This need of co-ordination and inter-dependency between different units of a communication gives rise to the need of horizontal or lateral communication. Horizontal communication acts as a genius role in the growth of company, such as - i) face to face conversation, ii) telephones, iii) meeting, iv) letters and reports etc.

NON VERBAL / KINESICS

A. Communication that doesn't use language is known as non-verbal communication. It takes place through sending and receiving wordless clues. In this process an educated person can understand easily. It may be conscious or un-conscious, deliberate or un-intended. It is extremely relevant during meetings and interactions of a direct face to face of nature.

There are different types of non-verbal communication. Such as:-

- (i) Kinesics or body language
- (ii) Proxemics or spatial language
- (iii) Language of signs and symbols

(i) Kinesics or body language:-

There are numbers of forms of body language. Kinesics is the name given to the study of the body's physical movement. It also indicates postures.

gestures, Facial expression, eye contact etc.

It behaviours include mutual gaze, smiling, pleasuredness, etc. Postures and gesture convey the body movement of the persons. It also indicate cheerfulness, affection, smiling etc.

Eye gaze is one of the non-verbal communication. we look each other in terms of trust worthiness through reaction to each others. facial expression indicates dramatically between creature, happiness, sadness, anger, fear similar throughout.

- (i) Private space (ii) personal space
(iii) social space (iv) public space etc

The intimate distance of embracing or whispering. The personal distance for conversations among good friends. In this way proxemics is the main parts of non-verbal communication.

(iii) Signs & Symbols :-

A sign is a mark used to represent something
Cross: skill, cross for danger. It has a fixed meaning. A symbol is a previously agreed movements which indicates to warn, direct or command. There are different types of signs and symbols.

Such as :- (a) audio signs
(b) visual signs

(a) Audio Signs :-

→ It is representation of sound typically and electrical voltage.

- It may be organised such as a microphone, musical instrument etc.
- Digital representation of audio signal exist in a variety of systems.
- Loud speaker and headphones convert an electrical audio signal into sound.

(b) Visual Signs: -

- It is one of the methods of communication which is easy to understand.
 - We can regard it as spontaneously for humans the white signal.
 - We can display the image of a picture clearly.
 - We shall be entertained by visual signals.
- In this way, non-verbal communication shows differently in our daily life.

Formal communication network

In this process in the communication which mentions in a logical order.

or
In this process it shares as a systematic work.

→ The flow of information is directly control and guided by the management.

Informal or Grapevine communication

In this communication arises out of all these channels that fill outside the former so it is called as Grapevine.

→ It doesn't follow authorities as in the form of informal communication.

→ It is not recorded a newspaper. It is divided so many types such as single standard communication, Gossip communication, cluster communication.

Question

What is one way & two way communication describe it?

one way communication model is a one way traffic where flow of ideas is restricted from one side only.

→ It indicates only the sender sides.

→ In this model the receiver doesn't any feed back.

ex → In our classroom the teacher asked some questions but no reply from students.

The police commandant/comandor orders to the employees but no response from them.

Two way communication

→ In this communication functions both the receiver & the sender

→ The receiver plays an important role for communication

→ When the receiver receives the message send by sender. It sends the feed back informs of his change of behaviour. The feed back assures the sender that he converted his message successfully

Ex → When the teacher asked some question as they feed back from students.

Whenever the M.D resolution which feed back from the employees.

Question

What is noise?

Obstruction

Noise is any types of disruption that interferences with the transmission or interpretation of information from the sender to the receiver.

→ There are different types of noise, such as

(i) Physical noise

(ii) Psychological noise

(iii) Semantic noise

(iv) Physiological noise

(i) Physical Noise

It is one type of communicate each other where ever we should contact each other in a electrical condition. Such as physical illness, Tired, under the influence.

(ii) Psychocological Noise

It can be more difficult to define in a particular situation, it includes betⁿ narrow ore person and person bias. It can also be difficult if a person is feeling by the outside.

(iii) Semantic Noise

It effects communication when people communicate from different playing fields. They work for on different understandings such as primary language, basic cultural characteristics.

(iv) Physiological Noise

It refers from one to another by emotional delightfulness.

Diagram of Noise

