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Subject - Business Communication

Topic

## Introduction of Communication

The word "communication" is derived from the Latin word communis, which means common. In its application, it means a common ground of understanding. It is a process of exchange of facts, ideas, opinions and as a means that individuals or organisations share meaning and understanding with one another. In other words, it is the transmission and interacting of facts, ideas, opinions, feelings or attitudes. Communication is an interdisciplinary concept because theoretically, it is approached from various disciplines such as

Mathematics, accounting, psychology,  
Ecology, Linguistic, systems analysis,  
etymology, cybernetics and auditing etc.

Communication is a process involving the sorting, selecting and sending of symbols in such a way as to help the listener perceive and recreate in his own mind the meaning contained in the mind of the communicator. Communication involves the creation of meaning in the listener, the transfer of information and thousands of potential stimuli. Communication enables us to do important things, to grow, to learn to be aware of ourselves and to adjust ~~and~~ ~~to adjust~~ to our environment. To communicate with one another is a compulsive urge of human beings. There can be no mutual understanding without communication. Mutual understanding is the core of human relations. Communication is like birth, death, breath and wanting to be loved as a part of life itself. Man is a communicating animal; he has alone the power to express in words. Sight, sound, touch, smell and taste are the modes of exchange of messages. Communication is the story of man and his efforts to communicate effectively.

## Definitions of communication:

According to: -

① American Society of training directors: -

"The interchange of thought or information to bring about mutual understanding and confidence or good human relation."

② Newman and Summer: - "communication is an exchange of facts, ideas, opinions, or emotions by two or more persons. Communication is also defined as intercourse by words, letters, symbols, or messages and as a way that one organisation member shares meaning and understanding with another."

③ Leland Brown: - "Communication is the transmission and interchange of facts, ideas, feelings, or course of action."

④ Theo Haiemann: - "Communication is the process of passing information and understanding from one person to another. It is the process of imparting ideas and making oneself understood by others."

## Scope of communication

The scope of communication is very wide and comprehensive. It is a subject of almost unlimited dimensions and is a interdisciplinary one. It is a two-way process involving both transmission as well as reception. It is a continuous process of exchange of facts, ideas, feelings, attitudes, opinions, figures and interactions with others. In the process, it uses a set of symbols; symbols may be words, action, pictures or figures. communication, however, does not mean downward movement of sending directions, orders and instructions etc. It is only one-way communication.

Two-way communication represents movement of communication upward. Internal communication flows in different directions - vertical, horizontal, diagonal and across the organisational structure. Internal communication may be formal and informal. External communication is concerned with transmission of messages outside

the organisation with Government, its departments, customers, dealers, intercorporate bodies, general public, investors etc. External communication promotes goodwill with the public. Internal communication helps in discharge of Managerial Functions like planning, direction, co-ordination and motivation etc. The broad policies and objectives flow downward from top management to a lower level. Both written and oral or verbal media can be used to transmit messages. Written media consist of instructions, orders, letters, memos, house journals, posters, bulletins, boards, information racks, handbooks, manuals, annual reports, union publications etc. Verbal media may consist of face-to-face conversation, lectures, conferences, meetings, interviews, counselling, public address system, telephone and grapevine etc. Recently, a number of sophisticated communication technologies have emerged, both in oral and written communication on account of

Technological advancement.