

BASICS OF COMMUNICATION [LECTURE -1]

Definition - The word of communication has been derived from the Latin word 'Communicare' which means to share or to impart information.

There are many definitions given by many theorists. Some of these given below:

1. According to '**Keith Davies**' Communication is a process of passing information and understanding from one person to another.
2. According to 'Newman' Communication is an exchange of facts, ideas, opinions or emotions between two or more persons.
3. According to '**The American Management Association**' Communication is any behaviour that results in an exchange of meaning.
4. According to '**Peter Little**' Communication is the process by which information is transmitted between individuals or organization, so that an understanding response results.

Characteristics of Communication

1. Communication is unintentional as well intentional.
2. Communication is dynamic process.
3. Communication is systematic.
4. Communication is both interaction and transaction.

Process of Communication

Sender- The sender begins the process of communication from a source. First and foremost sender conceives an idea and wants to share it. The sender has to be clear about the purpose of communication and about the target audience (receiver) of the communication. Sender should decide why and to whom to send a message. The Scope of this step is generally determined by the sender's knowledge, experience, ability and communication. Message generally has two kinds of contents i.e. logical message consist of factual information and emotional message consist of feeling and emotions.

Encoding- Encoding is the second step of the communication process. It is the changing of message into symbols, words, gestures that is understood by the receiver. Sender converts his idea in to words and symbols. The encoding process is based on purpose of communication and relation between the sender and receiver. In a formal situation encoding involves the following:

1. Selecting a Language.
2. Selecting medium of communication.
3. Selecting an appropriate communication form.

Channel - This is the third step in communication process. Channel is the vehicle for communication. It is the medium through which sender transmit the message. The choice of the medium depends upon the urgency of the message. To make communication more effective right

time, right place and method is essential. The channel acts as a bridge between the source and the destination. The message may be received as soon as it is delivered, like in the case of a telephone or television. It may also take time depending upon the type of efficiency of the medium used like in the case of a letter by postal service.

Receiver- Then the message reaches to receiver. Both the receiver and sender understand message as per the level of their understanding. The receiver absorbs the message subjectively. This subjectively arises out of his prejudices and opinions in relation to his environment and the sender of the message.

Decoding - Act of translating symbols of communication into ordinary meaning is called decoding. Decoding starts after the message reaches its destination i.e. receiver. The receiver keeps in mind the emotional, educational, social, cultural and psychological level of the sender and analyzes the message. The receiver must possess skills in reading or listening, reasoning, correct attitude and adequate knowledge in order to receive the message without any distortion.

Feedback- Communication is a cyclic activity. Feedback is essential to make communication effective. A message received by the receiver may by itself be meaningless if the sender does not receive a response to what has been sent by him. This response from the receiver to the sender of the message is called feedback. Feedback must be constructive in its approach. It may be oral and written.

Components or factors of communication

1. Sender: The person who transmits, spreads, or communicates a message or operates a electronic device.
2. Encode- Encoding is the changing of message into symbols, words, gestures that is understood by the receiver.
3. Message- It is the information written, or spoken, which is sent to one person to another.
4. Channel - This vehicle or the medium which facilitates the sender to convey the message to reach the receiver.
5. Receiver- A receiver is the targeted audience of the message.
6. Decode- Act of translating symbols of communication into ordinary meaning is called decoding.
7. feedback- It is the response of the receiver.
8. Noise - Anything that hinders and or obstructs communication is known as noise.
9. Context- It refers to the total setting in which communication takes place, including the time, the place, the sender, the receiver, the channel, topic etc.
10. Topic- Human Communication is usually about something – some event, action, object and person etc. that needs to be talked or written about. This is called topic.