Que-1 : Define the term "Communication." Explain the process of Communication. OR
Que-1 : Explain Communication cycle with appropriate figure.

Human beings cannot live in society without the help of communication. Communication is the very basic need of any organization and any individual. The English word 'communication' is derived from the Latin noun 'Communis' and the Latin verb 'Communicare' that means 'to make common. to transmit, to impart.' Communication is a two way process. It is a natural activity of all human beings to convey opinions, information, ideas, feelings, emotions to others by words spoken or written, by body language or signs.

Communication has been defined by many theorists :

(1) According to W.H.Newman, "Communication is an exchange of facts, ideas, opinions or emotions by two or more persons."

(2) Allen Louis says "Communication is the sum of all the things one person does when he wants to create an understanding in the mind of another it involves a systematic and continuous process.

(3) To quote Norman B. Sigband, "Communication is the transmission and reception of ideas, feelings and attitudes both verbally and non-verbally...

(4) Dalton McFarland says, "Communication may be broadly defined as the process of meaningful interaction among human beings."

(5) George Vardman in his book `Effective communication of ideas' defines effective commnication as "Purposive interchange, resulting in workable understanding and agreement between the sender and the receiver of the message".

The progression of transmission and interchange of ideas, facts, feelings or actions is known as "Process of Communication". Process of Communication is a full cycle of events from sender to the receiver and back to the sender. Communication is a two way process

(1) Sender : The process of communication starts with a sender, the person who has an idea and wants to convey it to the receiver. In other words, we can say that the person with ideas to share is called sender. The formation of idea is the first step of communication. So, Communication process begins with the sender. The Sender is known as Tx.

(2) Encoding: The conversion of the idea in to message by verbal or nonverbal method is called encoding. While encoding a message, one needs to consider what will be interpretation of the message. This process of converting the thought of the sender into message is encoding.

(3) Message: It is an important part of communication. Message is the content that sender wants to convey. A message could be verbal or non-verbal. The thought, idea, emotion or anything that the sender wants to convey is called message.

(4) Channel : The way or the medium of sending the message is called channel. Medium or channel can be oral, written or it can be non-verbal.

(5) Receiver : The receiver is the person who receives encoded message. In the best way, if it reaches to the receiver then there is no problem to the receiver to understand the massage properly. The Receiver is known as Rx

(7) Decoding : It is a process where the received message is being understood. It is not necessary that the message reached to receiver will be understood by the receiver but decoding is a process which converts the message in to understanding. There are chances of misinterpretation of the massage.

(8) Feedback : This is the last part of communication process. After receiving the message, the receiver reacts or responds to the sender. The response can be based on the perfect understanding of the message or it can be based on the misunderstanding or misinterpretation of the message. This reply from receiver to sender is called feedback. Feedback has its own importance as the success or failure of communication is decided by feedback only.
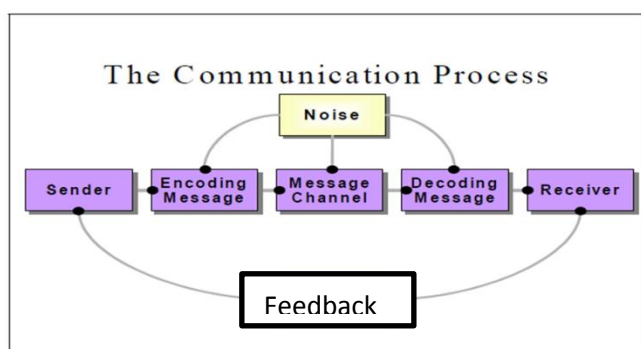
Que-2: Explain various types of Communication. (Formal and Informal)   OR
Que-2: Explain Flows/Dimensions/Channels of Communication.

Communication in an organization may be either external or internal. External communication concerns with correspondence with those outside the organization. Internal Communication is concerned with communication within the organization. Internal communication can be classified into different communication like Downward, Upward, Horizontal, Grapevine.

Formal Communication : Downward, Upward, Horizontal, Diagonal Communication is formal communication. In this type of communication, information, circulars and notices are passing through levels in a formal style.

(1) Downward Communication starts from higher authority to downward authority, like the board of directors-managers- -purchase officer-executive-clerk etc. It is a convenient channel to explain policies and organizational procedures/to appraise the subordinates for their performance. Major decisions are conveyed through this type of communication. It is necessary for the functioning of any organization as it involves the transfer of information, instructions, advices, request, feedback and ideas to subordinate staff. It is useful for appraisal of the subordinates for their performance.

Downward Communication is very long and time consuming process. Downward communication is too much authoritarian process.

(2) Upward Communication : Upward Communication starts from bottom level to top level. For example, worker conveys message to production manager, he conveys it to the director of company etc. Upward communication provides necessary feedback. Upward communication is also important for workers' suggestions for the welfare of an organization. Upward communication is difficult as it moves upward against the force of gravity - means workers hesitate to initiate for upward communication. Workers at the lowest level are not efficient communicators so their communication oral or written may not be accurate and may not be welcomed by superiors. It may also include innovative ideas, reactions to a particular policy, rules or a behavior of any person on the job.

(3) Horizontal Communication :
Horizontal communication refers to the flow of communication among the people at the same level of authority. The main objective of horizontal communication are developing team work and promoting group coordination within an organization Horizontal Communication is less formal . Sometimes it results into "Gossip" about management.

(4) Diagonal (or Crosswise) Communication :
Communication between departments or employees in the same organization without any hierarchy is called diagonal communication. It is the most used channel of communication. Workers communicate with other workers, clerks sharing information with one another, managers discusses some organizational problems are all engaged in diagonal communication. Diagonal communication is extremely important for promoting, understanding and co-ordination among various departments.

Informal Communication : Informal channels transmit official news through unofficial and informal communicative interactions known as the 'grapevine.' This informal communication network includes tea-time gossip, casual gatherings, lunch-time meeting and so on. Grapevine communication is the best example of Informal Communication.

(1) Grapevine Communication : An informal channel of communication in an organization is called Grapevine . For example people working together take interest in one another and talk about appointments, promotions, demotions or even domestic and romantic affairs of another. It follows no set lines or any definite rules but spreads very fast in any direction. Grapevine Communication provides much needed release to emotions. One of the major limitations of the grapevine is that it may spread baseless news which may harm the employees.

Grapevine Communication is not always negative for an organization and can be helpful because it helps in positive group building. It may help in building up organizational solidarity and harmony. It provides much needed release to emotions. Any information in the name of 'secret' spreads very fast. It provides feedback for management.

Que-3: Explain various levels of Communication.

Human communication takes place at various levels:
(1)   Extrapersonal Communication
(2)   Intrapersonal Communication
(3)   Interpersonal Communication
(4)   Organizational Communication
(5)   Mass Communication

1. Extrapersonal Communication :
It is a communication between human beings and non-human beings. This requires perfect coordination between sender and receiver. When your pet dog comes to you wagging its tail; as soon as you return home is an example of Extrapersonal communication.

2. Intrapersonal Communication :
This communication occurs within the individual's brain in the form of internal dialogue. For example when you "feel hot", the information is sent to brain and you may decide to "turn on the cooler", responding the instructions sent from brain to hand. Here relevant organ is sender, electrochemical impulse is message and brain is receiver. Next the brain assumes the role of sender and sends the feedback that you should switch on the cooler. So this process can be termed as intrapersonal communication.

3. Interpersonal Communication :
It is a sharing of information among people. It includes a few participants who are close to one another. Here many sensory channels are used and immediate feedback can be obtained. This can assume in the form of face to face conversation, video conferencing. and telephonic talk and soon. It takes place in our day to day life.

4. Organizational Communication :
Communication in an organization takes place at different levels. It may be upward, downward, diagonal and grapevine. This kind of communication can be divided into :
(a)   **Inter-operational Communication** contains the structured communication within the organization.
(b)   **External – operation Communication** deals with people and groups outside the organization. It is the organization's communication with its public – its suppliers, customers and general public.
(c)   **Personal Communication** : Communication that occurs without purpose as far as business is concerned is called personal communication.

5. Mass Communication :
There are several mass media such as journals, television, newspapers, internet which mediate such communication to the large audience. Information in the oral form requires equipment such as microphones, amplifiers and information in the written form requires electronic or print media. Oral communication through mass media requires some equipment such as microphones, amplifiers etc and the written form requires or print visual media.

Que-4 : Differentiate between General and Technical Communication.

Technical Communication :

(1) Always factual.
(2) Formal elements.
(3) Logically organized and structured.
(4) Specific audience.
(5) Complex and important exposition techniques
(6) Usually involves graphics.
(7) Always formal in style.
(8) Technical content.
(9) Objective in nature.
(10) Special vocabulary.
(11) Impersonal
(12) Limited in its scope
(13) Used by professionals belonging to business

General Communication :

(1) May not be always factual.
(2) No formal elements.
(3) Not always structured.
(4) Not always for a specific audience.
(5) No specific exposition techniques required.
(6) May or may not involve graphics.
(7) Both formal and informal in style.
(8) General content.
(9) Both objective and subjective.
(10) General vocabulary.
(11) Personal
(12) Touch a wide variety of people
(13) Used in society in general

Que-4: Discuss Importance and need of Technical Communication

Technical communication is the process of conveying technical information. It is the process of communicating a specific message to a specific purpose. Technical communication is an exchange of technical ideas and information, knowledge and experience through writing, speech or by adopting. It includes simple definitions and descriptions of tools and machines and interpretation of principles which they follow scientifically.

Important Elements of Technical Communication

(1) Nature of the audience is considered
(2) Content can be such that it can be understood clearly.
(3) Audience needs are satisfied by providing the information in appropriate form
(4) Some authors may be devote themselves for writing technical communication. Technical writing consists of aim of the audience, collection of required information, organization of information, Preparation of the first draft, Revision and editing of writing
(5) Technical communication is created with a particular aim.
(6) Technical writing includes project proposals, technical manuals and guides.

Importance and Need of Technical Communication :

(1) Technical communication is the soul of organizational life It not only makes professional interaction possible but also directs the flows of technical information and knowledge for the guidance of technocrafts, engineers and others in their professional activities.

(2) The whole world has become a global market and the transfer of technology is playing an important role in economic growth and transformation. As the professional world becomes more diverse, competitive and result oriented, the importance of technical communication skills continues to increase.

(3) Revolution in information technology creates a profound impact on technical communication tasks. Theses skills will be required in the changed technological environment. These skills include knowledge of high tech communication capabilities, ability to present and explain complex technical information, capability to understand and explain quantitive data, cultural awareness, capability and ability to analyze and priorities information.

Que-5 : Examine characteristics of Language as a tool of Communication.

Language is a combination of words to communicate ideas in a meaningful way. Effective communication is made possible with the help of language. By changing the word order in a sentence, you can change its meaning, and even make it meaningless.

Characteristics of Language

(1) **Language is Artificial** : Language is created by human being. It is not natural and original which was existed with the origin of the earth . It is created by human and for human. Every word is connected with every object / idea/thought. But the name of that object is given by human. (If we pronounced chalk stick as a donkey during its invention, then it might be known as "Donkey") So, Language is artificial.

(2) **Language is Restricted** : Sometimes we cannot express ourselves 100 %. When we converts our idea into speech, some meanings are lost in that procedure. That is the reason why we say that we don't have words to express ourselves. Language has limitations.

(3) **Language is Abstract** : Language s generalized ideas of things or thoughts. Any object of any shape, any sub-type can be known as same name. A 'table' can be of different shapes and sizes, and still be called a table. A "T-shirt" of any size (M,L,XL,XXL) can be called T-shirt. There is one general abstract name for each object.

(4) **Language is Repetitive** : Any language has characteristic of repetition and redundancy. This may make or destroy the communication. For example , We can say "Bell rings Tan Tan Tan …." Moreover excessive and unnecessary repetition may lead to verbosity. If we say, "Bell rings Tan Tan Tan Tan Tan Tan Tan Tan , then it sounds awkward."

(5) **Language is Recursive** : Recursive means doing something with same method and same procedure. Langauge is like this. We can create different sentences and speech by using same Grammar rules and Vocabulary. Like in English, we have subject , verb and object. And we can make various sentences by using Subject, Verb and Object. In short, you don't have different rule for different sentence.