

Definition of Communication

Communication is an indispensable element in human relationships. Humans interact with one another through communication. The term 'communication' is derived from the Latin word '*communis*', which means common. Therefore, communication is defined as an exchange of facts, ideas, opinions, or emotions to create mutual understanding. It is the sum of all things one person does in order to create understanding in the minds of others.

"Communication is an intercourse by words, letters, symbols or messages, and is a way that one organisation member shares meaning and understanding with another". - Koontz and O'Donnell

"Communication is a process by which people create and share information with one another in order to reach common understanding". – Rogers

"Communication is transfer of information from the sender to the receiver with the information being understood by the receiver". - Koontz and Weihrich

communication is the process of exchanging information between individuals or groups. It involves the transmission of ideas, feelings, or facts from one person (the sender) to another (the receiver). -Thomas Hobbes

Giffin & Patten (1976) also state that communication is the process of creating meaning as well as ascribing it. It is the exchange of ideas and interaction among group members.

Communication is transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver – G.G. Brown

"Communication is the intercourse by words, letters or messages"- Fred G. Meyer.

Communication is giving, receiving or exchanging ideas, information, signals or messages through appropriate media, enabling individuals or groups to persuade, to seek information, to give information or to express emotions.- Rolf and Panton

Communication is the process of exchanging information, usually through a common system of symbols. It takes a wide variety of forms—from two people having a face-to-face conversation to hand signals to messages sent over the global telecommunication networks.-
Singh & Meenakshi

Objectives Of Communication:

- ***To inform and educate:*** Share facts, data, and crucial updates to keep people informed and to educate them on a topic.

This is the most basic function, involving the exchange of information, facts, and data.

Examples include providing instructions, reports, or status updates.

Communication is crucial for teaching new skills, providing training, and spreading knowledge.

This can range from formal classroom instruction to on-the-job training and workshops.

- ***To persuade:*** Influence the attitudes, thoughts, or actions of others, such as convincing a customer to buy a product.

This objective aims to influence the thoughts, opinions, or actions of the receiver.

It is often used in sales, marketing, and leadership to convince others to adopt a particular viewpoint or take a desired action.

- ***To build relationships:*** Create and strengthen connections with others through conversation, which helps build trust and understanding.

Effective communication fosters strong interpersonal connections, trust, and cooperation between people.

It is essential for team-building, managing conflict, and creating a positive work environment.

- ***To solve problems:*** Exchange ideas and discuss issues to find solutions, whether in a personal or professional setting.

Communication creates a platform for individuals to discuss issues, brainstorm solutions, and reach agreements.

It helps to bridge gaps in understanding and resolve conflicts in a constructive manner.

- ***To motivate and direct:*** Encourage individuals, provide guidance, and ensure that a team or organization is aligned towards common goals.

Communication can be used to encourage and inspire individuals or groups to work harder and improve their performance.

This includes giving praise, setting goals, and fostering a positive attitude towards work.

- ***To coordinate and cooperate:*** Ensure that different departments and levels of an organization are working together effectively.

Offering guidance, suggestions, and recommendations is a key objective of communication.

This helps others make decisions, navigate challenges, and improve their work.

- ***To express emotions:*** Share and understand feelings, which is a fundamental way to connect with others on an emotional level.
- **Organizational goals:** To develop, implement, and achieve plans, policies, and the overall goals of the organization.
- **Decision-making:**
To provide the necessary information and data for managers to make sound decisions.

