

UNIT-1

DEFINITION OF COMMUNICATION

Communication is the process of passing information (sending) and understanding (receiving) the same from one person to another through verbal and non-verbal means. Thus, communication means to understand information, facts or opinions of someone.



Source: <https://www.thoughtco.com/what-is-communication-1689877>

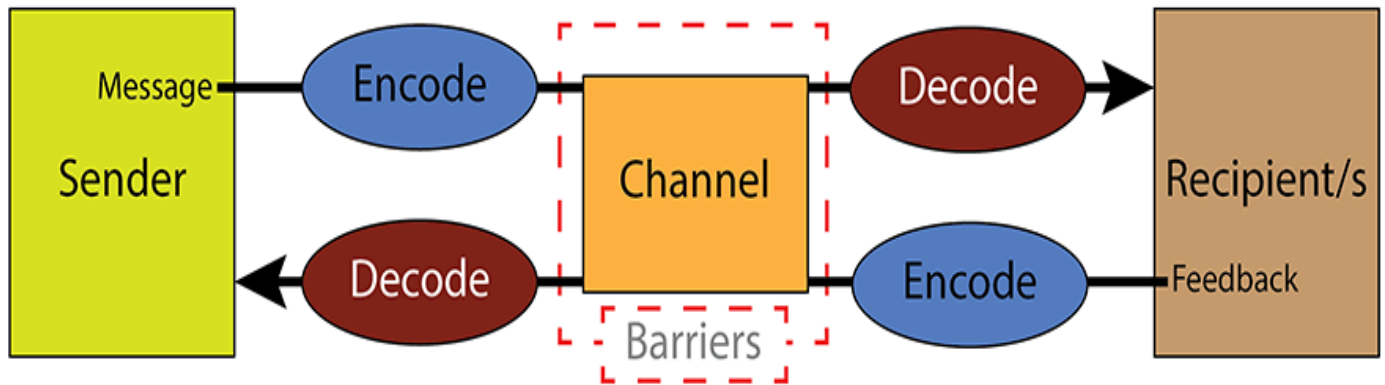
ROLE OF COMMUNICATION

The purpose of communication in the organization include –

- (i) Achieve coordinated action,
- (ii) Express feelings and emotion,
- (iii) Share information regarding organizational goals, task directions, results of efforts, and decision making,
- (iv) Achieve effective control,
- (v) Encourage employees' participation in decision making, and
- (vi) Create a good public image and reputation for the organization.

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The Communication Process



Types of Communication and Ways to Use Them

Verbal

- Use a strong, confident speaking voice.
- Use active listening.
- Avoid filler words.
- Avoid industry jargon when appropriate.

Nonverbal

- Notice how your emotions feel physically.
- Be intentional about your nonverbal communications.
- Mimic nonverbal communications you find effective.

Visual

- Ask others before including visuals.
- Consider your audience.
- Only use visuals if they add value.
- Make them clear and easy-to-understand.

Written

- Strive for simplicity.
- Don't rely on tone.
- Take time to review your written communications.
- Keep a file of writing you find effective or enjoyable.