

# **COMMUNICATION**

## **Explanation**

Communication is the process by which we exchange meanings, facts, ideas, opinions or emotions with other people. It is an essential condition of our existence and it is our most important activity.

The word “communicate” is derived from a Latin word “communico” or “communicare” which means to share, or participate. It stands for a natural activity of all human beings to convey opinions feelings, information, and ideas to others through words (written or spoken), body language, or signs. We need to communicate at each and every step in life. Communication begins very early in life and surrounds our whole life.

All day, every day we are communicating—whether it is talking to people on the telephone or in person, taking dictation, and writing down business correspondence, interacting with colleagues and staff, writing letters, faxes, report and e-mail. It is essential to learn from our communications, from our successes and our failures, and to develop and enhance our communication skills. The more we write and the more we speak, the more we improve our communication skills.

## **Definition**

1. **George Yardman** defines effective communication as “purposive interchange, resulting in workable understanding and agreement between the sender and receiver of a message”.
2. According to **Robert Anderson** “Communication is interchange of thoughts, opinions, or information by speech, writing, or signs”.
3. Communication is also defined as “the process of sending and receiving messages.” It is simply a method of sending a message from one person or group of persons to another.
4. Definition of communication says that it is a process by which information is exchanged between individuals through a common system of symbols, signs or behavior.
5. Communication may be defined as “giving, receiving or exchanging information, opinions or ideas by writing, speech, or visual means, so that the message communicated is completely understood by the recipients(S)”.

## **CHARACTERISTICS OF COMMUNICATION**

1. Communication is essentially a two way process. Information has not only to be sent but has also to be received and understood. This process is incomplete until the response or reaction based on proper understanding is available. Feedback is an essential part of communication.
2. Communication is an ongoing process. When communication is absent, human activity ceases to exist.
3. Communication is essential in all types of organizations and at all levels of management. It pervades all human relationships.
4. The basic purpose of communication is to create mutual understanding by giving or seeking information, persuading others and eliciting actions.
5. Communication consists not only of facts but ideas and emotions too. Communication is much more than words. The tone and facial expressions often carry a greater meaning than words. We can communicate a lot through signs, symbols and gestures. For example a victory sign made by two fingers communicates better than words.
6. Organizational communication consists of a flow of messages through several networks. There are networks for problem solving, workflow, information sharing and socializing.
7. It takes two to complete communication. There should be a sender and a receiver. If a person shouts in loneliness when no one is present there is no communication.
8. Communication is dynamic process. Changes in the moods and thinking of the sender and the receiver of the message influence the effectiveness of communication.
9. Communication is a goal-oriented process. Communication can be effective if both the sender and receiver are aware of the goals of communication and there is similarity of their goals.
10. Communication is an inter-disciplinary science. Knowledge derived from several sciences is used in communication. Anthropology, psychology, sociology, and political science have provided insights to make communication effective.