

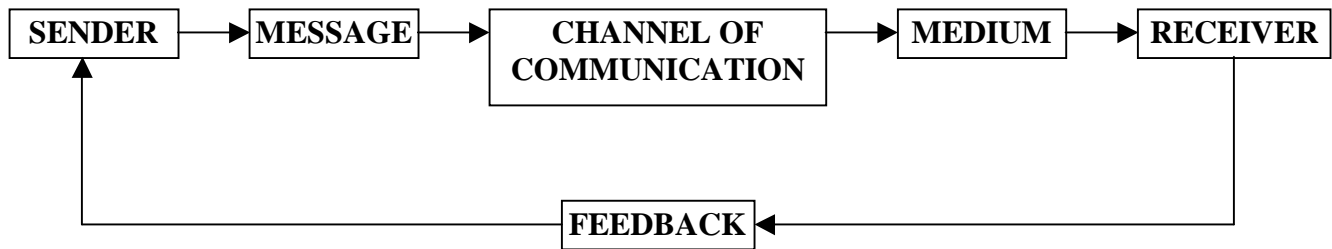
## COMMUNICATION

Communication is all about the

- sending and receiving of information between individuals
- sharing information with each other so that people can effectively carry out their jobs

Effective communication is essential to the success of any business organisation:

### THE PROCESS OF COMMUNICATION



There are SIX elements that are common to all messages.

- Sender
- Message
- Channel of communication
- Medium
- Receiver
- Feedback