



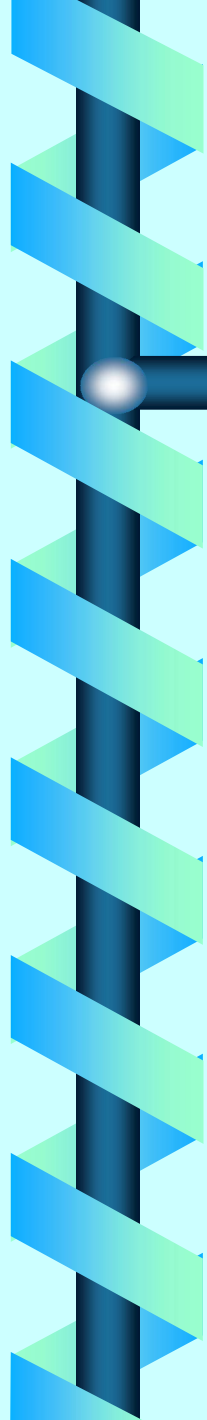
INFORMATION COMMUNICATION

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COMMUNICATION

**The art & science of conveying messages
completely & without distortion from one
Human being to another**



Derives from "Commune" means "Together" or "Common"

Thus it means sharing of Ideas, Information & Experience with each other by the use of Symbols - Words, Pictures & Figures from one to another.




- ⌚ It refers to transfer of meanings between sender & receiver. Thus Communication is not complete till the message is understood.
- ⌚ Communication can be seen as a process of creating meaning. Meaning is not transferable, what is transferable is the message





Kinds of Communication

- 📄 Cognitive Com. : Purpose of Com. is to transmit content or information.
- 📄 Expressive : Expressing to influence others.
- 📄 Persuasive : Attempt to influence others.
- 📄 Social : Maintaining human relations.
- 📄 Non verbal : Through - Facial features
 - Postures & gestures.
 - Eye Contact.

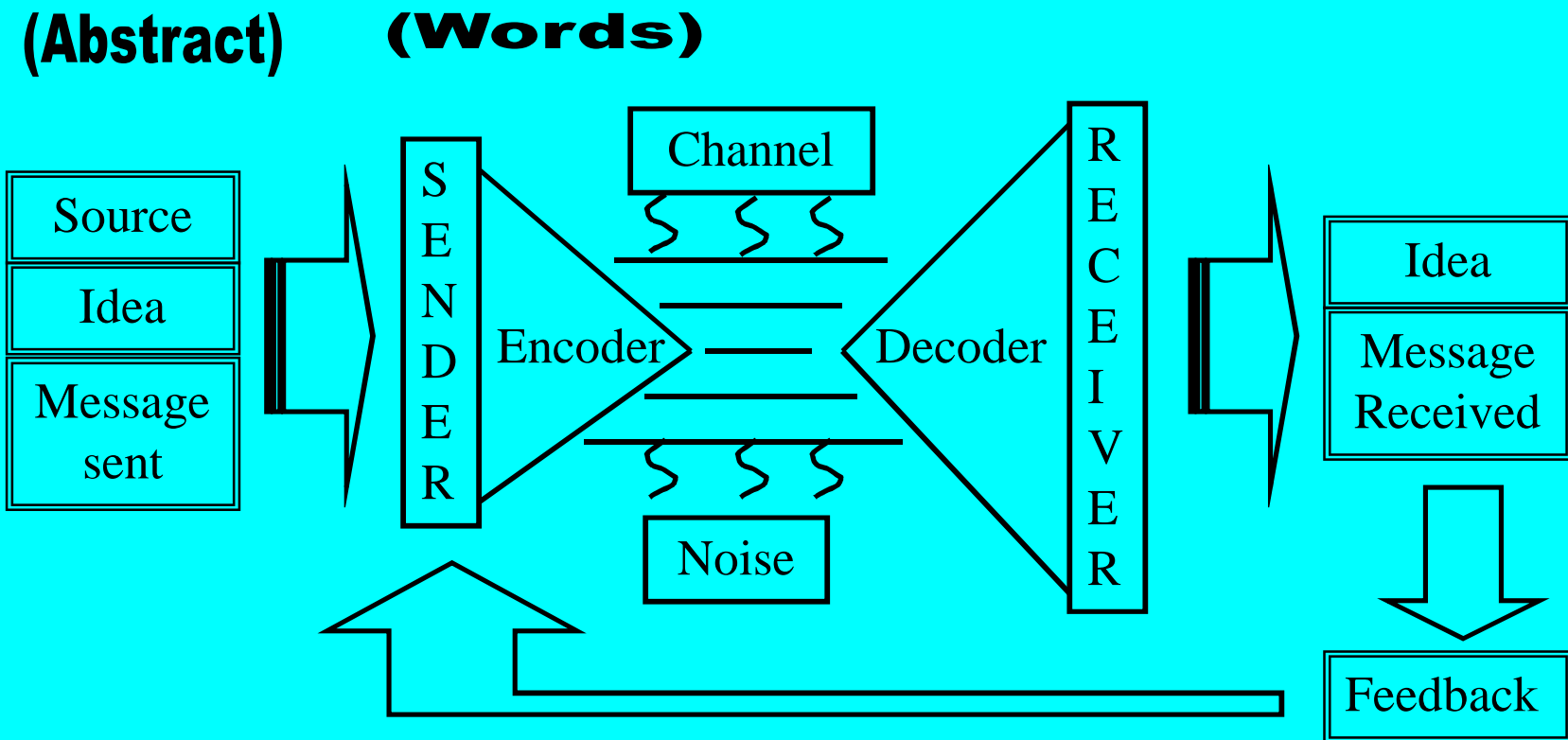
Elements of Communication Process

Communication can be thought as a process or flow. Communication problem occur when there is deviations or blockage in that flow. Every communication process is made of 7 parts :

-  Source
-  Encoding
-  Message

-  Channel
-  Decoding
-  Received
-  Feedback

Communication Process



Problems in Communication

- ∩ Language
- ∩ Noise
- ∩ Political relation
- ∩ Time Consuming
- ∩ Financial Crunch
- ∩ Information Explosion
- ∩ Foreign Exchange
- ∩ Govt. Publications
- ∩ Lack of suitable medias
- ∩ Helo effect
- ∩ Argot