Communication

The root of the word ‘communication’ in Latin is communicare - which means is to **share or to make it common**

Definition –

* According to **Pearson, J.,and Neilson, P.(2000)** Communication is defined as the process of understanding and sharing meaning

**Key words –**

**a) Process** – dynamic activity that is hard to describe because it changes(imagination – two listener, one known and unknown – your perspective might change, watch your words more closely, presence of unknown listener may cause to revaluate what you are saying, so when we interact many more factors influence the process of communication,

**b) Understanding** – to understand is to perceive to interpret and to relate or perception and interpretation to what we already know,

**c) Sharing** – means doing something together with one or more people, sharing occurs when you convey thoughts, feelings, ideas or insights to others, Intrapersonal/Interpersonal communication.

**d) Meaning** - what we share through communication

* According to OED the imparting or exchanging of information by speaking or writing, or using some other medium…the successful conveying or sharing of ideas or feelings
* Simply the transmission of information
* Is the relationship that involves interaction between participants
* the term requires the element of success in transmitting or imparting a message, whether information, ideas or emotions
* involves one sender, a message and a recipient
* may sound simple but a very complex subject
* transmission can be effected by a huge range of things – emotions, the cultural situation, the medium used to communicate and even our location
* good communication skills – accurate, effective and unambiguous communication – heart
* desired outcome or goal of any communication process is mutual understanding
* misunderstanding can occur at any stage of communication process

**Eight essential components of Communication**

* Source
* Message
* Channel
* Receiver
* Feedback
* Environment
* Context
* Interference
* These eight components serves a integral function in the overall process

**Source**

* Conveys a message through his or her tone of voice , body language and choice of clothing
* Determines the message , what to say and how to say it
* Involves encoding the message by choosing just the right order or the perfect words to convey the intended meaning
* To send the information to the receiver or audience
* Analyzing the audience’s reaction, the source perceives how well they received the message and responds with clarification or supporting information

 **Message**

* Message is the stimulus or meaning produced by the source for the receiver or audience
* Words are brought together with grammar and organization.
* Consists of the way you present it ,in a speech, with your tone of voice, your body language , your appearance
* Writing style , punctuation and the heading and formatting you choose

 **Channel**

* Is the way in which a message travel between source or receiver
* While we speak or write we are using a channel to convey our message
* Spoken channels include face to face conversations,speeches , telephone conversations and voice mail messages , radio, public address systems.
* Written channels include letters , memorandums , purchase orders ,invoices , newspaper and magazine articles , blogs , e mail , text messages , tweets and so on…

 **RECEIVER**

* Receiver the message from the source, analyzing and interpreting the message in ways both intended and unintended by the source.
* Your audience “sizes you up”

**FEEDBACK**

* When you respond to the source , intentionally or unintentionally ,you are giving feedback.
* Composed of messages the receiver sends back to the source
* Verbal or non verbal , all the feedback signals allow the source to see how well , how accurately or inaccurately the message was received
* Provides an opportunity for the receiver or audience to ask for clarification, to agree or disagree, or to indicate that source could make the message more interesting
* As the amount of feedback increases, the accuracy of communication also increases

 **Environment**

* Is the atmosphere, physical and psychological ,where you send and receive messages
* Can include the tables , chairs , lighting and sound equipment that are in the room
* Can also include factors like formal dress, that may indicate whether a discussion is open and caring or more professional and formal
* Choice of text is influenced by the environment
* As a speaker , your environment will impact and play a role in your speech.

 **Context**

* Context of the communication interaction involves the setting, scene and expectations of the individuals involved.
* Is all about what people expect from each other, and we often create those expectations out of the environment cues.

**Difference between Oral and Written Communication**



