

Communication



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Communication

Unit-1

Communication for development

Concept: Communication is as old as man him-self. without communication We can't live and work together in an organized way.it enables us to understand others and make ourselves understand. Communication is the process by which we exchange meanings,facts,ideas,opinions or emotions with other people. The word communication has been derived from a Latin word “**communis**” which means common or “to share” or participate. At every moment of time we share our views, ideas, opinions with others in the form of speeches or in writing or like other mean by exchange of common set of symbols.

Communication

Meaning:

Man is a communicating animal, he alone has a power to express the words. in fact, communication means to convey a message by one person to another so that another person may understand, follow and implement the message. it is important to note that communication dose not mean merely written or oral messages. it includes every-thing that may be used to convey meaning from one to another person. for example, movement of lips.

Communication



Communis or Communicare - (Latin word)
(Means “to Share”)

Communication

Definitions:

1. **Louis A. Allen-** Communication is the sum total of all hat things that a person dose when he wants to create an understanding in the mind of the another. it involves a systematic and continues process of telling, listening and understand.
2. **Cyril L. Hudsen-** Communication in its simplest form in conveying of information from one person to another.
3. **Oxford Dictionary-** The importing conveying or exchange of idea knowledge etc, whether by speech writing or signs.

Nature of communication:.

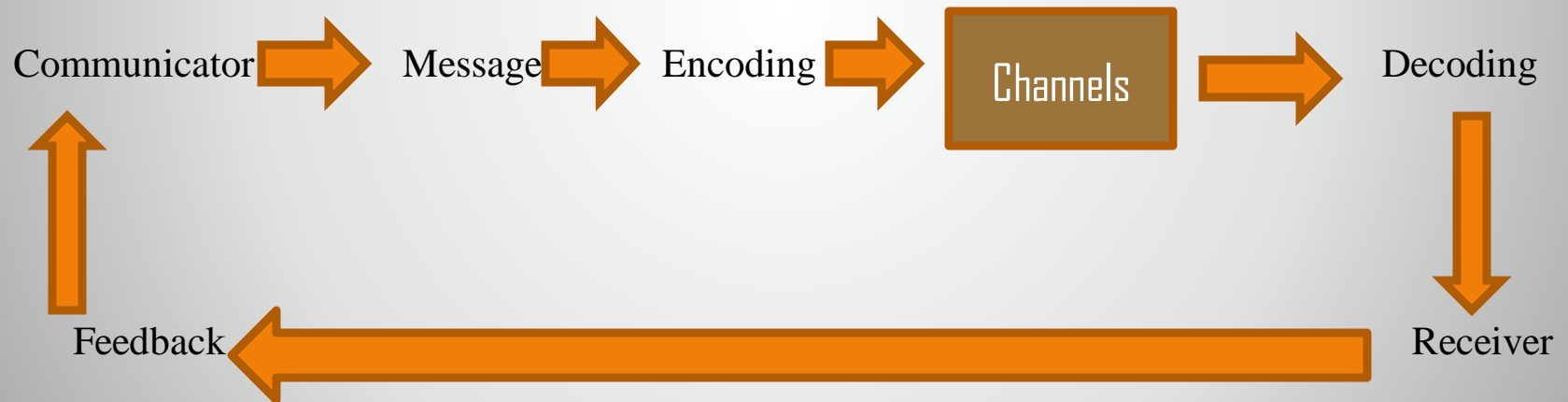
- ❖ Communication as an art.
- ❖ Communication as a science.
- ❖ Communication is an inborn quality.
- ❖ Communication is a human process.
- ❖ Communication is a universal process.

Characteristics

- ❖ Communication involves plurality of persons.
- ❖ Existence of a Message.
- ❖ Communication is a continuous process.
- ❖ Communication is a two-way process.
- ❖ Communication may be written, Oral or Gestural.
- ❖ Communication may be formal or informal.
- ❖ Communication may be vertical, horizontal or diagonal.
- ❖ Communication is a universal process.
- ❖ Communication is a social process.

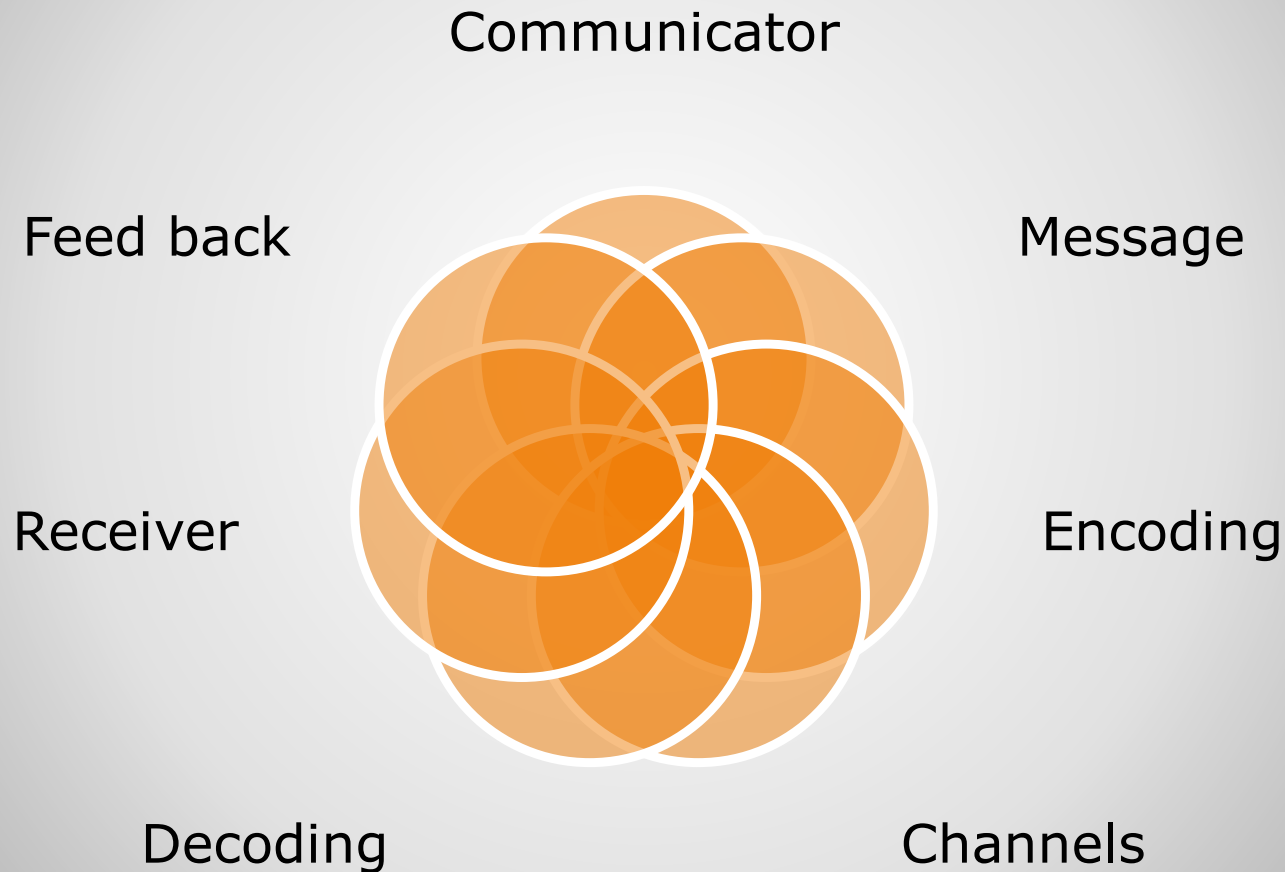
Process of Communication

The communication is the process by which two or more people exchange information and share meaning. by analyzing the communication process, one discovers that it is a chain made of identifiable links. “link in this process includes : Sender or communicator, message, encoding, channels, decoding, receiver and feedback.



Two way process

Components of Communication



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Thank You

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