Sciences of Communication

**1. Definition of communication**

Communication is an important field of study. As a matter of fact, researchers give the term communication different definitions according to the field they want to relate it to

* It is on exchange of information from one communicator to another. "ft is the art and The process of creating and shoring ides". fn other to be on effective communicator, one should depend on q number of skills according to the situation, the information one wants to send, and the receiver of the information, Communication is inevitable to perform doily activities and continue living.
* It is on exchange of information as well. ft con toke place between two ports (the speaker and The hearer) or more (speakers and hearers), or just one port

 Communicating with oneself, both sends and receives the message of the sometime. These are the participants of the communication process. Communication is much broader includes other types thon speaking.

**'2- The importance of communication**

Many studies concluded that both oral and written communication is very crucial in

realizing workplace proficiency. Among these studies one of the University of

Pittsburgh by the Katz Business School. They consider communication skills

important to select managers. (l'^DT Training et al,, ibid: 10). It might be an obstacle

in developing proficiency and personality if managers do not master communication

skills.

**3. Communication studies**

* Communication studies deals with processes of human communication, commonly defined as the shoring of symbol' to test meaning. The discipline encompasses range of topics, from face-to-f ace conversation to moss media outlets such as television broadcasting.
* Communication studies also examine how messages are interpreted Through the

political, cultural, economic, and social dimensions of their contexts. Communication

is institutionalized under many different names at different universities, including

"Communication", "communication studies», «speech communication", "rhetorical

Studies", "communication sciences", "media studies", "communication orts", "mass communication", "media ecology," and "communication and media science."

* Communication studies integrate aspects of both social sciences and the humanities. As a social science, the discipline e often overlaps with sociology, psychology, anthropology' biology, political science, economics, and public policy, among others. From humanities perspective, communication is concerned with rhetoric and persuasion (Traditional graduate programs in communication studies trace their history to the rhetoricians of ancient Greece The field applies to outside disciplines as well, including engineering, architecture mathematics and information science

**4- Types of communication**

Communication has different types which do not belong to the same category. People communicate using different ways according to different factors. These factors con be their personality and abilities such as in verbal and non- verbal communication in the sense that they are those who have the ability to speak, so they use gestures to convey message and other do not like to speaker but they like to use written communication instead. However, other factors can be the mental state; the communicator can

Communicate consciously with the presence of all the mental capacities or by no conscious communication if not. Some situation conditions con determine the appropriate type of communication. If there is just one communicator thinking about

Something, he/she use -one ‘way communication. In contrast if there are two porfs interacting with each other, they need to use two- Way communication.

**Verbal communication:** This type belongs 1o fact- to- face communication. It means to communicate using either spoken written words to convey our messages'

**Non-verbal communication:** non-verbal communication belongs also to face- to face commutation. ft means one can convey the messages through other ways

rather thon words or in addition to them. In mdt training & ventus publishing APS

(2010), it includes tone of voice and body language.

**Conscious communication:** Human mind is characterized by its consciousness and

williom Jomes. Psychologist once o philosopher, says in his courses ' The varieties

Of Religious Experience' published in 1902: «we are thinking beings and we cannot

exclude the intellect in participating in any of our functions" (Microsoft Escort,

2009),

**Non-conscious communication:** ft is mostly believed that things ore learned just consciously. However, according to Norman& Revel, thing con 6e learned non consciously. it means that without intention and attention.

**One-way communication:** From its name, one con soy that there is just one port involved in the communication process. One- way communication con be between person and himself while thinking'

**Tow-way communications:** fro this system of communication, there ore from two sides or more involved in the communication process.

**5. The communication process**

There are a number of stages in the communication process. Each stage presents different suggestions to effective communication.

Source the source in communication is the communicator who sends the information.

**Message**: The message is the ides one wants to convey. If the message is missing,

There is no communication to take place.

**Encoding**: it is the process of forming messages into o format that is comprehensive so the receiver of the messages con understands them.

**Channel:** The method the sender uses to communicate his/her information is called channel.

**Decoding:** Decoding is the process of receiving the information sent by the source,

**Receiver**: the receiver is the person to which the message is sent; he/ she can be listener or a reader.

**Feedback:** Channel has q crucial role in communication. it enables to know how much communication is effective. Feedback is what the speaker can notice whether or not the message is understood.

**Context:** Context is all the features involved in communication including information about the source and the receiver concerning culture, social state, and other environmental features.