

# Introduction

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# Definition of Communication

Communication is the process of transmitting information from one person to another.

Communication is one of the most important factors in any organisation. Without communication, things do not properly complete and can be mixed up.

Communication is the two-way process through which two or more people can share their ideas and feelings.

It involves at least two persons- a **sender** and a **receiver**.

So, we can say that, following elements of communication can be noted.

- ★ Two or more persons
- ★ Exchange of ideas and feelings
- ★ A process/media
- ★ Understanding of message

Some of the important definition is given below-

According to **Newman** and **others**, “Communication is the exchange of facts, ideas, opinions or emotions by two or more persons.”

**Grabner** said, “Communication is a social interaction through messages.”

Observing the above definition, it can be said that Communication is the act of conveying information for the purpose of creating a shared understanding.

# Basic Components of Communication

Human communication is interpersonal, it is purposive and it is a process. Considering all these factors, any communication should have the following components-

- ❑ **Context:** Every message (Oral or written), begins with context. This context may be physical, social, or cultural. The sender chooses the message to communicate within a context.
- ❑ **Sender:** Sender is the person who sends message. In oral communication the sender is speaker, and in written communication writer is the sender.
- ❑ **Message:** Message is the subject matter of communication. It may contain facts, ideas or feeling. It exists in the mind of the sender.
- ❑ **Medium:** Medium is a means used to exchange the message. It is the immediate form which a message takes. For example, a message may be communicated in the form of a letter, in the form of an email or face to face in the form of a speech.
- ❑ **Receiver:** The person who receives the message is called receiver. He may be a reader, listener or observer.
- ❑ **Feedback:** It is the response, reaction or reply by the receiver. It is directed to the sender. When the sender receives the feedback, the communication process is said to be complete.

# Business Communication

Business communication refers to the exchange of business related ideas and information.

In broad sense business communication is the specialized branch of general communication that is specially concerned with business tasks. However, some famous definitions of business communication are as follows-

**According to R Ludlow**, “Business Communication is a process of transfer of information and understanding between different parts and people of a business organisation.”

**According to W.H. Meaning**, “ The exchange of ideas, news, and views in connection with the business among the related parties is called business communication.”

So, it can be said that business communication is the process of transmitting information about and within the organisation.

# Nature of Communication

Communication is a two way process. It has some important features which are discussed below:

- **Two-way process:** Communication can take place only when there are at least two persons. One person has to convey some message and another has to receive it.
- **Exchange of information:** Communication is not possible in the absence of exchange of ideas. In the process of communication there must be an exchange of ideas, orders, feelings etc. among two or more than two persons.
- **Message:** Message is the subject-matter of communication. It may contain facts, ideas, or feeling. It exists in the mind of the sender.
- **Media:** No communication can take place without a media. Media can be of different types like written, verbal or non-verbal.

- **Knowledge of language:** For communication to be successful, the receiver should first of all understand the message. For this, the sender must speak in a language that is known to the receiver.
- **Understanding:** The receiver must understand the message in the way the sender wants him to understand. For this, consensus is required.
- **Feedback:** Feedback is the reaction or response of the receiver to the sender. Feedback is an essential to complete any communication process.
- **Specific objective:** The message has substance only if the receiver shows interest in the subject matter.
- **Formality:** Communication maintains formal rules and procedure between or among the sender and receiver.
- **Barriers:** Barriers are interruptions that cause disturbance to communication. Overcoming barriers to help communication take place is an important features of communication.