

COMMUNICATION

BASIC UNDERSTANDING OF COMMUNICATION



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COMMUNICATION

- SOME IMPORTANT DEFINITION

Continues process of telling, listening, understanding. - ALLEN LOUIS

Fact , idea, opinion, emotion share in two or more then people – GEORGE TERRY

Information transmitted between individuals and organization for the understanding respose result.- PETER LITTLE



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• SYNCHRONIOUS & ASYNCHRONIOUS

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COMMUNICATION

- Communication mainly depend on 7C and 4S

7C

CLEAR

CONCISE

CONCRETE

CORRECT

COHHERENT

COMPLETE

COURTEOUS

4S

SHORT

SIMPLE

STRENGTH

SINCERITY

COMMUNICATION

- MODEL OF COMMUNICATION

- LINEAR MODEL-----
 - (1) ARISTOTLE MODEL
 - (2) BARLO'S MODEL
 - (3) LASVELL'S MODEL
- One way
- Simplex

COMMUNICATION

- ARISTOTLE MODEL
- Speaker main
- Receiver passive
- No concept of feedback
- One-way
- No noise barrier
- Use in public speaking



COMMUNICATION

- BARLO's MODEL
- SMCR model
- No feedback
- One way

S	M	C	R
SOURCE	MESSAGE	CHANNEL	RECIVER
CS	content	hearing	CS
Attitude	elements	seeing	attitude
Knowledge	treatment	touch	knowledge
Social system	structure	smell	social system
Culture	code	test	culture

COMMUNICATION

- MODEL OF COMMUNICATION
- INTERACTIONAL MODEL

DUPLEX----HALF DUPLEX (Non simultaneous)

FULL DUPLEX (simultaneous)

- BARLOUN's MODEL
- SHANON WEAVER's MODEL
- SCHAMMER's MODEL
- WHITE's MODEL

COMMUNICATION

- SHANON WEAVER MODEL
- Signal related
- Interpersonal communication
- Receiver passive
- Verbal , non verbal both used
- SCHAMMER's MODEL
- Felling and emotion converted into words
- Field experience
- Gives opportunity to both group
- Sender receiver equally active
- Circular communication
- Semantic noise included

COMMUNICATION

- TRANSCITIONAL MODEL
- Classroom communication
- Listener actively participated
- Full duplex

COMMUNICATION

- EFFECTIVE COMMUNICATION
- Cultural awareness
- Personal connection
- Trust
- Active listening
- Presentation skill
- Patience
- compassion



COMMUNICATION

- BARRIER'S OF COMMUNICATION

The factors which influence communication

- NOISE
- JARGON
- TRUSTWORTHINESS
- CREDEBILITY
- PROTOCOLS
- UNIFORMS



COMMUNICATION

- BARRIER's OF COMMUNICATION
- Physical barrier
- Organisational
- Cultural
- Language
- Channel
- Individual
- Attitude
- Listening



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