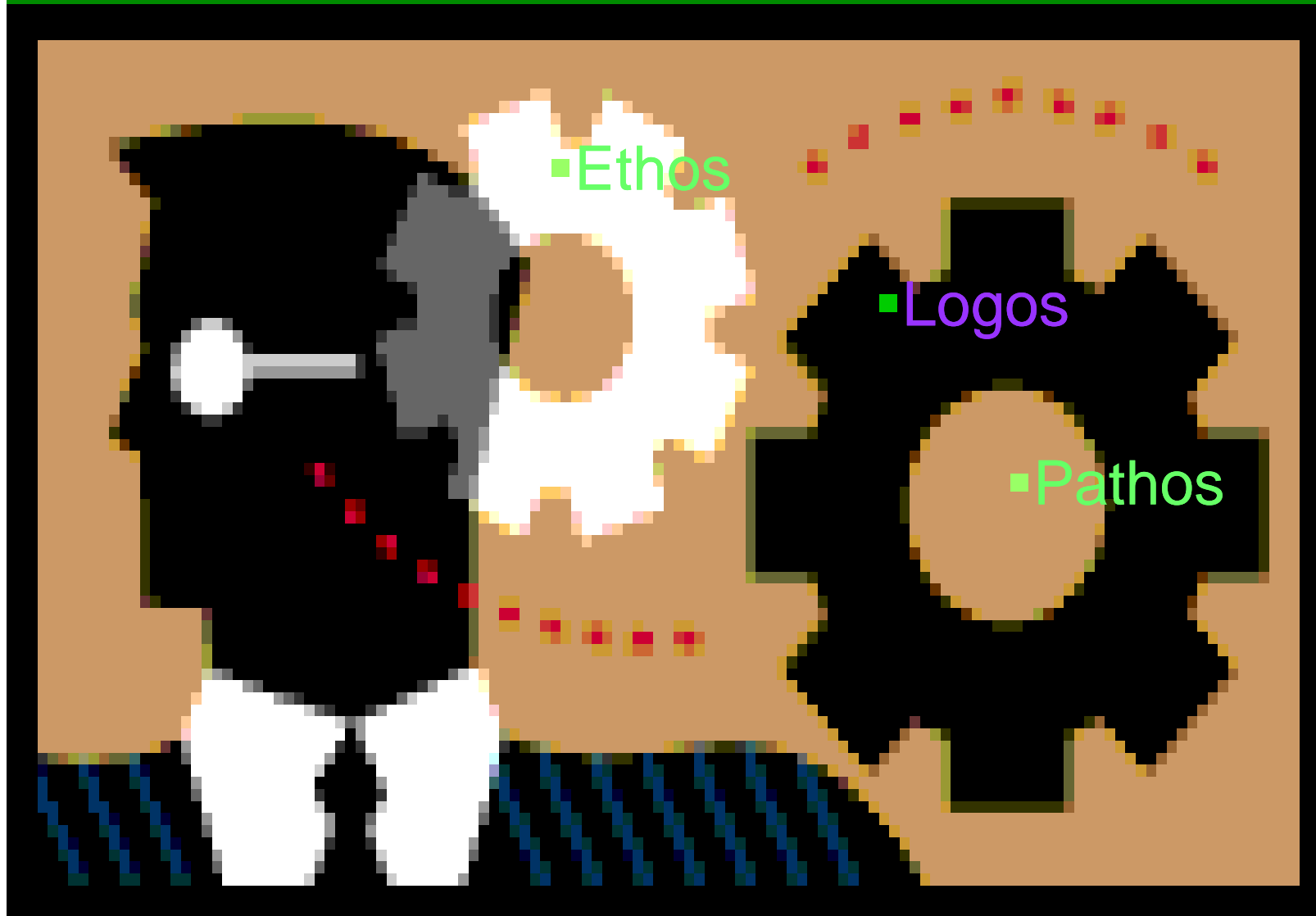


Communication

- Words are, of course, the most powerful drug used by mankind.

EFFECTIVE COMMUNICATION IS 20% WHAT YOU AND 80% HOW YOU FEEL ABOUT WHAT YOU KNOW"



- Communication leads to community, that is, to understanding, intimacy and mutual valuing.

- **Definition of communication**

- American Society of Training Directors-

- The interchange of thoughts or information to bring about mutual understanding & confidence or good human relations.

Newman & Summer

Communication is an exchange of facts, ideas, and emotions, opinions by two or more persons. It is also defined as intercourse by words, letters, symbols, messages & as a way that one organization member shares meaning & understanding with another.

Leland brown

Communication is the transmission & interchange of facts, ideas, feelings or courses of action.

Allen louis

Ordway Tead

Communication is a composite of information given & received of a learning experience in which certain attitudes, knowledge & skills change, carrying with them alterations of behavior of listening efforts by all involve of a sympathetic fresh examination of issues by the communication himself of a sensitive interaction of points of view leading to a higher level of shared understanding & common intention.

Bellows, Gilson, ordiorne

It is defined as intercourse by words, letters, symbols or messages & a way that one organization member shares meaning & understanding with another.

Charles e. redfield

Communication is the broad field of human interchange of facts, opinions & notes the technologies of telephone, telegraph, radio & like.

Thoe haimann

Communication is the process of passing information & understanding from one person to another. it is a process of imparting ideas & making one self understood by others

- M. T. myers & G. E. myers
Communication refers to a special kind of patterning which is expressed in symbolic form. For communication to take place between or among people, to requirements must be met (a symbolic system must be shared by the people involved/ the association between the symbols & their referents must be shared.)
- Katz & kahn
Communication is the exchange of information & the transmission of meaning is the very essence of a social system of an organization.
- Davis
Process of passing information & understanding from one person to another. the only way that management can be achieved in organizations in through the process of communication.
- Dennis mcquils 1969
Communication is a process which increases commonality but also requires elements of commonality for it to occur at all.
- Leagans 1961
It is a process by which two or more people exchange ideas, facts, feelings or impressions in ways that each gains a common understanding of the meaning, interest & use of messages.

skill in the art of communication is crucial to a leader's success. He can accomplish nothing unless he can communicate effectively. When we have the courage to speak out – to break our silence – we inspire the rest of the "moderates" in our communities to speak up and voice their views.

■ willber shramm 1973

it is sharing of an orientation towards a set of informal signs information may include emotions, facts, opinion guidance & persuasion.

Edward sapir

communication is based on relationship.

Colley 1909

it is the mechanism through which human relations exist & develop all the symbols of the mind together with the means of conveying them through space & presenting them in time.

.

Good communication is as stimulating as black coffee, and just as hard to sleep after.

- Self-expression must pass into communication for its fulfillment.

Communication means dynamism

Process-continuous, ever changing, endless.

Essential- food, water, air

Purposive- meaningful, objective, aim full

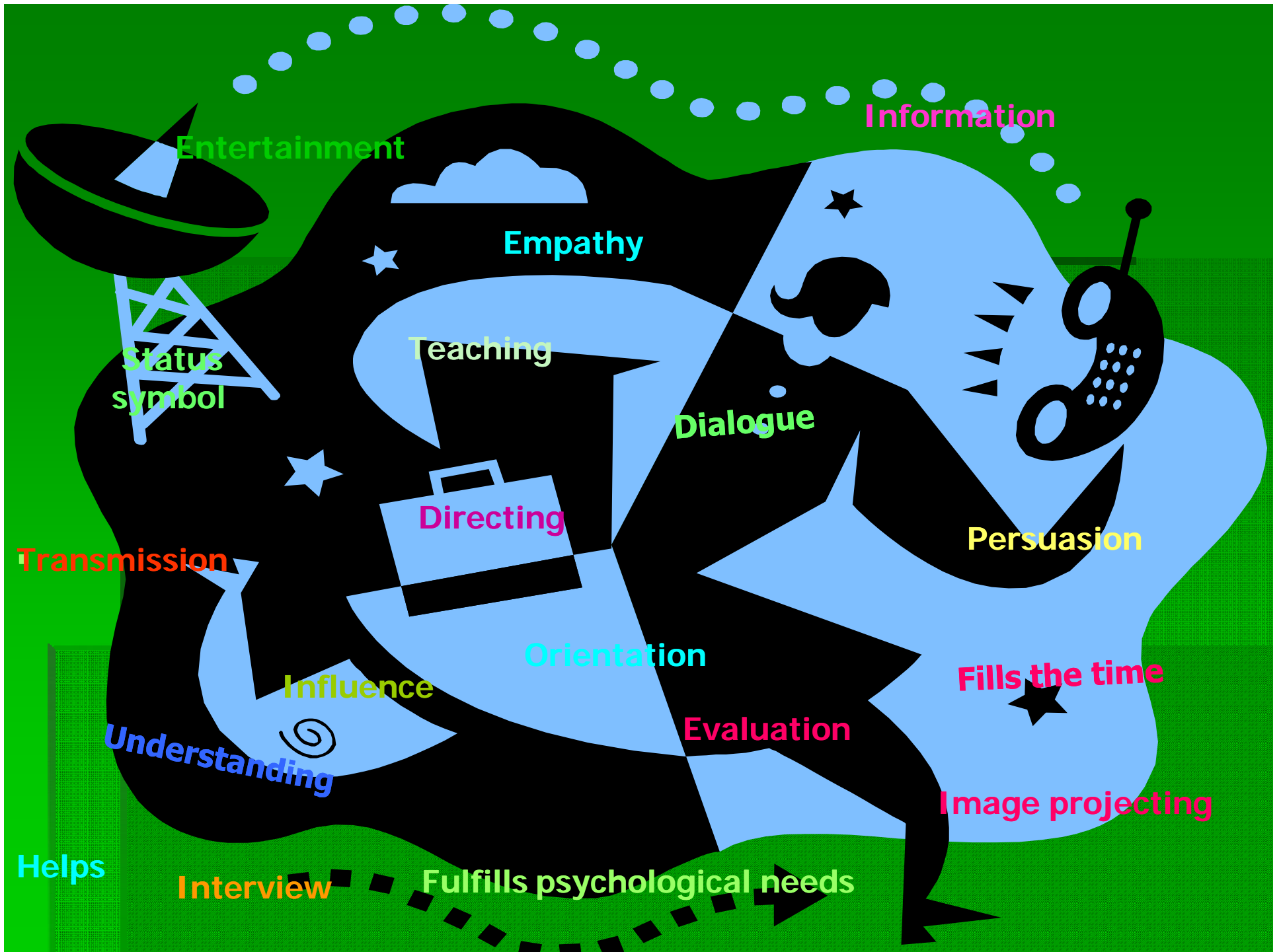
Transfer of experience

Sharing

Exchanging

Uni sensory – bi sensory -multi sensory

Social change



Entertainment

Information

Empathy

Status symbol

Teaching

Dialogue

Directing

Persuasion

Transmission

Orientation

Fills the time

Influence

Evaluation

Image projecting

Understanding

Helps

Interview

Fulfills psychological needs

- There is more than a verbal tie between the words common, community, and communication.... Try the experiment of communicating, with fullness and accuracy, some experience to another, especially if it be somewhat complicated, and you will find your own attitude toward your experience changing.

C "s of communication

- ❖ Clarity
- ❖ Completeness
- ❖ Concise
- ❖ Consistency
- ❖ Correlation
- ❖ Coordination
- ❖ Confidence
- ❖ Control
- ❖ Credibility
- ❖ Channels
- ❖ Cheerful
- ❖ Creativity

The first executive function is to develop & maintain a system of communication-

chester bernard

❖ Essentials for good communication

Time

Integration

Network

Emphasis

Simplicity

Feedback

Know the receiver

follow up

Media use

Examine the purpose of communication

Support words with deeds

Useful information

Good listener

- Be sincere; be brief; be seated.

Importance of communication

- ❖ Coordination
- ❖ Smooth working
- ❖ Managerial efficiency
- ❖ Effective decision making
- ❖ Cooperation
- ❖ Moral building
- ❖ Job satisfaction
- ❖ Increase productivity
- ❖ Effective leadership
- ❖ Achieving goal

If I am to speak ten minutes, I need a week for preparation; if fifteen minutes, three days; if half an hour, two days; if an hour, I am ready now.

Thank you

- Sona Singh
School of Journalism & Mass
Communication
- Devi Ahilya University, Indore