What is Communication?

Communication is derived from the Latin word Communis which means "to share", that is, sharing of ideas, concepts, feelings & emotions. The science of communication is almost as old as man himself.

There are some questions in the students mind like.

1. What is the importance of communication?
2. Why should it be studied?

3. The importance of communication can be judged from the fact that we are communicating in some form or the other almost every moment of our lives. Whether we are walking, talking, playing, sitting or even sleeping, a message is being formulated & transmitted. Man, who is a social animal, is constantly interacting with other individuals.

Definition of Communication :-

Communication is a two-way process in which there is an exchange & progression of ideas towards a mutually accepted direction or goal. For this process to materialise, it is essential that the basic elements of communication be identified. These elements are :-

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1. Sender / Encoder / Speaker
2. Receiver / Decoder / Listener
3. Message
4. Medium
5. Feedback.

1. Sender :- The person who initiates the communication process is normally referred to as the sender. From his personal data bank he selects ideas, encodes & finally transmits them to the receiver. The entire burden of communication then rests upon the sender or encoder.

2. Receiver :- The listener receives an encoded message which he attempts to decode. This process is carried on in relation to the work environment & the value perceived in terms of the work situation.

3. Message :- Message is the encoded idea transmitted by the sender. The formulation of the message is very important, for an incorrect patterning can turn the receiver hostile or make him lose interest. At this stage the sender has to be extremely cautious. What is the order in which he would like to present his ideas?

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