

WEEK ONE: OFFICE PRACTICE

CLASS: SS1

COMMUNICATION

Communication is the process by which thought messages, facts, and information are transferred from one person to another in an organization. "It is the act of giving and receiving message from one person to another or from one organization to another," using a language code jointly understood by all the parties involved in the communication process with a view to achieve a desired feedback. It is a mean by which people are linked together in an organization to achieve set goals and objectives.

COMMUNICATION PROCESS

Channel of communication are elements that helps to link the source and the receiver of the message, it's the part through which information flows in an organization. They include;

- Sources/ Sender: where the information or ideas originated from
- Receiver: destination of the information that is sent
- Feedback: as a response to the message sent.

IMPORTANCE

1. Facilitates the dissemination of information within the organization.
2. Enhances and facilitates international transactions.
3. Enhances the distribution of goods and services among clients.
4. Enables customers to receive their consignment at their doorstep.
5. Facilitates quick and safe delivery of important document.

FORMS OF COMMUNICATION

1. **WRITTEN COMMUNICATION:** a communication in written form is the application of a group of symbol (alphabets) of the language chosen to convey the message to the receiver. It provides permanent records as information are documented.

ADVANTAGES

- Provides permanent records.
- It's a reliable source of information.
- Provides recorded precedents that can be used in the law court.

DISADVANTAGES

- It can be expensive to produce written messages.
- It takes time to prepare.

ORAL COMMUNICATION: it occurs when people communicate in spoken language, face-to-face or over an electronic medium.

ADVANTAGES

- It's very fast.
- Provides immediate feedback.
- Easier to maintain in secrecy

DISADVANTAGES

- It consumes time.
- It can be distorted or misunderstood.

NON-VERBAL COMMUNICATION: a method which employs the use of symbols, facial expressions, pictures and gesticulations of traffic signs.

ADVANTAGES

- Saves time.
- Solves the problem of logistics
- Makes verbal communication more effective.

VISUAL COMMUNICATION: involves use of visual aids, it is conveyance of ideas in form of maps, photography, signs, charts, videos, drawing, etc. it is used to convey ideas and information to an audience.

TRADITIONAL MEANS OF COMMUNICATION

They are ancient methods of communication used in the olden days and presently in the rural areas, a way of conveying messages in local communities. They are;

- mental gong
- trumpets
- setting bushes on fire
- talking drums
- town criers
- palm fronds
- blast of gun

MODERN MEANS OF COMMUNICATION

They are the present means of conveying information or messages. They are;

- television
- radio
- electronic communication: is the process of receiving information through the use of telex, mails, www, electronic fund transfer, bulletin board, etc.

ADVANTAGES

1. It covers vast geographical areas.
2. Feedback mechanism is immediate.
3. Communication is very fast.
4. Large number of people are connected.
5. Global information can be obtained.

DISADVANTAGES

1. It is an expensive medium.
2. Has limited access in rural areas.
3. There is no secrecy in keeping information.

