Unit 1

Ch 1.

**INTRODUCTION**

**Theory of Communication**

The communicative world begins with ***Wh***-questions , viz, ***wh***at, ***wh***o, ***wh***y, ***wh***en, ***wh***ere . So, let us start with wh-question, too.

***Wh***at is communication?

**Communication** in Latin is known as *commūnicāre*, which is means "to share". It is the act of conveying or sharing tended meanings from one entity  or group  to another through the use of mutually understood signs and symbols and a particular rules.

Communication connects not only human beings but also connects all living things.

It connects people across the globe.

*Wh*y is Communication required?

Communication is a modus operandi ( the method and the way ) of social intercourse. As a member of the family, a social group and as a part of the work team , we need to communicate with others.

To emote and express

* our emotions,
* thoughts and
* feelings
* professional and non- professional purposes

we need to have this system.

***Wh***at are the **objectives** of Communication?

**So** for all practical purposes, we have the following objectives of Communication :

1. **Inform:** To inform is the first objective of communication. As the proverb goes, “ information is power’. The dissemination of information lays the foundation of any organization. Letting in all the information and letting out only selective information decides how far an organization would go!
2. **Educate :** Information imparts knowledge. Knowledge educates a wider section. The process of education may extend to customers as well. This may be done through product literature, publicity , presentations and demonstrations.
3. **Train :** Communication is the basic element to be taught. The art of knowing to communicate is known as “soft skill” in professional world. This skill is enhanced via proper training.
4. **Motivate :** Without high motivation of its employees, organistaion cannot move ahead. A powerful communication is the only tool to raise the motivational level within an organization.

**Talks, lectures, films, meetings, workshops and non-v**erbal messages are different means used to motivate people.

1. **Intregate** : Large business organizations have different business units, departments and territorial divisions. Each of them pursues different goals, sub-goals and target sections. Communication provides the means for an integrated approach in pursuing organizational goals. Communication binds together people working for a common objective and helps team spirit.
2. **Entertain** : It also helps us to entertain each other. In this way it relieves us from our day- to –day work pressure and help leading a healthy life.

So in nutshell, we can broadly categorize the very purpose of communication as follows :

1. Expression of needs and want – to regulate the behaviour of another person to get something  
2. Information transfer – to convey information from person A to person B  
3. Social closeness – to establish and maintain relationships with others  
4. Social etiquette – to conform to the social conventions of politeness

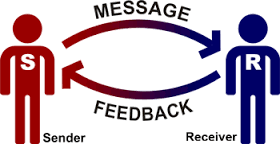
**PROCESS and THEORY OF COMMUNICATION**:

Robert Kreitner defined, “Communication process is a chain made up of identifiable links. The chain includes sender, encoding, message, receiver, decoding, and feedback.”

In the opinion of S. K. Kapur, “The communication process is the method by which the sender transfers information and understanding to the receiver.”

According to Bovee, Thill and Schatzman, “The communication process consists of six phases linking sender and receiver.”

The above 6 phases as discussed can broadly be explained as follows :



The above diagram can be explained through the following stages :

FEEDBACK

**1. Message**

The first step in communication process is sender has an idea. That contains the information or tidings to convey or send to him or her. The message may be verbal, nonverbal, oral, written, or symbolic. Besides that, message can come from feeling, thought, inspiration, and many more. You conceive an idea and want to share it. For example, in advertising that simply writes some words and put image to convey the public.

**2. Encoding**

The next step is the sender ( read the word ‘sender’ as “you” henceforth for your convenience ) encodes the idea in message. This process known as encoding, refers to putting thoughts, idea, or information into a message that your receiver (read the ‘receiver’ as “listener” for your convenience) will understand, you are encoding it. For example, many symbols have universal meaning, such as a red circle with a red line thought it to denote no or skip and add some image or symbol such as P is mean no parking .

**3. Choice of medium and channel**

Next, sender produces the message in a medium. The senders need to choose the medium and channel to be used, that way you to present that message to your intended audience. The medium and channel of communication are of two types, personal and nonperson. Personal are direct face to face contact with a person. For example, the salesman selling some product to customer, and salesman using mouth explain and communicate to customer. Besides that, this method uses it between in family, colleagues, neighbor or friends. The non personal are carry a message without interpersonal contact between sender and receiver. Non personal are include ads, newspaper, magazines, email, SMS, radio, and television. For example, the xx company user magazines to communicate with public.

**4. Transmission and decoding**

After you choice of the medium and channel, it continues to provide new communication channels you can use to transmit your messages. Medium is which carrier the message and channel is which allows access for the message. For example, a shampoo company choose the television is a channel and medium for transmit the message to target audience.

**5. Reception and Understanding**

The audience receives the message. When audience receives then message, some time has problem. Such as misunderstanding, message missed or message ignored. However, the message is no guarantee the receiver understood correctly. For example, the student are receive the message from the teacher or lecturer, they will pay attentions for receive the message.

6**. Respond and feedback** :

The audience decodes what is the message and understands its contents. Receivers are the consumers in the audience who read, hear, or see the message and decode it. For example, the students after receive the message or information, they will be analyze the message or information and decode it.

The audience **then responds to the message**. The receivers need to say or does something answer or reaction to something after receives the message. For example, salesman introduce product A, and the audience can buy or reject to buy the product A, this reaction is respond to the salesman.

The audiences **finally send feedback** to you. The receivers when after you give the message, audiences may also give feedback to the sender. Feedback is information or comment about something that you have done sender tells you how good or bad. For example, in a personal selling a product to customer, customer may ask questions, comment or objection or gives suggestions is a feedback to the sender or spokesman.

How does one ensure that the intended audience has received the right message?

To ensure that the audience has received a right message, the sender of the message should ask the audience whether they understand the context of the message. The sender should give chances for the audience to ask a question based to the understanding of the context message.

**Questions :**

1. **What is communication**?
2. **What are the objectives of Communication?**
3. Define process of communication. Discuss them in detail with a flow chart.
4. Discuss different types of communication.
5. What are the merits and demerits of oral communication?
6. What are the merits and demerits of written communication?
7. What are the different forms of communication?

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