



INTRODUCTION TO COMMUNICATION

FROM-

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CONTENT

BUSINESS COMMUNICATION

CHARACTERISTICS OF COMMUNICATION

OBJECTIVES OF BUSINESS COMMUNICATION

CHANNEL OF COMMUNICATION

TYPES OF COMMUNICATION

- INTRAPERSONAL COMMUNICATION
- INTERPERSONAL COMMUNICATION
 - FORMAL
 - INFORMAL
- GROUP COMMUNICATION

BUSINESS COMMUNICATION

Communication is the art of transmitting information, ideas, attitudes from one person to another.

Communication is the process of meaningful interaction among human beings.

CHARACTERISTICS OF COMMUNICATION

- **It is a 2-way process**
- **Communication process happens between or among two or more parties. (Sender and Receiver)**
- **Communication involves exchange of ideas, feelings, information, thoughts, and knowledge.**
- **Communication should involves mutual understanding between Sender and Receiver .**

OBJECTIVES OF BUSINESS COMMUNICATION

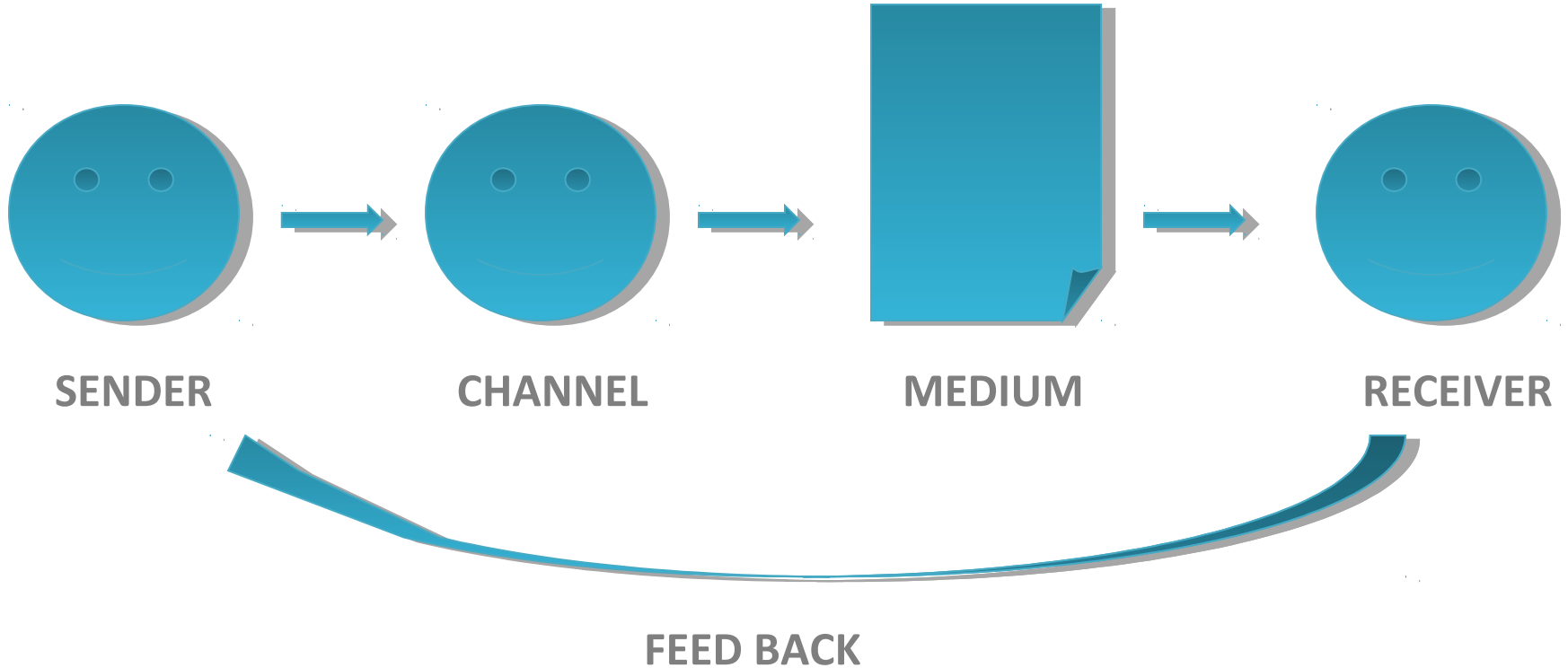
- **Conveying the right message**
- **Co-ordination of effort**
- **Good industrial relations**
- **Development of managerial skills**
- **To send message**
- **To receive message**
- **To promote**
- **To inform**

WHY DO WE COMMUNICATION ?

WE COMMUNICATION TO -

- ✓ Inform
- ✓ Misinform
- ✓ Counsel
- ✓ Sell
- ✓ Buy
- ✓ Confuse
- ✓ Confirm
- ✓ Advice
- ✓ Teach
- ✓ Learn
- ✓ Reveal
- ✓ Persuade
- ✓ Accept
- ✓ Affirm
- ✓ Clarify
- ✓ Motivate
- ✓ Criticize
- ✓ Deny
- ✓ Conceal

CHANNEL OF COMMUNICATION



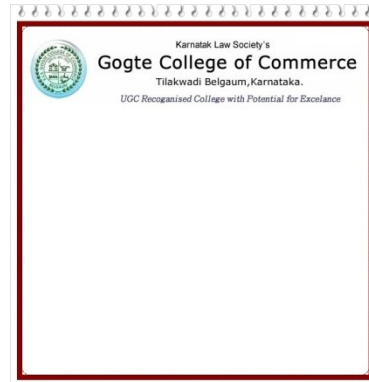
Example for :Channel of Communication



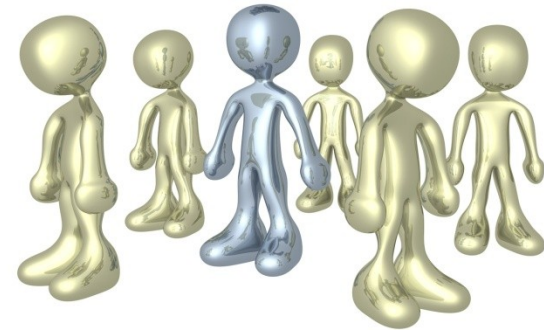
PRINCIPLE
SENDER



PEON
CHANNEL



NOTICE
MEDIUM



STUDENT
RECEIVER

TYPES OF COMMUNICATION

INTRAPERSONAL COMMUNICATION

INTERPERSONAL COMMUNICATION

GROUP COMMUNICATION

MASS COMMUNICATION

INTRAPERSONAL COMMUNICATION

Intrapersonal communication is language use or thought internal to the communicator. It occurs when an individual sends and receives messages internally. (occurring in the mind of the individual)



PRAYING

**APPRECIATION YOURSELF
LOOKING IN THE MIRROR**



➤ Crossing your fingers for your results etc.

INTERPERSONAL COMMUNICATION

Interpersonal communication is the universal form of communication that takes place between two individuals. Since it is person-to-person contact, it includes everyday exchange of thoughts that may be formal or informal.



INTERVIEW (FORMAL)

CONVERSATION (INFORMAL)



- Talking to mate, chatting etc.

GROUP COMMUNICATION

Group communication is interpersonal communication performed when there are more than 3 individuals during which information is shared, ideas developed, decisions made, and/or problems solved etc.



TEACHER TEACHING

POLITICIANS APPEALING FOR VOTES



➤ Lectures, meetings, group discussions etc.