

# B. Com Sem II (MIC-2)

## Subject - Advertising Management

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### Process of Communication

The communication process is the exchange of information between a sender and a receiver, it may be called as mutual transaction of feelings, expression of ideas and the way to present oneself in right earnest. Communication is an indivisible part of business as well as our life.

#### Definitions of Communication

According to Louise A. Allen, "Communication is the sum of all things that one person does what he wants to create understanding in the mind of others. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding."

According to Keith Davis, "Communication is the process of passing information and understanding from one person to another."

According to Edwin Brown Filippo, "Communication is the act of

Inducing these to interpret an idea in the manner intended by the speaker or writer."

On the basis of above definitions, the characteristics of communication are as follows -

1. Communication can be written, verbal or non-verbal,
2. It is an exchange of facts, ideas, opinions or emotions between two or more persons,
3. The purpose of communication is to convey information to the concerned person.
4. Communication is more important than information,
5. Communication the desired information to the concerned <sup>employees or</sup> people <sup>is</sup> essential for their personality development and better understanding of their jobs
6. The primary aim of communication is to enhance mutual understanding and reciprocal confidence.
7. Communication is a continuous phenomenon,