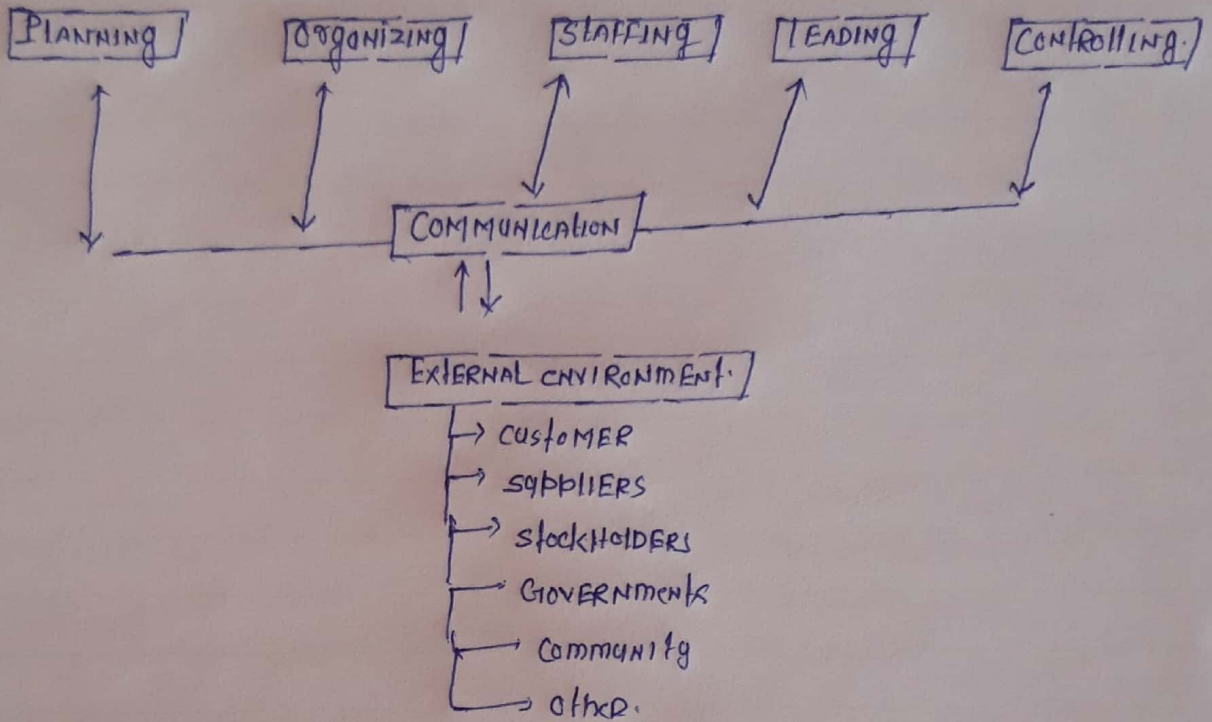


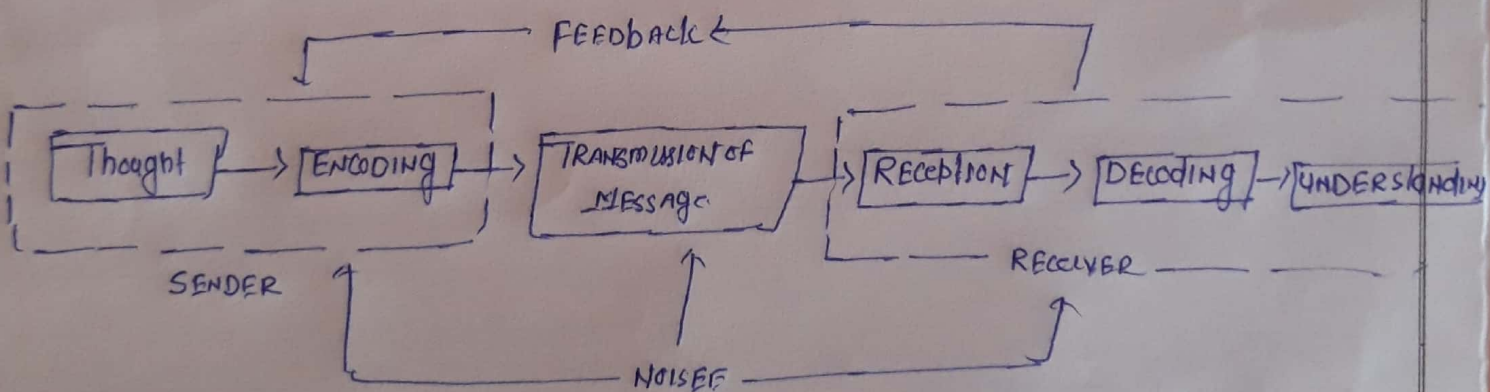
# \* COMMUNICATION \*

⇒ Communication is the transfer of information from a sender to a receiver, with the information being understood by the receiver.

\* ⇒ The Purpose and Function of Communication →



\* ⇒ THE COMMUNICATION PROCESS:



⇒ SENDER — Communication begins with the sender who has thought or an Idea.

⇒ Use of channel to transmit the message.

⇒ The receiver has to be ready for the reception of the message.