

INTRODUCTION TO COMMUNICATION



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OBJECTIVE

This unit provides an overview of different aspects of communication. It focuses on the process and the basic function of communication. It also aims at developing an understanding of the roles each form and level of communication plays in our personal and professional life.




What is Communication?

1. Communication is universal to all human beings and is central to our lives. It regulates and shapes all human behaviour.

2. It is a process of sharing or exchange of ideas, information, knowledge, attitude or feelings among two or more people through certain signs & symbols.

3. The ability to communicate is the primary factor that distinguishes human beings from animals and it is the ability to communicate well that distinguishes one individual from another.



Communication Experts



1. JOHN ADAIR

It is the ability of one person to get in touch and understand each other

2. PETER LITTLE

It is the process of sending information between sender and receiver.

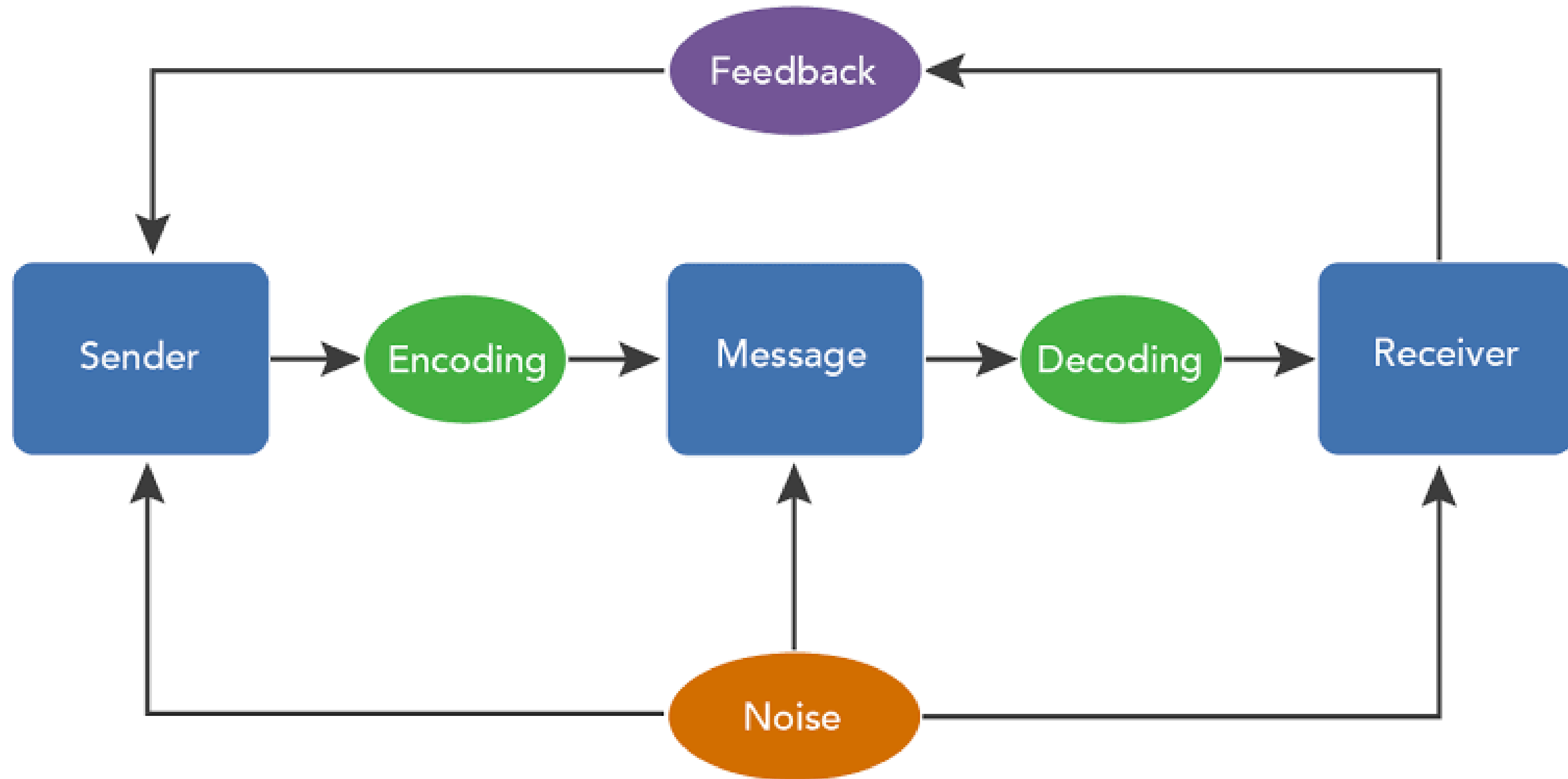
3. KEITH DEVIS

It is a process of transferring information and understanding from one person to another

4. WILLIAM NEWMAN & CHARLES SUMMER

It is the exchange of ideas, facts, opinions and emotions of two or more people

Process of Communication



Process Of Communication

Sender (originator)

Message (the idea/info)

Encoding (converting idea to symbols)

Channel (medium)


Decoding (interpreting symbols)

Receiver (the target)

Feedback (response)



Basic Function of Communication

1. For Interaction.
 2. For increasing the store of information.
 3. For better understanding of our self and the world we live.
 4. For changing people's attitudes, beliefs, opinions and actions.
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Types of Communication

1. INTRA-PERSONAL COMMUNICATION

It refers to the communication that transpires inside a person, and this happens all the time. It is like communication within ourselves.

2. INTER-PERSONAL COMMUNICATION

This is the universal form of communication that takes place between two individuals. Since it is person to person contact, it includes everyday exchanges that may be formal or informal and can take place anywhere by means of words, sounds, facial expression, gestures, and postures.

3. GROUP COMMUNICATION

Group Communication is an extension of interpersonal communication where more than two individuals are involved in exchange of ideas, skills, and interests.

4. Mass Communication

Outside the realm of interpersonal communication, there exists another form of communication with a mass audience, and hence the name Mass Communication. The channels through which this kind of communication takes place are referred to as mass media.

Communication Skills for effective communication

Principle of 7 'C'

1. Correctness
2. Clarity
3. Conciseness
4. Coherence
5. Courtesy
6. Common Sense
7. Completeness





POOR COMMUNICATION LEADS TO

1.Loss of Time

2.Loss of Respect

3.Loss of Business

4.Loss of Money

5.Loss of Confidence

6.Loss of Credibility

7.Loss of Relationship

8.Loss of Trust



**Thank
You**