



## ROLE OF COMMUNICATION

**DR. SANDHYA R.**

Assistant Professor,

Department of English,

Annamacharya Institute of Technology

& Sciences, Tirupati (AP) INDIA

### ABSTRACT

*Communication is the act or process of transformation of ideas, emotions skills & so on. It is the process by which we understand others and in turn endeavor to be understood by them. Communication is dynamic, constantly changing and shifting in response to the total situation. Communication links all living beings. It creates a common pool of ideas, strengthens the feelings of togetherness through exchange of messages and translates thought into action. It strives to achieve, especially through information sharing, relationship building and action orientation. Communication is the process that links discontinuous parts of the world to one another. It gives meaning to human life. It helps build relationships and fasters develop love and understanding. It enriches our knowledge of the universe and makes living worthwhile.*

**Key words:** *Communication, transformation of ideas, enriches, knowledge, universe.*

### INTRODUCTION

The word communication which has its origin in the Latin word 'communis' means to share brings out many images in one's mind. It could be a process, a network, a technique or a form of entertainment communication is both an art and science. It may be an inborn quality or a talent as it is when, we say the gift of the god that is the ability to speak with an easy and expressive flow of words. Communication is an interdisciplinary subject which has an element of creativity as well as an element of precision (accuracy) for mastering of skills as well as techniques.

**DR. SANDHYA R.**

1Page



Communication is the act or process of transformation of ideas, emotions skills & so on. It is the process by which we understand others and in turn endeavour to be understood by them. Communication is dynamic, constantly changing and shifting in response to the total situation. Communication maintains and animates life. It creates a common pool of ideas, strengthens the feelings of togetherness through exchange of messages and translates thought into action. It strives to achieve, especially through information sharing, relationship building and action orientation.

The following definitions bring out different facts of communication and together facilitate an understanding of the expanse of the concept.

*“Communication is the broad field of human interchange of facts and opinions” - Redfield.*

*“Communication” is an exchange of facts, ideas, opinions or emotions by two or more Persons” -*

**W.H. Newman & C.F. Summer.**

*“Communication” encompasses all forms of expression which serve the purpose of mutual understanding”-*

**Revesz.**

*“Communication is the transmission of information ideas, emotions, skills, etc. It is the act or process of transformation that is usually called communication”-*

**Berelso and Steiner.**

*“Communication is the process by which we understand others and in turn endeavour to be understood by them. It is dynamic, constantly changing and shifting in response to the total situation” -*

**Anderson**

*“Communication is the process that links discontinuous parts of the living world to one another”-*

**Ruesch**

*“Communication is the means by which power is exerted” -*

**Schacter.**

*“Communication maintains and animates life. It creates a common pool of ideas, strengthens the feeling of togetherness through exchange of message and translates thought into action”.*

**UNESCO (Many voices of the world).**

### **Need for communication**

Sociologists describe human being as social animals. As members of society, they have to constantly interact with their fellow being. They have feelings, emotions, likes and dislikes – all of which they have to convey. Whatever environment in which they are placed, they have to build links and establish relationships. The need for communication arises from their desire to express themselves in a meaningful manner. The need or desire to communicate however varies from person to person, depending on time and context. There are times and occasions when a person is extremely communicative. There are also times and occasions



when he or she prefers to remain silent. Most of our waking hours are spent in communication. Such communication may take place in several ways- listening, speaking, reading and writing.

According to researchers, we spend 50% -80% of our waking hours in communication of this

About 45% is spent in listening.

About 30% is spent in speaking.

About 15% is spent in reading.

About 10% is spent in writing.

In order to make the communication effective, language becomes the medium for both spoken and written communications. And language becomes the vehicle of thought for this written and oral communication. It also becomes a medium for feeling and thinking and for all creative and cultural expressions. English being the international link language is widely used in business and academic sectors. It was introduced in our schools and colleges by Lord Macaulay. It is a versatile language a language of efficiency of liberalism and scholarship. It is the language of intellectual discussion and social interaction. Just as we expose our mother tongue we need to acquire an excellent ability in communicating effectively in English.

Our modern business management is dependent on technology and technology in turn is a group or collective activity which depends on communication. In modern business conferences, group discussions, telephoning skills, seminars and meetings have come to occupy an important place with the result that oral communication by means of a direct, simple, natural, forceful and powerful speech has very much gained in importance.

New jobs will be mostly filled by those who have high level computer application capabilities, high level educational qualification, good communication skills, and fluency in some regional languages and so on. Organizations are realizing that if they select people who are better suited to jobs the longer the individuals will stay in the organizations. In the emerging climate of globalization, employment recruitment arenas are a close look at qualities that will practically enhance role effectiveness.

Communication is the modus operandi (a particular method of dealing with a task) of social and commercial intercourse (dealing). It is communication which gets the world going. It is the lifeblood of any group or organization. In new employment opportunities

The communication process encompasses men, women and children as individuals and also members of a group, society, community and organization. Communication is a process that involves several distinct steps. In its simpler form, the process involves stimulus and

**DR. SANDHYA R.**

3P a g e

response. The stimulus arises from the communicator and the receiver response. Communication is not complete until the message is properly understood by the receiver. Any communication process should necessarily have three elements – sender, receiver and message.

The process of communication in an organization can be illustrated with the help of the following diagram.

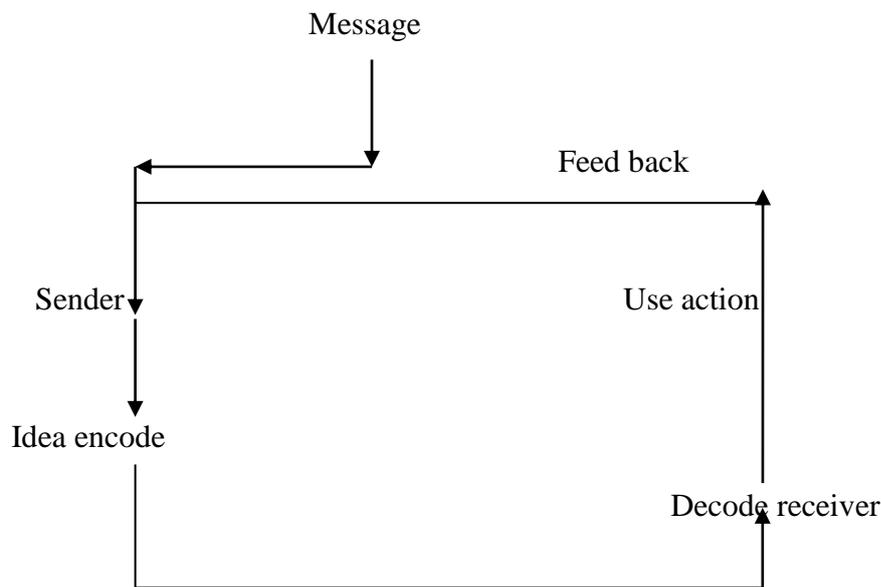


Fig.1.1 process of communication

The above diagram brings out the following steps involved in the communication

- Step 1 Message is initiated
- Step 2 Sender picks up the idea and encodes it for proper understanding.
- Step 3 The encoded message is then transmitted through the chosen medium or channel.
- Step 4 Receiver the message and decodes it.
- Step 5 The decoded message is used or acted upon, as the case may be.
- Step 6 As the final step, feedback on use or action is sent back to the sender.

A message is essential for any starting point of any communication. The process of communication starts with a purpose. Idea will be develop into a message. The sender gives shape to this idea to communicate.

**CONCLUSION**



It is the ability of mankind to communicate across barriers and beyond boundaries that has ushered begun or started the progress of mankind. It is the ability of fostering (helping the development of) speedy and effective communication around the world that has shrunk the world and made globalization a reality. Communication has had a vital role to play in ensuring that people belonging to a particular country or a cultural or a linguistic group interact with and relate to people belonging to other countries or cultural and linguistic groups.

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