

Topic: COMMUNICATION SKILLS

BA PART III, 7th PAPER, By: Dr. AMARJEET KUMAR, Home Science Department, Rohtas Mahila College, Sasaram.

Email ID: amarjeetkumar011@gmail.com.

COMMUNICATION SKILLS

Communication is considered in its broadest sense, not only as the exchange of news and messages but as an individual and collective activity embracing all transmission and sharing of ideas, facts and data.

FUNCTIONS OF COMMUNICATION

- 1. Information** - the collection, storage, processing and dissemination of news, data, pictures, facts and messages, opinions and comments required in order to understand and react knowledgeably to personal, environmental, national and international conditions, as well as to be in a position to take appropriate decisions.
- 2. Socialization** - the provision of a common fund of knowledge which enables people to operate as effective members of the society in which they live and which fosters social awareness thereby permitting active involvement in public life.
- 3. Motivation** - the promotion of the immediate and ultimate aims of each society and the stimulation of personal choices and aspirations, the fostering of individual or community activities, geared to the pursuit of agreed aims.
- 4. Debate and discussion** - the provision and exchange of facts to facilitate agreement or to clarify differing viewpoints on public issues. The supply of information needed to foster greater popular interest and involvement in all local, national and international matters of common interest.

5. Education - the transmission of knowledge so as to foster intellectual development, the formation of character and the acquisition of skills and capacities at all stages of life.

6. Cultural Promotion - the dissemination of cultural and artistic products for the purpose of preserving the heritage of the past, the development of culture by widening the individual's horizons, awakening his imagination and stimulating his aesthetic needs and creativity.

7. Entertainment- the diffusion through signs, symbols, sounds and images of drama, dance, art, literature, music, sports, games etc. for personal and collective recreation and enjoyment.

8. Integration - the provision to all persons, groups and actions of access to the variety of messages which they need in order to know and understand each other and to appreciate others living conditions, viewpoints and aspirations.

THE UNIQUENESS OF HUMAN COMMUNICATION

Among animals, human beings are unique. Human beings may be the only animals that can selectively communicate. Only human beings can think in abstractions, plan events in the future, and store and recall information. We can express emotions, describe events and objects and combine sounds into complicated structure. People have an **open language system** while most animals have **closed language system**. People, because they have developed many sounds and have the ability to combine these sounds into various words, symbols with defined meanings, can combine the sounds to create meaningful units. We communicate through our primary signal systems, the senses. We see, hear, taste and touch. Human communication involves the development of relationship among people that results in the encoding and decoding of messages. This relationship incorporates a **message, communicator/ source, channel(s), communicator/ receiver, feedback, noise and environment**.