

# Fundamentals of Communication

## Communication

Latin word Communico or Communiare – to share

Communication means the transfer of ideas, feelings, plans, messages, or information from one person to another.

- *Desired action*
- *Response*

## Importance of Communication

- Growth
- Complexity
- Competitiveness
- Harmony
- Understanding and Cooperation

## Different forms of Communication

- Verbal
  - ✓ Oral
  - ✓ Written
- Non-verbal
- Intrapersonal
- Interpersonal
- Extrapersonal
- Mass
- Media

## Different Types of

## Communication Flow

- Horizontal
- Vertical
  - ✓ Upward
  - ✓ Downward
- Crosswise
- Spiral

### Verbal Barriers

- Lack of proper planning
- Selection of a wrong variety of language
- Badly encoded or wrongly decoded messages
- Semantic gap
- Differences in perception of a message
- Variation in language

### Non-verbal Barriers

#### Listening Barriers

#### Miscellaneous Barriers

- Premature evaluation of message
- Information overload
- Distrust, threat and fear
- Less time for orientation and for adjustment to change
- Emotional reaction
- Rigid attitude

## Purpose of Professional Communication

- Advising
- Counselling
- Giving orders
- Providing instructions
- Marketing
- Persuading
- Giving warnings
- Raising morale
- Staffing
- Projecting image
- Preparing advertisements
- Making decisions
- Getting feedback