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UNDERSTANDING THEORITICAL UNDERPININGS OF COMMUNICATION AND IMPLICATIONS: AN OVERVIEW

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Abstract

In today's modern civilized world communication plays pivotal role in one's life. In this globalised world, all transactions must be seamless. The adoption of English as the language of global communication has enabled us to realize goal substantially, and communicating fluently in it is an essential prerequisite for everyone in the academic and professional world as well. It is, therefore, necessary for everyone to understand the nature of communication, its obligatory components and the various integrated expressions associated with it. This paper is an attempt to present how communication is important, how it works in every sphere of life.

Key Words: *communication, encoding, decoding, process of communication*

INTRODUCTION

With the globalization of business and with the advent of ever new technologies emerging each passing day, gaining proficiency in communication has become indispensable and has played crucial role in human life. Today we encounter various situations where we need to communicate but it is equally important to know what communication is. Is there a life possible without communication? Can we all human beings even function without communication? Well, we live in an era where we survive because we communicate, because we communicate, we survive. We live in a world, where anything but look at communication from structural point of view, it would be right to say that communication is a process not contemplation. Therefore, it would be crucially important to know the integrated constituents associated with it. In this paper an attempt has been made to identify each component of communication, various levels, various dimensions of communication and exploring how it affects human life.

Even since life appeared on this planet, all forms of organic life have had an inherent, irrepressible urge to communicate, to interact with their groups. But whereas all other species communicate through shrieks, grunts, or roar as per their need or a specific situation, it is man only, who has been able to share all whatever lies in the deeper crevices of his mind- not only anger, fear or love, but a vague ideas, subtle emotions and idle musings as well. Furthermore, by inventing written language; he has been able to keep them safe for future generations. And it is through sharing or communications that vague ideas gradually take concrete shapes, spread out to other groups or regions, and mould the mindset of millions. In short, by dint of communication, man has brought about evolution as well as revolutions in the world, formed up civilizations, and ensured a peaceful co-existence of diverse culture.

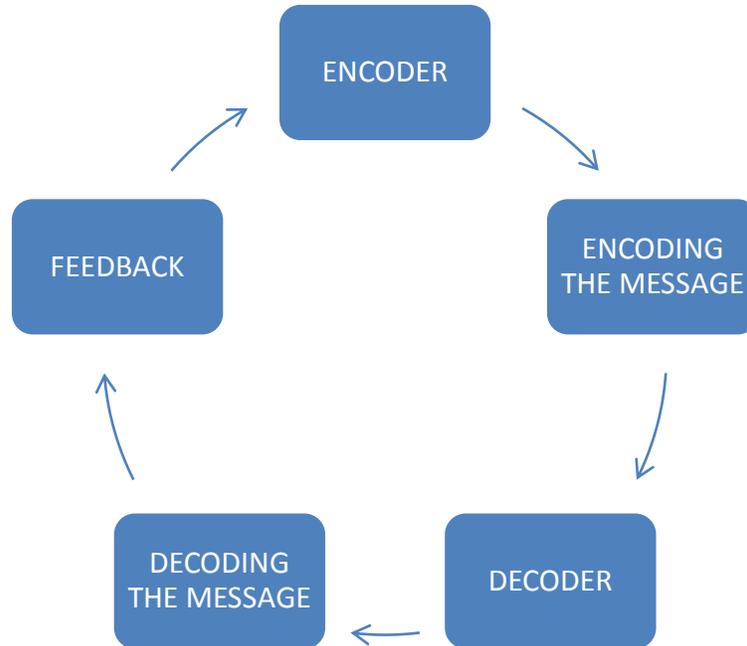
At the outset, it is not just the word COMMUNICATION. It is a term which needs in-depth understanding and clear explanation. If we look at it from experiential point of view, it is apposite to say that it is something much beyond. The word communication has been derived from the Latin word “communicare” which means ‘to share’. ‘To share’ implies sharing any random thought that runs over your mind, your feelings, your emotions or any important information or knowledge that you possess. The thoughts, feelings, information or the knowledge that we share might be personal, emotional, educational, professional, cultural, or social. We all communicate with our family, relatives, friends, colleagues, employers and also with strangers at times and sometimes with oneself. In a word, it can be said that the prominent purpose of communication is to inform, to instruct or to persuade.

The act of doing a successful communication is called “Communicating”. It is not something that needs your efforts or attention. Your attention is automatically taken knowingly or unknowingly, implicitly or explicitly. For a communication to be successful we need to communicate in a way such that the message is being conveyed exactly in a manner we intended to. We all human beings communicate but what differs from person to person is the effectiveness of the communication. To be able to communication effectively might help in uplifting your personality not only in the social but also in the professional world.

Effective communication is a skill that is not so easy to acquire. We need to have a clear thought and motive of the communication in our minds, a medium of communication that can be easily understood by the two involving in the conversation. It can either be written or oral communication. It has to be made sure that the surrounding doesn't hamper the delivery of a message and the message has been successfully conveyed as intended by the sender. And at last it is the feedback from the receiver that makes the communication successful.

THE PROCESS OF COMMUNICATION

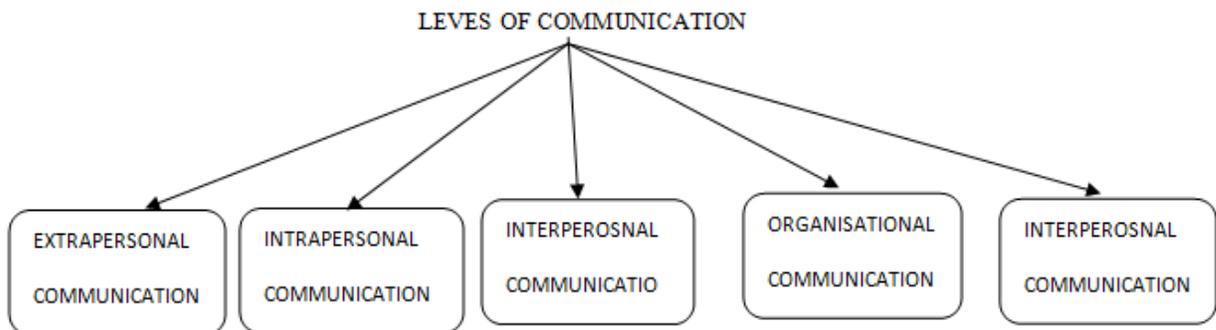
There is a systematic process for a communication to happen. Firstly, the sender has a thought or an idea that runs in his/her mind which has to be put in an order and then communicated to the decoder.



LEVEL

We human beings communicate in many ways at different times. Hence there are various levels of communication. They are:

- 1. Extrapersonal Communication
- 2. Intrapersonal Communication
- 3. Interpersonal Communication
- 4. Organizational Communication
- 5. Mass Communication



EXTRAPERSONAL COMMUNICATION

When the communication doesn't happen between human beings but a human interacting with non-human body is called Extrapersonal Communication. In other words, any communication with the insentient beings can be termed as Extrapersonal Communication.

INTRAPERSONAL COMMUNICATION

Do you not communicate with yourself? We human beings, always have some thought process going on in our minds. We make decisions because we think. I am able to write because I am thinking. We are often found communicating with ourselves at times. When in a state of confusion, anxiety, doubt or state of anger, we communicate with ourselves for Framing our ideas and thoughts with clarity. This is called Interpersonal Communication. You talk to yourself when feeling nostalgia.

INTERPERSONAL

Now I am interacting with other human beings through written communication. A boss interacts with his/her subordinates; we interact with our friends, family or relatives, Colleagues interacting among themselves. All these are part of Interpersonal Communication. Communication among all human beings can be defined as Interpersonal Communication. Sharing our feelings, emotions, information or knowledge with other human beings contributes to Interpersonal Communication.

ORGANIZATIONAL

All communications in a professional world can be termed as Organizational Communication is like a backbone in the professional where an organization fails to stand or uplift without communication. It is through communication an organization performs. A goal is set, and everyone within the organization is expected to achieve the goal by interacting with many people in the process. It might be a colleague, boss, and other organizations.

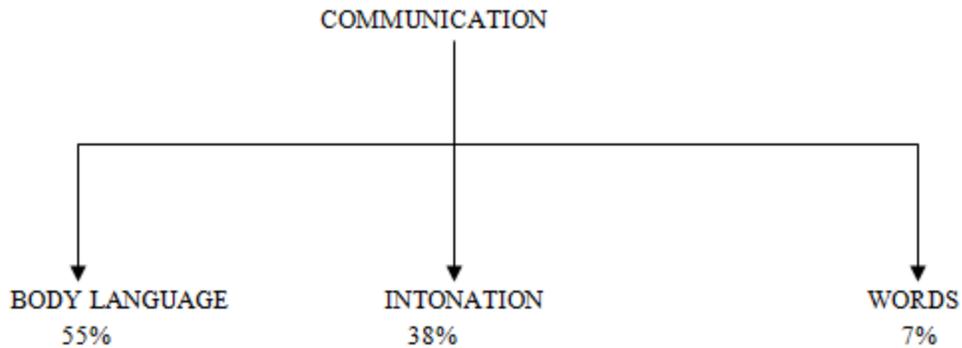
There are various kinds of communication that operates within an organization:

1. Internal-Operational: All communications taking place within an organization for its function.
2. External-Operational: Communications or interactions with the other outside organizations for evaluation and updates.
3. Personal- Communications neither internal nor external but with any colleague or person not of operational or professional related.

MASS COMMUNICATION

The Prime Minister is found addressing the masses through public speeches, Television, Newspaper, Magazines or Social media. Here he addressees a mass of people.

Any communication that happens with a vast number of people can be termed as Mass Communication



VERBAL

Usually people are mistaken assuming that Verbal Communication is only Oral Communication.

But the fact is Verbal communication includes both oral as well as written communication.

While we speak we require our vocal organs for making the necessary sound in order to convey the message. Whereas in order to communicate through writing, we use certain symbols that are accepted by the people involved in communication in order to convey message.

NON VERBAL

The most basic form of communication is non-verbal. The term non-verbal means “without words”. Thus, non-verbal communication is the communication without words. Long before human beings used words to think over, our ancestors, communicated with one another by using body language. They gritted their teeth to show anger; they smiled and touched one another to indicate affection. We still use non verbal cues to express superiority, dependence, dislike, respect, love and other feelings. Thus communication which is neither written nor oral communication is non verbal communication.

Such communications do not require any symbols or vocal organs. Non Verbal Communication is mainly a communication through body language. It involves Body movements, facial expressions, gestures etc. The major non verbal cues are Kinesics, Proxemics, Chronemics, Haptics, Paralanguage, Silence and Sign language.

KINESICS

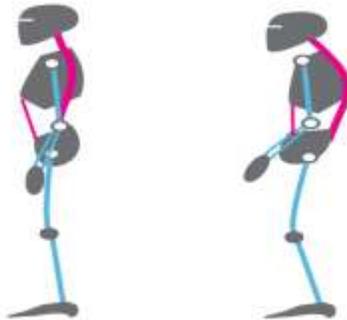
Kinesics is the study of body's physical movement. We communicate without exchanging words. It includes gestures, postures, eye contact, facial expressions or personal appearance. Non-verbal cues constitute 93%. 55% constitutes body language. 38% constitutes intonation. 7% constitutes words. For example, while entering the room one comes waving his/her hands, that implies he/she is wishing and on the other hand while leaving room if one wave his/her hand implies that they are saying goodbye.

Let us take another example; the class is too disturbing or loud in the absence of a teacher and then all of sudden the principal enters the classroom and remain silent for few seconds and then silently leaves the classroom. The children understood what the silence of the principal meant. They should not be making noise like that and prepare for upcoming examinations.

1. Personal Appearance: As said, first impression is the last impression. We hold ourselves and our personalities by the way we appear. Personal appearance includes the way we dress, looks, hair, accessories we bear on our body and the cosmetics.
2. Posture: Posture of a person has a huge impact on ones interest and personality. Posture is the way we hold over selves while making body movements like sitting, standing etc. The way one sits, stands, walk or talk reveals a lot about a person's personality.

For example,

If a person sits in slumped posture, signifies that the person has low spirits.



If someone has a rigid posture during a conversation, signifies that the person has high spirits and confidence.

If someone leans behind during a conversation, signifies that the person is relaxed and disinterested.

If a person leans forward during a conversation, signifies that the person is interested and has got curiosity to know.

If a person sits with arms crossed, signifies that the person in not comfortable and have is defensive.

If a person sits uncrossed arms then then it implies that he is willing to listen.

GESTURES

Gestures are movements of hands, shoulders, face or head.

They can be divided into further following types

Enumerative: in relation with numbers, using figures while speaking.

Descriptive: Describing the size of an object

Symbolic:

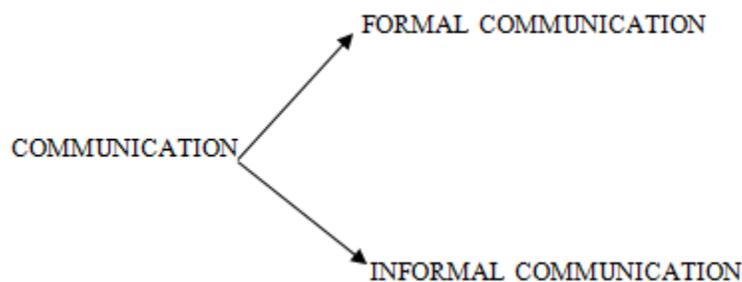
Locative: pointing out where the object is located.

Emphatic: To emphasize.

Facial expressions: Face is that part of our body, where all emotions and the state of a person can be reflected directly.

Eye contact: The effectiveness of the communication increases if eye contact is made while communicating

FORMAL AND INFORMAL COMMUNICATION



All the communications happening can either be formal or informal depending upon the various communication space zones. Informal communication involves all the communications that we do with our family, friends, relatives, close colleagues or familiar people. Formal communications involves communication in a professional world. In organizations, all communications happening between the boss and the subordinates, one organization to another (i.e., internal operational or external operational) are of formal kind.

VERTICAL COMMUNICATION

The term vertical can be taken in two folds (i.e. upward and downward). In an organization there are both upward and downward communication. For effective and smooth functioning of an organization, it is must to have both vertical and horizontal communication.

UPWARD: Now the organizations with a democratic set up are fast recognizing and encouraging upward communication also, which starts at the lowest level and moves upto the topmost level. It can be in written or in oral form. It usually comprises letters, reports, proposals, suggestions, informal gatherings or direct correspondence.

DOWNWARD: When the flow of communication is from management to the lowest level, it is known as Downward Communication. It can be in written or in oral form. It can be in the form of orders, circulars, policy statements, written instructions or job specifications.

HORIZONTAL: This kind of communication takes place among people at the same level in the hierarchical order. It comprises informal discussions, telephonic talks, memos, teleconferencing etc. This type of communication becomes indispensable for employees success and overall progress, because it promotes unity, goodwill and coordination among employees.

DIAGONAL: In this type of communication the flow of communication may be from anywhere to anywhere. In fact, it is a need based communication. It contains general notices, conferences, informal meetings etc. Its main objective is to speed up the flow of information.

CONCLUSION

In a nutshell, we can say that communication is necessary in all walks of life and professional communication is as a by-product of the industrial revolution. Subsequently, revolution, spread out all over the world, and today, with the spurt in information and technology, as well as industrial growth, it has become indispensable for human progress. It is, therefore, not enough to gain technical expertise but it also requires the ability to impart that expertise effectively and efficiently to others is even more important.

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