

Communication:

Meaning, Process and Elements of Communication

Introduction

Definition :

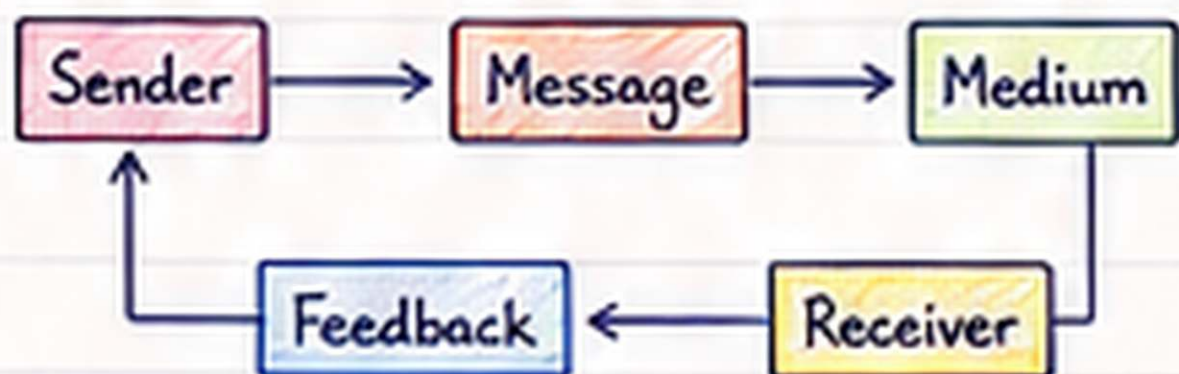
“Communication is the transformation of information from one person to another.”

Communication revolves around the Information, which is the central idea or concept. Before, to understand the concept of Business Communication, it is essential to understand the basic concept of Communication.

Communication is an important part of our daily life. Human beings cannot live or work without communication. From morning till night, we communicate with different people around us.

The communication flows via five major elements; Sender, Receiver, Message, Medium and Feedback.

One can easily understand the concept with following image.



Communication is not limited to speaking only. It also includes listening, reading, writing, observing, and understanding.



Whenever we exchange information, ideas, feelings, opinions, or messages with another person, communication takes place. Therefore, communication is a **continuous process** that helps people stay connected with one another.

In today's fast-moving world, communication has become more important than ever before.

It helps people understand each other and build strong personal and professional relationships.

Good communication reduces misunderstandings and creates cooperation among people.



In the business world, communication plays a very important role.

Every business organization depends on communication for its daily activities.

- Managers communicate with employees.
- Employees communicate with customers.
- Different departments communicate with each other.

Instructions, orders, reports, notices, emails, meetings, and presentations are all examples of business communication.

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Without proper communication, an organization cannot function effectively.

Employees may not understand their duties, customers may not receive correct information, and important decisions may be delayed.

As a result, the organization may face confusion, conflicts, and losses.

Therefore, **effective communication** is necessary for the smooth functioning of every business.



Communication helps people share ideas, thoughts, feelings, suggestions, instructions, and information.

It creates understanding between individuals and groups.

When communication is clear and effective, people can work together more efficiently and achieve common goals.



Communication can take many forms.

It may be

- face-to-face conversation,
- telephone call,
- video meeting,
- email,
- letter,
- text message, or
- presentation.

Today, modern technology has made communication faster and easier than ever before.



In modern organizations, communication is considered one of the most powerful management tools.

Managers use communication to

- ✓ plan activities,
- ✓ give instructions,
- ✓ solve problems,
- ✓ motivate employees, and
- ✓ make important decisions.



Employees use communication to

- ✓ share ideas,
- ✓ ask questions,
- ✓ report progress, and
- ✓ coordinate their work.

Through effective communication, organizations can improve

- ★ teamwork,
- ★ productivity,
- ★ efficiency, and
- ★ employee satisfaction.



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Communication also plays an important role in education.

Teachers communicate knowledge to students,



while students communicate their doubts, ideas, and opinions.



Effective communication makes learning easier and more meaningful.



Thus, communication is the foundation of all human relationships and organizational activities.

It connects people, promotes understanding, and helps achieve personal as well as professional goals.



For students, developing good communication skills is essential because these skills help in

- ★ studies,
- ★ examinations,
- ★ interviews,
- ★ group discussions,
- ★ presentations, and
- ★ future careers.

In today's competitive world, a person with strong communication skills has a greater chance of achieving success in both personal and professional life.



Meaning and Definition of Communication

The word "communication" is derived from the Latin word communis, which means "common."

Communication aims to create a common understanding between the sender and the receiver.

Communication can be defined as the process of transmitting information, ideas, thoughts, opinions, or feelings from one person to another with the purpose of creating understanding.

According to the concept explained in the syllabus, communication is the transformation of information from one person to another.

It is a systematic process and not a random activity.

Communication involves the exchange of messages between individuals through various channels.



Example

- ❖ A teacher explains a lesson in the classroom. The teacher sends information to students through spoken words.
- ❖ Students listen, understand, and ask questions.
- ❖ This entire activity represents communication.
- ❖ Similarly, when a manager sends instructions to employees through email and receives their response, communication takes place.



Importance of Communication

Communication is important for individuals as well as organizations.

It plays a key role in our daily life.

The importance of communication can be understood in the following ways:

1. Essential for Living
2. Builds Relationships
3. Helps in Education
4. Important in Business
5. Aids in Decision Making
6. Resolves Problems
7. Promotes Personal Growth



1. Essential for Living

We interact with family, friends, teachers, colleagues, and society every day. Without communication, life would be very difficult.

2. Builds Relationships

Good communication helps in building strong relationships based on trust and understanding.



3. Helps in Education

Teachers explain lessons and students ask doubts. Both teaching and learning are possible only through communication.

4. Important in Business

It is necessary for giving instructions, sharing information, coordinating work, and achieving organizational goals.



5. Aids in Decision Making

Managers use communication to collect information, discuss options, and take better decisions.

6. Resolves Problems

Misunderstandings and conflicts can be solved through effective communication.

7. Promotes Personal Growth

Good communication improves confidence, language skills, and personality.

