

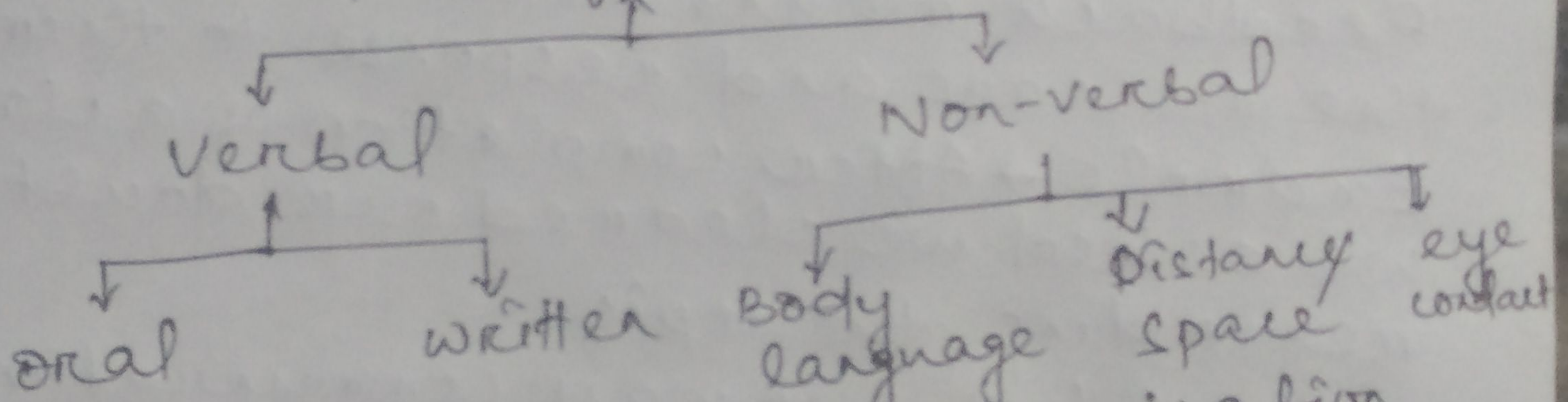
## Unit-4

### → Elements of communication

#### \* Meaning, Definition and concept of communication.

Communication is simply the art of sharing information or data from one person to another or group. Every communication involves at least one sender (who speak) and a receiver (who listen). In other words, communication is the process of passing information and understanding from one person to another.

### Types of communication



As Described above communication cannot be done by one person. So for communication one need another or group, (can be a small one, or big one).

There is <sup>one</sup> one-way communication and two-way communication.

One-way communication → when data or information passes or transfers in one direction like from one sender to one receiver. And there's not any opportunity for the receiver to give feedback to the sender.



Example for oneway communication is when your boss ordered you for some work. As a responsible employee we do the work without questioning.

Model of oneway communication →

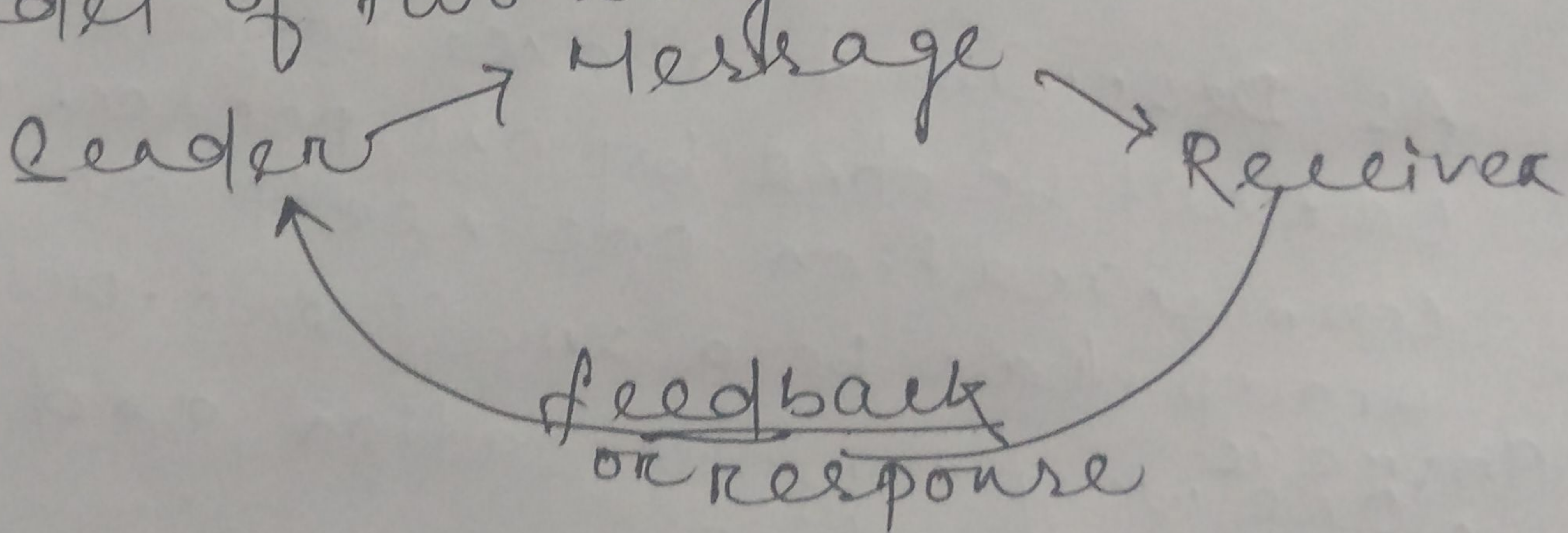
Sender → Message → Receiver

Two way communication →

Two way communication is when leader sends the message or information to the receiver and receiver response to the message as acknowledging the message was received. This response is also called as feedback. Feedback means receiver receives the message and response to them.

Example → After completion of a class we asked we cleared our doubt regarding the topic.

Model of two way communication →





## \* Process of communication →

As a living being we need to share our views, opinions with others, without that we human beings cannot survive. Why human beings, because we are the only species who can communicate. And for the good or better communication there is process they are Sender, Receiver, Message, Content, Channel, Feedback, Noise.

So communication is the process of sharing information, data and common understanding from one person to another.

① Sender → The very foundation of communication process is laid by the person who sends the message. The full responsibility of process of communication is on sender because if sender will not be there, no receiver needed and no communication happen. Sender is the person who collects the idea before the communication. Sender is the person who makes the communication interesting or boring.

② Receiver → Receiver is the person or group who the message is meant for. The receiver is as significant as sender in the communication process. Receiver should be in fit condition to receive the message and should not be absent in the communication, which may lead to ineffective communication.



③ Message → Message is referred to the information conveyed by words as in written, pictures, diagrams or in speech. Message is the heart of communication. It is the content the sender wants to convey to the receiver.

④ Context → context is the circumstances surrounding a message. It also includes the setting of messages said for the receiver. If the context of the message is not correct it may lead to ineffective communication.

⑤ Channel → channel refers to the way or mode the message flow or transmitted through. The channels are like emails, face to face communication, phone in communication, application etc.

⑥ Feedback → The above points are solely depends on the sender but receiver has one important aspect that is feedback. It refers to the response of the receiver that the message is transmitted correctly or not. It is the final step of the comm. Feedback is the main aspect to make communication effective and purposeful.



## Professional communication-

Professional communication refers to the oral (speaking), written, visual and digital forms of delivering information in the context of a workplace. As we described communication are of two types, informal and formal communication.

Formal communication is when we talk to senior or respected persons like principal, class teacher etc. where we use words like 'hello' not 'Hi'.

Informal communication is when we talk to the friends and colleagues. And in this communication we forget all the etiquettes we have been learned from the life and by parents and teachers etc. It is like personal where we do stupid things like high-five slapping the shoulders at the time of communication.

But in a workplace we have to have the formal behaviour. This formal communication is professional communication.



## Types of communication -

Upward communication - when the comm<sup>n</sup> flows from lower level to higher level in the organization is called as upward communication. Ex - class teacher speaks or discuss with the principal regarding something. It is of opinions, suggestions, requests or feedback from junior to senior.

### Merits of upward communication.

- Provide proper suggestion & opinions for the benefits of the organization.
- Developing creative and innovative ideas.
- Facilitating collective decision.
- Good workplace relation.

### Demerits of upward communication.

- Unwillingness
- Fear of inefficiency
- Bypassing information
- Risk of wrong messages.

Downward communication → when the information or message flows from the higher level to lower level.

Ex - when the principal shares or gives any messages to students or teachers. It can be in written form or oral form. The information or messages it share are organizational goals, policies, procedures, orders, instructions, decisions etc. from top to lower level.



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### Merits of Downward communication:-

- 1- It may under communicated or over communicated.
- 2- Lack of feedback,
- 3- Loss of information
- 4- Delay of enhancing information, because of level to share.
- 5- Misleading of information.

### Merits of Downward communication-

- 1- Explaining policies
- 2- Maintaining Discipline
- 3- Increasing efficiency
- 4- No bypassing
- 5- Building of good relation.

### \* Parallel communication →

In this communication, where the information or messages flows between or among the subordinates and superiors of the organization. In other words it flows between same or similar rank in an organization. It is also called peer interaction.

### Advantages/Merits :-

- 1- Increase co-operation and co-ordination
- 2- Save time
- 3- Immediate feedback
- 4- Increase productivity.



## Demerits of Parallel Communication:-

- 1- Creates disturbances if used in excess.
- 2- If someone has not come creative idea, it makes him/her frustrated.
- 3- Lack of motivation
- 4- Waste of time in Gossiping.

## \* Grapevine Communication -

Grapevine communication is an informal communication and there is no definite route of communication for sharing information. In this form of communication, information coverage along way of passing from one person to another person, leaving no indication from where or who starts it.

## Merits of Grapevine Comm<sup>n</sup> -

- 1- Easy for the employees to take the information by informal way.
- 2- Easy for the employees to disclose their needs, sentiment to the authority without any hesitation.
- 3- Improved relationship.
- 4- Increase efficiency
- 5- Rapid communication.



b- Improve Interpersonal relationship.

Demerits of Grapevine comm. -

1- Misconception created

2- Spread rumor

3- Misunderstanding created

4- Impossible to maintain secrecy

5- Difficult in controlling

\*Non-verbal communication:-