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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.





## Slope 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, annuals 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.

## Nature of Communication

Organisations are represented as communication systems. It is a formal process to accomplish the desired common goals. It is an exchange of information between individuals, groups and departments etc. Every organisation has its own sub-systems and there is always interaction and interface between sub-system to achieve goals. Communication transmits information and data to the sub-systems as well as to the total system. Management information system operates effectively through communication. It involves information gathering, storage and monitoring. It includes both present and past information. Communication is a tool and a vital aspect of management process. As a matter of fact, superior-subordinate relationship can exist only with effective and meaningful communication. There must be two parties to the process of communication. The communicator or sender or transmitter of message and the receiver or recipient or listener or reader is another party involved. The nature of communication depends on the nature of message and interaction.

communication may be through written or verbal, action, figures or pictures.

The purpose of communication is to make others to understand and act upon it accordingly in the same sense. Communication is effective when the message is shared and understood with one another. There can be no communication if the information is not understood by the receiver in the same sense as it was intended by the communicator. It need not be necessary in effective communication that the receiver must agree or accept the information. It is sufficient if the information is understood even though information is rejected or disagreement exists.