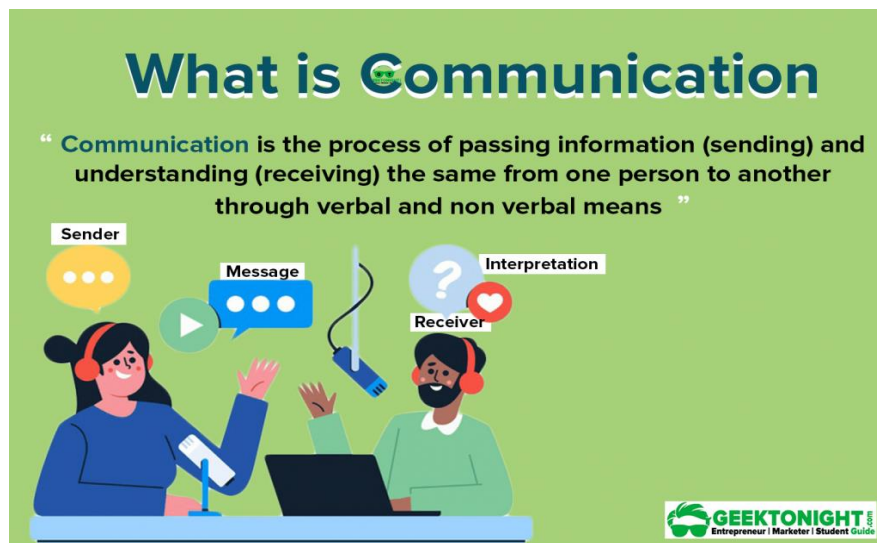


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Module: English
Level: First Year Master (All Groups)

Introduction

Communication is important from civic engagement to consumer behaviour, studying communication and media helps us understand our surroundings. It prepares us to be future leaders and problem solvers, and it challenges us to be curious and passionate critical thinkers.

Communication is one of the fastest growing fields in today's labour market. In fact, many of the jobs in greatest demand didn't even exist fifteen years ago. Today, organizations of every kind need skilled communicators to help them get their messages across to the public. Whether working among business executives, bureaucrats or digital-age creatives, our students and alumni are ahead of the curve.



What exactly is communication?

Communication is the process of transmitting and receiving information from one person to another using both verbal and nonverbal means. Consequently, communication entails comprehending someone's information, facts, or opinions.

Communication is the **giving** and **receiving** of feedback between individuals and/or groups for the **purpose** of exchanging information.

Communication Definition

The word "Communication" has been defined differently by different management thinkers and experts. Some of these definitions of communication are given below:

"Communication is an exchange of facts, ideas, opinions or emotions by two or more persons". George R. Terry

"Communication is the process by which information is passed between, individuals and/or organisations by means of previously agreed symbols ".Peter Dittle

"Communication is an interchange of thoughts, opinions, or information through speech, writing or signs". Robert Anderson

"Communication is any behaviour that results in an exchange of meaning ." American Marketing Association

"Communication is the transfer of information from one person to another person. It is a way of reaching others by transmitting ideas, facts, thoughts, feeling and values." Keith Davis

Purposes of the Communication

Depending on the situation and the parties involved, communication could serve a variety of purposes. The goals of communication in the family, seminar, theatre, and office are all different.

Communication's goals are:

To inform, persuade ,educate, train, motivate, integrate, relate, entertain

•Purpose To inform

The basic purpose of Communication is to keep the people informed. Various important facts and information are required to be given on time.

Thus, communication can be used to share information with others about ideas, opinions, suggestions, etc. To plan and organise, managers need information that is complete, accurate, and precise. It is necessary for employees to transform planning into reality.

Purpose to persuade

Persuasion may be defined as an effort to influence the attitudes, feelings or beliefs of others.

The four crucial steps of persuasion are as follows:

analysis of the circumstance

Getting the receiver ready

Message transmission and action incitation

Effective communication is essential for all of these. Information alone won't be enough to persuade people to work toward a common goal; they also need to be convinced. Therefore, the goal of communication is to encourage people to focus their efforts in the right directions.

Purpose To educate

Communication may have a purpose to educate the people. It is very conscious process of communication. It involves both teaching and learning with an object to widen knowledge as well as improve skills.

For the purpose knowledge, skills and attitude are developed among the people by communication.

Purpose To train

Training is the act of increasing the knowledge and skill for a particular task, communication is an integral part of training. To achieve proficiency in a particular field instructions, lectures, demonstrations, practices and discussion are required which are part of communication.

Purpose To motivate

Motivation is creating and releasing work energy within an individual. High level of morale and motivation is a must to ensure high-level of achievements. Communication provides a mean to keep people motivated.

A person can be motivated to work honestly and productively by a variety of factors in addition to money, including job satisfaction, prestige, a sense of belonging, and recognition. These factors are addressed by motivation as a form of communication.

Purpose To integrate

where large number of people working altogether, communication helps them to work in an integrated manner. Exchange of views, problems and other information can create better understanding among them, which is resulted into integrated efforts by them.

Purpose To relate

As human being is a social creature. They require good relationship. Communication is not only building relation but also nurturing mutually beneficial relationship.

communication may have a purpose to entertain. Communication also facilitates social bonding. It also helps in creating pleasure events which entertain the human being and relive them from tension.

Importance of Communication

Communication is a vital force, it is an important aspect of effective business organization
Importance of Communication **are:**

*Efficient functioning of the undertaking: The efficient performance of employees of an organization depends on effective communication within the organization.

*Facilitates decision making: Desired results of an organization largely depends on the right decision at the right time. A communication system is a prerequisite for making a sound decision.

*Proper planning: Communication is required not only for effective planning but also to ensure its better implementation.

*Minimize organisational conflicts: Proper communication reduces conflicts by developing understanding. Communication helps them to know the views, problems, and thoughts of others.

*Job satisfaction and higher productivity: Effective communication promotes better performance as people are able to understand their jobs and roles in a better manner.

*Democratic management: Modern business organization are following democratic system of management. It requires good channels of communication so that employees, consumers and other stakeholders share information and participate in the discussion, consultation and decision making.

*To establish better labour relations: Effective communication creates better management and labour relationship.

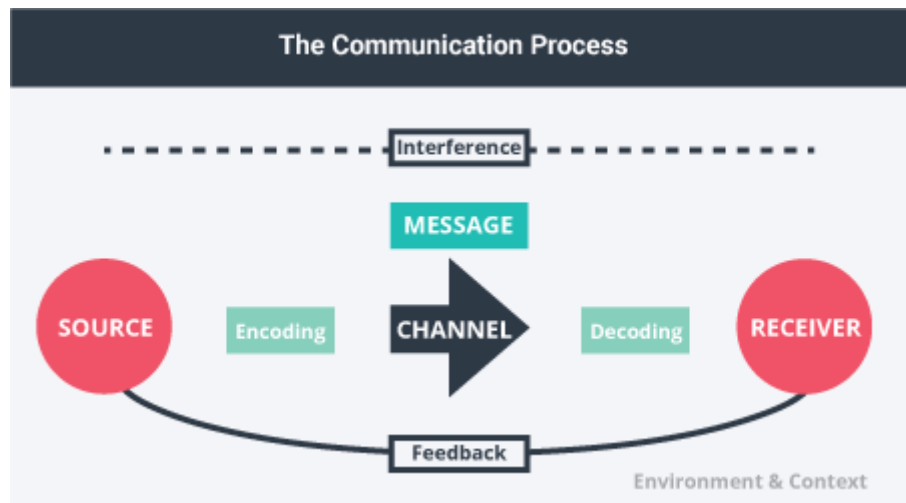
*Effective organizing: Organizing involves delegation of authority, assigning liability, decentralization and establishes the relationship between the members which cannot be done in the absence of communication.

*Enhance motivation and morale: Communication helps in enhancing the morale of the employees because they are aware of their role in the business firm.

*Sound human and industrial relation: The basic reason for disputes between labour and management is a communication gap. With the help of effective communication, sound relations can be maintained as it promotes mutual understanding, cooperation and goodwill.

Elements of Communication Process

The main elements that are also human as the concepts or the components of the process of communication are discussed to draw the basic understanding of the communication process.



- **Message:** It is information, written or spoken, which is to be sent from one person to another. Here, the word person stands for the two ends of a system and may represent an individual, or a group of individuals, or even electronic machines.

The most important characteristic of a message as an element of communication is that it is organized, structured, shaped and selective. It exists in the mind of the sender (**communicator**).

- **Sender:** The person who transmits, spreads, or communicates a message or operates an electronic device is the sender i.e., one who conceives and initiates the message. The sender transmits the message with the purpose of informing/persuading/influencing/ changing the attitude, opinion, or behaviour of the receiver (audience/listener).
- **Encoding:** The method by which a message is expressed is called encoding. Message arises in the mind in the form of Idea. That idea is transmitted by the sender to receiver in the form of words, symbols, pictures, day-to-day language, etc. Otherwise, it may not be possible for the receiver to understand it.

Keeping in view, the purpose of communication, selection of words or symbols for encoding should be such as make the receiver understand the communication correctly.

- **Medium and Channel:** The method or channel means by which a message is transmitted by a sender to a receiver called medium or channel. For instance, a letter is a medium and postal or couriers service a channel. If a message is communicated by telephone, then an oral message is a medium and the telephone a channel.
- **Receiver:** The receiver of communication is a person or a group or an organization that receives the message. He is the destination of the message. In its absence, the process of communication is incomplete.

He not only receives the messages but also understands what is implied in it. He is a decoder of the message responds to it or gives necessary feedback.

- **Decoding:** Decoding is a mental process by which the receiver draws meanings, from the words, symbols or pictures of the message. The receiver does decoding or understands it. That is the reason he is also called a decoder. If the receiver understands the meanings of the words or the symbols correctly, then his decoding is perfect.
- **Feedback:** Feedback is the receiver's response to the message. Feedback is the final link in the communication process. On its receipt, the receiver expresses his response by way of acknowledgement to the sender. Feedback is the key element in the communication process because it enables the sender to evaluate the effectiveness of the message.

Barriers To Communication

What is communication barriers? The **barriers to business communication** are anything that interferes in the communication process

- **Noise as a Barrier:** "Noise" is the disruption or hindrance in communication process anywhere along the way
- **Perceptual and Language Differences:** Perception is in general how each individual interprets the world around him. People generally want to receive messages which are significant to them.
- **Information Overload:** Managers are bordered with a pool of information. It is necessary to control this information flow else the information is likely to be misinterpreted or forgotten or overlooked. As a consequence, communication is less effective.
- **Inattention:** At times we just not listen, but only hear
- **Time Pressures:** Frequently in an organization, the targets have to be achieved within a specified time period, the failure of which has adverse consequences.
- **Emotions:** Emotional state at a peculiar point of time also affects communication. If the receiver feels that communicator is angry he understands that the information being sent is very bad.
- **Complexity in Organizational Structure:** Greater the power structure in an organization, more are the chances of communication getting lost.
- **Poor Retention:** Human memory cannot function outside a limit. One can't always retain what is being told especially if he is not interested or not attentive. This leads to communication collapse.

Types of communication

There are several different ways we share information with one another. For example, you might use verbal communication when sharing a presentation with a group. You might use written communication when applying for a job or sending an email. Here's a more in-depth look at the four main categories of communication:

1. Verbal COMMUNICATION

Verbal communication is the use of language to transfer information through speaking or sign language. It is one of the most common types, often used during presentations, face-to-face conversation video conferences and phone calls, meetings public speech and one-on-one conversations. Verbal communication is important because it is efficient. It can be helpful to support verbal communication with both nonverbal and written communication.

2. Nonverbal COMMUNICATION

Nonverbal communication is the use of body language, gestures and facial expressions to convey information to others. It can be used both intentionally and unintentionally. For example, you might smile unintentionally when you hear a pleasing or enjoyable idea or piece of information. Nonverbal communication is helpful when trying to understand others' thoughts and feelings.

If they are displaying "closed" body language, such as crossed arms or hunched shoulders, they might be feeling anxious, angry or nervous. If they are displaying "open" body language with both feet on the floor and arms by their side or on the table, they are likely feeling positive and open to information.

nonverbal communications. For example, if you see that when someone nods their head it communicates approval and positive feedback efficiently, use it in your next meeting when you have the same feelings.

3. Visual COMMUNICATION

Visual communication is the act of using photographs, art, drawings, sketches, charts and graphs to convey information. Visuals are often used as an aid during presentations to provide helpful context alongside written and/or verbal communication. Because people have different learning styles, visual communication might be more helpful for some to consume ideas and information.

4. Written COMMUNICATION

Written communication is the act of writing, typing or printing symbols like letters and numbers to convey information. It is helpful because it provides a record of information for reference. Writing is commonly used to share information through books, pamphlets, blogs,

letters, memos and more. Emails and chats are common forms of written communication in the workplace.

Levels of communication

We interact with one another on a variety of levels. We must rely on communication to pass messages to one another because we do not have direct access to the thoughts and feelings of other people. The act of speaking to one another in a language is only one aspect of communication. There are many different levels and forms of communication.

1. Intra-personal

—

Self Talk and identity formation

2. Interpersonal

—

two people interacting

3. Small Group

— **three to twelve**

(plus or minus three) people interacting for a common purpose.

4. Public Communication

— one person speaking to an audience.

5. Organizational Communication

— members of an large group (business, church, interest group) interacting with each other and outside world.

6. Mass Communication

— one source communicating to a large audience through media

(radio, television, Internet, newspapers, books)