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ONCEPT AND NATURE

OF

COMMUNICATION

The word 'communication' is derived from Latin word 'communis' which means common. If a person affects a communication, he has established a common ground of understanding. Thus, communication involves imparting a common idea and covers all types of behaviour resulting there from. This indicates that various factors enter into the process of communication. These are the communicator or source of information, the receptor or receiver of The 'communication' in its broad sense means both the act of communicating something and the manner of communication such as letter, notice or circular. The act of communicating does not necessarily require a reaction on the part of the receiver.

Meaning of communication

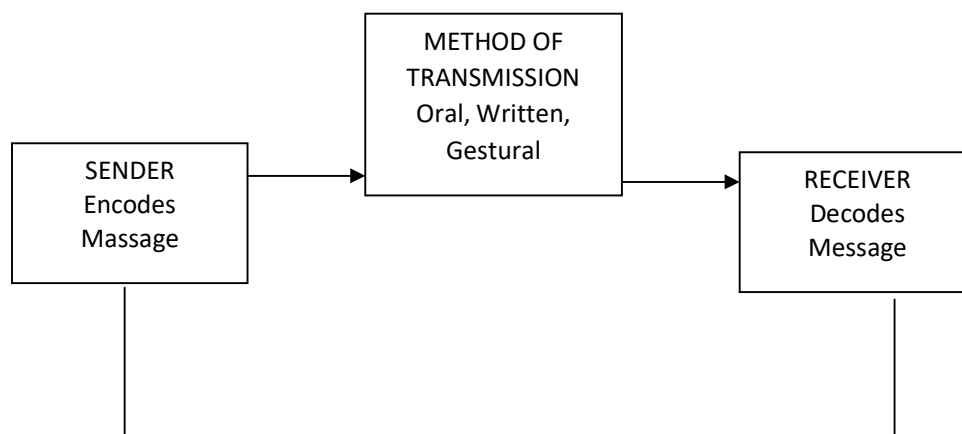
According to Hudson, “Communication in its simplest form is conveying of information from one person to another” In the words of Allen, “Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling and understanding” Thus, communication may be defined as interchange of thought or thought or understanding to bring about mutual understanding and confidence. It is the information intercourse by word, letters, symbols or messages; it is the exchange of facts, ideas and viewpoint which bring about commonness of interest, purpose and efforts.

Communication is an attempt to share understanding by two or more persons. It is a two-way process and is completed when there is some response from the receiver of information. It has two basic objectives:

- i. To transmit message, ideas, or opinions;
and
- ii. To create an impression or understanding
in the mind of the receiver of information.

The Process of Communication

A simple model of the communication process is illustrated in Fig. 1. The major elements of the communication process are discussed below.



3.1 Sender or Source. The person who initiates the communication process is known as sender, source or communicator. The sender has some information which he wants to communicate to some other person to achieve some purpose.

3.2 Encoding or Communication Symbol. The sender of information organizes his idea into series of symbols (word, signs, ect.) which he feels will communicate to the intended receiver or receivers. This is known as encoding. Of message, i.e., converting ideas into communicable codes which will be understood by the receiver of the message.

3.3 Message. The message is the physical form into which the sender encodes the information the message may be in any form that could be experienced and understood by one or more of the senses of the receiver.

3.4 Communication Channel. After encoding the message, the sender chooses the mode of transmission (such as air for spoken words and paper for letters) the mode of transmission is often inseparable from the message. The channel is the link that connects the sender and receiver. Air, sight and sound are the important communication channels.

3.5 Receiver. The person who receives the message is called receiver. The communication process is incomplete without the existence of receiver of the message.

3.6 Decoding. Decoding is the process by which the receiver draws meanings from the symbols encoded by the sender. It is affected by the receiver's past experience encoded, perception, expectations and mutuality of meaning with the sender.

3.7 Feedback Loop. After receiving the message, the receiver will take necessary action and send feedback information to the communicator. Feedback is a reversal of the communication process in which a reaction to the sender's message is expressed. The receiver becomes the sender and feedback goes through the same steps as the original communication.