

Define Communication

Some important definitions of Communication

1. Newman: "Communication is an exchange of facts, ideas, opinions or emotions by two or more persons."
2. Leland Brown: "Communication is the transmission and interchange of facts, ideas, feelings, or course of actions."
3. Allen A Louis: "Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It involves a systematic and continuous process of telling, listening and understanding."
4. Keith Davis: "Communication is the process of passing information and understanding from one person to another."
5. Jacques: "Communication is the sum total of directly and indirectly, consciously and unconsciously transmitted feelings, attitudes and wishes."

Meaning of Communication:

The word "Communication" is derived from the Latin word *Communis*, which means common. In its application, it means a common ground of understanding. It is a process of exchange of facts, ideas, and opinions and as a means that individuals or organizations share meaning and understanding with one another. Communication is a process involving the sorting, selecting and sending of symbols in such a way as to help the listener perceive and recreate in his own mind the meaning contained in the mind of the communicator. Communication is a complex process. It does not end with the mere transmission of message. The process is incomplete until the information reaches the receiver and is understood clearly. The success of any business, profession or career depends on one's ability to communicate clearly and effectively. We can communicate through gestures and symbols. We can communicate through words and letters. But whatever the medium of communication, we can count it successful only if the receiver understands it clearly and responds through feedback.

Aims and Objective of Communication:

Communication is the life and blood of social as well as corporate world. Following are some of the objectives of Business Communication:-

1. Information:- In business organizations, effective decision depend upon collection, storage, and supply of information. Information taking and information giving is a continuous process in organizations. Such information leads to the smooth working of an organization.
2. Motivation: - Either you are running a business, or channelizing any social or educational endeavours, you must motivate your audiences in the right manner, so they can stay motivated

in accomplishing the goals. When communication is done with the right inclusion of emotional intelligence, it empowers the audiences to opt for a higher level of performance in a dedicated and enthusiastic manner. Business organization can use different means such as workshops, lectures, meet ups talks, films, etc. for motivating people.

3. Persuasion:-Persuasion is a process of convincing and motivating to get things done. Communication is one of the methods to persuade a person. The business organization has also to persuade its customers to buy its products. This is done mainly through advertisement.
4. Suggestion:-Suggestion is supposed to be very mild and subtle form of communication. Suggestions can flow both ways from top to bottom as well as from bottom to top. Suggestions can be exchanged among colleagues also. In other words suggestions can be downward, upward and horizontal. Free exchange of suggestion makes for good industrial relations within an organization.
5. To Provide Counseling: -Counseling is given to solve employee's mental stress and improve the employee's productivity.
6. Provide Order:-Order is an authoritative communication pattern and it is directive to somebody always a subordinate to do something. Order will be written and oral, general and specific, procedural and operational.
7. Provide Advice:-Advice is more or less a friendly communication. Giving advice is based on individual oriented and work oriented. Effective advice promotes understanding and it can be a twoway process if the subordinate staff given freedom.
8. Request:-Request is generally an upward communication. Request is made by the subordinates to their superiors. They make requests for seeking favors like request for leave, for an increase in salary, for a holiday, advance.
9. Warning:-If the employees do not abide by the norms of the organization, warning is a powerful communication tool and it can be general and specific. Specific warning should be administered in private and after thorough investigation. The aim of the warning should be the organizations betterment.

Elements of Communication

Communication is the conveying of messages by exchanging thought or information via speech, visuals, signals, writing, or behaviour. The whole process of communication involves the following elements:-

1. Communicator:-Sender or Encoder is the one who starts the communication process. He may be anybody and begins by first determining the message what to say and how to say it. He conceives the message and expresses himself effectively.
2. Encoding:-The process of conversion of the subject matter into symbols is called encoding. The Communicator plans and organizes his ideas into a set of symbols, signs etc. Encoding process translates ideas, facts, feelings, opinions into symbols, signs, words, actions, pictures etc. A sender also decides a medium he feels proper to communicate effectively to the intended listener or receiver.
3. Message:-A piece of information, spoken or written, to be passed from one person to another is called a message. It is the subject matter of communication. A great deal of skill and effort is

required to formulate a message, the meaning of which should be understandable to the receiver. The success of communication, therefore, depends on what we say and how we say it. A message can enhance or distort effective communication. For instance, in an interview your intention is to impress the interviewer; but if you give an answer whose meaning is not clear, the interviewer may perceive that you are incompetent for the job.

4. Channel:-The transmitter has to select the channel for sending the information. Communication channel means the medium or media through which the message passes. The words, symbols or signs selected should be transmitted to the receiver through certain channel. Channel is the vehicle through which message is carried from communicator to the receiver. Effectiveness of communication depends on the selection of the right channel. Medium can be written or oral.
5. Receiver:-Receiver is the person who receives the message or for whom the message is meant for. Effective communication process is not complete without the existence of a receiver of the message. Responding or acting to the message is done by the receiver only. It is the receiver who receives and tries to interpret, perceive, understand and act upon the message.
6. Decoding:-Decoding is the process of translation of an encoded message into ordinary understandable language. Receiver converts the symbols, words or signs received from the sender to get the meaning of the message. Communication is successful when it results in both the sender and the receiver understanding the same information.
7. Feedback:-Feedback is the response of the receiver to the communicator's message. It ensures that the receiver has received the message in the same sense as the sender meant. Feedback enables the communicator to carry out corrections or change the message to be effective.
8. Noise:-Noise is an interruption that can creep in at any point of the communication process and make it ineffective. Environment is one major cause that interferes with message reception: car horns, radio, constant chatting of people etc. Psychological noise is what happens when your thoughts occupy your attention while you are hearing, or reading a message. Noise interferes with normal encoding and decoding of the message carried by the channel between source and receiver. Not all noise is bad but noise interferes with the communication process. For example, your cell phone ringtone may be a welcome noise to you, but it may interrupt the communication process in class and bother your students/classmates.
