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Subject: Communication Skills

#### INTRODUCTION:

The exchange of ideas between and among human beings is known as communication. It is a two way process. It may be verbal and non verbal. Communication is considered successful when it brings desired results.

#### ORIGIN:

The word communication comes from the latin word ,communio and communis. These words mean to share, to exchange and to hold in common.

#### DEFINITION:

1. Communication is the main highway for all human relations.
2. Communication is search for all available means of persuasion.
3. Communication is the action of conveying or exchanging information and ideas.

#### PURPOSE OR OBJECTIVE OF COMMUNICATION:

1. To inform:  
The main purpose of communication is to inform. Communication is fast and common today, It brings quick results so a message must have some information for the receiver only then it will be of the same value.
2. To Persuade:  
Another purpose of communication is to persuade . It means to convince the receiver. The success of a message is judged from the feedback of the receiver.
3. To explain:  
Communication may also explain a situation. It may remove doubts about a thing . It may create interest in a message . It may compare two things to reach a decision . The sender may clarify a complex state of affairs .
4. To promote good will:  
The people in the world are like a community . one purpose of communication is also to promote good will . For example people send congratulation , thanks ,greeting, welcomes, invitations, sympathies and condolences etc as perneed . Such communication is certainly good for society.
5. To build human relations:  
communication must build human relations in society . communication and human relations are interlinked . through the exchange of ideas , we share relations with others .

## LEVELS OF COMMUNICATION:

### Intrapersonal Communication :

Intrapersonal communication is also known as self-talk or thinking, and refers to the ways we communicate with ourselves. We use intrapersonal communication to plan our lives, rehearse scenarios before we act them out, and tell ourselves what to do or not do. Intrapersonal Communication happens when a person talks to himself . Self concept and self awareness are formed at this level . The way we communicate with ourselves greatly affects our self-esteem. A person who tells himself, "I'm so stupid" when he fails an exam will likely have poorer self-esteem than someone who thinks, "I did really well on the previous four exams. I must have just been having an off day, and I'll do better next time." Intrapersonal Communication is the sound of your thinking . This type of communication takes place within the individual .

Sender = our relevant organ

Receiver = our brain

Feedback = by brain

Examples 1: When you make any kind of decision , what to eat or wear . When you think about something , what you want to do on the weekend or when you think about another .

Example 2= A Person may use self-talk to calm himself down in a stressful situation, or a shy person may remind herself to smile during a social event.

### Interpersonal Communication :

Interpersonal communication is the communication we have with other people. This type of communication varies from highly impersonal to extremely personal. The degree to which we communicate, or fail to communicate, with others influences how our relationships with them develop, continue or come to an end. Communication at this level refers to the sharing of information among people . Interpersonal communication can be formal or informal . This level of communication usually involves two people . It is also called dyadic communication . Interpersonal communication takes place between two people but can involve more informal conversations . This type of communication varies from highly impersonal to extremely personal .

Examples:

1= The interaction with family members , friends and different kinds of people . It depends upon a variety of factors like the psychology of two parties , relation between them .

2 = When you are talking to your friend .

3= A teacher and a student discussing an assignment .

4= A patient and a dr discussing a treatment .

5= A manager and a potential employee during an interview

### Mass communication:

Refers to any type of media that is used to communicate with mass audiences. Examples of mass media include books, television, radios, films, computer technologies, magazines and newspapers. Although mass communication does include certain computer technologies, it does not include technologies like email that are used to communicate one-on-one with someone. Mass communication is responsible for giving us views of events, issues and people from cultures that differ from ours. It enables us to learn what is going on in distant places in the world and lets us learn the viewpoints of people and cultures with whom we do not have direct contact. Mass communication is the electronic or print transmission of messages to the general public. For this kind of communication we require a mediator to transmit information. In mass communication many people, in different places, at different times can receive the same messages. Feedback is primarily absent at this level or is delayed.

Examples =

1= A television commercial.

2= A magazine article.

3= Listening to a song on the radio.

4= Books, newspapers and billboards. The key is that you are receiving a large amount of people without being face to face. Feedback is generally delayed with mass communication.

5= Mass communication includes commercial advertising, public relations, journalism, and political campaigning.

### Person-to-group Communication:

Person to group communication refers to public speeches that we deliver in front of audiences. This type of communication serves three main purposes: to entertain, to persuade and/or to inform. It is different from other forms of interaction in that it requires greater levels of planning and preparation on the part of the speaker and involves less direct interaction. Audience members still interact with the speaker via mostly nonverbal symbols, but there is a lesser degree of give and take than there is in one-on-one conversations. In this type of communication feedback from the audience is primarily nonverbal. This type of communication takes place when people gather in a unit that is too large for everyone to talk and contribute. In person to group communication one person talks and another listens. The speaker and audience setting may include microphone, projectors, and tape player. This level of communication requires an individual to deliver messages or information in front of a group. Elements of person to group communication: art, oral and communication. Purpose of this communication is to entertain, to inform, to persuade, to convince and to actuate.

Examples=

1=Teacher and a class of students.

2 = A preacher and a congregation.

3= A speaker and an assembly of people in the auditorium.

Mediated Communication:

Mediated Communication involves the use of technology or tools that have limitations in and of themselves. This type of communication occurs when two or few people communicate with each other through some intermediate means such as telephone , radio , radar , closed circuit television and the communication satellite . It can also occur through letters , reports , forms and interoffice memoranda . Mediated communication refers to communication carried out by the use of information communication technology and can be contrasted to face-to-face communication. The mediated nature of communication allows greater control and more cautious material of personal information. Compared to face-to-face communication, mediated communication engages fewer senses, transmits fewer symbolic cues (most mediated communication does not transmit facial expressions) and is seen as more private.

Examples include email, network communication, instant messaging, text messaging, hypertext, distance learning, Internet forums, USENET newsgroups, bulletin boards, online shopping, distribution lists and videoconferencing.