

## **Communication**

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### **Concept**

- The word is derived from Lt “Communis” means common
- It is a process by which two or more people exchange ideas, facts, feelings in a way that contains common understanding of the meaning intended to and use of the message
- It may be of two types- verbal and non-verbal

### **Elements**

- At earlier stage scholars identified a total of six elements as (1) communicator, (2) message, (3) channel, (4) treatment of the message, (5) audience and (6) receiver
- Later on SMCR model is proposed: Source-Message-Channel-Receiver

### **Qualifications of the source (Communicator)**

- A. He knows :
  - His objectives
  - His audience
  - His message
  - His channel available
  - His professional ability and limitation
- B. He is interested in :
  - His audience and their welfare
  - His message and how it can help
  - His communication channel
- C. He prepares:
  - Communication plan
  - Materials and equipment
- D. He has skill in:
  - Selecting message
  - Treating message
  - Expressing message
  - Selection and use of channel
  - Understanding the audience

## **Message**

- Information that communicator wants to convey the audience to receive, understand, accept and act upon
- Features of a good message includes:
  1. It should be in the line of the objectives
  2. It should be clear
  3. It should be specific
  4. It should be simple
  5. It should be accurate and
  6. It should be timely delivered

## **Channel (Important considerations to use)**

- Failure of the channel to reach the audience
- Handling of the channel with skill
- Kinds of channels
- To many arrangement in a channel series

## **Receiver**

- Primarily classified into two categories:
  1. Intended and
  2. Non-intended
- Intended group may be classified into major three categories:
  1. Listen/attend who act
  2. Listen/attend who does not act
  3. No listen/attend