

## Concepts of Communication Semester One [Question One A]

**Communication** it is the passing of information and understand from one person to another at the same level or at different levels. It is the process through which management organizes work. The term can also be defined as the management of messages for the purpose of creating meaning.

**Communication networks** it refers to the formal and informal network in an organization used for the purpose of communicating within and outside the organization. Vertical, horizontal, and diagonal flow of communication is possible in the formal networks. Grapevine flows through the informal network.

**Components of communication** it refers to the essential components of communication process, which are sender, channels, message, receiver, response, and feedback.

**Diagonal communication** it refers to communication that ignores the hierarchical structure and that flows between person who belong to different levels of hierarchy and who have no direct reporting relationship.

**Downward communication** it refers to the flow of communication from the superior to subordinate. Information, instruction, direction, feedback, etc. flow in these directions.

**Grapevine** it refers to the informal communication flowing in an organization. if used judiciously, this form of communication can benefit the organizations.

**Horizontal communication** it refers to communication among the various division of an organization in order to share and co-ordinate the multifarious activities.

**Upward Communication** it refers to communication flowing from subordinates to superiors. Information, analysis, feedback, etc. flow in this direction.

**Chronemics** it refers to the use of time as a message system, including punctuality, amount of time spent with another, and waiting time.

**Facial expressions** the face can be used to communicate emotional meaning more accurately than any other medium in interpersonal communication. facial expression till the attitudes of the communicator. They also provide information about a communicator's thought process.

**Gestures** these are actions. In other words, the term refers to the movement of the parts of body to express or elaborate some messages. Gestures can be broadly classified into two categories-conscious and spontaneous.

**Haptics** it refers to tactile communication or touch and is an important form of communication. Touch helps groups form bonds and stay peaceful. Touch can convey many factors such as intentions, feelings- both positive and negative relationship, respect, and so on.

**Kinesics** it can be defined as the non-verbal behaviour related to movement, either of any part of the body, or the body as a whole. It is also the anthropological term for body language. It includes facial expressions, postures, and gestures.

**Non-verbal Communication** this form of communication includes all unwritten and unspoken messages, both intentional and unintentional. It includes facial expressions, eye contact, tone of voice, body posture and motions, and positioning within groups. It may also include the way we wear our clothes or the silence we keep.

**Oculesic** it is the way eyes are used during a communication exchange. This may include eye contact or the avoidance of eye contact. It may also include all other eye movements, such as looking at other body parts of the other person. Oculesic movements are also frequently associated with kinesic movements.

**Paralanguage/vocalis** it refers to all vocally-produced sound that is not a direct form of linguistic communication. Thus, paralanguage includes utterances that may have strong signifying traits but no semantic meaning. This (non-lexical) vocal communication may be considered a type of non-verbal communication, in its broadest sense, as it can suggest many emotional nuances.

**Personal appearance** it is a major factor used to judge a person simply because the first impression of a person is based on his/her appearance. People can change their appearance by changing their clothing styles, hairstyles and other accessories or artefacts. This channel of non-verbal communication confers meaning that is transmitted by physical characteristics of the body, attire, and accessories.

**Postures** it refers to the way we conduct ourselves in front of an audience—the way we sit, stand, or move. In a nutshell, posture is indicative of attention, involvement, relative status between persons, and the degree to which another person is liked. Posture can also reveal the intensity of emotional states and is almost always studied in conjunction with other kinds of non-verbal communication behaviour.

**Proxemics** it is the study of space of the nature, degree, and effect of the spatial separation individuals naturally maintain. It defines regions around people and the acceptable social behaviour in those zones. As the distance between two people decreases, the degree of intimacy increases, culminating in physical contact. Space, distance, and territory are factors related to proxemic communication.

**Email** it lets you send a message to a person without making direct contact or knowing where that person is located. Subscribers to email services are called users, and as a user, you can access messages on your system from home, office, hotel, or anywhere you happen to be.

**Internet** it refers to an international computer network connecting several other networks and computers from companies, universities, etc. It has become a very important business tool, as it is used at a basic level for email and research and can be used at a more comprehensive level as a channel for selling products and services.

**Video conferencing** it is a synchronous conferencing system that take place in real time between individuals or groups who are usually separated geographically. It can be achieved by adding software and relatively inexpensive hardware to standard desktop computers. Such systems also have the ability to easily incorporate data from other desktop computer applications into the conference.

**Web conferencing/computer conferencing** this system allows numerous users to connect via a network, send email messages to the conference address, and receive the postings of others.

**Effective listening** it can be defined as the art of hearing and understanding what someone is saying.

**Faking attention** it is the act of pretending to be listening.

**Informative listening** it is the name we give to the situation where the listener's primary concern is to understand the message. Listener are successful insofar as the meaning they assign to message is as close as possible to that which the sender intended.

**Listening Barriers** These are various variables in the communication process that exert themselves whenever we try to listen.

**Corporate Social Responsibility** It refers to, in its specialist terms, being a good corporate citizen by supporting worthwhile community causes.

**AIDA** It refers to the master formula to create an effective advertisement or to assess the general appropriateness of a print advertisement. This acronym stands for attention, interest, desire, and action.

**Noise** It is anything that interferes with the encoding and decoding of messages between the source and the sender. In general, noise falls into three categories -environmental, mechanical, and psychological.

**Computer Ethics** These refers to all ethical issues related to the use/misuse of systems, use of pirated software, and unwarranted invasion of privacy, etc.

**Ethical Communication** It is basically communicating with an eye on the ethical issue involved in communication. It involves sharing full and correct information, respect for the target audience, and maintaining a good degree of healthy relationships based on mutual trust and respect for each others value systems.