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INTRODUCTION TO COMMUNICATION

Summary: Communication is an essential activity in our day-to-day life. Without communication survival and the existence of human civilization is not possible. In this chapter, we are going to study different forms and types of communication, and how did early humans communicate when words and sound were not developed.

1.1 Understanding Human Communication

- Communication occurs when we think of exchanging our ideas with others or giving some information to others.
- Communication took place in our daily life in two ways, (1) Speak or tell, and (2) Without words.

1.2 Why Do We Communicate?

- Communication is essential for society to survive.
- All humans, who may be rich or poor, living in big houses or in huts, literate or illiterate all of them speak or interact with one another.
- We communicate to inform, misinform, counsel, sell, buy,

- confuse, confirm, advise, teach, learn, reveal, persuade, accept and confirm, clarity, and many more.

1.3 What Is Communication?

• **Definition**

“Communication is social interaction through messages.”
“Communication is sharing of experiences.”

1.4 How Do We Communicate?

- To establish communication we have use our five senses. Touch, sight, test, hearing and smell fall under the five communication senses.
- When communicate through five senses, without using voice is known as non-verbal communication.
- To establish communication with the help of voice is known as verbal communication or Oral communication.
- Verbal communication is the use of words to share information with other people. It can therefore include both spoken and written communication.

1.5 Oral Communication

- Oral communication is communicating with spoken words.
- It's a verbal form of communication when you present your thoughts, ideas, and share information.
- Advantages and disadvantages of oral communication are:

Advantages	Disadvantages
It is spontaneous and natural.	Words spoken disappear into air.
It is therefore, easy for others to understand.	The words are temporary. Words are not permanent unlike say written communication.
Choice of words generally suits the listeners.	What is heard is often forgotten.
It is supported by nonverbal communication.	Nonverbal communication that supports oral-communication may not be understood by people from other cultures.
The communicator or the person, who communicates, is always physically available.	

1.6 Written Communication

- Language and writing developed much later in man's early history.
- The first script is supposed to be found in China.
- Writing communication means sending messages, orders, or instructions in writing through letters, circulars, manuals, reports, online social media, office memos, bulletin, Dak, emails, etc.
- It is a formal method of communication and is less flexible.
- Advantages and disadvantages of written communication are:-

Advantages	Disadvantages
Written communication gives words and thoughts permanence.	The biggest disadvantage of written communication, however, is that one has to be literate to use written communication.
Knowledge and information became available to people who could read.	
It led to the spread of ideas.	

1.7 Types of Communication

There are four types of communication.

1. Intrapersonal communication.
2. Interpersonal communication.
3. Group communication.
4. Mass communication.

EXTEND YOUR HORIZONE

- The history of mankind early man could not speak as we do today.
- Words and languages, as we use them today, developed much later in human history.
- Early human beings expressed their feelings and experiences without using any words.
- India has a very strong oral tradition.
- Indian's ancient wisdom or 'Vedas; 'Puranas; and 'Shastras'; they were initially spoken, given orally, and passed on from one generation to another.
- The first script is supposed to be found in China.
- The first paper was invented by the Chinese and later in Egypt.
- Writing invention on paper and the later invention of printing by Johan Gutenberg in the 15th century.

Evaluate Yourself

1. Give any five reasons why we communicate.

2. Name the five senses used by human beings for communication?
3. Write down the last 24 hours through the process on paper, while you are communicating yourself.

Maximize Your Marks

1. Attempt all the exercises given in the lesson.
2. Write down about the first newspaper published in India? Do the comparative study news.