



WELCOME

INTRODUCTION TO COMMUNICATION 1

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What is Communication?

Communication

- derived from the Latin words 'Commmunis' or 'communicaire' which means to make known.
- The simple meaning of communication is to make something known; to share information.
- Communication is a natural activity of all human beings to convey/ express opinions, feelings, information and ideas to others through words, body language or signs.



Can you tell me some **examples**
of **communication**?

Definition of Communication


- 1. . “Communication is an interchange of thoughts, opinions or information by speech, writing or signs” - Robert Anderson
- 2. “Communication is an exchange of facts, ideas, opinions or emotions by two or more persons.” - Newman and Summer

Cont.

- 3. “Communication is the process by which information is transmitted between the individuals or organizations so that an understandable response results.” – Peter Little

Business Communication

- An organization is a group of persons constituted to achieve certain specific objectives.
- The achievement of such objectives depends on coordination and integration (Harmony) of human efforts in that organization.
- Such coordination and integration is possible only if there is an effective system of communication.
- **Business communication is the communication that is aimed at achieving organizational goals.**



What are the elements of Tea?



Can you tell me the
Elements of
Communication?

Elements of Communication Process

- Sender
- Encoding
- Message
- Channel
- Receiver
- Decoding
- Feedback



**Can you put these
elements into
a **diagram?****

ENCODING

DECODING

SENDER

MESSAGE

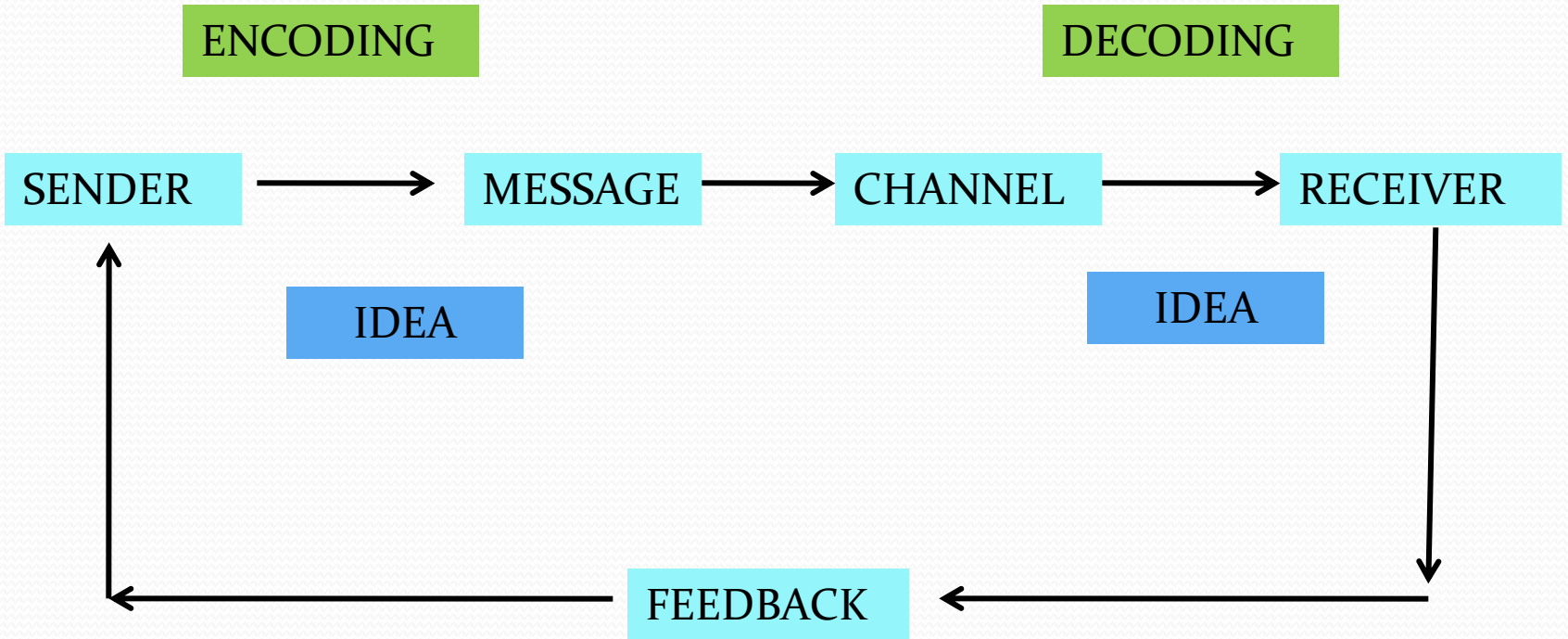
CHANNEL

RECEIVER

IDEA

IDEA

FEEDBACK



Elements of Communication Process

Sender

- Sender is the one who wants to convey a message.
- It can be one person or the organisation.
- He/ She performs three roles:
1) Planning 2) Encoding 3) Transmitting.

Receiver

- Receiver is the person who receives the message.
- Receiver's abilities, alertness, attentiveness and mind set affect the reception of the message.
- He/She receives and decodes the message and gives feedback

Elements of Communication Process

Encoding

- Encoding is the process of preparing the message.
- The sender puts his ideas into a suitable code that can be understood by the receiver.
- This code can be verbal or non-verbal.
- The sender and receiver must have a common code

Message

- Sender puts the information and ideas that he wants to convey into a systematic and organized message.
- The message must be clear and precise.
- It must be organised, shaped, structured and selective.
- It can be written or spoken.

Elements of Communication Process

Channel/ Medium

- The medium used to transmit the message is called channel.
- The sender considers time, distance and receiver's knowledge and selects a proper channel.
- E.g. face to face conversation, letter, mobile phone, television, internet, posters etc.

Decoding

- Decoding is the process of understanding the message.
- The receiver translates the signs and symbols into thoughts and ideas.
- The receiver's experience, knowledge, biases, emotions, cultural backgrounds enable him/her to assign (give) meaning to the message.

Elements of Communication Process

Feedback

- When the receiver understands the message, he conveys his response to the sender. It is called feedback.
- It can be verbal or non verbal.
- It completes the communication cycle.
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- It tells the sender whether the receiver has understood the message or not.



THANK YOU