

Meaning and process of communication.

The term communication stems from the Latin word “Communis”, meaning common. According to Rogers and Shoemaker (1971), “Communication is the process by which messages are transferred from a source to receiver.

Leagans (1961) defined communication as the process by which two or more people exchange ideas, feelings or impression in ways that each gains a common understanding of the meaning, intent and use of message.

Basic functions of Communication

Communication has four (4) basic functions-

1. Information function:

The basic requirement of adapting and adjusting oneself to the environment is information. There must be some information about what is going on in the environment which concerns the people. The getting or giving information underlies all communication functions, either directly or indirectly.

2. Command or instructive function:

Those who are hierarchically superior, in the family, society or organization, often intimate communication either for the purpose of informing their subordinates or for the purpose of telling them, what to do, how to do, when to do etc. The command and instructive functions of communication are more observable in formal organization than informal organization.

3. Influence or persuasive function:

According to Berlo (1960), the sole purpose of communication is to influence people. Persuasive function of communication i.e. to induce people is extremely important for extension in changing their behavior in the desirable direction.

4. Integrative function:

A major function of communication is integration or of continuously offsetting any disintegration at the interpersonal or the organizational level. This helps to maintain individual, societal or organizational stability and identity.

Communication process:

Sender/Communicator:

Sender or communicator is one who starts the process of communication. In the context of agriculture, fisheries and rural development, extension agent is the communicator.

Message:

Information which is relevant to a particular set of audiences constitutes the message. A good message should clearly state what to do, how to do, when to do, and what would be the result.

Channel:

Channel of communication constitutes the medium through which information flows from a sender to one or more receivers. Face to face, word of mouth is the simplest and yet one of the most widely used effective means of communication, particularly for the developing countries.

Audience/ receiver:

The audience or receiver of message is the target of communication function. An audience may consist of a single person or a number of persons. It may comprise men, women, and youth.

