

Q. What is communication?

- It is derived from the Greek word "communicare" or "commune" which means to share.
- Community implies a group of people living in one place.
- Languages are the codes of communication.

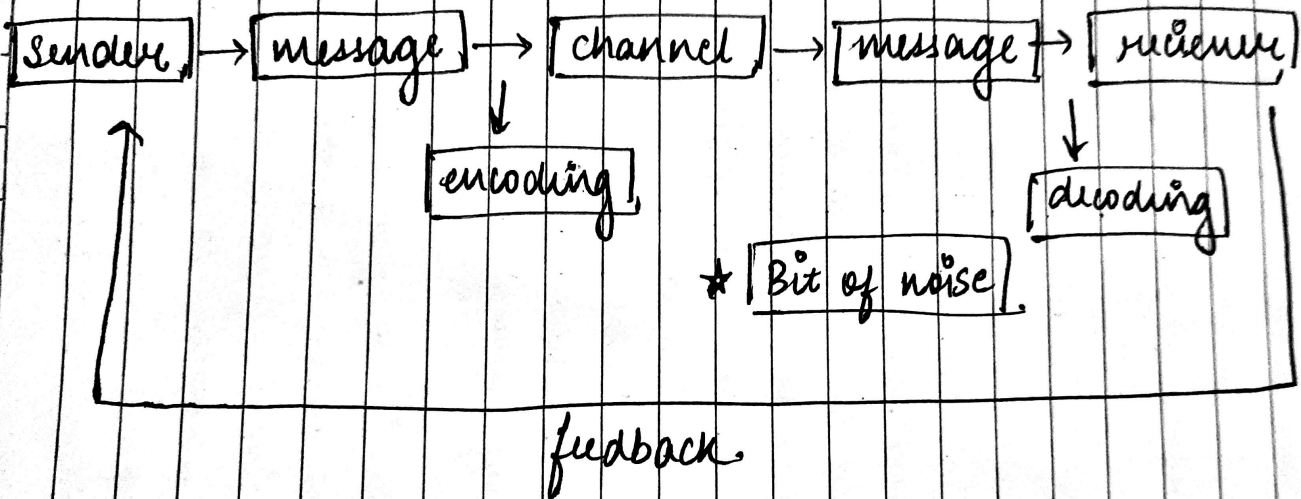
★ COMMUNICATION THEORY

Since the World War 2, several studies have been conducted in the field of communication. Most of such studies are based on the impact of communication and media on the human society. One of the earliest studies in this category are:

- 1) Hypodermic / Bullet theory
- 2) Top down theory
- 3) Gate keeping theory.

Communication is the process of transmitting info from one person to another. It is the act of sharing ideas, facts, opinions, thoughts, messages or emotions to other people. In and out the organisations with the use of the channel to create mutual understanding and confidence.

Communication Process



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Ques What is communication process?

- ① SENDER - The person who conveys the message is known as sender or communicator. She may be a speaker, writer or an actress.
- ② MESSAGE - It is the subject matter of commⁿ. It may consist of facts, opinions, ideas etc. It exists in the mind of the sender.
- ③ ENCODING - The sender translates the message into words, gestures or other symbols which she feels will make the receiver understand the message.
- ④ CHANNEL / MEDIA - The encoded message is transmitted through some medium, which is known as communication channel.
ex: speaking, writing, phone call, internet etc.
- ⑤ DECODING - It means the process of conversion of symbols into the message by the receiver.

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⑥ RECIPIENT - The person who receives the message is called the recipient. The recipient may be a listener, reader or viewer.

⑦ FEEDBACK - The recipient sends the message or response to the sender, such a response is known as feedback.

⑧ NOISE - It means an obstruction or a hindrance in the communication.

Types of Verbal Communication

① Formal Communication

- Formal communication means something that follows certain rules and principles.
- Formal speech or behaviour is used especially in official situations.
- It is expected in situations like business meetings, conferences or a formal dinner where one's speech, dress and manners have to be according to the set principle and norms.

② Semi formal Communication

- Semi formal commⁿ takes place in day to day interactions with colleagues, teachers, popular magazines and at times during less formal interviews too.
- It is a hybrid of formal and informal commⁿ.
Narrower too strict nor too loose.

③ Informal Communication

- It includes instances of free unrestrained communication between people to share a casual rapport with each.
- It takes place while interacting with family or friends.
- It does not have rigid rules or guidelines.

Formal

Depart
 Function
 Reside
 Assist
 Commence
 Initially
 Appear
 Residence
 Elderly
 Inconstant
 Request
 Police
 Inexpensive
 Vacant

Informal

Go
 work
 Live
 Help
 Begin
 At first
 Seem
 Home
 old
 Wrong
 Ask for
 Cops
 Cheap
 Empty