

* Definition of Communication / Communication Skills

Communication is a process of expressing thoughts and ideas by writing or speaking.

The way of expressing thoughts should be always impressive or well mannered.

In the process, the sender and receiver is playing most important roles.

* Importance Of Communication

- (i) To deal with Communication
- (ii) In the field of marketing
- (iii) Hospitality
- (iv) Interview

Communication is the easiest medium to express our self in this process both the sender and receiver should be aware about the language which they are using to complete the process of Communication.

Without Communication we can't imagine the response of the other. Thus, we should have the good skills of Communication, which will help us to express our knowledge in a better way.

Listening → Understanding → Remember / Memorise
→ Response

* Process of Communication

Source → Encoding → Channel → Decoding → Response

Communication is the process in which the sender expressing his thoughts and ideas with the medium of language to the receiver.

Firstly, receiver receive the message, understand it and then able to give the feedback.

* Barriers Of Communication

Communication is the process which can be completed effectively if there will be no any barriers created. The barriers always disturbed and irritated to the sender and receiver. It can be the result of misunderstanding.

Following are some of the barriers of effective Communication —

(i) Physiological Barrier — These are related to our physique.

If any person having any physical difficulties like, deaf, dumb, eyesight, weakness etc. then it will be a big problem to the person for communication.

(ii) Cultural Barrier

Cultural Barriers mostly arise due to lack of similarities among the different cultures across the world.

Different Culture are not easily acceptable for everyone in our society. Thus, This dissimilarities created Cultural barriers.

(iii) Physical Barrier

Physical Barriers to Communication are those that arise due to noise, lack of listening power, lack of concentration, weak, eyesight etc.

All this difficulties are the main reason for physical barrier to Communication.

(iv) Psychological Barrier — Inter-personal Barrier

Psychological Barriers play an important role in Communication as the state of mind of the sender or the receiver can make it difficult to understand the information that is conveyed, which often leads to misunderstanding.

(v) Emotional Barrier

It mostly arises due to uncontrolled emotions or feelings when the wrong emotion will express on wrong place,

It can create misunderstanding or communication barrier.

* What are the perspective of Communication?

Perspective are ideas views or fixed ways of thinking. All this things sometimes affects our communication eg If you have fixed ideas that your teacher or father is strict, even when they are being friendly, you can't change your fixed ideas.

(i) Visual Perspection

This are the perspection which we receive by views. we connect this all views with our own ideas, thinking or own understanding.

Sometimes it may be incorrect for us which we are perceiving because we perceive by our fixed ideas even we need a proper observation.

(ii) Language

Are always received according to the voice tone, the way of speaking, the knowledge of the language.

* Other factors that affecting our perspective.....

(i) Past Experiences

Always affecting our current understanding eg. If you got low marks in any subject in last exam, so you will may be affraid with the same subject still.

(ii) Prejudices

Our fixed ideas are always pressured to our mind to be constant on our fixed ideas eg. If you have stage fear than we will be constant with the same fixed ideas and we will cannot break our fear.

(iii) Feeling

Our feelings and emotions play an important role in Communication, due to lack of interest and trust our mind will not be ready to accept anything by anybody.

(iv) Environment

The environment of the people is the most affecting factor in Communication because our environment inspired us, affect us and move us. eg we can't communicate properly in noisy room.