

# Communication

# Introduction

- Just as previous centuries experience their technology revelations agriculture and industrial revolution that legally changed the worldwide patterns of production and distribution- so the twenty first century is said to have experience of communication revelation that is affecting the world scenario
- Today, we see technology applied to every department of civilized living. It comes in many forms and its application are limitless. Technology is Revolutionizing meaning training. However, in India its impact, has yet to be felt adequately.
- Information Revolution impulse the using of technology especially electronic device in communicating information, knowledge and skill.
- Communication and information technology has influenced all areas in education including educational administration and management.

# Meaning of Communication

- Communication means getting across ideas and information to one another person. For communication to take place, it should originate from an individual and be transmitted to another who receives it and misuses it and acknowledges it. Sending the message alone does not complete the process of communication. The sender might use language, sign or action to transmit a message. The receiver might receive it by listening, reacting or simply observing. In any case, the process of communication involves three things, a communicator (sender) a communicatee (receiver) and the contents of communication (message).
- The word communication originates, from 'communis,' a Greek word, meaning 'to make common.' Thus a concept, fact, idea, principle or theory is passed from one individual to the other or others to effect communality.
- According to Aristotle, communication is a means of persuasion or to influence the other so that the desired effect is achieved.
- Dewey defines communication as a process of sharing experiences till it becomes common possession. It modifies the disposition of both the parties who partake in it.

# Types of communication

- Any media through which communication is achieved can be termed as a communication media. According to Wibur Schramn of Stanford University, 'The communication media can be the spoken word-signal gesture, picture, visual display, print, broadcast, film- all the things signs and symbols by which mean humans try to convey meaning and value to another.
- As observed in the beginning of this chapter, there has been resolution in method of communication. Information and communication technology has resolutionised the process of communication. Among the important methods, devices and modes of communication, mention by may be made of the followings
  1. Audio and Video Tape Recorder.
  2. Closed Circuit Television (CCTV).
  3. Closed Computer-Assisted Administrative Aids.
  4. Dial System
  5. Digital Video Interactive.

6. E-mail
7. Fax mail
8. Inter-com System.
9. Internet
10. Language laboratory.
11. Library Internet System.
12. Mike and Speaker System.
13. Moving Pictures.
14. Multimedia Packages
15. Overhead Projector
16. Radio.
17. Still Pictures.
18. Tele-conferencing.
19. Tele-Lecturing
20. Telephone
21. Television including Satellite TV
22. Video
23. Video fax.

# Barriers of communication

- There are certain elements in the communication which create barriers in effective communication. These barriers may be grouped as under-
  1. Physical barriers
    - Distortion and ill health,
    - environmental and physical discomfort,
    - in visibility and poor audibility,
    - noise
  2. Language barriers
    - unclear graphics and symbols,
    - Verbalism
    - verbosity
  3. Background barriers
    - cultural disparities,
    - previous environment of working where by one expects authenticity of the message
    - previous learning

#### 4. Psychological barriers

- disinterest
- feeling of anxiety and unfulfilled curiosity,
- Imperceptions
- inattention
- Prejudices
- Redundancy and
- unrewarding experiences.

# Overcomes the barriers of communication

## 1. Measures to overcome Physical barriers

- making appropriate sitting arrangement,
- ensuring audibility,
- minimizing oral destruction
- ensuring visibility
- minimizing visual distractions,
- providing comfort
- ensuring sound health.

## 2. Language barrier

- using simple language and symbols ,
- using less verbalism,
- explaining with symbols and graphics,
- recommending specific books,
- using different methods of communication,
- using effective audio visual AIDS
- providing frequent feedback



### 3. Background barrier

- knowing the individual background,
- explaining importance of the message,
- using different resources and methods.

### 4. Psychological barriers

- sustaining the attention,
- providing motivation,
- providing assistance,
- providing multimedia resources,
- showing sympathy,
- providing regular feedback
- creating interesting situation and involves them to solve.

# Effective Communication

- Principle of clarity of language
- organizational facilities that is conferences, meetings, suggestions
- priority
- formality, suitability combined with informality
- principle of consistency
- adequacy
- Two- way communication
- simplification
- selecting an effective communication channel
- Feedback
- listening ability this includes
  1. stop talking- you cannot listen if you are constantly talking.
  2. put the listener at ease
  3. put the talker -listener at ease
  4. show the talker you are listening
  5. hold your temper
  6. be patient
  7. go easy on argument and criticism
  8. ask question

# Questions

- write the importance of communication
- write nature of communication process explain communication skills use the modern information technology for the effective educational communication explain with examples
- write the importance of communication how will you use modern information technology for communication is in teaching learning process barriers in classroom communication
- what is meaning of communication give the importance of communication in teaching learning process explain how will you use communication in your teaching learning process
- explain the importance of verbal non verbal written communication skill in educational institution how will you use modern information technology for an effective communication
- what is communication what are the barriers faced during communication in classroom as a teacher which efforts will you take to enhance communication skill