

Good Morning Students,

This lesson is for class 9th for the subject of "Commercial Studies." The topic for today is 'Meaning, process, and Role of Communication' which is covered in chapter 16 titled 'Communication in Commercial Organisation' of your book.

This lesson is being submitted to you on 30/9/24.

Communication:-

The word 'Communication' has been derived from the Latin word 'Communis' which means "to share". Communication may, therefore, be defined as sharing information and ideas so as to create mutual understanding between people.

In the words of Allen,

"Communication is the sum total of all the things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuing process of telling, listening and understanding."

Characteristics of Communication:-

1. Two way process.
2. Continuous process.
3. Perceptive Function
4. Mutual Understanding
5. Several Media.

6. Dynamic.
 7. Goal Oriented
 8. Inter-disciplinary
- For explanation refer to page number 100 of your book.

Need for Communication in Commercial Organisations

1. Increase in Size of business.
2. Growing specialisation.
3. Technological Advancements.
4. Cut-Throat Competition
5. Trade Union-Movement
6. Human Relations.
7. Public Relations.
8. Personnel Asst.

For explanation refer to page 100-101 of your book.

Elements/steps of Communication Process :-

1. Sender:- The sender is the person, group or organisation which initiates the process of communication. He is the source of communication. Sender may be a speaker, a writer or an actor. Sender or communicator formulates a clear idea in his mind about what is to be conveyed.
2. Message:- Message is the physical form in which an idea is expressed. It consists of facts, opinions, feelings, decisions, etc.

Message may take the form of oral or written words or physical movements (gestures).

3. Encoding!- Encoding is the process by which the message is translated into symbols which can be transmitted. The symbols may be language, numbers, codes, signs, sounds, pictures etc. Symbols should be such which the receiver could understand.
4. Channel!- Channel means the medium or mode which carries the message to the receiver. It serves as a link between the sender and the receiver. Channel is the method of transmitting the message. Face-to-Face conversation, telephone calls, letters, telegrams, fax - E-mail, etc., are examples of channel.
5. Receiver!- Receiver is the person, group or organisation to whom the message is directed. Receiver may be a listener, a reader or a viewer.
6. Decoding!- Decoding is the process by which the receiver translates the message into meaning from the symbols encoded by the sender. The receiver's education, perception and past experience affect decoding.
7. Feedback!- Once, the message is understood,

The receiver sends his reaction or response. This response is known as feedback. It verifies the message. From the feedback, the sender can judge whether the message has been properly understood by the receiver. Feedback also represents the reverse flow of communication. It proves that communication is a two-way process.

Role of Communication in a Commercial Organisation.
Communication is the vehicle through which basic management functions are carried out. Managers cannot plan, organise, direct and control without communication. A manager typically spends three-fourth of his working day on communication and his success depends largely on his communication skills. Sound communication plays a vital role in organisations in the following ways:-

- (1) Efficient Planning
- (2) Training and Development.
- (3) Motivation and Morale
- (4) Coordination
- (5) Leadership
- (6) Effective Control
- (7) Sound Industrial Relations.
- (8) Corporate Image.

for explanation refer to page 106 and 107.

With this, I am ending my topic here. Write the answers of following questions in your note-books.

- Qn 1. Define Communication. Explain its characteristics.
2. Name the steps involved in communication process.
3. Explain the role of communication in a commercial organisation