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SEMESTER - II , P.M.I.R.

COMMUNICATION AND ITS PROCESS

MEANING AND DEFINATION - The word "communication" has been derived from the Latin the word Communis which means 'common' . Hence, 'Communication' strictly stands for sharing of ideas in common . The term 'Communication' has many and varied meanings . It means getting across ideas and information to another person .

(i)According to 'Newman and Summer', "It is an exchange of facts, ideas , opinions or emotions by two or more persons ."

(ii)According to 'Keith Davis' , "Communication is the transfer of information and understanding from one person to another person . "A significant point about communication is that it

always involves two people – a sender and a receiver. One person alone cannot communicate.

On the basis of the above mentioned meaning and definitions of writers , authors ,experts in the particular field and other scholars views , we can say regarding the term ‘Communication’ , it means the process of passing information and understanding from one person to another .

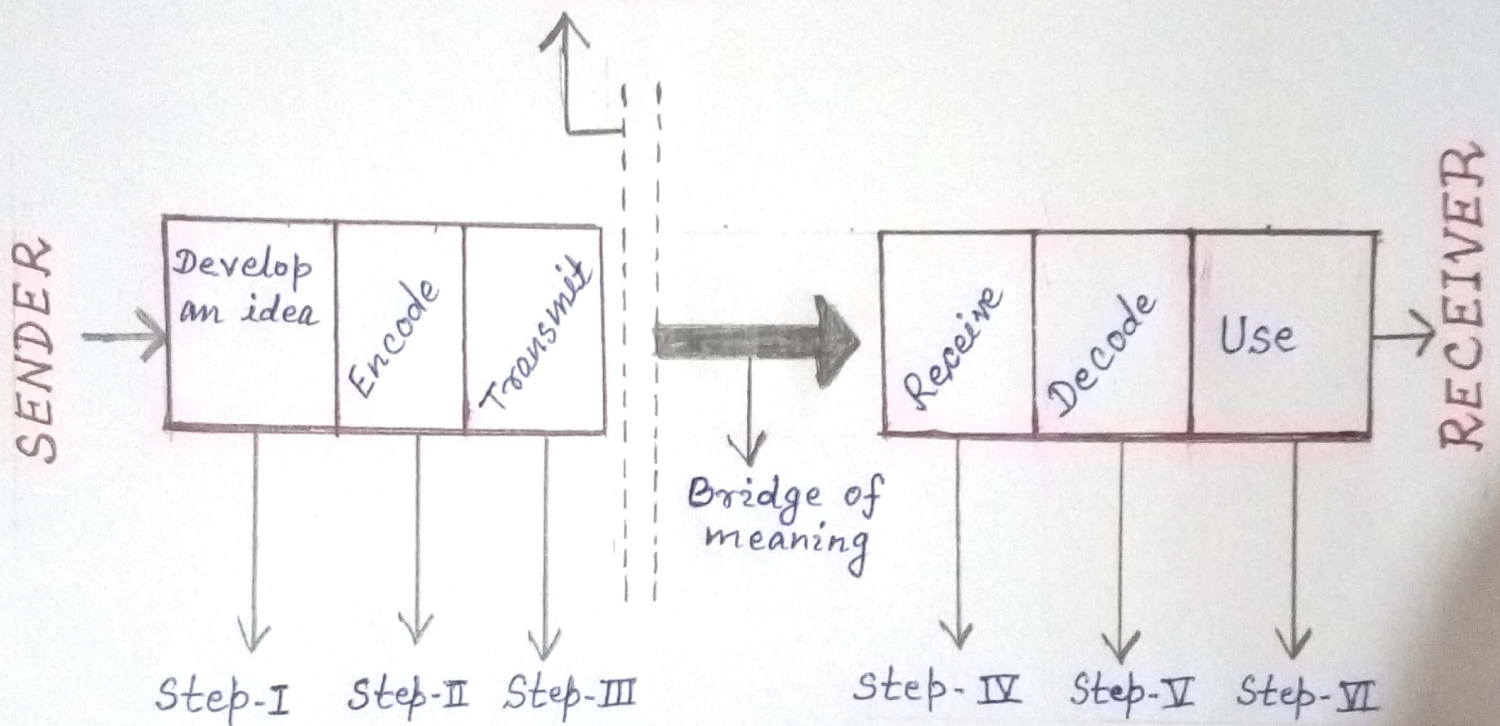
PROCESS OF COMMUNICATION - According to Keith Devis , the process of communication mainly comprises of 6 parts or steps .

Develop an idea (step -I) - This step is to develop an idea or thought , fact that the sender wishes to transmit .This the key step , because unless there is a worth while message , all the other steps are somewhat useless . An idea may be in the form of message . The message is the actual physical product from the source encoding . The examples of messages are the speech, writing , picture , the movements of our arms and the expressions on our face , etc.

(ii)**Encode** (step – II) - The source initiates a message by encoding a thought .Language skills are important at this step . In the second stage a person changes a certain idea into a code which may be anything – oral words or written or symbols, gesture ,etc .At this stage the sender determines the method of transmission .So that the words and symbols may be organized

Figure

Barriers



Process of Communication

in suitable pattern or manner for the type of transmission . For Example , back - and - forth conversation usually is not organized in same way as a written memorandum .

(iii) **Transmit** (step-III)- When the message finally is developed , this step is to transmit it by the method chosen . Sender also choose certain channels , such as bypassing or not bypassing the superintendent they communicate with careful timing . For example, an employee while sending up a request for pay – hike may decide to bypass his unhelping superintendent or may wait for the good mood of his superior .

(iv) **Receive** (step – IV) – In this step, the message reaches to other party .In fact, transmission allows another person to receive a message. In this step initiative transfers to receivers , who tune to receive the message . If it is oral or verbal , they need to be good listeners , as will be discussed shortly . In case , the receiver does not active , the message is lost .

(v)**Decode** (step –V) – It is the process by which symbols are interpreted by the receiver . In fact , the sender wants the receiver to understand the message exactly as it was sent . For instance , if the sender transmits the equivalent of a square and the decoding step produces a circle, then a message has been communicated but not much understanding has taken place .

(vi) **Use** (step - VI) – The last or final step in communication process is for the receiver to use the communication . This step in communication process is action . The receiver acts or responds in some way . This is feedback . Without feedback , the sender cannot be certain if the message was received and the proper meaning attached to it . With feedback, any distortion or confusion in meaning can be corrected by another communication.