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Detailed Analysis of the Process, Levels, and Principles of Communication

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Abstract: ***Effective communication skills are important in all sectors in today's world, but especially so in the corporate world. Right from the start, students should work on their communication skills because these skills are as important as technical knowledge in defining future success. The number of countries with an official language is too high, and a common language is therefore necessary for smooth communication and mutual understanding. English has emerged as the primary language for global business and communication. While many people would like to use their native language, it is not usually permitted in professional settings. So, mastering effective communication and fluency in English is now more important than ever. This paper explores elements, levels, types, and principles of communication.***
Keywords: Communication, Language, Communication Skills, Information, English Language

I. INTRODUCTION

In academics, students frequently participate in various interactions, whether through spoken or written communication. Likewise, in professional settings, effective communication skills remain essential for success beyond academic life. The common thread in both scenarios is the exchange of information. Communication refers to the process of sharing or exchanging thoughts, opinions, ideas, feelings, and actions among individuals. No organization can function effectively without clear and efficient communication. Strong communication skills significantly enhance one's chances of success and progress. While academic and technical expertise are important, effective communication is crucial for excelling in interviews and professional interactions. Successful individuals often demonstrate excellent communication skills in both their personal and professional lives. Communication encompasses both sending and receiving verbal and non-verbal messages to achieve a desired response. This research aims to delve deeper into the concept of communication, exploring its process, types, levels, and principles that contribute to effective communication.

II. PROCESS OF COMMUNICATION

The word communication comes from the Latin verb communicare, which basically means sharing. Sharing simply means giving out opinions, thoughts, knowledge, ideas, and information. And for this to go on, we need a sender and a receiver. And they should create a commonly accepted signal system that will be a form of shared communication. It just works if the receiver decoded the message the way that the sender meant it. Otherwise, there will be a shift in communication leading to misunderstanding. The message is encoded by the sender before being sent via an appropriate channel. This channel consists solely of the language utilized - signs, words, actions, objects, and a blend of these elements. The recipient gets the message, deciphers it, and replies to it. If the receiver receives the same message that was delivered, then there will be a response, otherwise, communication will be broken up because of barriers. The feedback is what the sender receives in return from the receiver. Only through the feedback you can know whether your communication process was successful or not. Your communication is said to be successful when the receiver gives you the reply you were expecting. The communication environment refers to a clearly established setting for communication to take place. The channel is a means through which messages are conveyed. In short, we can say that the elements of effective communication are:

- Communication environment
- Cooperation between the sender and the receiver
- Choice of appropriate channel
- Proper encoding and decoding of message
- Desired response and feedback

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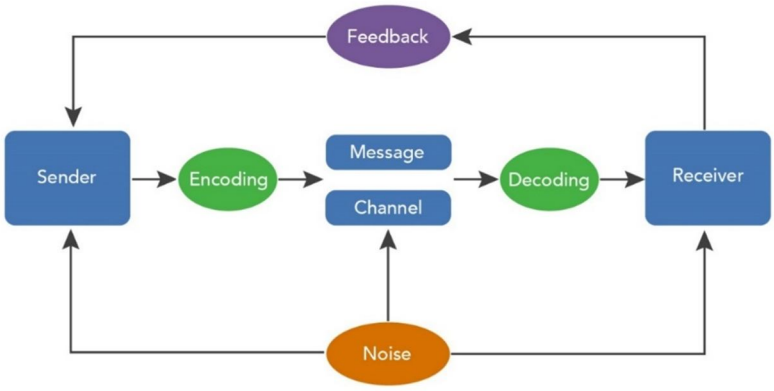


Figure 1. Diagrammatic Representation of the process of communication (source-Google Images)

Whenever we are communicating with someone, we hope that our intended message gets across the way we wanted it to, but at times noise can interfere with it. Noise is just any unanticipated interference or interruption that can cause a communication to stop in its tracks. Noise can be either semantic or channel. Semantic noise involves any interference that occurs with the transmission medium that deters the communication of the message. Any kind of noise and illegible handwriting come in channel noise. Semantic noise includes unclear sentence structure, incorrect grammar, typos, and improper punctuation. We communicate in both our personal and professional lives. All of our daily activities are connected to communication in some way. Technical communication varies significantly from general communication. Language is essential for effective communication. It is impossible to communicate without having knowledge of that specific language.

III. TYPES OF COMMUNICATION

Communication can be of two types:

1) Verbal communication
2) Non-verbal communication

Verbal communication:
When you communicate with words whether oral or written, it comes in verbal communication. This is easy to comprehend and continue with the process if you know the language.

Non-verbal communication:
When you communicate without words, using only your body language, is known as non-verbal communication. Awareness on the significance of non-verbal communication is must in life.
Communication in humans occurs at different levels:

a) Extra-personal Communication
Extra-personal communication is that communication that occurs between human beings and non-human entities. When your pet comes to greet you by wagging its tail is a perfect example of extra personal communication. Even birds responding also comes in the same category. In comparison to other forms of communication, this one requires perfect coordination and understanding between the sender and the receiver as one of them uses sign language to communicate.

b) Intra-personal communication
Intra means inside, therefore this communication takes place within the person. Communicating with those around you is important, but managing what goes on in your head is even more important. You cannot effectively handle outside matters without handling the inside. Our brain tells us to react or respond when we see something.

You need this internal dialogue to move to higher levels above personal, such as inter-personal and beyond. During interactions with others, this internal conversation persists through planning, evaluating, contemplating, and analysing. You may have observed on numerous occasions that you inspire yourself. Self-motivation and self-determination also come in the same category.

When certain situations make it impossible to share everything with others, individuals opt to converse with themselves instead. Self-dialogue is crucial when experiencing various feelings. You have the option to remain in one spot among others and engage in a conversation with yourself. At times, you are physically present in class but mentally elsewhere. Following, you come to understand that you are unable to respond to the questions posed by a teacher. You use self-talk in a hope of solving the problems and you motivate yourself whenever you fall low in your life, therefore.

c) Inter-personal Communication

When you communicate with people through various media is known as Inter-personal communication. Interpersonal communication is different from other forms of communication as there are a few participants involved, they are in close physical proximity of each other, different sensory channels used and feedback is also immediate. This can be formal or informal. When you interact with your family members and friends, it comes in informal communication but when you interact at your workplace or in your professional life, it is known as formal communication.

d) Organizational Communication

In an organization, communication occurs at different levels. Due to the high employee count, it is vital to focus on organizational communication. Through a proper networking system, communication in an organization is achievable without having a direct contact between the employees. This type of information can further bifurcate into:

- Internal operational: All The communication that happens in performing work inside an organization is called internal operational.
- External operational: The work-related communication that an organization does with people outside the world is referred to as external -operational.
- Personal: All communication in an organization that takes place without purpose as far as business is concerned is referred to as personal communication.

e) Mass communication

A mediator is needed for the transfer of information in this kind of communication. Different types of mass media such as books, journals, television, and newspapers are involved in enabling these communications. Because the messages are for a mass audience, the tone is impersonal. Press interviews and advertisements are examples of mass media. This type of communication is more persuasive than others, so messages should be encoded with much care. It can be oral or written. The key features of this communication are:

- Mass reach
- Impersonality
- Existence of gatekeeper

IV. PRINCIPLES OF COMMUNICATION

Seven Cs of business Communication



Figure 2. Diagrammatic Representation of 7 Cs of effective English communication (source-Google Images)

1) 7 Cs of Effective English Communication:

Clear communication is very important. The receiver should not have a problem understanding the message. If the sender knows why he or she is communicating, then only the receiver will be sure. The message should be focused on one goal at a time, rather than trying to get several thoughts into one sentence.

2) Right:

It has to be the right message and expressed in the right language and error free from technical or grammatical errors. Moreover, accuracy and promptness is communicated. Effective communication creates much more impact on the receiving end while giving appropriate information increases the confidence level at the sending end. Accurate facts and figures before the dispatch of such information will be properly analyzed.

The message must be comprehensive and include all the required information for the intended recipient. All the questions from the recipient are answered by the comprehensive knowledge and help the receiver to make better decisions. It is essential to include all the relevant data in order to achieve full completion. The attempt is to answer every question that is being posed.

3) Concrete:

Concrete communication demands clear information without any vagueness. In a communication, all the relevant facts and figures should be included in order to support the speaker's claims.

4) Brief:

The message should be brief and to the point. Long sentences should be avoided, and the message delivered in as few words as possible. The concise message provides additional information and assists in maintaining the user's attention. Try to keep your message short and simple.

5) Communicate:

To connect successfully, the presenter must evaluate the recipient's thoughts, abilities, perspective, background, and everything else. The sender should have a relationship and reach out to the recipient so that he or she is able to connect. Validate the continuation of the process of thought. Coherence is one of the tools most effectively used in communication.

6) Thoughtful:

You must be respectful in your tone. It implies that for communication to be effective and targeted towards the desired audience, the speaker should consider the recipient's perspectives and beliefs. The communication needs to be neutral and use respectful language towards the recipient. Showing courtesy during interactions has a significant impact on everyone.

V. DISCUSSION

Different viewpoints on communication exist around the world. Effective communication across different levels will become the need of the day. In all places, it has to be made clearly known that the goal is accomplished. Both private as well as government job designs require strong communication skills. If you have the knowledge regarding communication beforehand, then it is possible to handle the process effectively. Different categories and levels help you understand at an early stage and manage the challenges you will be facing easily. It has been proved that though the technical skills person may pass the preliminary rounds, people with great communication skills are likely to get through easily. Nowadays, most of the people get their job in a different state or country. Communication skill is a must to survive anywhere. Good communication skill is important, irrespective of whether you studied in an English medium school or in a state board school.

VI. CONCLUSION

The study of communication and its process aims to advance our knowledge of effective communication. Communication is a way of transmitting both verbal and non-verbal messages towards an accomplishment of something specific. It starts with a sender who encodes the message in language and communicates it through an appropriate channel. It ends when the receiver receives, deciphers, and responds to the message with promptness in return with feedback. However, noise commonly acts as a critical interfering factor, which can hinder communication at any level of the process.

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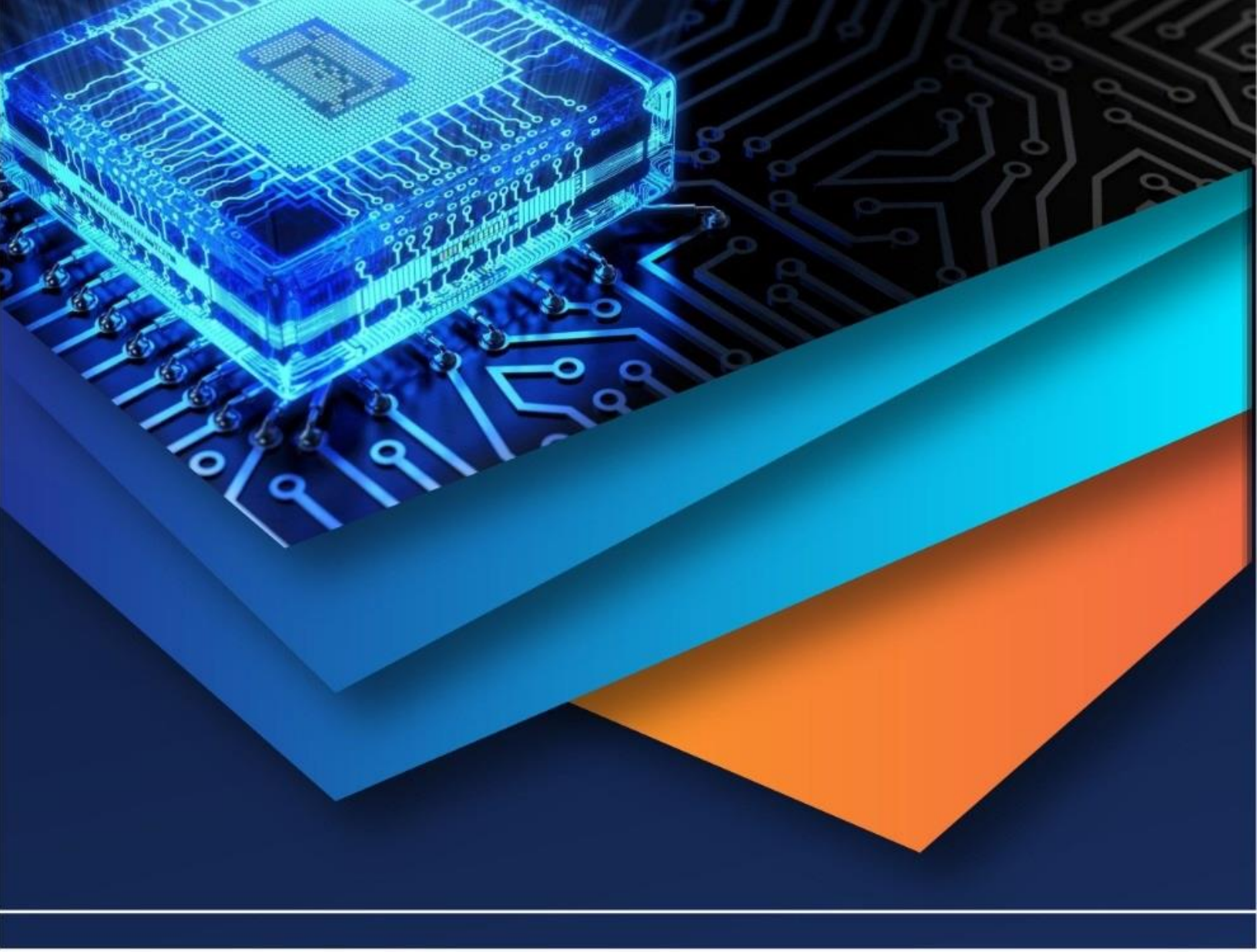
Shared Language

A shared language helps to achieve communication goals. Various levels of communication illustrate how we use various interaction modes consciously or unconsciously. Conversations before, during, or after doing something often make it a more efficient process. Communication can be by spoken words or nonverbal signals, and usually its importance is determined based on the context. Of great interest is that often, people pay more attention to nonverbal signs than to verbal communication while communicating with others. Hence, for effective communication with others, one must learn to apply the key business principles of communication.

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