

UNIT-3 COMMUNICATION

Meaning of communication and its significance

Communication is derived from Latin word 'communis' and 'communicare' which denotes commonality common or sharing and to make common share. Thus, we can say communication is process of sharing of information or knowledge. Various scholars of communication as defined communication in different ways. Some of them are:

According to dictionary meaning of communication is" The exchange of thoughts, message or information, as by speech, signals, writing or behaviors.

According to Neal and Brown "communication can be defined as the transmission or exchange of information or ideas or feeling by means of sounds, signs or symbols.

According to Vivian "communication is exchange of ideas, information.

Significance of Effective Communication

Effective communication is a truly crucial skill which you must learn if you wish to move ahead in your career. Regardless what you do and what your intents are however if you can't communicate effectively then, your entire idea of progressing will bomb.

Communication skills, such as your ability to read, write, speak, and listen, are essential for working in industry. Effective communication is a major safety issue. You need superior skills in communicating to explain the work you do to your fellow workers, and how you communicate with clients determines how far you will be able to move up within your company.

Communication is thus a process by which meaning is assigned and conveyed in an attempt to create shared understanding. This process, which requires a vast repertoire of skills in interpersonal processing, listening, observing, speaking, questioning, analyzing, gestures, and evaluating enables collaboration and cooperation.

The communication process is the steps we take in order to successfully communicate. Components of the communication process include a sender,

encoding of a message, selecting of a channel of communication, receipt of the message by the receiver and decoding of the message.

PROCESS OF COMMUNICATION

The communication process consists of several components. Let's take a look. A sender is the party that sends a message, need the message, which is the information to be conveyed, will also need to encode message, ---transforming thoughts of the information to be conveyed into a form that can be sent, such as words.

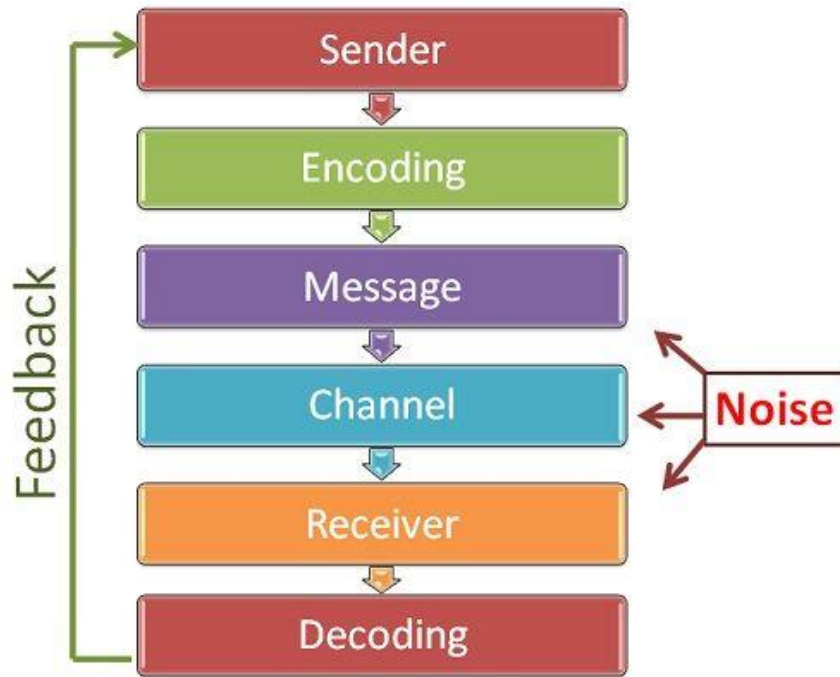
A channel of communication must also be selected, which is the manner in which the message is sent. Channels of communication include speaking, writing, video transmission, audio transmission, electronic transmission through emails, text messages and faxes and even nonverbal communication, such as body language. SENDER also needs to know the target of his communication. This party is called the receiver.

The receiver must be able to decode the message, which means mentally processing the message into understanding. If you can't decode, the message fails. For example, sending a message in a foreign language that is not understood by the receiver probably will result in decoding failure.

Receiver will give the sender feedback, which is a message sent by the receiver back to the sender.

Let's put all these components together to build a model of the communication process:

1. A sender encodes information
2. The sender selects a channel of communication by which to send the message
3. The receiver receives the message
4. The receiver decodes the message
5. The receiver may provide feedback to the sender .



Oral Communication and Written Communication

Words play a crucial role in communication process, to transmit the message in the way it is intended to be conveyed. When words are used in the process of communication, it is known as verbal communication. Verbal transfer of information can be performed, orally or in written form. Oral Communication is the oldest means of communication, which is most commonly used as a medium for the exchange of information. It involves gathering or disseminating information through spoken words.

Written Communication, on the other hand, is a formal means of communication, wherein message is carefully drafted and formulated in written form. It is kept as a source of reference or legal record. In this article, we've presented all the important differences between oral and written communication in tabular form.

Difference between oral and written communication

Basis for Communication	Oral Communication	Written Communication
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Meaning----	Exchange of ideas, information and message through spoken words is Oral Communication.	Interchange of message, opinions and information in written or printed form is Written Communication.
What is it?----	Communication with the help of words of mouth.	Communication with the help of text.
Literacy----	Not required at all.	Necessary for communication.
Transmission of -- message	Speedy	Slow
Proof-----	No record of communication is there.	Proper records of communication are present.
Feedback-----	Immediate feedback can be given	Feedback takes time.
Revision before --- delivering the message?	Not possible	Possible
Receipt of nonverbal cues-----	Yes	No
Probability of misunderstanding---	Very high	Quite less

Definition of Oral Communication

Oral Communication is the process of conveying or receiving messages with the use of spoken words. This mode of communication is highly used across the world because of rapid transmission of information and prompt reply.

Oral communication can either be in the form of direct conversation between two or more persons like face to face communication, lectures, meetings, seminars, group discussion, conferences, etc. or indirect conversation, i.e. the form of communication in which a medium is used for interchange of information like telephonic conversation, video call, voice call, etc.

The best thing about this mode of communication is that the parties to communication, i.e. sender or receiver, can notice nonverbal cues like the body

language, facial expression, tone of voice and pitch, etc. This makes the communication between the parties more effective. However, this mode is backed with some limitation like the words once spoken can never be taken back.

Definition of Written Communication

The communication in which the message is transmitted in written or printed form is known as Written Communication. It is the most reliable mode of communication, and it is highly preferred in the business world because of its formal and sophisticated nature. The various channels of written communication are letters, e-mails, journals, magazines, newspapers, text messages, reports, etc. There are a number of advantages of written communication which are as under:

- Referring the message in the future will be easy.
- Before transmitting the message, one can revise or rewrite it in an organized way.
- The chances of misinterpretation of message are very less because the words are carefully chosen.
- The communication is planned.
- Legal evidence is available due to the safekeeping of records.

But as we all know that everything has two aspects, same is the case with written communication as the communication is a time consuming one. Moreover, the sender will never know that the receiver has read the message or not. The sender has to wait for the responses of the receiver. A lot of paperwork is there, in this mode of communication.

Conclusion

Oral Communication is an informal one which is normally used in personal conversations, group talks, etc. Written Communication is formal communication, which is used in schools, colleges, business world, etc. Choosing between the two communications modes is a tough task because both are good at their places. People normally use the oral mode of communication because it is convenient and less time-consuming. However, people normally believe in the written text more than what they hear that is why written communication is considered as the reliable method of communication.

Seven C's of Effective Communication

There are 7 C's of effective communication which are applicable to both written as well as oral communication. These are as follows

- 1. Completeness** - The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly. A complete communication has following features:

Complete communication develops and enhances reputation of an organization.

Moreover, they are cost saving as no crucial information is missing and no additional cost is incurred in conveying extra message if the communication is complete. ? A complete communication always gives additional information wherever required. It leaves no questions in the mind of receiver. ?Complete communication helps in better decision-making by the audience/readers/receivers of message as they get all desired and crucial information. ? It persuades the audience.

- 2. Conciseness** - Conciseness means wordiness, i.e., communicating what you want to convey in least possible words without forgoing the other C's of communication. Conciseness is a necessity for effective communication. Concise communication has following features:

- It is both time-saving as well as cost-saving. It underlines and highlights the main message as it avoids us excessive and needless words. ?concise communication provides short and essential message in limited words to the audience. Concise message is more appealing and comprehensible to the audience. ?concise message is non-repetitive in nature.

- 3. Consideration** - Consideration implies "stepping into the shoes of others". Effective communication must take the audience into consideration, i.e, the audience's view points, background, mind-set, education level, etc. Make an attempt to envisage your audience, their requirements, emotions as well as problems. Ensure that the self-respect of the audience is maintained and their emotions are not at harm. Modify your words in message to suit the audience's needs while making your message complete. Features of considerate communication are as follows:Emphasize on "you" approach. Empathize with the audience and exhibit interest in the audience. This will stimulate a positive reaction from the audience. Show optimism towards your audience. Emphasize on "what is possible" rather than "what is impossible". Lay stress on positive words such as jovial, committed, thanks, warm, healthy, help, etc.

- 4. Clarity** - Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once. Clarity in communication has following features:

It makes understanding easier. ? complete clarity of thoughts and ideas enhances the meaning of message. ? Clear message makes use of exact, appropriate and concrete words.

5. Concreteness - Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence. Concrete message has following features:
It is supported with specific facts and figures. It makes use of words that are clear and that build the reputation. Concrete messages are not misinterpreted.

6. Courtesy - Courtesy in message implies the message should show the sender's expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic. Courteous message has following features: Courtesy implies taking into consideration both viewpoints as well as feelings of the receiver of the message. ? Courteous message is positive and focused at the audience. It makes use of terms showing respect for the receiver of message. ? It is not at all biased.

7. Correctness - Correctness in communication implies that there are no grammatical errors in communication. Correct communication has following features:

The message is exact, correct and well-timed. Of the communication is correct; it boosts up the confidence level. Correct message has greater impact on the audience/readers. It checks for the precision and accurateness of facts and figures used in the message. It makes use of appropriate and correct language in the message.

- Awareness of these 7 C's of communication makes you an effective communicator.

Barriers of Communication

Is it not strange that though we all have been communicating since our infancy still it is a communication problem that we face in our lives. We often find ourselves stumbled and misled during the reception or delivery of the information. This happens in our daily social overtures and even in organizations where barriers of communication becomes a root cause of many problems and can hamper the progress and ongoing projects. Almost 75 percent of the people involving in interpersonal communications stumble and make mistakes as either they were not able to understand the facts or information is not properly conveyed to them.

Misinterpretation of facts, misapprehensions, cultural misunderstanding and closed door echo with incensed noise are the common barriers of communication in realizing the targeted level of communication.

The effective communication becomes impossibility due to these broadly defined barriers which are Semantic, Psychological, Personal barriers, Cross-cultural barriers and physical barriers etc.

1. Instructional barriers of communication

The wrong presentation of the symbols without knowing the purpose and nature of the audience can hurt their feeling. Misleading symbols can distort the whole impact of the presentation. The issue erupts when our listeners' cultural background, religion and even issues they strongly advocate are not taken into consideration and we tend to thrust our thoughts on them. This can hurt the ego and self-esteem of the listeners which can create barriers of communication.

2. Lack of Communication skills

A receiver is least likely to get the meaning of the message if the sender is not able to select the right words. Usage of the wrong and difficult words might send the wrong impression in the eyes of the customers.

For instance, if a salesman starts talking about the technicalities of his product which a customer cannot understand they would just whisk away.

If a communicator cannot speak well, stammer while speaking or cannot convey the barriers of communication meaning of what he intends to say properly and authentically, all efforts gets wasted.

3. Lack of the sufficient knowledge

if we start communicating about something without knowledge of the subject the barriers of communication are bound to occur. In fact, there are many salespeople who cannot explain many completed words or ideas in a simple way or don't have knowledge about it.

Here any misinformation means losing potential clients. In the organization lack of knowledge will bound to become a biggest stumbling block in your career growth.

4. Overloaded knowledge

Conveying too much information is a great setback to communication why as firstly people might not be ready to grasp too much information. Secondly the information might be coming too fast that interpreting it becomes difficult.

Suppose you are talking about the product having many features, if you start talking about everything the conversation can become quite boring. Best is to deliver few important and most useful features which would entail effectiveness and valuable proposition.

5. Emotional turbulence:

Your emotional aggression in any form be it anger, hostility, fear, resentment etc can be misconstrued and misinterpreted You will not be able to convey your thoughts well as you feel severely engrossed in emotional turmoil.

6. Noisy distractions/sloppy style:

If you are communicating something in a noisy environment, it can distraught your communicative thoughts. Trouble in your mobile lines or a noise in surroundings like in restaurant can create barriers of communication.

While writing too if your email message or letter does not contain the proper words and are not properly formatted, the receiver won't be able to get the message clearly. All efforts of barriers of communication process get dashed.

7. Inappropriate mode of communication:

The Inappropriate way of communication simply means your message is not being delivered how much you try. For instance, if the detailed instruction is given on telephone it would be a sheer wastage for both the deliverer and a receiver.

Sending a message through a wrong way creates trouble for the listener as it would be frustrating as well time-consuming.

8. If your communication chain is long:

Longer the communication chain means more chances in barriers of communication. If a message is sent through many receivers, it could get distorted, distilled and altered. A final receiver might not be able to get the complete message.

9. No Feedback:

In fact even a lack of feedback can deter effective communication. In your organization your supervisor is delivering instructions in long and complex sentences without giving you a chance to speak, you might pretend to listen, but the same won't give you result as you are not able to understand instructions.

10. Impolite language:

Usage of rude or slang language can impede all the efforts of communication whether in written or verbal. No one can bear the rude or abusive language. Communication means conveying your message to the people concerned. In whatever way it is delivered either through spoken, written or electronic communication distorted is not communication at all. This entails theoretical assumptions and knowledge to ensure effective communication process is followed.

It is often seen that communicator places blame on his listener or an audience for not listening or accepting the message, but often it is a sender of a message who needs to be blamed.

He is either not choosing the communication system properly or not behaving as per the standard norms of communication. As said by Wilbur Schramm, "Communication is something people do. There is no meaning in a message except what people put into it. To understand human communication process, one must understand how people relate to each other".

Methods to Remove Barriers of Communication

- **Have Clarity In Your Thoughts:** You should be very clear about your objective and what you want to convey. Arrange your thoughts in a proper order and then communicate accordingly. Systematic communication and clarity in thought get adequately received and appreciated. Aimless talks can be misleading so you should always try to show that there is an aim or motive behind your talk.
- **Understand the needs of your audience:** You should be emotional and sensitive towards the needs of your receiver. Understand his behavior, nature, culture, and religion, however, it does not mean you cannot express your feelings or thought, but it simply means that you are showing respect to his religious beliefs or thoughts and then stating your point of view. Most importantly the message should also be structured as per his level or ability.

- **Take adequate care of your Tone, Language and way you are speaking:** Messages should be framed in a simple and polite tone which attracts the listeners. Care should be taken to keep the sentences short and simple. Technical words should be used only where they are required the most. The most important of all the interest of the receiver should be kept in mind and the things that conveyed should attract the users else you might find your audience or listening yawning while you are speaking.
- **Have a Feedback from the receiver:** Avoid asking listener, "Have you understood," ask them instead their views about what you have said and the aspects they had grasped from your message. This is a most polite and best way to have your listener involve in a conversation. This would help you to have a better understanding of their aptitude and the interest he or she is showing towards the subject.
- **Keep a Routine check on the communication system:** You should analyze the weaknesses in the communication system The situation needs to be analyzed to decide on the appropriate way of communication and whether audience loves to talk informally or in a formal way.
- **Make use of the body language:** During the process of communication make sure you make the most appropriate use of your body language, Avoid showing too much of emotions as the receiver might misapprehend the message. Try to always keep a smiling face while talking and make eye to eye contact with the listener but make sure not to keep your eyes gazed at the person for more than five seconds and avoid too much of fluttering of eyes which indicate you are not confident. Sit in an upright position and feel relaxed.
- **Avoid overloading too much of information:** People would get bored if they are bombarded with the unnecessary and too much of information. So try to deliver the parts which are useful and informative and of value to the listener in a most simple and straight forward way. There should not be any confusion left in the mind of the listener.
- **Reduce the level of noise as far as possible:** Always make sure to speak and interact with someone where there is no noise and least disturbance. Find the source of noise, remove it and then start conversing.
- **Communication chain should be short:** You should avoid using the mediocre or send the message through the third person unless it is very urgent. Try to directly communicate with the person concerned. The risk of distortion of the facts gets more if message is passed through the third party and just imagine if there are more people in between the sender and receiver the chances of filtering of the messages is doubled.

- **Keep your Anger in Control:** Do not be aggressive or show your anger if you do not agree with any point of view or anything that is going against your ideology. State your thoughts politely with facts if you have and reflect positivity in your talk and nature.

The Importance of Communication Skills for the Modern Engineer

When you think of engineering, what comes to mind? If you are an outsider to the major, you probably think of the stereotypical, overworked student whose work consists of nothing but endless calculations. I doubt many of us would attribute writing and public speaking to the average engineer's career. We assume engineers leave that stuff to the humanities students.

Although the "overworked student" stereotype is still accurate, what most people don't realize is just how prominent and vital communication skills have become in the field of engineering. We can define "communication skills," as anything that has to do with communication. This broad definition includes writing, speaking and listening skills. Studies have shown that most graduates felt they had gained analytical and problem-solving skills, subject-specific knowledge and improved decision-making abilities through their engineering degrees. Much fewer felt that their communication skills had improved due to their engineering education.

So why should engineers want to hone their communication skills? One big reason that should catch student's attention is that it is a valuable career enhancer. Employers want engineers with strong communication skills. They assume most people who graduate with an engineering degree have the technical expertise to do their jobs; what employers are looking for in a candidate is the ability to communicate their findings with others in a productive, efficient manner. In today's world, it is essential for an engineer to possess strong communication skills; it is the biggest determiner of success in the modern engineer's professional career.

Aside from impressing their employers and being hired, engineers need to use communication skills every day. Imagine you're an engineer working in a 4-person team on an assignment. Each team member has important tasks, and everyone's contributions are crucial to the success of your assignment. What if one of the workers lacks communication skills? They don't listen well. They don't contribute to group discussions on how to move the project forward. Their written reports are unclear and unorganized. Instead of making progress, you're going to be struggling to decipher their work and incorporate their findings into the overall project. Valuable

time, resources, and energy will be wasted, and the finished assignment will likely be lackluster. The team never reaches its full potential, all because somebody didn't bother to develop decent communication skills. Now, obviously that is an extreme hypothetical situation regarded someone with poor communication skills. However, the overall point is clear: a lack of communication skills in today's engineer leads to inefficiency, wasted effort, mistrust and resentment between co-workers. Not many people would want to hire or work with someone like that.

"Today's engineering students need engaging, contextually-positioned technical communications, project management, entrepreneurial thinking, and teamwork instruction and practice in order to perform well in advanced discipline-specific engineering classes, internships, capstone, and in their entry level engineering positions," said Mary Faure, "This project was designed to provide important skillbuilding through authentic, hands-on experience, which today's students crave . . . it gives students a unique experience without adding credit hours to their curriculum or costs to college expenses.

What is Communication?

The word 'communication' comes from the Latin word 'communicare', which means 'to share'. So, communication is a sharing of information.

This sharing aspect is very important: some people think that communication is just about speaking or conveying a message while the other person listens. However, good communication is more of a mutual exchange of information, with both sides speaking and listening in turn.

All living things in the Universe communicate.

Plants, animals, bacteria, humans - everything that surrounds us, in a way, communicates. Communication is the essence of our world, if there wasn't for communication there would be nothing.

Communication in Human Beings - Why Do We Communicate?

Human beings inherently communicate at all times. Our bodies and minds communicate with us, we communicate with others and interact with the world that surrounds us. It's safe to say that communication is absolutely vital.

Why is Communication Important?

It is very important to have effective communication skills. The importance of communication is highlighted below in points.

1. Resolving disputes.

If neither side feels that they are being understood by the other, disputes can build up until they become practically irresolvable. Good communication skills ensure that everyone understands what the other person wants, and that compromises can be reached.

2. Knowledge.

We are able to learn new things thanks to communication

3. Building genuine friends & relationships.

A good friendship is all about truly getting to know and trust the other person. Being able to communicate your feelings, interests and plans is very helpful here

4. Sharing of Emotion and feelings - a sense of belongingness.

Human beings are fragile and in almost constant need of a friendly listener. If we didn't have our friends and families to share our deepest fears and secrets with, if we didn't have the ability to communicate, the world would be a very different place.

5. Businesses exists because of communication.

Business would simply not be possible without communication. If there wasn't for communication, there wouldn't be a way to share goods and services

6. Pleasurable experience.

Human beings would have no ability to feel the sensation of please if they weren't able to communicate. We feel pleasure thanks to communication.

What is the meaning of verbal communication?

The word verbal comes from the Latin word for word - verbum. Meanwhile, the word communication comes from the Latin word for to share - communicare. So, it follows from this that verbal communication means sharing things by means of words. What

is shared here can vary: it might be information, feelings, thoughts, support and memories. You name it, you can share it using your verbal communication skills!

Verbal communication can be taken to mean many different things. However, one thing is always clear: words must always be involved in verbal communication. Words have been used for centuries as carriers of meaning.

Importance of verbal communication.

There are so many ways in which verbal communication is important. For example:

1. Keeping each other informed: we can use verbal communication to disseminate useful and important information.
2. Asking for help and support: communicating verbally about our problems is the first step to solving them.
3. Making friends: communicating with others can be the start of a good friendship.
4. Expressing ourselves creatively: verbal communication can be the means for expressing our imagination.
5. Sharing emotions: we can share emotions as well as factual information with our verbal communication skills.

What is Non-verbal Communication? Meaning and Types

Non-verbal communication is a wordless form of communication. It is mainly a silent form of communication that does not involve speech or words.

Non-verbal communication is done through eye contact, hand movement, touch, facial expressions, bodily postures and non-lexical components, etc. At times, silence is said to be the best form of nonverbal communication. Types of non-verbal communication.

1. **The face and its expressions:** smiling, nodding, raising eyebrows and so on have long been very important ways of communicating. Without saying a word, we can speak volumes with a glance at our interlocutor.
2. **Movement of Hands:** the first treatise on hand gestures was probably that written by the physician John Bulwer in the mid seventeenth century. Bulwer demonstrated that the hands can express so many different things, from prayers to commands - all without the need for words.

3. **Dancing:** when we dance, we can express so many different emotions. From passion to religious devotion, dancing either alone, with another person as part of a couple or in a synchronized group, can communicate so much. Dancing is something that many of us engage in from childhood and it becomes an important way of socializing and expressing ourselves at the same time.
4. **Body language** - bodily movement and postures: body language is a language all of its own. Our posture, and the way that we lean forward or back or cross or uncross our legs can speak volumes about us. Very often, we are not even aware that we are communicating our thoughts via our body language. That is the reason why, in job interviews and other situations in which we are under scrutiny, it is a good idea to pay attention to our body language. For example, leaning forward can be a sign of positivity, whilst sitting with our arms folded can make us look closed off - as if we have something to hide.
5. **Paralinguistic and non-lexical noises:** para means beside and linguistic means language. So, paralinguistic noises are noises that occur alongside language, such as laughter, sighs and groans. These are very important ways of communicating and very often they can be viewed as more authentic than words. For example, laughing at a joke is generally seen to be a more authentic way of appreciating that joke than simply stating to the person who has told the joke that we think that their joke is funny.
6. **Clothing:** what we wear can often communicate things. For example, if we dress up in academic robes, it is clear that we want to communicate to everyone who sees us that we have attained a certain level of academic achievement. We should never judge people by what they wear - however, some types of official garments (such as a judge's wig, a scholar's gown or a soldier's medal) are designed to communicate something about the wearer.
7. **Silence:** you may have heard of the phrase, 'the sound of silence'. Sometimes, staying silent can communicate much more than words can. Silence can be powerful, sad, and happy or it can simply communicate to others that we do not want to engage with them. Good communicators are able to listen, and to use comfortable silences, to connect with other people. There is no need to think that communication is all about words!

TYPES OF NON VERBAL COMMUNICATION

Kinesic

Kinesic communication is communicating by body movement and is perhaps the most wellknown non-verbal form of communication, although it is not the only way to talk with others without words.

Kinesics is the interpretation of body motion communication such as facial expressions and gestures, nonverbal behavior related to movement of any part of the body or the body as a whole.

Body posture

The way that the body is held can communicate many different messages. An open body that takes up a lot of space can indicate comfort and domination, whilst a closed-in body that makes itself small can signal inferiority. Copying of the other person's body shows agreement, trust and liking.

Gestures--- Gesture is communicating through the movement of body and arms.

Facial signals

When we communicate with others, we look mostly at their face. This is not a coincidence as many signals are sent with the 90 -odd muscles in the face. The way the head tilts also changes the message.

Watch the whole body, and especially gestures, as well as all parts of the face. When you are talking, don't get caught up in your own speech to the extent that you miss the subtle and constant feedback you are getting.

Haptics

Haptic communication is a form of nonverbal communication and the way by which people and animals communicate via touching. Touch is the most effective means to communicate feelings and emotions

proxemics is the study of space and how we use it, how it makes us feel more or less comfortable, and how we arrange objects and ourselves in relation to space. The term was coined by the anthropologist Edward Hall.

Oculesics a subcategory of kinesics, is the study of eye movement, eye behavior, gaze, and eyerelated nonverbal communication. The specific definition varies depending on whether it applies to the fields of medicine or social science.

Eyes are perhaps the most expressive feature of human body. Eyes tell more than words could ever say.



"Oculesics" is the study of eye movement, eye behavior, eye related nonverbal communication, including eye contact, blinks, widening the eyes, raise the eyebrows and public dilation. Eye contact known as osulesics is an important part of communication. It is a technical term of eye contact.

1. Eye contact can signal that
2. You are paying attention.
3. You respect the person you are speaking with.
4. As well as variety of different emotions.

Cross Cultural Communication

Cross cultural communication thus refers to the communication between people who have differences in any one of the following: styles of working, age, nationality, ethnicity, race, gender, sexual orientation, etc. Cross cultural communication can also refer to the attempts that are made to exchange, negotiate and mediate cultural differences by means of language, gestures and body language. It is how people belonging to different cultures communicate with each other.

Each individual can practice culture at varying levels. There is the culture of the community he grows up in, there is work culture at his work place and other cultures

to which one becomes an active participant or slowly withdraws from. An individual is constantly confronted with the clash between his original culture and the majority culture that he is exposed to daily. Cultural clashes occur as a result of individuals believing their culture is better than others.

Introduction

Culture is a way of thinking and living whereby one picks up a set of attitudes, values, norms and beliefs that are taught and reinforced by other members in the group. This set of basic assumptions and solutions to the problems of the world is a shared system that is passed on from generation to generation to ensure survival. A culture consists of unwritten and written principles and laws that guide how an individual interacts with the outside world. Members of a culture can be identified by the fact that they share some similarity. They may be united by religion, by geography, by race or ethnicity.

Our cultural understanding of the world and everything in it ultimately affects our style of communication as we start picking up ways of one's culture at around the same time we start learning to communicate. Culture influences the words we speak and our behavior.



What Is Visual Communication?

Visual communication is one of the most important ways that people communicate and share information. **Visual communication** is the transmission of information and ideas using symbols and imagery. It is one of three main types of communication,

along with verbal communication (speaking) and non-verbal communication (tone, body language, etc.). Visual communication is believed to be the type that people rely on most, and it includes signs, graphic designs, films, typography, and countless other examples.

Any image that is used to communicate an idea, whether it's a sign, poster, drawing, photograph, or television advertisement, can Advantages & Disadvantages of Visual Communication.

Visual communication involves the use of visual elements, such as drawings, illustrations and electronic images, to convey ideas and information to an audience. During presentations, business managers that properly use visual aids to communicate information will have greater success in maintaining the attention of their staff, and staff is more likely to remember the information. A potential downside of visual communication involves the use of poorly designed visual aids that are difficult to understand or see. If irrelevant information is presented, images can also be distracting and impede the understanding of concepts they should be trying to clarify.



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THANK YOU