

COMMUNICATION

The word communication has been derived from Latin word “communis” which mean common. Hence communication is having common experience with people. Communication can be defined as sharing of ideas and feeling. Communication involves interaction which encourage giving and taking of ideas and experience. This facilitates the feedback to person involved in changing ideas.

Effective communication is a two way process which involves feedback and interaction. Without feedback and interaction the communication said to be incomplete. Thus we can say that communication is a process of passing information, sharing and exchanging ideas and getting the feedback.

Now question is why there is a need of exchanging information or why communication is required at all? The communication is very important part of life. The communication is used to motivate, inform, suggest, warn, order, establish better relationships with others to make learning meaningful and understanding their behavior and purpose.

A communicator is said to be effective when he or she is competent, sincere and dynamic. The message he wants to communicate is clear, concise and easily understandable and the receiver acknowledged it, understood it and responded and reacted accordingly.

An effective communication message should to be complete (Send completely, no any doubt in the mind of receiver). It should be concise (point to point, avoid unnecessary thing and avoid repetition). It should be clear i.e. sender should clear the message before sending it to the receiver. Communication process should be continuing, ongoing or dynamic. It should be correct and consideration it means it considers physical, vocabulary, ability, need, interest, age, language, level of understanding to communicate the message and should not be vague and ambiguous in any respect. Communications have very effective, static and influence each other.

Forms of Communication -

These may be written, spoken, signs, gestures, action and silence.

Features of Communication -

- It is a two way process. It means it require minimum two person to complete a communication process. That is one is sender and the other is receiver. For communication to take place one individual will send the information to another who receive it and acknowledge it.
- The effective communication must have content. That is what an individual wants to say to another individual. It means there must be some matter or content which the sender wants to send it to the receiver.
- To send the content to the receiver it requires the medium. The media through which the communication is to be made or send to the receiver. It may be the spoken word, gestures, picture, visual display, print or written matter, film or sign and symbol through which one wants to convey the message to the others person.
- It is a reciprocal process. It means during communication a message is conveyed and feedback is received. We can not say the message is complete until and unless we received the feedback from the receiver. The message is said to be complete when the sender come to know the response of his message conveyed. The feedback is the essential part of the communication without feedback the communication is incomplete.
- Communication is not just sending or receiving of the information between two or more person but infact it involves the better understanding between sender and receivers. Through communication both parties are benefitted.
- It acts as link between the communicator. Communication connects sender and receiver by exchange of information and ideas through media and this help them to understand better each other.
- The process of communication is a cyclic process. The cycle starts from sender from sending the information to receiver via a media and receiver receive it, interpret the message and give back the feedback to sender. When sender gets the feedback from receiver and satisfied himself about the outcome of his message, the cycle is completed.

- It is a continuous process. The communication takes place between two persons as long as the information and ideas are shared or exchanged between them. It goes on until the some information is being provided someone to other.
- The communication takes place with the active participation of both the communicators. It involves sharing of knowledge and mutual and interaction between sender and receiver. It affects the both sender and receiver in any way that is either positive or negative. Some time the information enriches the knowledge of receiver and delights the receiver. Some time the information leaves the receiver shocked and shattered and make a negative impact on the receiver.

Process of communication –

Communication is a process which has a purpose and interaction. The basic communication model involves an information or interpretative process in which message, information or reaction to information is travelled through initiator to the receiver through the route called “communication channel”.

The message conveyed or media used to convey may be verbal or visual and receiver may listen, see or examine and react in other ways. The communication channel should carry message and counter message. It involves initiation, reception and response which serve as a feedback.

The communication has two dimensions that is sender of the message and the receiver of message. Technically, a message is transmitted from one point to another point of space over the wire or without the wire. But when the message is sent to another person, the purpose is to activate or stimulate the person, who gives meaning to the message and responds. The communication always has a purpose and thus requires a source, a message and a receiving point.

Communication Cycle –

The entire communication chain is as shown below:

Source – Encoder – Message- Decoder – Receiver

There are essentially four common components in the process of communication. These are

1. Sender or sources, technically called “ encoder”
2. Message or signal
3. Medium or channel of communication
4. Receiver or destination or decoder

In this process, the sources must have correct information and transmit it accurately at the optimum speed to the receiver. The message may be designed for a single person or a group of people. It may be conveyed by expression, gestures, speech or written symbols or by hand-drawn or photographic pictures. The message can evoke meaning in the minds of listener or receiver on the basis of words used to convey the ideas and the way in which the idea is organized to make them understand and deal with the situation effectively. The message is communicated when it is acknowledged, understood, reacted upon or responded to. Every medium exerts its influence and its peculiarities on the message and in this sense, become a part of the message. The receiver must understand the message and in other word the message must be decoded and interpret it and must produce the desired response, or react which must be received by the sender. This is called the feedback channel. Thus encoder and decoder both are important because the message has to be put out by the person communicating clearly so that the person receiving it is able to understand it. Any failure at these two points may mean failure of communication.

Communication Channels and use of Technology –

For ages messages were communicated through the spoken voices when the sources and receivers were in face to face situation Even today in India, both in urban and rural area, the population being illiterate depends on oral communication. In the past the scholars learnt orally the great religious books like Vedas.

Invention of printing made available a single written message to reach many receivers and thus increased the effectiveness of a few individual communicators. The photographed helped in storing the oral communication as printing added facilities to the written word. The radio and TV reach millions all over the world. TV helped both the eye and ear. The tape recorder provides facilities for recording or storage facility for sound, and video recorder for both sight and sound. The computer has also brought about an information revolution. The microphone and loudspeaker helps in addressing mass audience. Mass communication is a good medium to bring about the social change. In the age of computer and internet, the email has become a powerful tool of communications. One must be aware about how to communicate on email as most of the corporate communications are being done through emails only. One must also understand the difference between official email and friendly mails or chatting as done on social sites or through SMS on mobile. The use of technology has brought a revolution in the communication and made it more meaningful and purposeful. What is needed is the preparedness to change and readiness to experiment.

Types of Communication -

The nature, forms and style of communications is very dependent up on the matter and type of media or communication channels used by the sender and receiver. We can classify communication into two types

1. Verbal communication and
2. Non-verbal communication

Verbal Communication – The communication in which we make use of the oral and written forms of language is termed as verbal communication. Language is the key and base of any verbal communication. Language is a very powerful weapon and is quite crucial in establishing relationship. If language is used appropriately it builds the relationship otherwise it breaks the relationship. In verbal communication sender needs to choose the word very wisely and carefully so that it does not end up in hurting the receiver by their word. The basic units of any language are words and sentences which are governed by the rules of grammar. The use of a language take place in three forms – Oral, Written with oral and Written.

In oral communication we can communicate the thoughts, intension and feeling to others by speaking. Or for this purpose the sender make some use of precise and distinct sound which when heard by receiver, he decodes it for understanding the communicated message. There are

many types of verbal or oral communications like one to one, one to many, many to many and many to one etc. Single channel presentation may help when the material is simple to grasp or understand, but when the material to be communicated is complex, the use of multiple channel is advisable. There are basically three type of communication-

1. Face- to- face -

This type of communication is also called person to person or speaking and listening type of communication. In this type of communication, interaction is face to face as in the case of class room lecture. An important characteristic of this is the eye to eye contact. This kind of information is found to be very effective because listener can ask the questions, clarify the doubts and derive the satisfaction. Because of this, it is also known as interpersonal communication. This type of communication occurs in meeting in meeting, seminars, conference and class room. Here the speaker gets the feedback immediately on the basis of response of the audience.

2. Writing- Reading Communication –

In written form of communication one can communicate the thoughts, intension and interest by the use of script like Hindi, English, French etc. In this type of experience, the decoder is physically separated from the encoder all the time and yet the decoder is able to enjoy and appreciate the feeling the feeling of the author. However its drawback is the immediate doubts cannot be cleared and that there is no scope to know the facial expression of both the decoder and encoder. This type of communication occurs in newspaper reading, magazines and book reading and etc.

3. Visual-Observing Communication-

In this type of communication, the person is physically separated from the communicator and yet is able to feel the impact as in films or television. This is also called video conferencing. This kind of conferencing is gaining popularity in corporate sector. As in today scenario when the distance is shrinking and at the same time corporate are spreading their wings worldwide, the video conferencing have become a buzz word. Through video conferencing the managers and executives are not required to travel to attend the meetings, they can attend the meeting in sitting their room, can manage their business from Delhi board room, instruct Regional Managers sitting in Mumbai, Chennai or Calcutta. This save their precious time in travelling and help in reducing the cost. Like video conferencing, there is audio conferencing. Many companies are screening their candidates on telephonic interviews.

Non Verbal Communication –

Non verbal communication has been defined as communication without words. It includes apparent behavior such as facial expression, eyes contact, touching and tone of voices as well as less obvious message such as dress, posture and special distance between two or more people.

1. **Body Language** – Our body has an impressive and effective language for communicating ones feelings, thoughts and actions. A Classical dancer while performing on the stage may provide a substance proof of the effectiveness of such communication, through the various gesture, postures and movements and actions of her body parts.

Body language, although seems to be somewhat universal and common yet as a perfect cultural and social base. Gestures operate to clarify, contradict or replace verbal message. Gestures also serves as important function with regards to regulating to verbal communications.

Postures as well as Gestures are used to indicate the attitudes, status, various types of moods, approval, deception, warmth, attraction or repulsion and other variable related to interaction. Many behavioral scholars have suggested that postures convey the overall effects while specific emotions are communicated by more discreet facial and body movement.

In day to day conversion, we all are quite habitual of making use of the body language for communications. We must be aware of all type of body language and our verbal communication should match with our body language. In interviews the body language plays a very important role. As positive body language demonstrate our confidence, assertiveness and our attitude. That's why it is said in the interview our body language is very important.

2. **Facial Expressions-** The saying “ A picture is worth a thousand words” well describes the meaning of facial expressions. Facial expressions may very well communicate the feelings, thoughts and intentions of communicators. In general face and facial expressions may be said to be a true index of one's emotions and thinking behavior. When one is in happy mood or joyful his or her facial expressions convey the same to others. It may also be seen that much of the language of the facial expressions is almost similar all universal to all around the world. This is why we can easily conclude that facial expression can tell about the mood whether he is angry, fearful, jealous, astonished

or sharing love sympathy or hatred etc. In this way facial expression may be termed as one the important mode of non verbal communication.

3. **Language of Eye** – The most dominant and reliable feature of the face are eyes. The eyes provide a contact channel of communication. Eyes infact in a very forceful way convey hate, fear and guilt or express confidence, love and support.. Language of eye may also be considered as common and universe to almost all the culture and societies of the world. The various idiom and phrases saying movements of the eyes like “Aanke Bichana”, “Aankhe Dikhana”, etc may very well provide valid testimonials of the role of eye language in the communication.

Actually eye to eye contact forms the very basis of effective communication. When one focuses one eyes for having eye to eye contact in conversation, it means that one is taking interest in conversation, confident, telling truth and giving quite importance to the conversation.

4. **Sound Symbols** – The proverb “ it is not what we say that counts, but how we say it” reflects the importance of vocal tone in communication. Many of sound symbols and vocal cues also prove tools in effective communication. These cues tell about the mood of the communicator and carry the emotions and intentions. Difference in loudness, pitch, timber rate and rhythms all related to expression of various emotions. For example when we saying, narrating or explaining something to somebody and he is responding simply by telling the sound. It may work well for maintaining the chain of communication, contrary his disinterest become more distinctive and prominent when he also nodes along with the utterance of negative sounds.
5. **Distance** – It is a also a tool to measure the depth of the communications. Intimate distance is for those with whom one is intimate. Personal distance is maintains during the interaction with good friends. Social distance is appropriate for casual friends and acquaints. Public distance is observed when the speaker becomes formal.
6. **Touch** – Even a hand shake tells much about individual’s character. The human skin has sub-microscopic nerve and serving as tactual receptors and detecting pressure, temperature, texture, pain, stroking and ticking. In general the meaning of touching depends up on the situation, culture, sex and age. A teacher grabs the arm of a unruly

student state what teachers wants to convey, A friend soothing touch is a different and parents touch to their son is different in different mood and intentions. Touching also can be used as reinforce.

7. **Emblems-** Many times some or others type of special code language can also be used as an effective mode for the desired communication. Special code language preferred through the help of various gestures, postures and body movements. These non verbal sign have a direct verbal definition and called as emblem. They are common to a specific societies or a particular group like deaf and dumb people.

Barriers of Communications-

Communication must be understood in the same sense as it Is meant to be conveyed by the sender, otherwise the communication breakdown occurs. No matter how good the communication process is. Until it is perceived and understood by receiver in a desired manner as sender or communication meant, the communication is not completed and fruitful. There are certain hindrances or roadblocks or barriers in effective communications. They may be like physical barriers, language barriers, system barriers or mental barriers. Individually or collectively these barriers can effect and block the proper reception of communication. We can list some communication barriers as below

- **Physical Barriers-** This kind of barriers arise due to the environment of the room. Whether it is peace or calm in the room or it is a noise in the room or outside of the room. Environment outside of the room i.e. noise, cloudy, traffic or heavy rain may hinder the communication process. Physical barriers may include failure due to technical or mechanical reason that is electric failure, breakdown of sound system, poor light etc.
- **Language and linguistic Barriers-** This kind of barriers includes the poor pronunciation of communicator, misinterpretation because of similar sounding words by the receivers, the regional accent of the communicator because of influence of his mother tongue which leads to misinterpretation of the message. Some time the speed of the message communicated is high or some time structure of the sentence is not framed properly

which result in poor understanding of the message conveyed and failure of the communication intend to be.

- **Physiological Barriers-** This kind of barriers arise when any of one either sender or receiver are suffering from disease and not able to concentrate on communication. There may be hearing or speech problem from either side, block the purpose of communication. Some time hunger may also divert the attention of person and create a barrier in communication.
- **Psychological Barriers** - Psychological barriers may be because of any fear, disinterest, fatigue, lack of attention and unfulfilled curiosity. Fear of any kind like strict teacher or higher authority or any kind of pressure may create barrier. The person become timid or aggressive and hence can block the communication. In case of disinterest or loss of interest, the receiver may not receive the information in proper way. If sender or receivers are feeling any sort of fatigue, the communication fails. Similarly attention of receiver is also very important in effective communication. If attention is lost there is no meaning of communication. Same times if curiosity of the person is not solved than he may lost the interest in the sender of communication or he may presume that the speaker is not a knowledgeable person.
- **Cultural Barriers-** In a multicultural country like India, everybody speaks more than one language. Each individual has got his own cultural background. This may lead to a barrier and create a blockage in perceiving communication in right way.

How to overcome these barriers:-

A. Linguistic Barrier-

1. Use simple language with less verbalism.
2. Clear graphic and symbols should be used.
3. Grammeritically correct sentence should be framed.
4. The speed of message should be appropriate.
5. Feedback should be taken frequently.

B. Physical Barriers –

1. Proper seating arrangement in room.
2. Pretesting of electricity, sound system, maintaining proper light.
3. Environment comfort must be there.
4. Only necessary information should be provided to avoid over loading of information.

C. Physiological Barriers:-

1. Good health and proper hygienic should be maintain.

D. Psychological Barriers –

1. There should be a motivation for the active participation.
2. Use the reinforcing words so that interest can be arose.
3. Attention should be created.
4. Feedback must be taken.

Precaution for effective communication-

1. The source of communication.
2. Contents of communication. It should be developed at each stage.
3. The effective of communication depends upon the stress and quality of source.
4. The communicator must have the proper knowledge of the subject.

5. The manner of presentation should be cheerful and not monotonous.
6. Pronunciations must be clear.
7. Sender should keep in mind the age, need, interest, background of the receiver.
8. The effectiveness and successful communication depends very much on the quality nature of communication.
9. Message should be attractive and possess utilizes value to the receiver.
10. Message must depend upon the previous knowledge and mental knowledge of the receiver.
11. Language used should be understandable to the receiver.
12. Use verbal method must be supported by non verbal method.
13. Make use of appropriate audio and visual aids.
14. The skill to use of audio-visual aids must be known.
15. Use many multimedia approaches to make the content more understandable and attractive.
16. On the other hands receiver must be attentive and alert and open his mind to receive the communication and not block his mind to block for communication.
17. Receiver should not day dreaming while receiving the information.
18. Receiver should be curious and enthusiastic to receive the message and further the process of communication.
19. The receiver should have require communication skill for example writing, reading and listening skill.
20. Receiver should develop the understanding, observation and imagination skill.
21. Sense organ should be well adopted to use of various audio-video.
22. The receiver should give some response so that communication cycles goes on.

Influence of Communication-

- There is distribution of information, ideas, images and products to all persons and in all parts of the world.
- Important developments in arts, science, technology, medicine and education are because of communication. Both the literate and the illiterate become aware of these developments.
- Communications through mass media has brought about a great change in the outlook of people and social living, because of the vast use of mass communications technology and institutionally based production of public messages in industrialist societies.
- Communication is the basis of human relationships which involve perception, motivation and other psychological process like thinking, reasoning imagination etc.
- Communications is helpful in collecting and distributing the information concerning events happening currently.
- Knowledge, values and social norms are established through communication I.e. there is transmission of the social heritage from one generation to the next.
- Communication is persuasion because the speaker appeals to the feelings e.g., in propaganda, an attempt is made to influence the attitude of the people on controversial issue.
- Effective communication amounts a lot in forming public opinion.
- The communications increase social contacts, knowledge of subjects and widen the horizon of thinking and thus make an individual thinking logically and make the outlook wider.

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