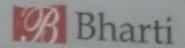


ENRICHING CORPORATE COMMUNICATION USING TECHNOLOGY

Edited by Dr. Sanjeev Bansal Dr. Smrita Sinha Dr. Anita Venaik



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First Published, 2020

ISBN: 978-93-89657-87-6

Printed in India Published by:

Bharti Publications

4819/24, 3rd Floor, Mathur Lane Ansari Road, Darya Ganj, New Delhi-110002 Phone: 011-23247537, Mobile: +91-989-989-7381

E-mail: bhartipublications@gmail.com

info@bharatipublications.com

Website: www.bhartipublications.com

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Nature and Process of Effective Communication

Dr. Arpita Kaul*

Assistant Professor, Sri Venkateswara College (University of Delhi),
 Delhi.

Abstract

This chapter discusses all the important aspects of communication. It begins with the definition and meaning of communication. Then the characteristics and importance of effective communication is explained. This chapter also focusses on Golden rules of effective communication, types of communication and barriers to effective communication. The aim of this chapter is to ensure that whoever reads this chapter can learn the basics of effective communication and practice effective communication after reading this chapter.

Introduction

A son says to his mother, "Morn, I want a bike."

A boss says to the subordinate, "I want this work done by 5 p.m. in the evening."

A maid tells the boss, "I will be on leave tomorrow."

A colleague writes a mail to his colleague asking for certain information regarding a project.

A college Principal send a letter of shortage of attendance to parents of students.

These are all examples of communication. The first three examples are examples of verbal communication and last two examples are examples of written communication.