

# COMMUNICATION

Course - 5  
By Sohini Bhattacharyya

# What is communication ?

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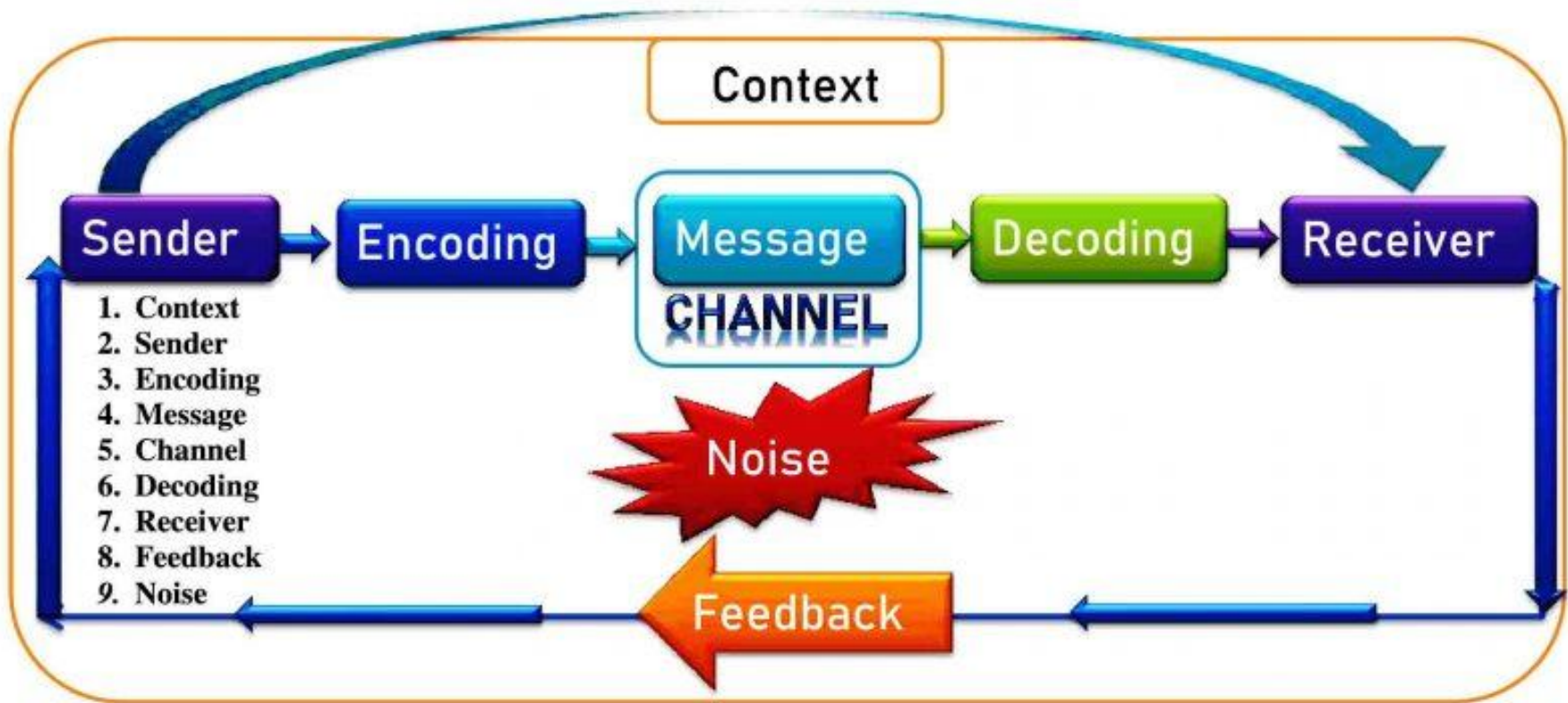
- The word communication has originated from a Latin word “Communes” which means something common.
- Communication is a process of exchanging information, ideas, thoughts, feeling and emotions through speech signals, writing or behavior. In communication process, a sender encodes a message and then using a medium and send it to appropriate feedback using a medium

# Importance of communication

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- Express thoughts, ideas and feelings
- Creating awareness
- To fulfill a goal
- Avoid isolated
- Highlight issues
- Progress, development
- Educating the masses etc.





# TYPES OF COMMUNICATION

BASED ON  
COMMUNICATION  
CHANNELS

NON-VERBAL

VERBAL

ORAL

WRITTEN

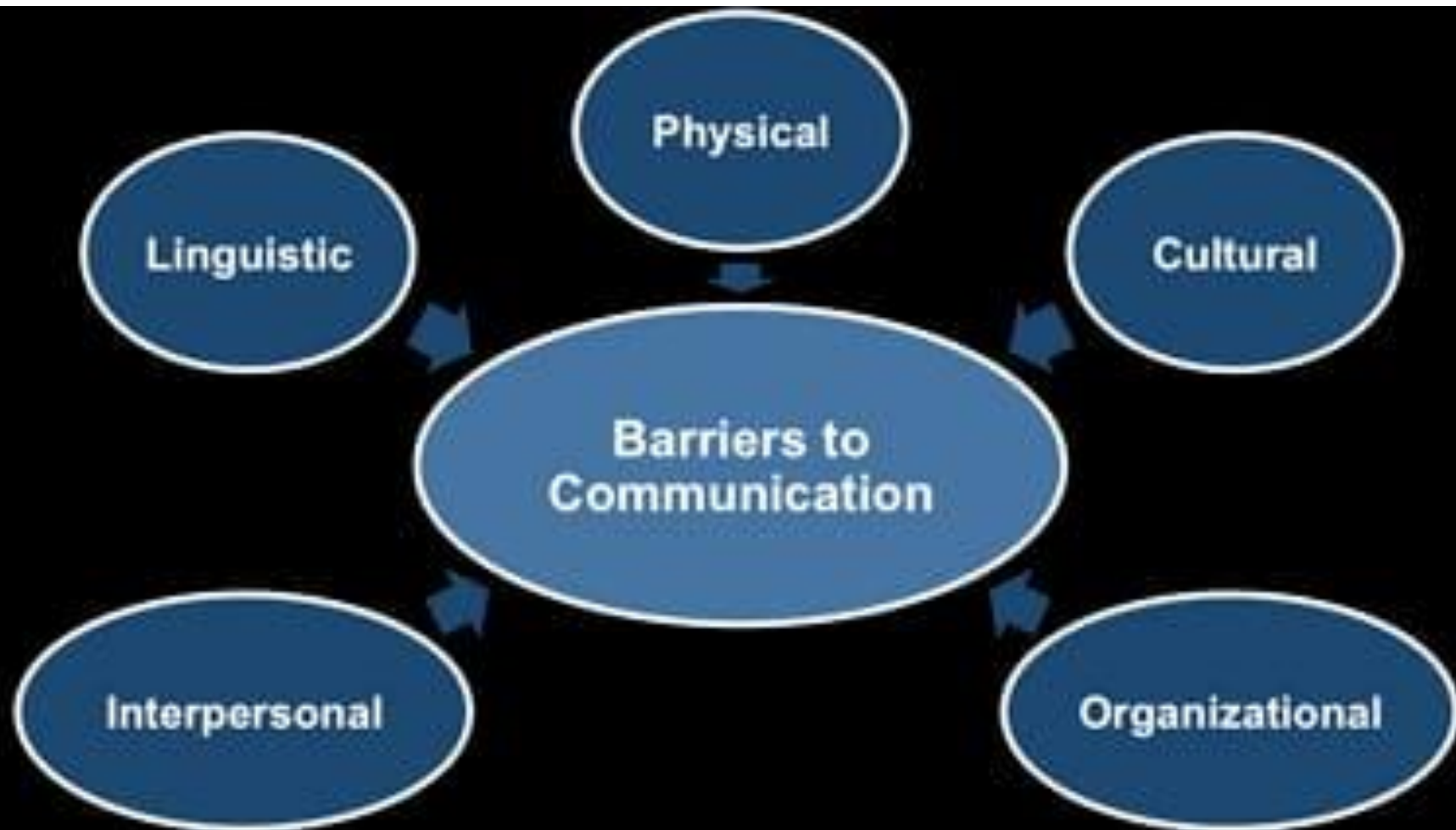
BASED ON  
STYLE AND  
PURPOSE

FORMAL

INFORMAL

FACE TO FACE

DISTANCE



## IV. Overcoming the barriers of effective communication





## CONCLUSION

As we have shown, communication skills are important if we are to build meaningful relationships within and outside our organisations. It is one skill which not only helps us in becoming successful in our professional life but also helps us in our personal life, in dealing with people, understanding them, solving problems..as communication is not only speaking...but learning to listen as well.

**“Everything has been said before, but since nobody listens we have to keep going back and beginning all over again”. *André Gide***

Thank  
you

