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B.A Undergraduate
Sem III ~~AEC~~ AEC.

Introduction to Communication.

The term communication is derived from the Latin word 'communicare' which refers to sharing, contributing, informing, popularising and spreading. Communication can be expressed as a process in which individuals (two or more) share their views, suggestions, evidences, thoughts and feelings.

Communication is a process which includes the sharing of information and mutual understanding among the individuals at the same or different levels. Management of an organisation uses communication in assigning and controlling the employees work. Communication offers help to the workers in achieving their individual goals by making them aware of the of internal as well as external goals which is beneficial for the organisation. It motivates and co-relates the individuals and group performances with a view to attain organisation objectives.

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