

Communication

“Any act by which one person gives to or receives from another person, the information about that person’s needs, desires, perceptions, knowledge, or affective states. **Communication may be intentional or unintentional**, it may involve conventional or unconventional signals, may take linguistic or non-linguistic forms, and may occur through spoken or other modes.” Or in simple words;

Communication is the exchange of ideas, opinions and information through written or spoken words, symbols or actions. Communication is a dialogue, not a monologue. In fact, communication is more concerned with a dual listening process. For communication to be effective, the message must mean the same thing to both the sender and the receiver.

Business Communication

Business Communication is any communication used to promote a product, service, or organization – with the objective of making sale. In **business communication**, message is conveyed through various channels of communication including internet, print (publications), radio, television, outdoor, and word of mouth.

In business, communication is considered core among business, interpersonal skills and etiquette.

Historical Background

Thousands years ago, people used to **communicate orally**. Greeks used a phonetic alphabet written from left to right. After that, many books appeared on written communication principles. As a result of this, Greek started her very first library.

When communism was ruling China, communication had become the biggest challenge not only within the vast government, but also between the government and people of China. Postal services were then ;launched in China. Rome introduced the postal service after China. After that paper and printing press was invented in china that made communication much easier.

Hence, today's principles of communication are founded on a mixture of ancient oral and written traditions.

Organization

It's an arrangements between individuals and groups in human society that structure relationships and activities (Business, Political, Religious or social). In other words, an organization is a group of people identified by shared interests or purpose, for example, a "Bank".

Lifeblood of an Organization

Communication is the lifeblood of an organization. If we could somehow remove communication flow from an organization, we would not have an organization.

It is needed for:

- Exchanging information
- Exchanging options
- Making plans and proposals
- Reaching agreement
- Executing decisions
- Sending and fulfilling orders
- Conducting sales

When communication stops, organized activity ceases to exist. Individual uncoordinated activity returns in an organization. So, Communication in an organization, is as vital as blood for life.