

What is a Group?

A **group**, in the context of organizational **communication**, is defined as a collection of individuals who interact with each other, accept expectations and obligations as members of the group and share a common identity. Group activities have certain advantages and disadvantages.

What Is a Discussion?


A discussion is understood as an activity of sitting and talking about a specific subject. The word 'discuss' has been derived from the latin root 'discutere', which means to shake or strike. Thus 'discussion' refers to thoroughly shaking up the subject, that is, examining it thoroughly to reach a conclusion.

What is a Group Discussion?

Group discussions are a very important aspect of group communication. Group discussions are a creative and dynamic

discussions are a creative and dynamic activity which stimulates reflective thinking among the members. Group discussions may be defined as an activity in which a small number of persons meet face to face and exchange and share ideas freely or attempt to reach a decision on a common issue.

Group discussions are unstructured and less formal compared to meetings or conferences wherein specific roles are assigned to the participants. In a **group discussion**, an individual's thought process is influenced by the views and opinions of the other members. It also depends on where and in which direction the mood of the discussion moves. In a group discussion, each participant is free to speak his views. A successful discussion involves both **listening** and speaking



Advantages of Group Discussions

The advantages of group discussions are as follows:

(i) It provides a deeper understanding of the subject.

(ii) It improves the ability to think critically.

(iii) It provides different approaches to solving a problem.

(iv) It helps the group in taking a decision.

(v) It gives an opportunity to hear the opinions of other persons.

(vi) It enables a participant to put across his/her viewpoint.

(vii) It enhances confidence in speaking.

(viii) It can change your opinion and show you things from a different perspective.