

Communication Skills

BE-103

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Definition & Process

- We need to communicate in order to interact. Communication is one of the essential conditions of social interaction. It pervades the entire range of social and professional relationships and plays a key role in our life. It is the reciprocal stimulation and response between individuals and makes social as well as professional interaction possible.

- The term has been defined at various levels. As it comes from the latin word *communicare* meaning ‘ to share, to impart, or to commune’, is giving or sharing information.
- Whether it is an informal social situation or formal academic or professional situation, we need to share information, ideas and knowledge with others.

- Communication is a dynamic interactive process that involves the effective transmission of facts, ideas, thoughts, feelings and values. It is dynamic process because it involves a variety of forces and activities interacting over a period of time. The word process suggests that communication exists as a flow through a sequence or series of steps. It also indicates a condition of flux and change.

- “Communication is the transfer of information and understanding from one person to another person. It is a way of reaching others with facts, ideas, thoughts and values.” - Keith Davis.
- “Communication is any behaviour that results in an exchange of meaning.”
- -American Management Association

- Communication begins with the sender sending out message cues, which are perceived by the receiver who assign meaning to them and responds to them accordingly. The communication is not complete unless the message is decoded and understood by the receiver.

- “Communication is the process involving the transmission and reception of symbols eliciting meaning in the minds of the participants by making common their life experiences.”- Baird Jr. E John.
- “Effective communication is purposive symbolic interchange resulting in workable understanding and agreement between the sender and the receiver.”

- G.T. Vardeman

- Communication is an interactive process. The two agents involved in the communication process are the sender(S) and the receiver(R) .
- Communication is a multidimensional interactive process of sharing common sets of signs , symbols and language from one person to another person so that a suitable response results.

- Communication is a dynamic interactive process where the sender interacts with the receiver through a medium. It is a cyclic process where the communication process is effective only if the entire process is complete. It involves the following stages or process:
 - 1. Ideation
 - 2. Encoding
 - 3. Transmission
 - 4. Decoding
 - 5. Feedback / response

Ideation

- A communication process starts with the initiation of a thought, idea, knowledge, feeling and values which a sender wants to communicate to the receiver. It is the important step as ambiguous thoughts and feelings can lead to lot of confusion and may hamper the communication process. The thoughts, ideas , feelings and values are dependent upon the education and intelligence of the sender. According to his background and situation he wants to convey his ideas and feelings.

Encoding

- After the ideation the important step in the communication process is proper encoding which means that the sender has to convert his thoughts feelings and values into a proper language and linguistic technique, suited to the audience he wants to communicate. The importance lies in the expression of the essence of communication to be properly understood by the receiver. The linguistic barrier affects effective communication if the language of communication is improper. The message is not understood by the receiver.

Transmission

- This is the third step in communication and holds its importance in the proper conveyance of the communication matter. A proper medium selection holds the key to a successful and effective communication. The media can be an audio system, a letter, e-mail, verbal communication or face to face interaction where the medium is air . The medium is most important as it helps in grabbing attention of the audience. The first impression is created about a person through the letter and the language diction of a person.

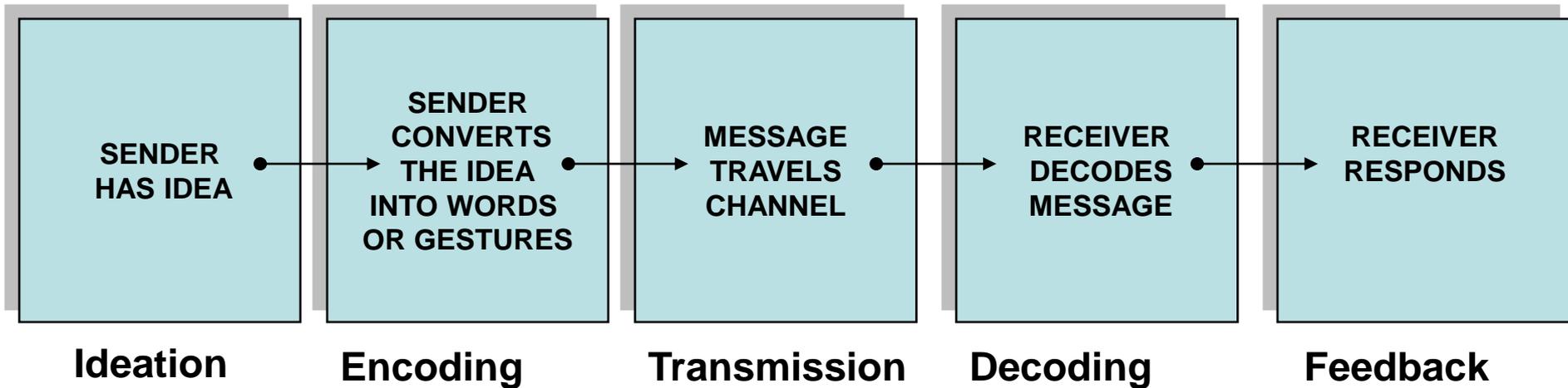
Decoding

- If the selection of the language is correct in the encoding stage then decoding will be correct and will lead to proper communication. The receiver interprets the message in his own language capabilities and understands it. The interaction depends upon the knowledge of the receiver and his education. The values are also important. Decoding entirely depends upon the encoding stage by the sender to be properly intercepted by the receiver.

Response/ Feedback

- The response or feedback denotes that the communication is completed or misunderstood. It is the ultimate parameter which the sender can analyse that his message is properly understood. The response in the form of gesture, signs, symbols and verbal communication can be observed after all the above process has been completed. It denotes the success of the communication process. The response can be both positive as well as negative. It suggests how the receiver has responded to your communication. In an organization we nurture relationships which yield business. It acts as a guiding force to carry the communication forward.

Stages of Communication



The Communication Process