

Communication

**Good Communication Skills
are the
Key to Success**



- The word **communication** has its origin in the **Latin** word *communis* meaning common.
- Communication means sharing of ideas, information or feelings to establish commonness. It is a social process and its main intention is changing the **behaviour**.

Definition

- According to Leagans (1961) communication is the process by which two or more people exchange ideas, facts, feelings, impression in ways that each gains a common understanding of the meaning, intent and use of the message.
- Rogers and Shoemaker (1971) defined communication as the process by which messages are transmitted from a source to a receiver.

Communication process involves the following

- - It is a **conscious attempt** to share information, ideas, attitudes and the like with others.
- - It is the act of getting sender and receiver tuned together for a particular message or series of messages.
- - It means movement of knowledge to people in such a way that they act on the knowledge to achieve some useful result.
- - It includes learning process.

Importance

- **The importance of communication is briefly given as follows.**
- -It establishes a favourable climate in which development can take place.
- - It changes the aspiration of people
- - It is essential for all development activities
- - It is essential for good leadership

Types of Communication in fisheries extension

- 1. **Intrapersonal communication**: Communication that takes place within an individual. Eg. **Thinking, planning, feeling etc.**
- 2. **Interpersonal Communication**: Occurs mostly in face to face situations. The sender and the receiver interchange their roles frequently. Interpersonal Communication:
 - - Provides opportunity for immediate feedback.
 - - Helps to make immediate alteration from the feedback received.
- 3. **Mass Communication**: Identical message originates from a source and send to a large number of people through certain channels.
- 4. **Non-verbal Communication**: Communication without using language but with signs, gestures facial expression, etc.,

The Communicator

- Initiates the process of communication
- - Also called **as source (ie) originator or sender of the message.**
- - Takes decisions regarding the message, its treatment, the targeted audience and the channels for transmission of messages.
- - **Extension worker is a communicator in the context of agriculture and rural development.**
- - Has to organise the message in an easily understandable manner.
- - Higher credibility of the organisation and the communicator in the view of the receiver will have higher rate of effective communication. **Credibility** refers to trustworthiness and competence.

Message or content

It is the information package treated properly for a particular channel and for a specific audience.

- - Originates from an information but after proper treatment it becomes a message.
- - It should be **clear, appropriate, complete, realistic, timely and understandable from the audience point of view.**
- - It should **clearly answer the basic questions like what, how, when about the technology and should give the possible outcomes.**
- - The message must be motivating to bring about the desirable changes in the behaviour.

Channels of Communication

- A channel is the medium of communication through which the information flows from a sender to receiver/s.
- They are the bridges between the sender and receiver of messages.

- - **Electronic media and print media** are some of the popular media.
- - As society transforms from traditional to modern, emphasis changes from oral to media system of communication.
- - **Selection of channel depends on the nature of message, intention of communication, size of the audience and their geographic distribution , the nature of the community , time available and budget provisions.**
- - Use of a combination of channels simultaneously and in quick succession has been found to have a more lasting and meaningful impact on the audience.

Receiver or Audience

- - Receiver is the target of the communication function.
- - May be a single person, a group or mass.
- - Receivers decide whether to accept the message or not and to act upon it.
- - A successful communication should have a targeted audience.
- - Receiver is not a passive recipient of message rather they are selective in receiving, processing and interpreting messages.
- - The more homogenous the audience, the greater the chances for successful communication.

Audience response

- Terminal element in the communication process.
- - Response by an audience to a message received is in the form of some kind of action of some degree, mentally or physically.
- -Until the desired action results, extension communication does not achieve its purpose.

Feedback in communication:

- - Feedback means carrying some significant responses of the audience back to the communicator.
- - Extension communicate will be incomplete without feedback communiation.
- - It is a continous process.
- - It is also called as return process.
- - It tells us how the message has been received and interpreted.

Barriers to communication

- Barriers are the obstacles that hinder the communication process from achieving its purpose.
- - Objectives of communication cannot be fulfilled if barriers are present.
- - There are many types of barriers:
- a. Physical barriers – noise, invisibility, physical problems
- b. Psychological barriers – anxiety , boredom, nervousness, day dreaming
- c. Language barriers – grammatical mistakes, verbatimism, unknown languages
- d. Others – cultural discrepancy, misleading experience, unhealthy environment, etc.,