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COMMUNICATION, MATHEMATICAL &
LOGICAL REASONING APTITUDE



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Unit - 4 Communication

Introduction

It is the process of passing information and understanding from one person to another it is a bridge of meaning between people

- communication is the giving and receiving of message

- communication is a two-way process and works well with feedback, this helps to confirm that the intended message has been successful.

Def Definition by Experts -

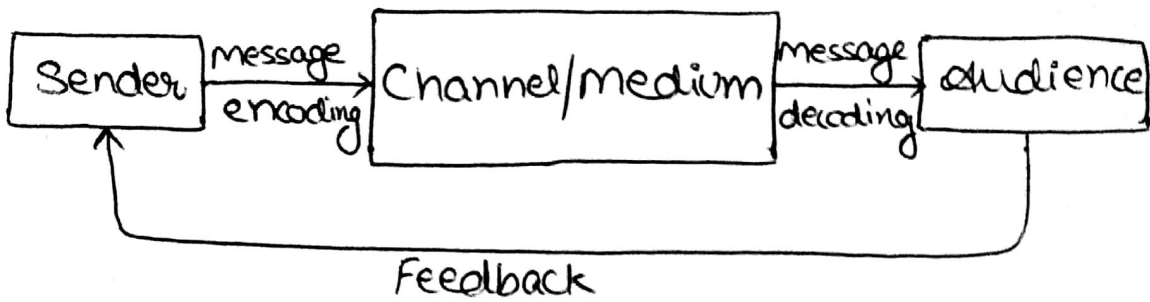
Communication is an exchange of facts, ideas, opinions or emotions by two or more persons - George Terry

Administrative communication is a process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting actions, which will accomplish organizational goals.

Process of communication

- when communication is effective when a concise & clear message is delivered well, received successfully and understood fully.

- Communication begins with an impulse to pass on a message made up of bits of information.



- In the process of encoding, units of information are selected and organized for transmission. Input is the sum of experiences that build up in the human brain/computer.
- The output is the encoded message transmitted by the information source (an individual person or a group)
- Interpretation of message is referred to as decoding
- Feedback is the response or message that recipient (decoder) returns to the Sender (encoder)

- Feedback is the communication process is the response that gives us some indication of how effectively we communicate.
- It is the gauge of efficiency in communication,

Characteristics -

- (1) It involves two or more persons
- (2) Exchange of ideas
- (3) mutual understanding - Receiver should receive the information in the same manner with which it is being given
- (4) Continuous Process
- (5) Use of words as well as symbols

- (6) Communication may be written, oral or gestural.
- (7) Its primary purpose is to motivate a response
- (8) communication may be formal or Informal
- (9) It flows up and down and also from side to side
- (10) It is an Integral part of the process of exchange

Imp Types of Communication

⇒ (A) Classification according to the number of receivers to whom the message is addressed :

(1) Intrapersonal communication -

It is talking to oneself in one's own mind. eg soliloquies or asides in dramatic works

(2) Interpersonal communication -

Exchange of message between two persons.

eg a conversation, dialogue or an interview in which two persons interact

(3) Group communication -

It can be among small or large groups like organization, club, classroom, in which all individuals retain their identity

(4) mass communication -

It occurs when message is sent to large groups of people, eg newspaper, radio, or television. In this process, each person becomes a faceless individual with almost no opportunity for personal response or feedback.

⇒ (B) Based on the basis of medium employed :-

(1) Verbal communication -

* It means communicating with words, written or spoken.

* It consists of speaking, listening, writing, reading, and thinking.

* Two types of verbal communication are - oral
- written

(2) Non-verbal Communication -

It includes using of pictures, signs, gestures and facial expressions for exchanging information between persons.

It is done through sign language, action language or object language

It is a wordless message conveyed through gesture (sign), movements (action language) and object language (pictures / clothes) and so on

- Inf Non-verbal communication can be identified by personal space (proxemics), sense of smell (olfactics) and time (Chronemics)

(3) meta communication -

Speaker's choice of words unintentionally communicates something more than what the actual words state.

eg a flattering remark like "I have never seen you so smartly dressed" could also mean that the regular attire of listener needed improvement.

(4) Formal Communication -

- it is the means of communication that is formally controlled by managers or people occupying positions in an organization,
- communication flows through formal channels, ie officially recognized positions along the line in the organization,
- Information flows orderly, timely and accurately
- any information, decision, memo, reminder etc will follow this path.

(5) Informal Communication :

- * Every organization has equally effective informal channel of communication.
- * It is not officially sanctioned, and quite often it is even discouraged or looked down upon.
- * also called "Grapevine" when it is very much used.
- * It runs in all directions :
 - 1) horizontal
 - 2) vertical
 - 3) Diagonal

(6) Downward Communication:

- Flows from top to bottom
- Any organization has an inbuilt hierarchical system, and in that, in the first instance, communication invariably flows downwards

(7) Upward Communication:

- Bottom to Top
- lower level to higher
- its main junction is to supply information to the upper levels about what is happening at the lower levels

(8) Lateral communication -

- when communication takes place between two or more persons who are subordinates working under the same person or those who are working on same level.
- also called horizontal communication

(9) Diagonal communication -

- also called crosswise communication
- it include the flow of information among persons at different levels who have no direct reporting relationships.

eg communication between the Training supervisor and marketing manager regarding the training of a few employee of the marketing department

- it is used to speed up the information flow, to improve understanding and to coordinate efforts for the achievement of organizational objectives.

Imp Seven C's of communication

- 1) Completeness
- 2) Conciseness
- 3) Consideration
- 4) Clarity
- 5) Concreteness
- 6) Courtesy
- 7) Correctness

(1) Completeness -

Communication must be complete. It should convey all the facts required by the audience

A complete communication has following features :

- it develops & enhances the reputation of an organization
- they are cost saving as no crucial information is missing and no additional cost is incurred in conveying the extra message.
- it helps in better decision making by the audience / reader / receivers of the message.

(2) Conciseness -

- it means wordiness i.e. communicating what you want to convey in least possible words without forgoing the other C's of communication

- its features are

- * Time saving & cost saving
- * it underlines and highlights the main message as it avoids using excessive and needless words
- * concise message is more appealing and comprehensible to the audience
- * it is non-repetitive in nature,