

competence credibility than ~~para~~ para Veterinarians

(F) Safety credibility → It is the degree to which a communication source or channel is perceived as trust worthy. E.g. Veterinary doctors unless otherwise popular in an area will have lesser safety credibility than Paraveterinarians or local leaders. So, the efforts of the doctors should be such that, besides competence credibility safety credibility is also developed.

(F) Distortion → It is the information of the meaning of a message by changing its content.

(G) Omission → It is the deletion of all or part of a message

(H) Redundancy → It is the repeating of a message in different forms, over channels or over time Ex: written message

(I) Verification → It is ensuring the accuracy of a previous message.

(J) Noise → It is ~~Assuring~~ the disturbance created during communication.

(K) Empathy → It is the ability of an individual to project into the role of another. More the empathy homophily will be increased and thus it facilitates effective communication.

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three Phases i.e. expression, interpretation and response.

- ③ Communication takes place within participants
- ④ Communication takes place at many levels
- ⑤ Communication takes place at various forms one
- ⑥ Communication situations to another.

## ⇒ Factors affecting Good/Effective Communication

Researchers in the field of Psychology have highlighted some factors that affect good Communication. Some of them are as follows:

- ① Homophily → Degree to which two or more individuals are similar to each other in certain characters or factors. Ex: Education, Age, Income.
- ② Heterophily → Degree to which two or more individuals are different from each other in certain characters or factors. This may create obstacle in the way of communication.
- ③ Credibility → It refers to the perceived trustworthiness and expertise accorded to a source by its audience at any given time.

Priorities

- ④ Competence Credibility → It is the degree to which a communication source or channel is perceived as knowledgeable and expert. Eg: Veterinary doctors are having

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# Communication: Definition & Nature

Leagans defined Communication as a process by which two or more people exchange ideas, facts, feelings or impression in such way that each gains a common understanding of the meaning and use of messages.

According to Rogers, 1983 Communication is the process by which the message is transmitted from the source to the receiver.

According to Brooker, 1949 Communication is anything that conveys meaning, that carries a message from one person to another.

According to Thayer, 1968 Communication is a mutual interchange of ideas by any effective means.

## Nature of Communication

- ① Communication is a process: dynamic, ongoing, everchanging and continuous.
- ② Communication employs many means: at many levels, for many reasons, with many people, in many ways.
- ③ Communication involves interdependence: Interdependence may be defined as the reciprocal and mutual dependence. Communication is a two way process involving stimulus and response.
- ④ Communication process comprises a number of distinguishable parts: In its simplest form, it involves

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