

## **SUMMARY**

Communication is an act by which a person shares the knowledge, feelings ideas information, etc. in ways such that each gains a common understanding of the meaning, intent and use of the message. Communication is a bipolar process whereby one person speaks or writes and the other person listens or reads. It is a continuous and comprehensive process. It means that speaking, listening and understanding all these three activities go together. If any of these activities stops, then communication fails. Communication is a process of social interaction, where two or more individuals interact. It involves an exchange of information, knowledge ideas taking place between two individuals. Communication is simply the act of transferring information from one place to another. A message or communication is sent by the sender through a communication channel to a receiver or to multiple receivers. The sender must encode the message (the information being conveyed) into a form that is appropriate to the communication channel and the receiver(s) then decodes the message to understand its meaning and significance. Effective communication involves minimizing potential misunderstanding and overcoming barriers to communication at each stage of the communication process. An effective communicator understands his audience chooses an appropriate communication channel, hones their message to this channel and encodes the message. Feedback is the only way to assess whether the message has been understood as intended or not. The communication process has four elements, sender message channel, receiver and feedback. There are two basic types of communication: verbal and non-verbal. Education depends upon communication. True communication is achieved through potent and insistent feedback.