

UGC NET 2022



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Unit-IV

Communication

- Communication: Meaning, types and characteristics of communication.
- Effective communication: Verbal and Non-verbal, Inter-Cultural and group communications, Classroom communication.
- Barriers to effective communication.
- Mass-Media and Society.

communication



Function And Objectives of communication



1. Building Awareness
 2. Providing Information or Educating
 3. Creating Interest
 4. Motivating People/Audiences
 5. Promoting the brand, product or service
 6. Organizing Resources
 7. Relationship
 8. Skill Development
 9. Get Goals and Targets
 10. Used Full anytime
1. जागरूकता का निर्माण
 2. जानकारी प्रदान करना या शिक्षित करना
 3. रुचि पैदा करना
 4. लोगों / श्रोताओं को प्रेरित करना
 5. ब्रांड, उत्पाद या सेवा को बढ़ावा देना
 6. संसाधन का आयोजन
 7. संबंध
 8. कौशल विकास
 9. लक्ष्य और लक्ष्य प्राप्त करें
 10. कभी भी फुल इस्तेमाल किया

ELEMENTS AND PROCESS OF COMMUNICATION

- 1. Sender:** - The person who intends to convey the message with the intention of passing information and ideas to others is known as sender or communicator.
- 2. Ideas:-** This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions.
- 3. Encoding:** Since the subject matter of communication is theoretical and intangible, its further passing requires use of certain symbols such as words, actions or pictures etc.
- 4. Communication Channel:** The person who is interested in communicating has to choose the channel for sending the required information,

Receiver-Receiver is the person who receives the message or for whom the message is meant for.

1. Decoding-The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding.

7- **Feedback-Feedback** is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.



1. **प्रेषक:** - वह व्यक्ति जो सूचना और विचारों को दूसरों तक पहुंचाने के इरादे से संदेश पहुंचाना चाहता है, उसे प्रेषक या संचारक के रूप में जाना जाता है।
2. **विचार:** - यह संचार का विषय है। यह एक राय, दृष्टिकोण, भावनाएं, विचार, आदेश या सुझाव हो सकता है।
3. **एन्कोडिंग:** चूंकि संचार की विषय वस्तु सैद्धांतिक और अमूर्त है, इसके आगे के पारित होने के लिए कुछ प्रतीकों जैसे शब्द, कार्य या अभ्यास आदि का उपयोग करने की आवश्यकता होती है।
4. **संचार चैनल:** संचार के इच्छुक व्यक्ति को आवश्यक जानकारी, विचार आदि भेजने के लिए चैनल का चयन करना होता है।
5. **प्राप्तकर्ता-** प्राप्तकर्ता वह व्यक्ति है जो संदेश प्राप्त करता है या जिसके लिए संदेश प्राप्त होता है।
6. **डिकोडिंग-** संचारक से संदेश या प्रतीक प्राप्त करने वाले व्यक्ति को इस तरह से परिवर्तित करने की कोशिश की जाती है ताकि वह अपनी पूरी समझ के लिए इसका अर्थ निकाल सके।
7. **फीडबैक-**फीडबैक यह सुनिश्चित करने की प्रक्रिया है कि रिसीवर ने संदेश प्राप्त किया है और उसी अर्थ में समझा गया है जैसे प्रेषक का मतलब था।

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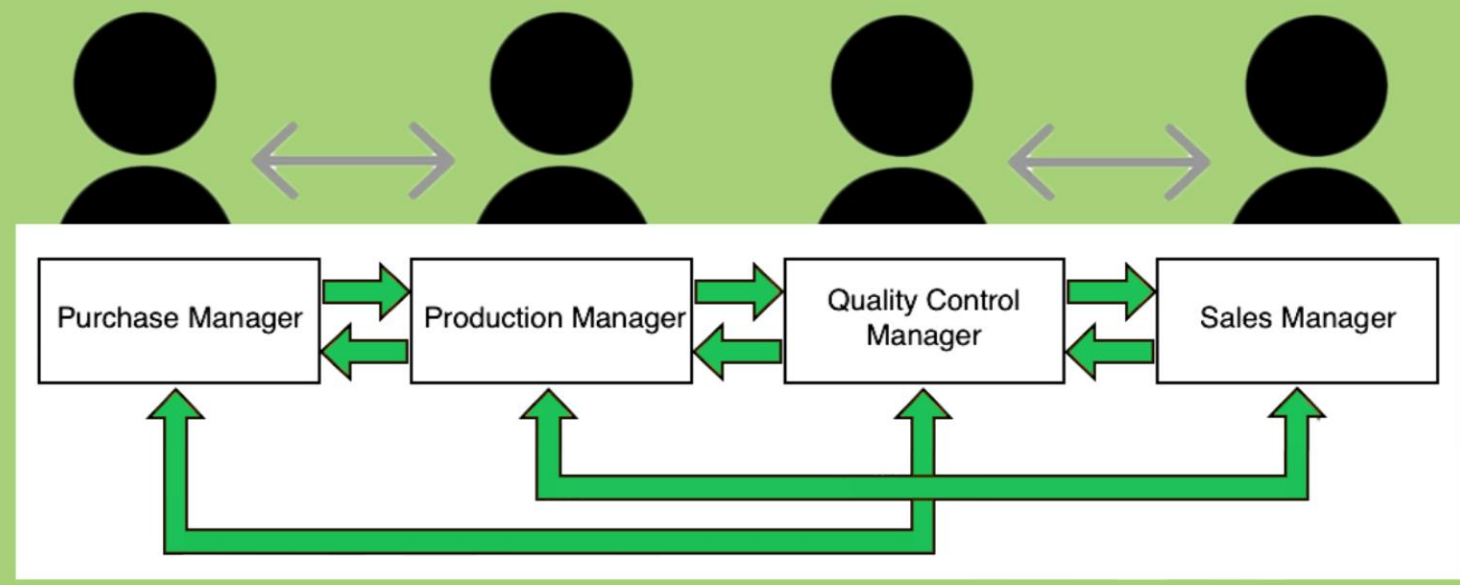
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Horizontal Communication

“ Horizontal communication, also called lateral communication is the practice of sharing information between employees, departments and units within the same level of an organization. ”

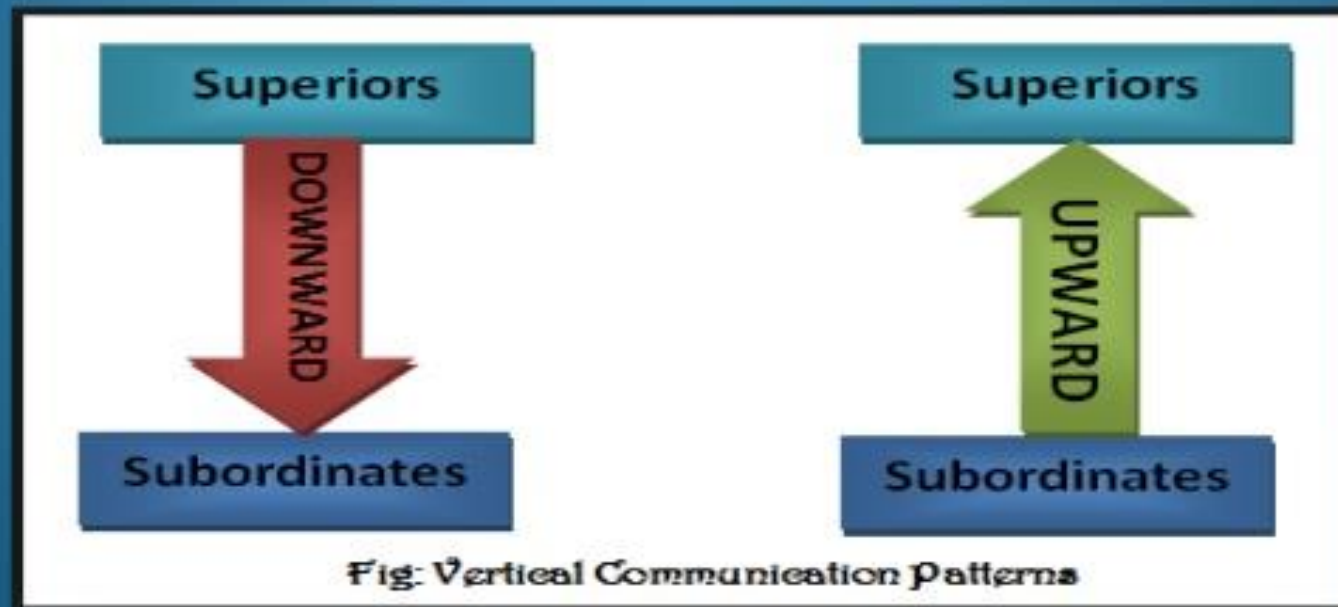


Horizontal Communication

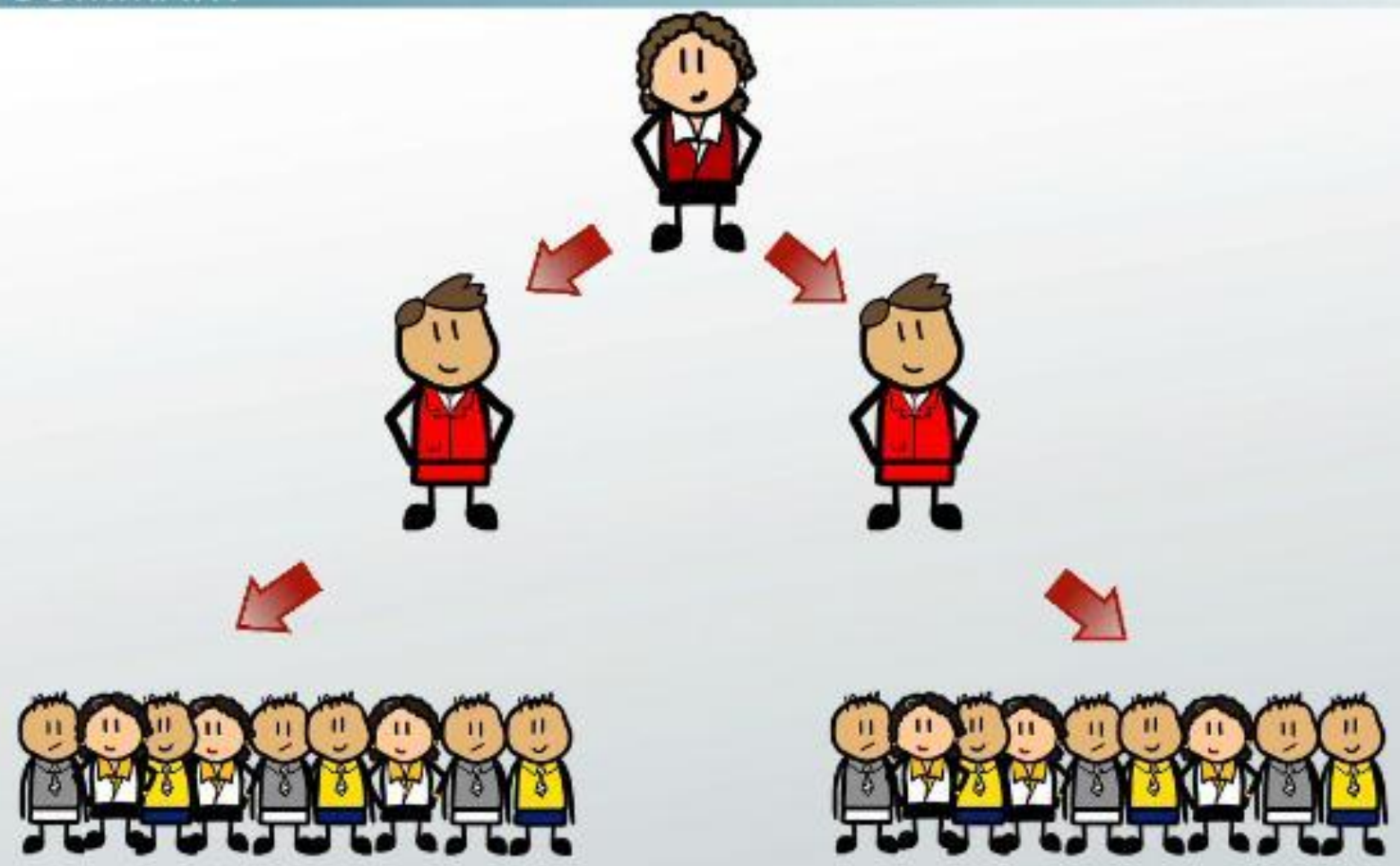


Vertical Communication

- Upward communication
- Downward Communication



LESSON SUMMARY



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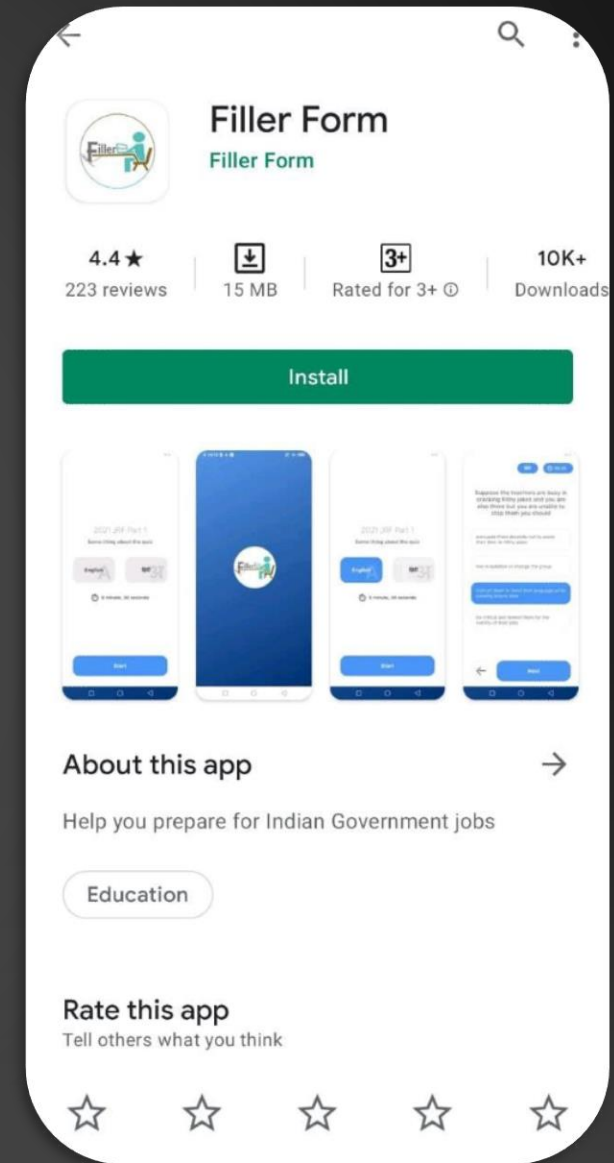
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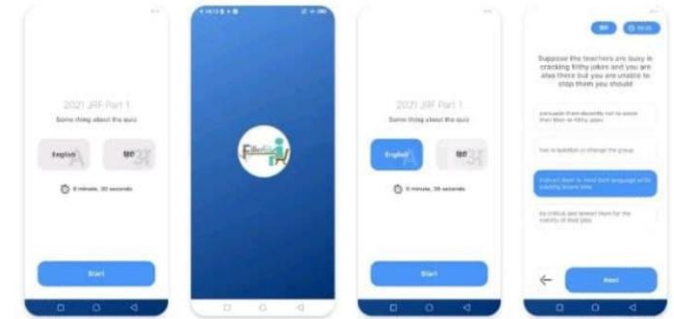
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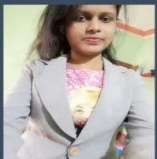
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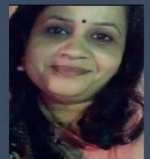
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- Olivia Wilson -

Cheers to your next adventure!

- Reese Miller -

Have a fun vacation!
You deserve it

- Avery Davis -

Here's to the next adventure!
Thanks for the memories!
Love you!

- Juliana Silva -



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