

INTRODUCTION TO COMMUNICATION

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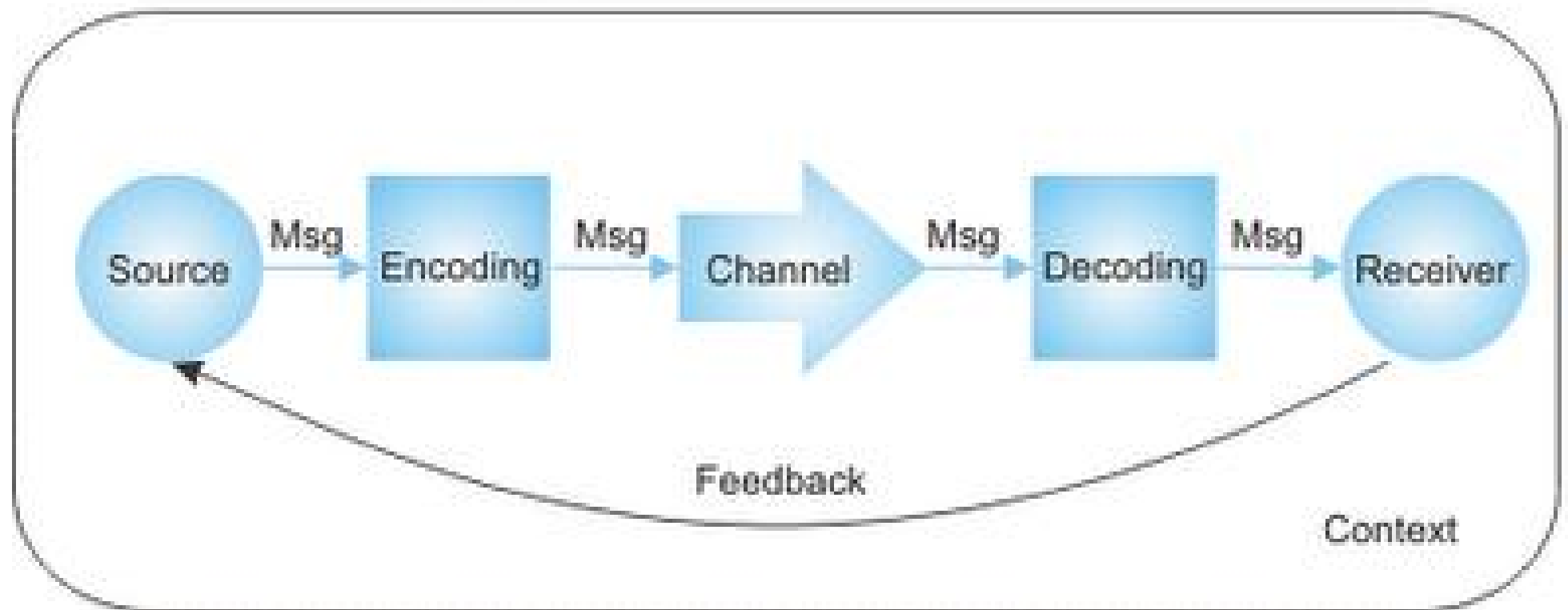
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Concept of Communication

- The process of exchanging information between two or more persons is called communication.
- It involves the flow of information from a sender to the receiver.
- The process of communication includes transmission of information, ideas, emotions, skills, and knowledge.
- This is done with the help of symbols, words, pictures, figures, graphs, drawings, and illustrations, etc.
- The origin of the word “communication” is “communicacion (Old French)” or “communication (Latin)” which means “to impart”, “to participate”, “to share” or “to make common.”
- The sense of sharing is inherent in the very origin and meaning of “communication.”

The Communications Process



Definitions of communication

- According to Keith Davis, “Communication is the process of passing information and understanding from one person to another.”
- According to Peter Stimson, “Communication is the exchange of information between people or groups.”
- “Communication is the sum of the things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding.” Louis A. Allen
- “Communication is a way that one organisation member shares meaning and understanding with another.” -Koontz and O'Donnell

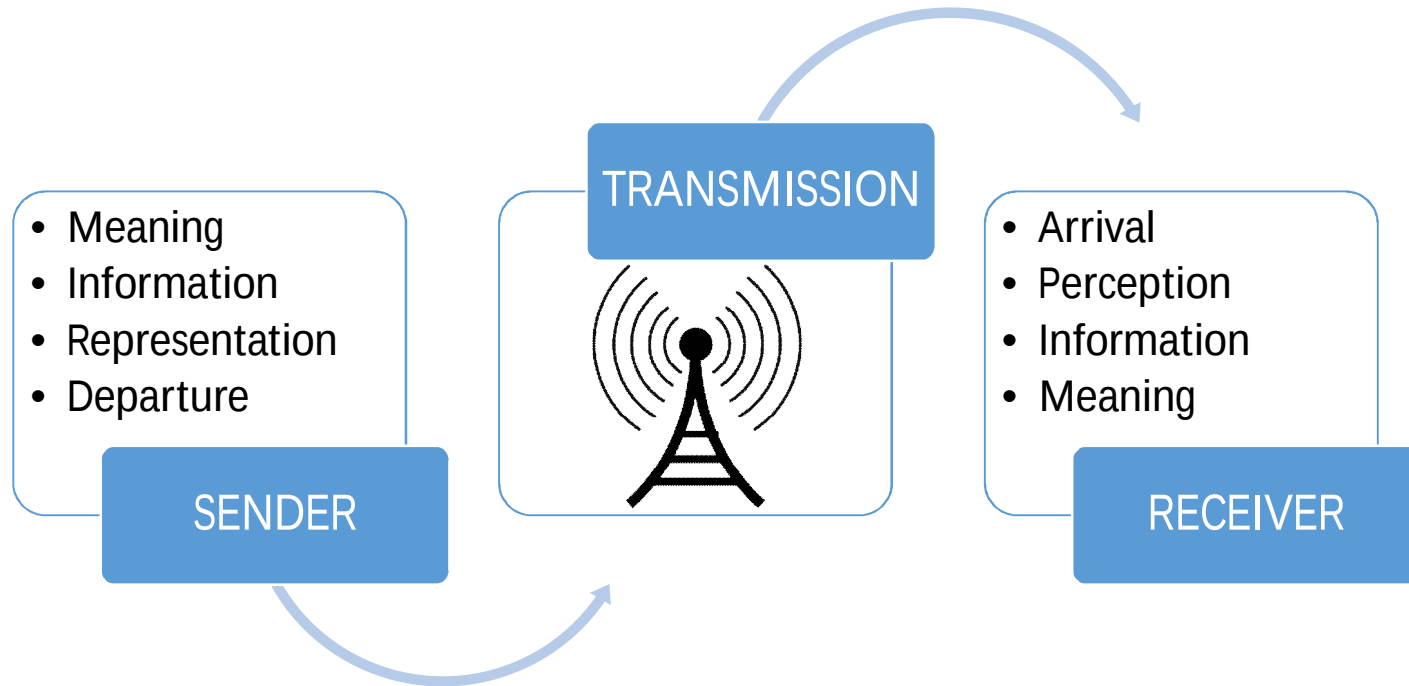


Importance of Communication

“The way we communicate with others and with ourselves ultimately determines the quality of our lives”

- It helps you to increase productivity and results
- Reducing stress and managing things well
- Understanding the need of today's world
- Enhancing relations with teachers and fellows
- Save time, sharing ideas, learn new things etc
- Better understanding of how to get your message across

Elements of Communication



The following are the key elements of communication :

- (i) Communication is a two way process: It involves a sender and receiver. The sender or receiver can be an individual or a group.
- (ii) There has to be a message : The message can be an information, a directive, an enquiry, a feeling, an opinion, an idea or any other.
- (iii) Commonness of understanding: Communication can occur only when there is commonness of understanding between the sender and the receiver. The commonness includes factors like common culture, common language and common environment. Words, phrases, idioms, proverbs, gestures and expressions are deeply culturised and possess high communicative potential for people from similar background.

- (iv) Modifying the behaviour of other individuals: The information transmitted to the receiver evokes a response in the form of some change in his behaviour.
- (v) Method of giving information: Information can be given through words or through other means like signs gestures, expressions etc.

Process of Communication

- The process of communication consists of the following steps or stages:
- (i) Message: This is the background step to the process of communication; which, by forming the subject matter of communication necessitates the start of a communication process. The message might be a factor an idea, or a request or a suggestion, or an order or a grievance.

- (ii) Sender: The actual process of communication is initiated at the hands of the sender; who takes steps to send the message to the recipient.
- (iii) Encoding: Encoding means giving a form and meaning to the message through expressing it into – words, symbol, gestures, graph, drawings etc.
- (iv) Medium: It refers to the method or channel, through which the message is to be conveyed to the recipient. For example, an oral communication might be made through a peon or over the telephone etc.; while a written communication might be routed through a letter or a notice displayed on the notice board etc.

- (v) Recipient (or the Receiver): Technically, a communication is complete, only when it comes to the knowledge of the intended person i.e. the recipient or the receiver.
- (vi) Decoding: Decoding means the interpretation of the message by the recipient – with a view to getting the meaning of the message, as per the intentions of the sender. It is at this stage in the communication process, that communication is philosophically defined as, ‘the transmission of understanding.’
- (vii) Feedback: To complete the communication process, sending feedback to communication, by the recipient to the sender is imperative. ‘Feedback’ implies the reaction or response of the recipient to the message, comprised in the communication.

Types of communication

- INTRAPERSONAL

(Intrapersonal communication is communicating with oneself.)

- INTERPERSONAL

(coming face to face with someone and communicating with that person is called interpersonal communication)

- FORMAL

- Downward
 - Upward

- INFORMAL

- Lateral
 - Diagonal
 - Grapevine

- GROUP COMMUNICATION AND PUBLIC COMMUNICATION

- In this a group of people, generally known to each other meet and talk to each other are commonly called group communication.
 - Public communication may be defined as a situation where many people receive messages from one person.

FORMAL COMMUNICATION

- We use this type of communication in offices and social gathering.
- Taking part in meetings or conferences
- Sales counters
- Job interviews
- Two types of formal communication.
 - (1) Downward (2) Upward

Downward communication

- Higher designation to lower designation.
- Boss ordered his worker.
- Here effect of this type of communication is very much than upward communication.

Upward communication

- Lower designation to higher designation.
- Worker request to his boss.
- Here the effect of communication is less than downward communication.

INFORMAL COMMUNICATION

- Private discussions with friends or family members
- Corridor discussions
- Conversation in canteens or restaurants
- Three types of informal communication.
 - (1) lateral (2) diagonal (3) grapevine

Lateral communication

- Found among members working at the same level.
- Peer group.
- Most effective form of communication.
- Barrier of subordinates or boss is not present here.
- Coordination is the main purpose

Diagonal communication

- The path is mixture of vertical and horizontal movement.
- In large communications various departments need communication support from each other.

Grapevine communication

- Also called as “backbiting” or “backstabbing”.
- A backstabber is a colleague or an employee who acts like a friend in public but badmouth you in private.