***Introduction to Communication***

**What is Communication?**

The word “communication” comes from a Latin word “Communicare” which means to “share” or “participate”

Communication is a process by which we exchange meaning, facts, ideas opinions or emotions with other people. It is the art of exchanging opinions, thoughts, facts and opinions in an emphatic manner so that other person perceives it in the same way encoded by the sender.

According to Peter Little, “Communication is the process by which information is transmitted between individuals or organization, so that it results in an understanding response.”

**Features of Communication:**

1. **Communication is a Science:** Communication is basically more of a science than just a mere skill set. Effective communication skills involve use of:

**Psychology:** deals with personality, attitudes and temperament

**Anthropology:** deals with body language that plays a crucial role in effective communication.

**Sociology:** deals with larger number of diversified population and their opinions.

(2) **Communication is a give and take Process:** Any communication is effective only when it is understood in the appropriate manner by the receiver as intended by the sender. It can be referred as a two way process in which both the ways namely conveying and receiving is perfect.

(3) **Common goal makes communication successful:** Communications become highly effective when goals and targets to be achieved are clearly understood by both the communicator and the receiver. Thus communication is termed as a goal oriented process when it comes to organization management.

(4) **Communication is a continuous process:** Effective communication is an ongoing process of telling, listening and understanding.

(5) **Communication is an active process:** Communication is an active process that changes with the changing environment and mindset of people.

(6**) Communication has no boundaries:** In a typical business scenario, Communication does not have any boundaries or limits

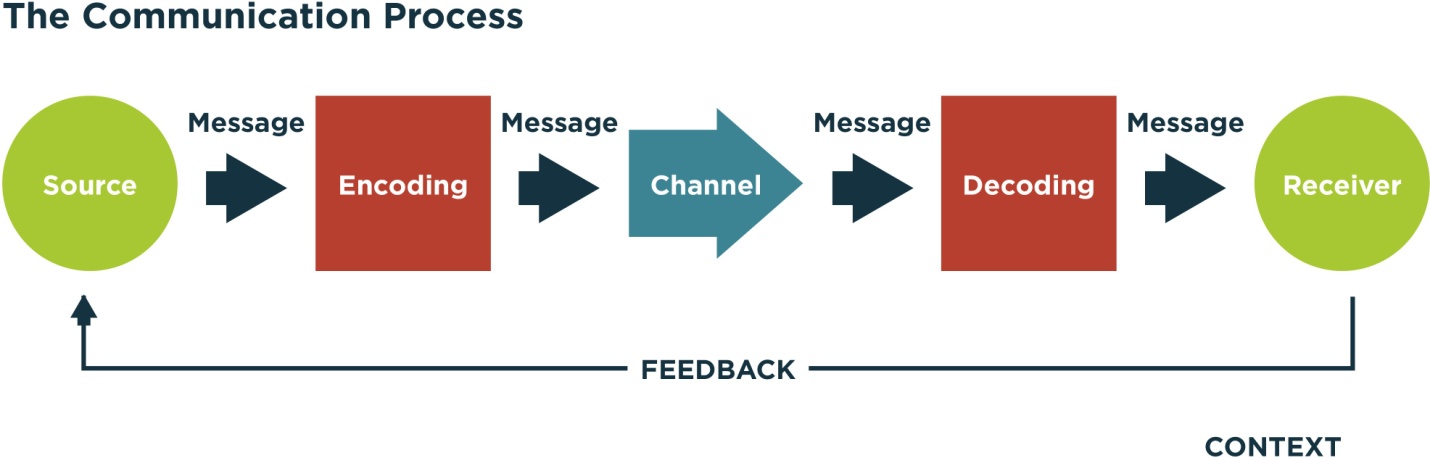
(7) **Communication is incomplete without a receiver:** Communication requires at least two human beings. The two people involved in communication are the communicator and the receiver. Without a receiver, nothing gets communicated by the communicator.

(8) **Communication has multiple purposes:** Different types of communication are carried out for achieving various kinds of purposes. Some communication aims at solving problems. Communication is used as a tool to share information as well as for the purpose of socializing.

(9) **Communication happens in multi-fold ways:** Communication is that aspect of sharing information which does not depend on any single medium. For instance, communication does not solely depend on expressions through words in oral or written form alone. The gestures we make, the symbols we use to communicate certain ideas and facts and the sign language used to show emotions, all are part of communication. Many a times, signs, symbols and gestures communicate the intended message more clearly than words.

**Communication Process:**

Communication process consists of some interrelated steps or parts through which messages are sent form sender to receiver. The process of communication begins when the sender wants to transmit a fact, idea, opinion or other information to the receiver and ends with receiver’s feedback to the sender. The main components of communication process are sender, message, channel, receiver and feedback.



1. Sender

The sender or the communicator generates the message and conveys it to the receiver. He is the source and the one who starts the communication

2. Message

It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.

### 3. Encoding

The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.

### 4. Channel

It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender.

### 5. Decoding

It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.

### 6. Receiver

He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, only then the purpose of communication is successful.

### 7. Feedback

Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.