DEFINITION AND PROCESS OF COMMUNICATION

Compiled and Circulated by: Mr. Manas Barik, Faculty Member in
Dept. of English, Narajole Raj College

SEM -1 : AECC -1 Elective English: Communication Skills

What is Communication ?

Human beings cannot live in society without the help of communication. Communication is the very basic need of any organization and any individual. The English word ‘communication’ is derived from the Latin noun ‘Communis’ and the Latin verb ‘Communicare’ that means ‘to make common, to transmit, to impart.’ Communication is a two way process. It is a natural activity of all human beings to convey opinions, information, ideas, feelings, emotions to others by words spoken or written, by body language or signs.

Communication has been defined in different ways as:

- A transactional process that involves an exchange of ideas, information, feelings, attitudes, or beliefs and impressions
- A multi-level process in an organization because it involves the organizational hierarchy, from the top to the bottom, and across the horizontal levels.
- A cultural interaction with people in groups for conversing and sharing ideas in social gatherings
- A disseminating process that involves passing on of information to masses through the media.
- A transformational process that motivates and fosters growth and mutual understanding
- A dynamic process that challenges 'what you say' and 'how you say' at their particular moment.
- A mental/ psychological process of talking to oneself in mind

Communication has been defined by many theorists :

According to W.H.Newman, “Communication is an exchange of facts, ideas, opinions or emotions by two or more persons.”

Allen Louis says "Communication is the sum of all the things one person does when he wants to create an understanding in the mind of another it involves a systematic and continuous process.

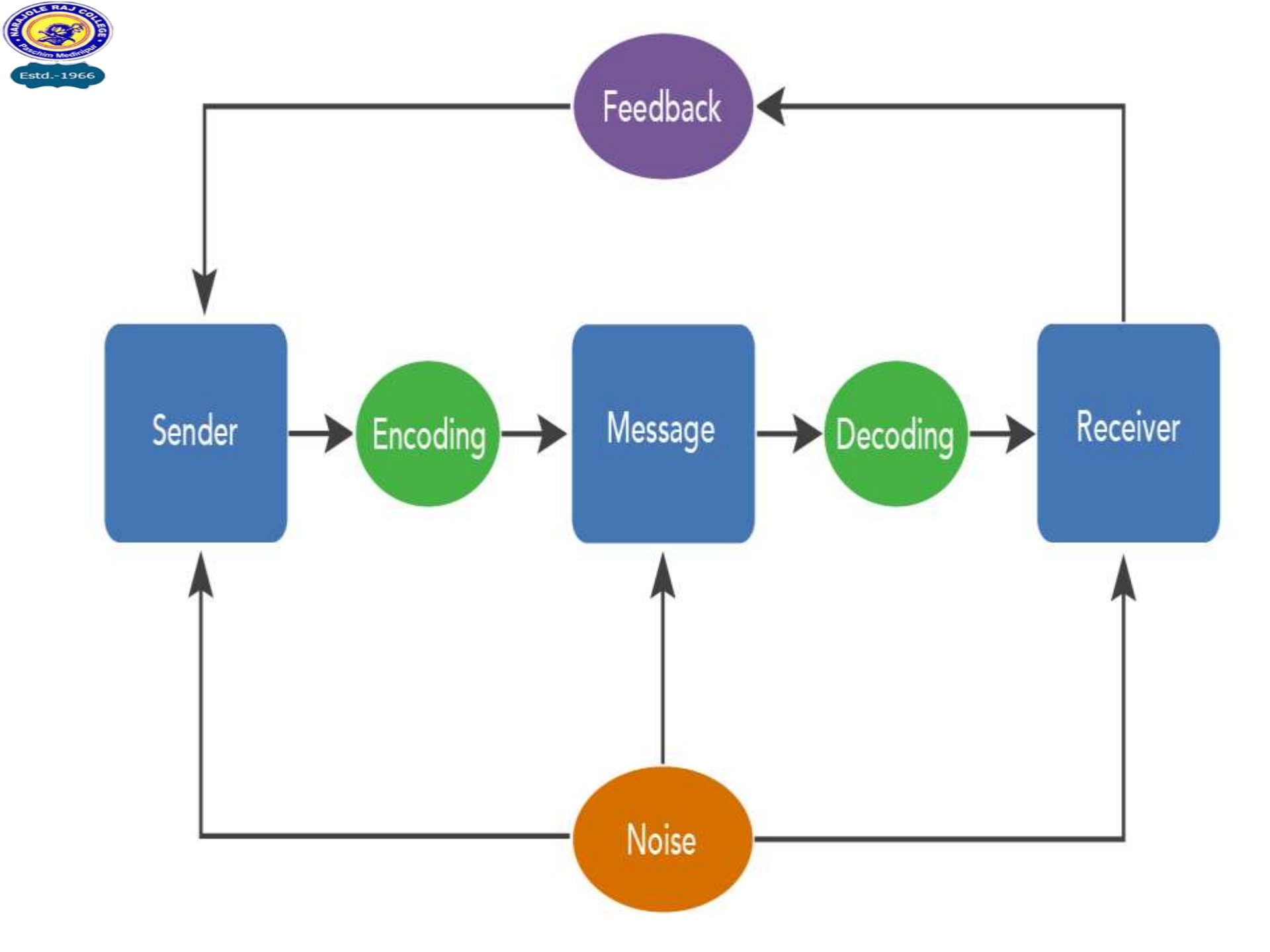
To quote Norman B. Sigband, “Communication is the transmission and reception of ideas, feelings and attitudes both verbally and non-verbally…

Dalton McFarland says, “Communication may be broadly defined as the process of meaningful interaction among human beings.”

George Vardman in his book `Effective communication of ideas' defines effective commnication as "Purposive interchange, resulting in workable understanding and agreement between the sender and the receiver of the message".

Communication cycle

The progression of transmission and interchange of ideas, facts, feelings or actions is known as “Process of Communication”. Process of Communication is a full cycle of events from sender to the receiver and back to the sender. Communication is a two way process


Feedback
Sender
Encoding
Message
Decoding
Receiver
Noise

(1) Sender : The process of communication starts with a sender, the person who has an idea and wants to convey it to the receiver. In other words, we can say that the person with ideas to share is called sender. The formation of idea is the first step of communication. So, Communication process begins with the sender.

(2) Encoding: The conversion of the idea in to message by verbal or nonverbal method is called encoding. While encoding a message, one needs to consider what will be interpretation of the message. This process of converting the thought of the sender into message is encoding.

(3) Message: It is an important part of communication. Message is the content that sender wants to convey. A message could be verbal or non-verbal. The thought, idea, emotion or anything that the sender wants to convey is called message.

- (4) Channel : The way or the medium of sending the message is called channel. Medium or channel can be oral, written or it can be non-verbal.

- (5) Receiver : The receiver is the person who receives encoded message. In the best way, if it reaches to the receiver then there is no problem to the receiver to understand the massage properly. The Receiver is known as Rx

- (7) Decoding : It is a process where the received message is being understood. It is not necessary that the message reached to receiver will be understood by the receiver but decoding is a process which converts the message in to understanding. There are chances of misinterpretation of the massage.

- (8) Feedback : This is the last part of communication process. After receiving the message, the receiver reacts or responds to the sender. The response can be based on the perfect understanding of the message or it can be based on the misunderstanding or misinterpretation of the message. This reply from receiver to sender is called feedback. Feedback has its own importance as the success or failure of communication is decided by feedback only.

Thank You.....

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