

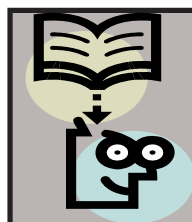
ENGLISH MANUAL

CHAPTER 01

CONCEPT OF COMMUNICATION



COMMUNICATION SKILLS



CONCEPT OF COMMUNICATION

Communication might be defined as follows:

Communication might be defined as the transfer of - facts, information, ideas, suggestions, orders, requests, grievances etc., from one person to another; so as to impart a complete understanding of the subject matter of communication to the recipient thereof; and evoking the desired response from the recipient to such communication.

Some popular definitions of communication are given below:

- 1) **“Communication is a way that one organisation member shares meaning and understanding with another”.** *- Koontz and O’Donnell*
- 2) **“Communication is an exchange of facts ideas, opinions or emotions between two or more persons”.** *- Newman and Summer*
- 3) **“Communication is the process of passing information and understanding from one person to another”.** *- Keith Davis*
- 4) **“Communication may broadly be defined as a process of meaningful interaction among human beings. More specially, it is the process by which meanings are perceived and understandings are reached among human beings”.** *- Dalton E.Mc Farland*
- 5) **“Communication is the sum of the things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding”.** *- Louise A.Allen*

On the basis of the above definitions and the surrounding knowledge, we can gather the following *salient features of the concept of communication*:

- Communication is necessary and required in all managerial functions.** However, it is an integral part of the directing process and assumes greater significance at the directing stage.

- ☑ **Communication is a function of every manager.** Hence, it is a pervasive managerial function. Managers would have to make necessary communication to their subordinates and get a feedback to their communication from the latter.
- ☑ **Communication is a continuous process,** throughout the organisational life. It is the basis of organisational functioning. “No communication; no functioning of the organisation”; thus goes an old managerial proverb.
- ☑ **Communication is a complete and a rational process;** only when the recipient of the message has understanding of the subject matter of communication. Communication is, in fact, a transmission of understanding from the sender to the recipient of the message - something, which is an imperative requirement from the human relation perspective of communication.
- ☑ **Communication usually is and ought to be a two-way process.** This emphasizes on the feedback aspect of communication i.e. the sender of the message must get the necessary response (or reaction) of the recipient to the communication made to him.
- ☑ **Communication is always done with a purpose** i.e. with objective of evoking the desired response out of the recipient for the communication made. For example, if the communication is a work-order by the superior to some subordinate; the latter must comply with the order-undertaking the necessary actions for the implementation of the order.
- ☑ **Communication process requires two parties** - sender of message and the recipient of it. Naturally, one person would not make any communication to the self.

On the basis of expression (or channels or methods) communication might be, oral or written.

On the basis of system and nature communication is bifurcated into two major categories of formal and informal communication.

The wit of conversation consists more in finding it in others than in showing a great deal yourself. He who goes from your conversation pleased with himself and his own wit is perfectly well pleased with you.
-La Bruyere