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1. COMMUNICATION.

Communication is the lifeblood of society. There can be no social process without communication. As food and water are very important to man's survival so is communication. Oblate (1989) defines communication as a process that involves the transmission of a message from a sender to a receiver. Rogers (1983) said communication is the process by which the message is transmitted from the source to the receiver. Communication is very important; it is key to understanding between people. Throughout the years, communication has evolved drastically. Communicators should follow the 7 C's in any communication process and they are Completeness, Conciseness, Consideration, Clarity, Concreteness, Courtesy, and Correctness.

Communication can be studied as a subject. The communication process involves elements like sender, receiver, channel, message, and feedback. There are two types of communication, verbal and nonverbal communication. We are using language for communication and it is called verbal communication. If we are communicating without words, it is called nonverbal communication. Verbal communication has two components, such as oral communication and written communication. Nonverbal communication includes body language, gesture, time and space, clothes, physical appearance, gesture, facial expression, eye contact, and all other possible ways of communicating without the use of a language.

It is not possible to say exactly when or how communication began, but it is possible that communication began from the day man began to think. Depending on the number of people involved in the communication it can be divided into several categories such as intrapersonal communication, interpersonal communication, group communication, and mass communication.

Although the communication process begins with the exchange of information and ideas, with the development of society and various purposes of communication can be seen. And that includes providing information, providing education, motivation, and socialization. Communication is very important for all being such as animals and humans.

A.M. DINESHA SUBODHANI 2018/CS/38

2. LET'S IDENTIFY COMMUNICATION.

Man is a creature who loves collective habitat. Without collectiveness, man has no existence. Collective existence requires many factors such as consensus, understanding, and so on. How do these factors work between two or more people? How does understanding take place? How do agreements come about? How are conventions built? How can all this be developed, modified, and maintained? The simple answer we get to the above question is that there should be some communication between each other.

When a thought is expressed from one person to another both become bearers of that thought. Or it is negated or further enhanced in the presentation of the other's ideas. The two then become owners of common thought. All the agreements, bonds, convections, and understanding that exist in a society are the result of the above process. What we all communicate is the process of exchanging ideas. The result of that process is that one person's ideas become the common ideas of another or many others. The word used in English for communication is based on the above meaning. Common means "Common". Latin "Munis" means one who does something. Accordingly, it is clear that the term communication was coined to mean the process of making ideas common.

We can understand the fate of society when any communication process is functioning in society. Likewise, it would be good to think a little about what modern society would be like if human society existed without communication from the beginning to the present day. Although the task of communication has grown to the point where it can now be identified as a more complex and organized task, it is clear that its origins go far beyond human society.

In the early days, especially before the adoption of the language, human beings may have adapted different forms to express or share their ideas and feelings with each other. For example, paintings, sculptures, pigeons, fire, drums, etc have been used for human communication. One of the most crucial milestones in human communication is the ability of human beings to use a language. A language is a set of common phonemes used to communicate ideas and feelings. Since then, human development and evolution have accelerated as they have evolved into written symbols.

Today communication has become such a complex and extensive and intricate process that its boundaries cannot be clearly defined. They still represent the old traditional communication

practices as well as the communication practices that emerged with the advancement of modern technology. Communication is inextricably linked with all human behavior and activity.

According to Albert Martinez De Velasco and Abraham Noshik, “Communication can be defined as a process by means of which a person is in contact with another through a message and expects the latter of a response, be an opinion, activity or behavior.” In other words, communication is a way to establish contact with others through ideas, facts, thoughts, and behaviors, looking for a reaction to the statement that has been sent. According to both Mexican authors, the intention of the issuer is to modify or reinforce the behavior of the person receiving the communication. That is, the act of communicating is carried out to receive something in return.

In the early days, communication was used to meet person-centered needs. Ancient man used communication to interact with himself and his surroundings. They are primarily meant to satisfy basic human needs. Food, security, and sex may be at the root of them. The need to know and to express oneself can be identified as the stimulus behind all communication processes here. Humans move forward in a more organized society using communication as a key component of the social group. Thus communication today has become a pervasive process throughout society, contributing to the most complex and planned transformation within the individual uniting, organizing, directing, motivating, and transforming the lifestyles of all human beings around the world.

I.A. KURUPPU 2018/CS/16

3. COMMUNICATION AS A PROCESS.

The word “communication” is derived from the Latin word communism which means common because commonness of understanding is an essential component of all kinds of communications. The simple idea of communication is exchanging information. Communication is very important for all beings. Animals and humans use their own separate languages to communicate with one another because no one can survive without communicating.

Communication includes everything; thinking, touching, listening, seeing, speaking, writing, and so forth all ways of expressing thoughts. So we can say communication is a fundamental human activity and it is the core of human existence. If communication fails everything related to communication will fail. We communicate for a variety of purposes. We use communication to share information, knowledge, feelings, and experiences, ask questions, express wants and needs, and develop social relationships.

When we talk about the communication process, there are eight basic elements of communication. They are the source, message, encoding, channel, receiver, decoding, and feedback. Communication is a two-way process. So it involves a sender and a receiver. The sender and the receiver may be a group or an individual. All communication carries a message. Message can be in the form of information, a directive, an inquiry, a feeling, an opinion, an idea, or in any other form. There are multiple communication channels available to us today. Channel is the means by which a message is communicated. These include face-to-face conversations, telephone calls, text messages, email, internet (including social media) radio, TV, written letters, and reports.

There are two basic types of communication, verbal communication, and nonverbal communication. Verbal communication means communicating with words whether written or spoken. It begins and ends with words. Verbal communication can be divided into two types oral communication and written communication. Speaking the language is oral communication and writing the language is written communication. Nonverbal communication is exchanging information without using words. It happens through signs, symbols, colors, gestures, body language, facial expressions, and other possible ways of communicating without using language.

Communication barriers are also an important point that we should discuss under communication. These barriers can have a significant impact on people's personal and professional lives. Physical and physiological barriers, lack of eye contact, talking too much, not being prepared, and lack of credibility are some of the communication barriers. We can overcome these barriers by selecting proper media, using simple language, eliminating differences in perception, giving constructive feedback, listening actively, etc.

S.S. CHAMALI SADUNIKA 2018/CS/150

4. EVOLUTION OF COMMUNICATION.

Communication is not something that originated today or yesterday. Communication starts from the day a person is born. We use the medium of crying to express hunger, thirst, and sleep as a child. We constantly observe the communication patterns of those around us and begin to speak in their mother tongue. To reach the next level of oral communication, we start writing in our own language and then communicate in other languages. It is noteworthy that all living and non-living things somehow communicate. So the truth is that nothing can take place without communication.

Early people used smoke, pigeons, drums, cloth, and pictures to communicate. The invention of paper and the invention of the printing press by Gutenberg were milestones in the development of communication. Following the Industrial Revolution of the last half of the 18th century, the field of communication underwent a new evolution. Nowadays we communicate in various formats such as phone, television, radio, internet email, computer WhatsApp, Viber, IMO, Facebook, and many other. If we are able to communicate immediately, it is because of the growth of communication technology. However, nowadays data theft, fraud, and robbery incidents are also caused by the development of such communication.

Communication is not only instantaneous; it also needs to be done securely. But it is a matter of concern that the secrets that should be protected in communication are being stolen and used for advertisements due to the impact of modern technology that has developed so drastically. In addition to sharing information on social networking sites including Facebook and WhatsApp, we also upload our personal details. Apart from these, it is advisable to use social networking sites only for formal communication.

Better communication development can be achieved by getting rid of the small problems that arise through communication. The development of the communication sector is playing a significant role in the current educational activities. The corona impact, which is affecting the world, has forced everyone to live in a narrow circle. In this situation, the development of the communication industry helps to carry out educational activities in a safe environment. Communication development also helps to start a business from home. Due to the current development in communication, it is possible to know the events taking place at the international level instantly through mobile phones.

Communication also helps to develop a personality. It is possible for an individual to develop his/her communication skills and receive feedback directly from the audience as he/she speaks on a platform. That feedback will help to further strengthen the personality of that individual. For example, Hitler is one of the most eloquent figures in history today. The mode of communication found with him has made him a part of history to this day, even though he was a dictator. We have to live as a good human being by following proper communication in line with the fact that no activity can be carried out without communication.

B. NIVETHA 2018/CS/05

5. THE NATURE OF COMMUNICATION.

Communication is the process of exchanging information, feelings, needs, knowledge, and ideas between two persons or two groups or one person and group. Communication is a fundamental human activity. We can use words, art, letters, images, videos, objects, colors, news, body language, sounds, and symbols for communicating with others.

There are two types of communication, they are verbal communication and nonverbal communication. Verbal communication uses words for communicating with others and nonverbal communication uses a symbol system for communication. Verbal communication has two parts, they are, oral communication and written communication. Oral communication uses spoken words and face-to-face conversation, television, and telephone conversation are examples of oral communication. Written signs or symbols are used to communicate in written communication and letters, emails, and reports are examples of written communication.

There are advantages of verbal communication and they are, quick feedback, saving time and money, flexibility and effectiveness, the legality of the content, and effective persuasion. Language barriers, leak of secret information, no correction, inconvenience of a long message, distortion, and no rectification are some of the disadvantages of verbal communication.

Nonverbal communication uses cues for communicating with others. Body language, gestures, clothes, touch, voice, space, eye movement, facial expressions, and physical appearance are examples of nonverbal communication. The advantages of nonverbal communication include that it helps to save time, make a conversation short and brief, helps to communicate with deaf people, and helps to communicate secrets. Disadvantages of nonverbal communication includes, we cannot have a long conversation, and difficult to discuss the particulars of the message, and cannot create an impression on people's listeners. Communication plays multiple roles in our lives to share our knowledge, exchange our information, to share our heritage and there are many uses in communication. Usually, human uses 35% of verbal communication, and 65% uses nonverbal communication in their life for communicating with others.

L.H.A.B.M. DHARMARATHNA 2018/CS/79

6. COMMUNICATION AND ITS FUNCTIONS.

Communication is passing the information, ideas, and feelings from one place to another place. Communication is a dynamic process and it is essential to human life. Communication process is complex. Ancient people also used communication methods to share their messages with others. Early communication was not a developed one however, the ancient people communicated their messages effectively with others using the traditional methods.

The ancient cave paintings display that ancient people communicated with gestures, sounds, and symbols. The communication methods that they used during their time included shouting, smoke, drawings, fire, clapping, hanging leaves, and raising hands. Communication has molded the society. In the past there were traditional society, however, with the development of communication, society has expanded to the modern society in which communication has become as an essential one for all our day to day activities. Communication is not only associated with humans but also with animals. Animals communicate their emotions. For examples, there is a difference between a dog's howl when it is hungry and whe there is a stranger. Animal communication is no more developed than human communication.

Communication is both one way and two-way process. Communication has various elements, they are, sender, channel, receiver, message, feedback and effects. Today the communication takes place through electronic media. Sometimes we use media to communicate message. For examples; television, radio, newspapers and social media.

The modern communication has three types, they are; electronic media, print media and social media. The examples for electronic media includes, Television, radio and telephone, print media includes newspaper, magazines, handbills and advertisement and social media includes Facebook, WhatsApp and Viber.

We are communicating verbally and nonverbally. Nonverbal communication is much more powerful than verbal communication. Many of people use nonverbal communication cues with the verbal communication. Examples for nonverbal communication; facial expressions, gestures/ postures, space/ time, body moment/ hand moment, color, clothes and silence. Communication takes place with oneself and it is called as intrapersonal communication. Then the communication takes place between two or more individuals and that is called as

interpersonal communication. Further, communication also takes place among and between group members.

The problematic part of the communication process is “sending messages are not always equal to receiving messages.” There are different types of barriers to communication. They are; physical barriers, cultural barriers, organizational barriers, language barriers and listening barriers. we do communication by sharing ideas, sharing information, sharing feelings, making friends, social connection, speaks to others and educate others through communication.

BHAGYA PRABHASHWARI KUMARAWADU 2018/CS/61

7. COMMUNICATION IS INDISPENSABLE.

How many days can you go without food? How long can you be without air? You then answer as few days as few minutes. But there can be not a single second without communication. That is the reason why communication became as one of the most important factors which determine human existence. Communication is the exchange of ideas and information. Communication is a process because it takes place continuously. A communication process must consist of three main components. They are, the sender, the message and the receiver. The sender is the one who creates the message. The receiver is the one who receive that message. The receiver receives the message generated by the sender in the communication process. The communication process can be one –way or two-way. One-way communication process is one in which the recipient does not respond to message send by the sender. The two-way communication is when the receiver sends back the feedback to a message sent by the sender. The exchange of roles between the receiver and the sender is an important step in this process.

When we engage in the communication process, it is often possible to make the communication process a success by focusing on the two-way communication process. Communication takes place while a person is still in the womb and is a common process that lasts until the death. The development of interpersonal relationship plays a major role in communication, and in addition to that, education, sports, politics, social entertainment and many other great roles have been played by the general human community through communication. Communication takes place within one person. Communication also takes place between small groups and even in the countless millions of people.

Communication is not just inherited to humans. It also occurs among animals. It's called "animal communication" but it's not so clear to humans. Animals communicate through sounds, coolers, sounds, and body parts. However, animal communication is not as complex as human communication. As human improve their skills their communication process improves day by day.

Human communication is divided into two main parts according to the way in which it takes place. That is verbal communication and nonverbal communication. If we use language to communicate we call that particular method as verbal communication. There are two ways of verbal communication. If we speak the language, we call that particular communication as

“oral communication”. Teaching, gossip, public speech, mobile conversations are some examples for verbal communication. If we write the language, we call that as “written communication”. Letters, E-mails, books are some examples for it. We are using words as a medium to convey our ideas and opinions to others. Verbal communication also begins and ends with words.

Nonverbal communication is the exchange of ideas and information that takes place without the use of words. Nonverbal communication is used for our daily communication activities. This communication process takes place through images, sounds, gestures, colors, signals, body postures, distance between people and many other forms. There is a statement about the human communication and that says “human use 35% of verbal communication and 65% nonverbal communication whenever they involved in communication activity”. People use nonverbal communication more than verbal communication as it is unlimited.

Communication happens knowingly or unknowingly. Man is a collection of many bonds. That is why way man can never live alone. Therefore, communication does a great service to human beings. Communication have the potential to improve good interpersonal relationships.

J.D.C.M. JAYAMANAGALA 2018/CS/78

8. THE GROWTH OF COMMUNICATION.

Communication means exchanging ideas, facts, opinions, or emotions between two or more people. Communication is a process as it is a combination of several activities. Communication process has been developed gradually from traditional society to modern society. Therefore we can categorize communication as traditional communication and modern communication. Whatever the methods used by the ancient people to communicate their messages in the past were identified as traditional communication. Fire, birds, drawings, writing on rocks are those traditional methods. As well as newspapers, radio, television, social media platforms like, YouTube, Whatsapp, IMO are the modern methods of communication used by the modern people.

The development of the communication process from traditional society to modern society made communication pervasive. Communication can take place between two people and it is called as interpersonal communication. Telephone conversation between a teacher and a student is an example for that. And also, communication process happens between more than two people. It is called as group communication. Press conference, group presentations, business meetings are examples for group communication methods. People also communicate with each other verbally and nonverbally. Verbally means, communicating by using words. Nonverbally means, communicating without using words like gestures, postures, symbols, colours, body language and other forms except the words.

According to the nature of the receiver's feedback, communication will be an effective or ineffective one. Informing, persuasion, entertainment are the main three functions of the communication process. With those functions, communication plays the main role in our lives. We have various needs like, hunger, presenting ideas about something, thirsty etc. So we have to use communication for fulfilling those needs. Therefore communication is related to our lives. If communication fails, everything related to communication will fail. Communication is the core of human relationship. Therefore, communication is a major theme to be discussed.

P.G. CHAMODYA MADUHANSI 2018/CS/06

9. COMMUNICATION AND THE INFORMATION TECHNOLOGY.

An examination of the world's communication processes reveals that communication is the result of a long term evolution. Man has been using communication since birth. The concept of communication is the process of exchanging ideas and information with another person or group. Today this communication has become a much more innovative, transcendent, globalized communication process, rather than a process of exchanging information from one party to another.

Communication requires the participation of two entities. That is, it communicated by one entity and embraced by another entity. In this way, when an information is exchanged with another party, it can be done using words as well as without the use of words. The senses of mouth, eyes, ears, nose and skin all contribute to the communication of sound, smiles, touch, smell, hearing and sight. This is also known as nonverbal communication.

Communication can be said to have evolved gradually over the ages. Man exchanged ideas and information even in ancient times, when the environment was not as advanced as the modern world.

Ancient man lived in forests. As small communities, they established their settlements in association with caves. In that too they exchanged ideas and information with each other. They exchanged information using voice signals as well as various signals and symbols associated with their settlement and forests. This can be seen from the evidence found in many parts of the world today. Further, many ancient methods of communication such as whistling, hooting, smoking, clapping, lighting fires, hanging leaves and using animals can be named as ancient forms of communication.

Nowadays, with the development of the information technology communication has become a very easy task. The communication has become an easy task with the latest technological tools such as mobile phones, computers, televisions, radio as well as print media such as newspapers and magazines. Advances in the field of communication have made it very easy to exchange ideas and information with any person around the world and it takes very little time to find out about anything happening around the world. The main reason for this is the current development of technological tools. This allows an individual to exchange information with another party at any time, any place, according to their needs. Today advances in the field

of communication have made it possible to build close relationships with human beings though they are geographically separated.

In a modern world of globalization, communication has become an easy way exchange ideas and information between parties. To this end, human beings have been able to reap the benefits in all through the use of modern technological tools. There are many advantages to saving time and labor, such as being close to human beings, being able to deliver messages easily and being fast, feedback quickness, flexible. It also identifies the consequences of misuse of communication.

Communication is a very important part of human life. It is the fundamental human activity. We can't avoid it. Communication is deeply intertwined with the human existence. It is an integral part of it. We cannot think of human life without communication. In personal life we need to communicate to deal with various concerns and problems of daily life. In professional life also it is communication that help us to build healthy relations and credibility with workers. This shows only speaking or talking is not communication. Communication can take place in many forms. Establishes effective leadership, allocating jobs and responsibilities, acts as basis of decision making can be pointed out as the importance of communication. Communication is inextricably linked with everyday life.

K.W.G. CHAMODI KAUSHALYA 2018/CS/23

10. THE POWER OF COMMUNICATION.

The tool of communication has become an essential factor for us as living beings today. According to Aristotle, man is a social animal and cannot live without communication. Communication is a two-way process because there is a communicator and a recipient of the message. Communication is the exchange of ideas, attitudes, opinions and beliefs between people. Communication is a break from the Latin word *communicare*. It's meaning is to share or make public and of course communication is interconnected.

The focus of Sri Lankan scholars on the subject of communication began in the 1960s and 1970s. With the beginning of courses at the university level the word communication became popular in Sri Lanka. Communication is also a dynamic process. That is, communication is a process that constantly varies from person to person. A society is a collection of a larger number of individuals and it is not possible to maintain a society without the exchange of information or ideas between all or a few of these. Good communication is needed to develop the relationship between people. At the same time, the connection is strengthened when the other person communicates in a way that is rewarding. But when communicating with people through unintelligible words, those relationships break down. Therefore, it can be understood that communication causes the breakdown as well. Communication is essential for the survival of a society as well as of its functioning.

The communication we all use has two main parts. They are, verbal communication and non-verbal communication. We are familiarized to the use of various forms of communication in our personal and professional life: providing clarity and direction and improve productivity, improve the working environment. The significance of communication in personal life and relationships: building trust, preventing or resolving problems, create better relationships, earns more respect, find the rich solutions. The importance of communication on civic life: transferring of communication feelings, interaction with society, for education, to entertain world and to understand the world.

However, it is advisable to use the appropriate communication platform when communicating. It can be seen that communication is being carried out on a large scale today, surpassing the communication methods used in the past. These communication patterns are more advanced today than in the limited communication systems of the past, up to the concept of universal villages or the concept of globalization. Communication is also essential for the development

of a society. The exchange of information from the people to the rulers should be done here. Communication scholars have identified communication as the lifeblood of any social organization just as blood does not travel to one part of the body its function is paralyzed, and when communication does not take place properly in any part of society, that social institution is paralyzed. Thus, it is our responsibility to use communication properly, which is an integral part of our lives.

G.C.L. GUNASINGHA 2018/CS/92

11. TYPES OF COMMUNICATION.

The process of exchanging information from one place or person to another is called as communication. There must be a sender, a message, a channel and a recipient to carry out this process. As per Wilbur Schramm, “Communication is the process of establishing the commonness or oneness of thought between a sender and a receiver.” Miller’s view of communication is, “communication means that information is passed from one place to another.”

Communication has a long history. Human in the past also involved in the communication process. Although there was no formal language, it is clear to us that ancient people communicated through nonverbal cues such as, fire, birds and rituals. Today communication has evolved to enable us to communicate with people living in social media through SMS, e-mail, blogging and voice calling.

Communication is something that we use continuously. We are constantly communicating and exchanging verbal messages and nonverbal messages. Verbal communication uses words to convey a message to another person. Verbal communication can be divided in to two parts as oral communication and written communication. Oral communication is communicating with spoken words. It’s a verbal form of communication where you communicate your thoughts, present ideas and share information. Examples of oral communication are conversation with friends, family or colleagues, presentations and speeches. Written communication conveys messages, orders and instructions in writing through letters, circulars, manuals, reports, telegrams, office memos and bulletins. It is a formal method of communication and is less flexible.

Nonverbal communication conveys a message using any other means except words. The main forms of nonverbal communication contain, gestures, physical appearance, facial expressions, time, smell, eye contact and body language. The 7c’s of communication are the list of principles for written and spoken communication to ensure that they are effective. The seven C’s of communication includes, clarity, correctness, conciseness, courtesy, concreteness, consideration and completeness

Formal communication is the receipt of information through the proper channel. The main purpose of this communication is to exchange information in a proper manner, so this is an

effective communication. But the rules and regulations are very strict. In the case of informal communication this method of communication does not follow a formal methodology. Communication with our friends or family is an example of informal communication. They are very flexible communication methods. This communication spreads rumors and information quickly.

The communication which takes place within one's self is intrapersonal communication. It involves thinking, analyzing, interpreting, assessing and feeling etc. It is to reflect individual's self with a view to clarify something. Interpersonal communication is the one to one communication between two or more people where they exchange ideas and it can be face to face communication as well. Group communication can also be referred to as one aspect of communication. Group communication is the act of sending and receiving messages to multiple members of a group. In a business environment groups often use this type of communication to exchange ideas, determine goals and to motivate other members.

H.A.U.S. HETTIARACHCHI 2018/CS/67

12. THE NEED FOR COMMUNICATION.

Communication is exchanging information between two or more people. Communication is the act of transferring information from one place or one group to another. Communication is very important for human lives and also we can say that communication is a fundamental human activity. Communication is the core of human existence and without communication human cannot move forward. Communication is definitely needed for all day today activities. Indeed, communication is related to our lives. Communication may be influenced by our emotions, culture, the medium used to communicate and even our geographical location. It is a process of sharing deals, information, views, facts and feelings among the people to reach a common understanding. Communication is essential for every person to build interpersonal relationship through a good communication.

Communication is the process by which the message is transmitted from the source to the receiver (Roger, 1983). Communication is a continuous process which mainly contains three elements. Sender, message and receiver are the three points of the process of communication. Sender generates the message, conveys it to the receiver and receiver receives the message and understand it and acts according to the message. Communication plays an important role in human lives and also in the creation of the human relationships, its preservation and development. Communication includes everything, experiencing, listening, seeing, speaking, reading, writing and many others. So in our lives we cannot maintain any relationship without communication.

Where there is no communication there is no success. Communication is anything that carries a message from one person to another. Communication is important not only for humans but also for animals. The success of the communication can be maintained through proper communication methods. Verbal communication and nonverbal communication are the major parts of communicating. Verbal communication shows the oral and written parts of communication and nonverbal communication includes all other means of conveying a message other than the use of words. There are three main parts of communication and they are to inform, to persuade and to entertain.

Human beings do not have an existence without communication. Formal, informal, intentional, unintentional like that there are so many parts of communication. Then we can contemplate communication is very important part in our life. Anyone can't live alone and we

have to connect with others. So communication is very important for us. I would like to say communication is core of human existence. Communication has been active since the beginning of human life on earth. Communication has been done in various ways since ancient times. Communication will not only fulfill our needs but also pass on our cultural and religious vision to future generation.

P.D.N. PETHIYAGODA 2018/CS/138

13. COMMUNICATION AND TECHNOLOGY.

What is communication? simply communication is the process of exchanging the information between people. Communication can take place between two people or between a group of people. Communication is unavoidable and it is considered as a fundamental human activity. It not only enables expression of basic needs and wants, but also enables interaction and participation at family, community, national and global levels. All humans, regardless of their age or capacity send and receive communicative messages.

Communication is the one which help us to create relationships between and among human beings. Communication is essential for us to engage in daily activities and to deal with different people in the society. In society we meet different types of people and we have to communicate according to our and their needs. Successful communication can sustain long lasting relationships, friendships, teacher-student relationships, business and more. The need for communication is best understood through the above explanations. Communication consists of different parts, verbal, nonverbal, oral, written, intentional, unintentional and group communication are some examples for the different types of communication. Each of these forms of communication involves the exchange of information between people.

From the evolution of the human beings the communication is with them. Communication can be categorized as, traditional Communication and modern Communication. Traditional communication denotes the ways how ancient people exchanged their information. Fire, pictures, writing in stones, animals and drums are some of the traditional methods of communication. The traditional communication process has been used very successfully by people in the past. Through communication they exchanged information and helped each other when they needed help.

Modern Communication denotes the ways how modern people exchange their information. Modern communication technology includes television, radio, newspapers, magazines, mobile phones and projectors. Modern communication methods have made it possible to exchange information very quickly. Today, communication is a subject of study for both school and university students. If we study this communication as a subject, then we will understand the person who send the message is sender and the person who receive the message is receiver and they should have some qualities when they act as a sender and receiver.

Nowadays people are depending on the media. They will get all the information from this media, especially television. But the problem is media is not providing truthful accurate information all the times. Most of the time television gives us false information. Today the communication process is hampered by advanced technology. This is because of the fact that people use technology to communicate inaccurate text messages, inappropriate photos, pornography and videos in a way that makes others uncomfortable. Never communicate in a way that harms another person. We must always learn to communicate in the right way. This society is very beautiful if every person socializes the right messages and if every person exchanges information correctly and no harm is done to any person.

A.A.D.M. WASANA 2018/CS/120

14. HISTORY OF COMMUNICATION.

Communication is an attractive word. People express all their feelings of love, respect, anger, kindness, and need through communication with others. People cannot live without communication. Humans, as well as animals also engage in communication. It's not possible to say exactly when the beginning of communication took place. But communication researchers accept that communication has evolved from mankind. The advancement of communication is one of the most important processes in the history of the evolution of mankind. The history of communication begins with the creation of language. Language is considered to be a unique ability of mankind and a responsible feature for the growth of society. This is because language can be used to transmit any type of message despite its complexity.

People have always been gathered as groups. The beginning of communication is an antecedent of the human need to live in a community. The first human groups did not have any speech system, and early humans communicated with each other using sounds. According to history, communication has evolved through several stages and they are as follows, speech culture, use of petroglyphs, pictures, and ideograms, the discovery of cuneiform writing, hieroglyph development, development of other writing systems, creation of the alphabet, creation of the postal system, first printing system, creation of the Gutenberg press, the beginning of the media and the modern technology

Communication study is a very important discipline. The core idea of communication study is to understand the role of communication in human life. Firstly, professor Wilbur Schramm started an academic discipline called communication studies in 1940s. Human is a social animal and communication is a very important element in humans' lives. Keith Davis defines communication as a process of passing information and understanding from one person to another. Aristotle's model of communication is the oldest communication model. After that many other scholars defined communication in different ways and that includes, Berlo's model of communication, Shannon and Weaver's model of communication, Osgood-Schramm's model of communication and there are many other models that were developed by the researchers in the field of communication.

We gain new knowledge, make new networks and do cultural transmission through communication. There are some elements in communication process. They are sender, message, encoding, channel, decoding, receiver, and feedback. Verbal communication, nonverbal communication, formal communication, informal communication, intentional communication, unintentional communication are some forms of communication. Communication is a process and it is a two-way process. This two-way process can occur even within the same person (intrapersonal communication) and between two or more people (interpersonal communication). People can communicate as a group (group communication) and also as a mass (mass communication).

R.M.D.M.L. RATHNAYAKA 2018/CS/12

15. MODERN COMMUNICATION.

The Oxford Dictionary of Advanced Learners defines communication as the activity or process of expressing ideas, feelings, or giving people information. Communication takes place when information is passed from a sender to a recipient using a medium. There are different channels such as visual communication, communicating with sounds, touch, smell, and writing. Communication can be in the graphic or phonetic medium. Not only do humans communicate, but most other animals do also.

Compared with the past, the communication system has been modernized in the present. When the First world war ended on December 24th 1814, a fierce war was still being fought even after 15 days despite a peace agreement. It was because the news of the peace agreement concluded in Belgium did not reach the combatant groups. But when the second world war ended, the entire world knew about it within minutes. It is because of the development of the communication system.

The invention of the printing press has reformed the communication system. News can reach wider areas in shorter intervals of time. The modern press is a wonder in itself. At one end, the news received from various parts of the world is fed and at the other end, roll out newspapers, proofread printed, and folded ready for distribution.

Mass communication devices have made it possible to reach distant corners of the country and try to advocate for ignorant people. Even uneducated people have accounts on Facebook, Instagram, Twitter, and WhatsApp. The evolution of communication has updated our system of life. Electronic gadgets and devices brought people and nations nearer within a talkative range. However, now these technologies have unfortunately been used for prying and spying, and the result, not understanding but misunderstanding is on the increase. The cinema whose primary objective is to transport us into new regions of pleasure has now become disturbing and demoralizing. In the name of art and characterization, it glorifies violence and portrays immoral scenes of sex and rape.

S.F. LEENA 2018/CS/119

16. COMMUNICATION IS EVERYTHING.

The word ‘communication’ can be a small word but it influences the whole universe. There is nothing that can be meaningful without communication. If you ask what communication is, then the answer would be everything is communication. If we understand a message from anything or anyone, it is communication. For instance, we see the clouds get dark in colour, then we understand that it is going to rain. Here, we got information about rain or weather from clouds. Therefore, it is communication. That’s why it could be said that everything is communication and everything or everyone communicates.

The earth, sky, living things, non-living things, water, air, and whatever in this universe exist does communicate. Communication rules all over the world, technology, science, medicine, mathematics, politics, society, astronomy, and so forth all sectors. It means communication is not only for the media field or journalists but communication is for everything and everyone. Because everything can share information and everyone can understand information.

We think communication occurs only through words and signals. But actually, it is not like that. Communication takes place through words, signals, colours, movements, shapes, styles, sounds, actions, designs, sizes, differences, etc. For instance, if we see muddy water in the well, then we understand or get the message that the water is not good for drinking from the colour of the water or its status. So, in my opinion, communication is not only sharing information but also understanding or getting information. If we think through this perspective, we can understand that there is nothing in this universe without communication.

We know we can share a message in many ways, like that we can also get or understand a message in many ways such as listening, looking, feeling, observing, touching, etc. When we are talking about human beings, we can understand that they depend on communication and they shape their life according to communication. Even a dead human being also communicates that it shares ‘I am dead’ by its status. So, when a person is speaking, moving, thinking, dressing, doing anything, even sleeping, shares information and it is communication.

So, in my perspective, if we define communication as sharing information from sender to receiver. Then, here the receiver gets information. That means the receiver understands a message whatever it is. Therefore, understanding or getting a message from anything or anyone is also communication.

M.N.F. NUSFA 2018/CS/52

17. GOALS OF COMMUNICATION.

Communication is a part of our life and as human beings, we can't live without communication. We can define it in many ways, communication is exchanging information between two persons, two groups, or one person and group. It is a two-way exchange of information, thoughts, ideas, feelings, and emotions. And also communication is a fundamental human activity. There are at least three general types of communication goals. They are self-presentation goals, relational goals, and instrumental goals.

There are some different and popular definitions for communication. According to Louis A Allen, "Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It involves a systematic and continuous process of telling, listening, and understanding." According to Newman and Summer, "Communication is an exchange of facts, ideas, opinions or emotions by two or more persons." According to Thayer, "Communication is a mutual interchange of ideas by effective means." Rogers says, "Communication is the process by which the message is transmitted from the source to the receiver."

When a person sends a message to someone, the sender creates the message and that message will be received by the receiver. Then the message is transmitted by the sender and the message is transmitted to the receiver. In this activity, we can see two actions. So, we know the process has been made by adding two or more actions. So we can define communication as a process. It is successful when the receiver interprets the meaning in the same way as that intended by the sender. The receiver does not always attach the same meaning to a message as the sender. When the message is wrongly interpreted, the communication is a failure.

When we talk about the history of communication and human evolution, early humans also had communication in their day-to-day lives. Communication which was in the 10th – 11th century is called as 'traditional communication'. So, the way how ancient people communicate is called as traditional communication. They used many ways to communicate with each other. They sent some messages by fumigation, fresco, drums playing, scouting, animals, hoot and etc. But those ways weren't successful because they hadn't good speaking communication. But, after the evolution of humans, communication also improved. The way how modern people exchange their information with each other is called 'modern communication'. At present we

can see social media and other technological improvements so communication is also simple and fast.

Specially, we know communication plays an important role in our lives. Communication is very important to exchange our information, thoughts, and plan our daily activities, share our heritage, culture, traditional and religious things with the next generation, improve our knowledge, share our feelings, and know about the world's information. Not only that we can also see the functions of communication. These are, to inform, persuade, and entertain communication is very useful.

Communication can be divided into two main parts, they are verbal and non-verbal communication. Verbal communication means communicating with each other by speaking or writing with words. We communicate most of our ideas through verbal messages. Verbal communication uses language, a symbol system consisting of letters and words. It begins and ends with words. Verbal communication is divided into two parts. That includes oral communication and written communication. Oral communication is defined as a process whereby a speaker interacts verbally with one or more listeners. This way is very easy, simple, powerful, and flexible. Written communication means, communicating something through writing. This way is very unique and formal than oral communication. Newspapers, magazines, letters, E-mails, notices, and reports are some examples of written communication.

Human on average uses 35% of verbal communication and 65% of nonverbal communication in their day-to-day lives. So, we can understand that human uses nonverbal communication more than verbal communication. However, nonverbal communication can be defined as communication done without speaking or writing. It includes body language, facial expressions, gestures, postures, eye movements, touch, silence, objects, colors, clothes and etc.

Body language is very important here. How we physically move or position our body parts, is called as body language. Posture means the way we hold our body and also the large and the small movements of our hands and arms, which are called gestures. Facial expressions mean, movement of the face. Through these nonverbal actions, we can identify the person and his/her emotions, and feelings. These nonverbal actions are very useful to identify the characters and their day-to-day lives. Non-verbal communication helps us to form first impressions and make judgments of others. First impressions generally tend to be lasting impressions. Negative and

wrong nonverbal behaviors can give a negative image about ourselves. So, during an interview, meeting, or any other official or important occasion it is very important to control our body language carefully.

Formal and informal communication is other types of communication. Formal communication is a type of communication that is intended to share information officially. Formal communication requires strict guidelines, rules, and regulations. Board meetings, gazettes, interviews, legal notices, and reports are some examples of formal communication. Informal communication is a casual exchange of information. Here, there is no any limitation, rules, or guidelines. Instant messaging, and casual discussions are examples of informal communication. Not only that, there are other two types of communication. That is intentional communication and unintentional communication. Intentional communication occurs when we communicate with a specific goal in mind. Unintentional communication happens when someone sends a message that they didn't intend to send. For example, how our voice sounds, can be another way of unintentional communication.

Intrapersonal communication is another type of communication. This is very unique for all of us. It is defined as communication with one's self. If someone self-talks, imagines, visualizes, recalls, or memorizes their selves it is intrapersonal communication. Speaker and the receiver are one and the same here. For example, self-talking, daydreaming, dairy writing, book reading, and singing inside the washroom can be defined. Through this communication, we can improve our self-awareness and self-confidence. Interpersonal communication is another type of communication. Interpersonal communication is the process of two-way communication between two or more people verbally or nonverbally. This should not be more than three persons. If it exceeds three persons it may be group communication. People engage in interpersonal communication to develop identities, satisfy personal needs, resolve problems, and enhance the overall quality of relationships. The success of interpersonal communication depends on how the receiver understands the message sent by the sender.

Group communication is another communication type. This is very powerful than interpersonal communication because it is composed of three or more persons. There is no limitation in group communication. Group communication is the interaction and exchange of information between culturally, and geographically alike people who are a member of a group. This communication

is very useful for making decisions and achieving goals. The decision of a group is better than a decision of an individual. Not only here, but also it is common in other communication too.

Overall it is successful when the receiver interprets the meaning in the same way as that intended by the sender. Mass communication is also a type of communication. Mass communication occurs as one-way communication. Sometimes, there is no feedback. This communication continues through a channel or media like television, radio, and newspapers. These days' communication also developed because of the development of technology. There are many theories for mass communication. Two-step flow theory, uses and gratification theory are some of them and there are many models of communication that can be divided into two parts linear models and non-linear models. Lasswell's model, Aristotle's model, Shannon and Weaver's model, and Berlo's S-M-C-R model are some of the examples of linear models of communication. The interactive model and transactional model can be defined as non-linear models. These things define the communication and the communication process moreover. However, it can be concluded that communication is a part of our lives and without communication, there is no relationship between people. Communication is essential to build relationships and continuing relationships. Every day, every time we communicate with each other in many ways. So, communication is a very valuable thing to all the humans for their lives.

G.C. SAMARAMANNA 2018/CS/42

18. COMMUNICATION AND THE EXISTENCE OF HUMAN.

The word communication has been derived from the Latin word ‘communicare’ which means to share or to make common. So communication means sharing our ideas, views, feelings, and emotions with one or more than one person or simply interacting with others. Communication is the core of human existence. Communication is a fundamental human activity. It is a common phenomenon that cuts across the daily activities of humans. As food and water are very important for man’s survival so is communication. It is always a unique feature, that differentiates the living from the dead. We can’t avoid communication. It is needed for our daily activities. Human beings can live without food for at least three days and without water for at least one day. But without communication, they can’t live even a second. Communication is much important for the survival of human beings.

Scholars define communication in different ways. Let us see what are those definitions. According to Rogers (1983) ‘Communication is the process by which the message is transmitted from the source to the receiver.’ Brooker (1949) says, ‘Communication is anything that conveys meaning, that carries a message from one person to another.’ ‘Communication is the exchange of facts, ideas, opinions or emotions by two or more persons’ (W.H. Newman & C.F. Summer). According to Keith Davis, ‘Communication is the process of passing information and understanding from one person to another.’

We need three major elements to communicate with others. Namely, the sender- the person who sends the message is called the sender, message - the idea or feeling which we want to convey to others is called a message and the receiver - the person who receives the message is called the receiver. Communication can be divided broadly into two categories as verbal communication and nonverbal communication. Verbal communication is the use of words and languages for interaction between two or more individuals. It can be divided into two parts as oral communication and written communication. In oral communication, spoken words are used to convey our message. Announcements, drama, discussions, and reciting poems are some examples of oral communication. In written communication, written words are used to convey our message. Letters, magazines, Emails, invitations, and books are some examples of written communication. We use 35% of verbal communication in order to convey our opinions or ideas to others.

Communication can be further divided into various types. As formal communication, informal communication, intentional communication, unintentional communication, etc., Formal communication is a type of communication that is intended to share information officially. Informal communication is a casual exchange of information. Intentional communication occurs when we communicate with a specific goal in mind. In intentional communication, we should consider how the message is conveyed and whether is it expressed using language or using other forms. And unintentional communication happens when someone sends a message they did not intend to send. It can also be a message that the person was unaware of. Nonverbal communication can occur without the use of words. It means the process of communication through sending and receiving wordless (mostly visual) cues between people.

There are some types of nonverbal communication. They are body language, physical appearance, gestures, facial expressions, eye movements, space (proxemics), voice, touch, colors, clothes, etc. We are using 65% of nonverbal communication in our day-to-day life. People use nonverbal communication more than verbal communication. There are three functions of verbal communication. Namely, to inform, persuade, and entertain.

In the communication process, we have various advantages. Some of them are, saving time, saving money, providing complete understanding, quick feedback, flexible and effective, fastest and most effective, etc. Not only advantages there are some disadvantages also. Language barriers, leak of secret information, no ratification, inconvenient of long messages, create misunderstanding, distortion, etc. So communication plays an important role in the creation of human relationships. Communication is the main thing that is needed for the existence of humans.

D.M.G. NETHMINI 2018/CS/45

19. COMMUNICATION IS UNAVOIDABLE.

The word “communication” is derived from the Latin word “communicare” which means to impart, to participate, to share, or to make common. What is communication? Communication is exchanging information through a common system of symbols. We have two ways of communicating. The first one is verbal and the second one is nonverbal. Communication cuts across the daily activities of a human being. That’s why communication isn’t a new one.

The communication process begins with the sender and ends with the receiver. The sender is an individual, group, or organization that initiates the communication. This source is initially responsible for the success of the communication process however, effective communication is also depending on the receiver and his/her interpretation of the message. Communication takes various dimensions. Such as verbal, and nonverbal, formal and informal, intentional and unintentional like that. According to research, we use 35% of verbal and 65% of nonverbal communication in our daily communication. There are several types of communication such as mass communication, group communication, interpersonal communication, and intrapersonal communication.

Good communication is the key to being successful in any relationship, there is the main concept that needs constant attention, and that is communication. As a result, nowadays many organizations, companies, etc, are finding a variety of ways to communicate with their customers. Organizations may be using telemarketing through e-mail, social media, etc. Those are trying to say we are living in a media-saturated world. Everywhere we can see media and get the influence of media. We are using communication to know information, plan our daily activities, and improve our knowledge. So communication plays multiple roles in our life. That’s why it’s important for our survival.

Communication is important for our personal, civic, and professional life. In personal life, communication influences include our conversations with family, friends, relatives, and others, so in personal life, we need communication to build trust. Good communication is an essential tool to achieve productivity and maintain strong working relationships in our professional life. When we talk about civic life. Communication is the foundation for sharing information between people to ensure that everything is understood and can be acted upon. There is no doubt that communication plays a vital role in human life and human society.

Therefore, the importance of communication cannot be underestimated. Every day, we communicate with a lot of people including our families, friends, colleagues, or even strangers to make our lives better.

Communication during a pandemic is a major point nowadays. Many companies started various methods to fulfill their communication needs effectively. I think most of these are comes under the new media or social media. Communication could be verbal, written, and electronic. Such as texts, e-mails, telephone calls, teleconferencing, voicemails, and handwritten notes. Finally, every part of human life is connected effectively in communication. So, we can't avoid communication. We can't avoid communication in daily life. Researchers say that human beings can live without food for ten days, without water for three days, and without communication, we can't live even a single minute. Without a doubt, as human beings, we are involved in communicating effectively. As a human, we must express our ideas effectively and be a good communicator.

H.D. NIROSHAN 2018/CS/100

20. COMMUNICATION BARRIERS.

Man uses communication from birth to death. Man cannot live without communication. Communication is simply the act of transferring information from one place, person, or group to another. Every communication involves at least one sender, a message, and a recipient. This may sound simple, but communication is actually a very complex subject. The transmission of the message from sender to recipient can be affected by a huge range of things. These include our emotions, the cultural situation, the medium used to communicate, and even our location. Accurate, effective, and unambiguous communication is actually extremely hard and that is why good communication skills are considered so desirable by employers around the world.

Communication has three parts: the sender, the message, and the recipient. The sender 'encodes' the message, usually in a mixture of words and nonverbal communication. It is transmitted in some way (for example, in speech or writing), and the recipient 'decodes' it. Of course, there may be more than one recipient, and the complexity of communication means that each one may receive a slightly different message. Two people may read very different things in the choice of words and/or body language. It is also possible that neither of them will have quite the same understanding as the sender.

In face-to-face communication, the roles of the sender and recipient are not distinct. The two roles will pass back and forwards between two people talking. Both parties communicate with each other, even in very subtle ways such as through eye contact and general body language. In written communication, however, the sender and recipient are more distinct.

There is a wide range of ways in which we communicate and more than one may be occurring at any given time. The different categories of communication include verbal communication, which includes face-to-face, telephone, radio or television, and other media. Nonverbal communication includes body language, gestures, how we dress or act, where we stand, and even our scent. There are many subtle ways that we communicate (perhaps even unintentionally) with others. For example, the tone of voice can give clues to mood or emotional state, whilst hand signals or gestures can add to a spoken message.

Written communication includes letters, e-mails, social media, books, magazines, the internet, and other media. Until recent times, a relatively small number of writers and publishers were very powerful when it came to communicating the written word. Today, we can all write and publish our ideas online, which has led to an explosion of information and communication possibilities. Graphs, charts, maps, logos, and other visualizations can all communicate messages.

A message or communication is sent by the sender through a communication channel to a receiver, or to multiple receivers. The sender must encode the message into a form that is appropriate to the communication channel, and the receiver(s) then decodes the message to understand its meaning and significance.

Misunderstanding can occur at any stage of the communication process. Effective communication involves minimizing potential misunderstandings and overcoming any barriers to communication at each stage in the communication process. An effective communicator understands their audience, chooses an appropriate communication channel, hones their message to this channel, and encodes the message to reduce misunderstanding by the receiver(s). They will also seek out feedback from the receiver(s) as to how the message is understood and attempt to correct any misunderstanding or confusion as soon as possible. Receivers can use techniques such as clarification and reflection as effective ways to ensure that the message sent has been understood correctly.

K.H.P. GUNATHILAKA 2018/CS/49

21. COMMUNICATION IS INEVITABLE.

“Communication is the process of passing information and understanding from one person to another” (Keith Davis). Communication is the most important factor that helps you to share a good relationship with your family members. Communication is the main part of human life because it helps to share our ideas, opinions, feelings, and knowledge with others. We can’t do anything without communication because all our activities are linked to communication. We can’t exchange our ideas, and knowledge with others and fulfill our needs without communication.

The success of communication depends on the proper understanding of the parties involved in it. Communication is a fundamental human activity. There is a process of communication and that includes, sender, message, channel, and receiver. We also communicate with others because we want to be understood and we want to express ourselves. Communication is a turning point in our life because all our activities depend on communication. The history of communication focuses on two types and they are as follows, traditional communication, and modern communication.

Traditional communication means the way how ancient people exchanged their information with others. Ancient people used objects, fire, and pigeons to communicate with others. People who lived in the 10th and 11th centuries used traditional communication. Ancient people didn’t use exact alphabets. After the 17th-century people started to use modern communication technologies. Modern communication means the ways how modern people exchange their information with others. There are unlimited numbers of platforms to exchange information in the modern world. Facebook, WhatsApp, IMO, and e-mail are some of them and these new media need an internet connection and they won’t work without the internet. At present, communication has made rapid progress.

There are many achievements of man through communication. Communication is needed to create relationships between and among human beings. The government of Sri Lanka has taken valuable steps to improve communication knowledge among the Sri Lankan people. So, they have included communication as a subject in school syllabus.

D.H.L. RATHNAYAKA 2018/CS/103

22. OBJECTIVES OF COMMUNICATION.

“Communication is the process by which the message is transmitted from the source to the receiver”. (Rogers, 1983). Communication is simply the act of transferring information from one place, person, or group to another. Every communication involves (at least) one sender, message, and recipient. This includes our emotions, the cultural situation, the medium used to communicate, and even our location.

Communication is exchanging information and is related to our lives. Communication includes everything-thinking, touching, listening, seeing, speaking, experiencing, reading, writing, entertaining, etc. Communication is the core of the human-society relationship. If communication fails relationships related to communication will fail. Communication is explained as “letting everyone know.”

The act of communicating not only helps you to connect with the other person. In business, communication skills are highly valued in leaders. In the case of many relationship breakdowns, lack of good communication is often cited as the reason. Communication stops the inevitable issues which arise in any relationship from simmering under the surface for too long and becoming toxic.

Words are important but good nonverbal communication should not be underestimated. We are constantly delivering nonverbal cues such as gestures, movements, and expressions in our social and professional life to deliver a specific message to other people. Handshakes, eye contact, and touching all help to impact how we are feeling. There is even evidence to suggest that nonverbal communication is even more effective than verbal communication in certain situations. The continued popularity of sign language among deaf people or those hard of hearing demonstrates the importance of visual cues in the practice of communication. Not neglecting sign language, of course, where deaf and or hard of hearing people are communicating in a nonverbal way.

Traditional communication can be defined as the physical act of transferring information. We speak, hear and send and receive text and instant messages, and transmit e-mail. With modern communication, we can communicate with family and friends without all the complexities that come with data rates, by either audio/video calls or sending text messages, images, video,

user location, and audio media messages from one smartphone to another instantly regardless of what data plan. Social media, Instant Messaging (IM), SMS Text Messaging, Email Marketing, Direct Email, Blogging, and voice calls are the types of modern communication that we use at present.

In the 1920s researchers from various fields started to investigate the relationship between media and society and the relationship between human societies. Charles Horton Cooley, Walter Lippmann, and John Dewey are some famous communication researchers. These researchers stated that “communication plays an important role in the creation of human relationships, its preservation and development”. They also had the idea that communication is the core of human existence. They also focused their attention on the relationship between media technology and culture, communication, democracy, and people.

Signals, symbols, clues and voices, fire, smoke, drums, colors, paintings, languages, alphabet, letters, speaking, and writing are expansions of communication. They used tablets, clothes, etc. After that, papers were invented. Completeness, conciseness, consideration, clarity, concreteness, courtesy, and correctness are the seven C’s of effective communication. sender, encoding, message, channel, decoding, receiver, reply, feedback, noise, and context are elements of communication.

Being able to communicate effectively is perhaps the most important of all life skills. It is what enables us to pass information to other people and to understand what is said to us. Communication, at its simplest, is the act of transferring information from one place to another.

V.G.H. MADUSHIKA 2018/CS/132

23. ALL WHAT WE NEED IS COMMUNICATION.

"Communication is the process of passing information and understanding from one person to another" (Keith Davis). Communication is the most important factor that helps you to share a good relationship with family members. Communication is the main part of human life to share our ideas, opinions, feelings, and knowledge with others. We cannot do anything without communication because all of our activities are based on communication in order to fulfill our needs. Effective Communication consists of important aspects, such as sender, message, channel, receiver, and feedback.

In communication history, there are two types of communication; traditional Communication, and modern Communication. Traditional communication is the way how ancient people exchanged their information with others in society. In the 10th and 11th centuries, ancient people used cultural artifacts, fire, and pigeons as a medium to communicate with others. People did not use the same alphabet in traditional communication then after they found the alphabet. Then communication developed day by day.

After the 11th century, modern communication entered the lives of human beings. Now we have modern communication. Modern communication is the way how modern people exchange their information with others. There are numerous modern communication platforms to communicate with others. Facebook, WhatsApp, IMO, e-mail, and so on. In this modern age, the internet is essential to communicate with others via new media.

Communication is needed to create relationships between and among human beings. The government of Sri Lanka has taken practical steps to improve communication knowledge among Sri Lankan people. So, recently they have included communication as a subject in the school syllabus.

D.A.Y.R. ABEWICRAMA 2018/CS/107

24. HUMAN AND COMMUNICATION.

Once upon a time, a division called animals was created to give life to the inanimate world. The first-born animals and the later-born man worked to keep the world. There they wanted to exchange feelings that had formed between them as messages. They used various skills for it, and it is called communication. The creation of communication also has a long history similar to that of human civilization. Although the man in the past was not so advanced. They had a very close bond with nature. Even with the use of primitive devices, they carried out the same communication that we use today.

Communication plays a huge role in the manmade world. It is doubtful how easy it would be for a person to live without communication. Once an organism wakes up in the morning, it is an active machine until it goes to sleep at night. There are many needs and requirements in that machine. Communication is the key that makes us meet our day-to-day needs.

Communication does not only consist of oral and written ways of communication; it has several forms. There are some people in the world who cannot express their feelings and thoughts by using words. Newborn babies and differently-abled people mostly use gestures to convey their message without uttering a word. A hungry child expresses his feeling to the mother to fulfill his needs.

In the modern world, man uses various digitalized media platforms for communication. In the contemporary world, we can have the world in our palms because of communication and technological facilities. Communication is not only for human beings but also for animals too. Animals have their own style of communication system in order to communicate and survive within their animal kingdom. So there is no doubt that communication helps maintain relationships with others.

P.G.H.R. MADHUSHANI 2018/CS/50

25. COMMUNICATION IS A FUNDAMENTAL HUMAN ACTIVITY.

"Communication is the process of passing information and understanding from one person to another" (Keith Davis). Communication is a fundamental human activity. That is unavoidable in human lives. It is needed to create relationships between and among human beings. According to the above definition, communication is exchanging information, feelings, needs, knowledge, and idea with ourselves, with another person or people. It is the core of human relationships.

Communication can range from a subtle exchange process to entire conversation and mass communication. Since the beginning of time, people have needed to communicate with each other. The most common type of communication is speech, but you cannot talk to someone who lived twenty miles away. Then written language was developed, and people marked symbols on paper, stone, or whatever was available. Before hundreds of years, people who wanted to share their ideas they had to have several approaches to written communication until the arrival of printing machines. Following that, in the modern world communication has evolved with the advent of new technologies.

The basic communication model is when the sender gives a message and the receiver sends feedback. We have to communicate effectively. Communicating effectively means that our intended ideas and concepts reach receivers without distortion. Effective communication is the foundation of positive human interaction. Communication happens everywhere, but good communication does not always happen.

Communication is very important for all beings. Animals and humans use their own separate languages to communicate with one another because no one can survive without communication. Communications tend to change people's attitudes, beliefs, and even behavior. Communication plays a key role in everyday activities. Knowledge can be imparted through communication. No matter how strong our communication skills are, we may fail to deliver our message if the other parties are not listening to what we are saying. Communication is a very important part of our lives. Because of it, we need to develop our skills to communicate properly to attain our intended goals.

H.A.L.H.J. KUMARI 2018/CS/142

26. TRADITIONAL METHODS OF COMMUNICATION.

Communication is known as a basic human need. When describing what communication is, it can simply be referred to as "exchanging information with each other". This is the simplest definition of communication. Communication is an essential feature in both human and animal society. Communication helps to build interpersonal relationships as well as interpersonal interaction. Accordingly, communication can be introduced as an essential element in any society. Although almost 100 years have passed since the development of communication as a subject, it can be described as a process that has been active since the beginning of human society. Today, the media is used for communication (newspapers, radio, television, internet, books, magazines). Traditional terms of communication were used before the formation of the media such as; hooting, command drum, bells, hook nut, hanging leaf wings, and flames express.

We can also see the primary communication features in Yatu karma, Bali thovil etc. When considering traditional methods of communication, we should also pay attention to the customs and rituals of rural societies. The word "communication" is based on the Latin word "communis". Sender, message, channel, and receiver are the basic components of the communication process. A sender is a person who conveys an idea, opinion, speech, document, or another signal to an individual or a group of people. Every person in society plays the role of communicator. The message is created by using oral words or written words, or by signals. The sender and the receiver are connected to each other through the message. The message is the bridge that connects the communicator and the receiver. Accordingly, the message has a special place in the communication process.

The receiver is the person who receives the message. The receiver is found in every social stratum. Basically, the above elements are found in the communication process. In addition, the feedback process is essential for a successful communication process. The feedback process is based on the recipient's response to the sender's message. In this process, at one point the receiver becomes the sender and the sender becomes the receiver.

M.J.M.D.H.N. JAYAWARDHANA 2018/CS/133

27. COMMUNICATION CREATES RELATIONSHIPS.

Communication is a fundamental human activity. Communication is needed to create relationships between and among human beings. Communication is exchanging information, feelings, needs, and knowledge using speech, writing, or other means. The communication process has three parts: the sender, the message, and the recipient. Through the years, communication has evolved drastically. The way people communicate with each other today is entirely different from the late centuries. Accordingly, the evolution of communication can be divided into two main parts. These are traditional communication and modern communication. Traditional communication is how ancient people exchanged information. There are indifferent methods such as; cave paintings, symbols, smoke signals, carrier pigeons, fire, and drums used in traditional communication. Modern communication is how modern people exchange information. Modern media have an active audience. Mobile phones, computers, televisions, e-mail, radio, fax machines, the internet, and social media are some examples of modern communication methods.

There are different types of communication. Verbal communication means exchanging a piece of information using any language. Oral communication (speaking and listening) and written communication (writing and reading) are different types of verbal communication. Personal discussions, announcements, telephone calls, zoom meetings, and voice messages are some examples of oral communication. Notice, invitations, posters, letters, and newspapers are some examples of written communication. Communication without words is called nonverbal communication, such as; body language, eye movement, lips movement, facial expression, colors, gestures, clothes, and images.

Communication is a fundamental human activity. Communication is very important in routine life to buildup relationships, make decisions, solve problems and develop our personalities. As well as communication is also important for improving efficient management and industrial relationships in professional life.

H.M.D.D. HERATH 2018/CS/41

28. COMMUNICATION IS ESSENTIAL FOR EVERYONE.

Communication is an essential human process. Communication is essential for every person to buildup interpersonal relationships. Communication simply means the exchange of feelings, ideas, and knowledge. The field of communication has expanded from the simple communication of people in primitive societies through the use of various sounds, signs, and symbols to the exchange of information through the media and digital communication technology today. Sensation has brought human interactions closer to the point where the modern universe is one family.

With the development of the communication process, the infinite generation, exchange, and dissemination of information through various advanced communication tools, including the media, has a profound effect on the mind and behaviour of the individual and ultimately on the social interaction of the individual with society as a whole. It can have a fulfilling as well as a detrimental effect. An active citizen cannot function alone in society as an isolated individual without using information that flows rapidly through the media in infinitely varied forms. Individuals as social beings refrain from using or preventing the use of information. Information required for the progress of individuals and society should be obtained. What is needed for this is the information provided by the media. The person with the strength to distinguish between the illusion and reality created by the media must be equipped with the knowledge of media literacy and the knowledge necessary to act as critical receivers.

Y.M.I.P. YAPARATHNA 2018/CS/46

29. THE SEVEN C'S OF COMMUNICATION.

Communication is a process through which individuals mutually exchange their ideas, values, feelings, and actions with one or more people. The transfer of information from the sender to the receiver. According to Newman and Summer, "communication is the exchange of facts, ideas, operations or emotions by two or more persons". According to Behind Brow, "communication is the transmission and interchange of facts, ideas, feeling or course of actions."

Talking is an integral part of living. We talk to our family members, friends, people at work, and even strangers. But do we communicate with them? Let us see how communication is different from talking. Talking simply refers to speaking words and sentences. Sometimes the message can be understood but sometimes, it is not. Communication is sharing of information between two or more people. Communication can be one way or two-way process. Communication is a fundamental aspect to build relationships. We communicate with others for many reasons, to share our ideas and a piece of information. We can communicate verbally and nonverbally. Sender must follow the 7C'S of communication when tailoring a message and that includes, being clear, concise, concrete, correct, coherent, complete, and courteous. Be clear when writing or speaking to someone, be clear about your message. Be concise and keep your message short and to the point. Make sure your message is concrete and give your audience a clear picture of what you want to say. Be correct, make sure there is no grammatical or spelling error and we can use simple language. Be coherent; coherent communication is logical. It means making sure all points are connected to the main topic. Your message should be a completed one. After reading or listening to your message, others should know what is to be done. Finally, be courteous. You respect polite language at all times.

No one can live without communication. All people are engaged in communication. Communication is essential for us to meet and share the needs of everyday life. If speaking was the only medium to communicate, then how the dumb person would communicate? It means it includes speaking, reading, writing, listening, nonverbal, etc. all of them are important and help us in different ways. It is very useful to gain knowledge, be entertained, and be informed are possible just because of communication. I can say that we cannot imagine our lives without communication. No one can live without communication. It is inevitable for all of us.

E.D.I. INDURANGA 2018/CS/15

30. COMMUNICATION IS THE EXCHANGE OF IDEAS.

"Communication is the process by which information is transmitted between individuals or organizations so that an understanding response results" (Peter Little). Communication is a process to exchange a piece of information, feeling, knowledge, ideas, and needs. Communication is a fundamental human activity. Communication is needed to create relationships between and among human beings. We can communicate verbally and nonverbally.

If we use language to communicate that is called verbal communication. This can also be communicated in two ways. These are oral communication and written communication. If we use nonverbal cues in the communication process, that is called nonverbal communication. We can categorize the communication according to the channels used in different time.

Traditional communication is not the new one. Traditional communication mean the way how ancient people exchanged their information. In 10th and 11th century people used a traditional communication. Ancient people used fire/ smoke, drums/ sounds, pigeon/ animals, drawing/ pictures and writing to communicate with others. Modern communication means the way how modern people exchange their information. Modern technology includes television, radio, projector, laptop, mobile phones, newspapers and magazines. In addition, we use Facebook, YouTube, WhatsApp, IMO, Instagram, and Twitter as social media.

Communication is important for personal life, civic life, and professional life to maintaining friendships, establishing human relationships, and exchanging information. Because of this importance, communication is used as a subject in the field of education. It is called as communication studies. The evolution of communication technologies, growth of mass media and the impact of media on society includes in the subject " communication studies ". We practice the above-mentioned communication from birth to death.

M.H.I. DAMAYANTHI 2018/CS/136

31. COMMUNICATION IS IMPORTANT.

Communication is an important one that is essential for our day-to-day life. Everyone exchanges their ideas, feelings, and emotion with other people which is called communication. Normally, we can say, communication is a system that includes mainly three parts senders, messages, and receivers. Communication and communication methods are different. People exchange ideas, feelings, and emotions with other people which is called as communication. The way we communicate with each other and the media platforms people find to communicate with others are called as methods of communication. Scholars introduced seven matters for effective communication. They are completeness, correctness, conciseness, consideration, clarity, concreteness, and courtesy.

Normally, in communication studies, people study the dimensions of communication. Verbal communication and nonverbal communication, formal communication and informal communication, and intentional communication and unintentional communication are the dimensions of communication. Obviously, we can say communication is not a new concept because ancient people used animals, fire, different sounds, and smoke in traditional communication. But people do not use these methods in modern communication, instead of those ways of communication nowadays people are using new media, social media, and print media, for instance; newspapers, books, radio, television, smartphones, and Facebook. In the contemporary world, many communication methods depend on technology.

COVID 19 pandemic situation has created new media platforms, especially for the education and business fields. People can maintain their relationships with the help of technology and communication. Nowadays social media platforms encourage people to engage in communication. Communication has three functions, such as; to persuade, to information, and to entertain.

Everyone can share ideas, feelings thoughts with another person can solve their problems with other people, can access any information and collect knowledge by using communication, can follow various cultures by using communication, and can escape from depression by using communication. Even though there are some drawbacks in communication such as; language barriers, people decode the message according to their knowledge and distortion due to poor listening and networking.

However, after World War II scholars began to develop the communication field. The University of Illinois was the first university that introduced a communication degree program. However, in our country also started to create a platform for communication academic courses and degree programs in Trincomalee Campus, Sri Palee Campus, University of Kelaniya, University of Jaffna and other Open Universities. Many students follow communication studies in Sri Lanka. Everything depends on communication hence everyone must know about communication.

ISURIKA DESHANI

32. THE DEFINITIONS OF COMMUNICATION.

"Communication is an exchange of facts, ideas, opinions or emotions by two or more persons" (W.H. Newman and C.F.Sumer). Communication is the process of exchanging information. Communication is very essential at all levels in human life without which one can't survive in this social environment encompassing personal as well as professional. For example, man communicates from birth to death. Not only humans but also animals and inanimate natural objects express some kind of communication. Communication is a natural phenomenon. Whether we speak or not it communicates the message to other parties.

Professor Chandrasiri Rajapaksha says that "communication is about generalization, exchange, and transmission without secrecy". It means communication is the exchange and attachment of various information such as ideas, information, feelings, knowledge, picture, news, number, etc. However different people have different opinions about communication. For example, in 1983 Rogers said that "communication is the process by which the message is transmitted from the source to the receiver". But in 1949 Brooker said that "communication is anything that conveys meaning, that carries a message from one person to another". However, all of these definitions could conclude that communication is exchanging information and ideas.

In the historical evolution of communication, it can be pointed out that signs, symbols, hints, and voices were first used in communication. In traditional forms of communication such as fire, early people use hooting to inform their race when they were in danger. Hanging leaves in some places was another form of communication used at the time to make people feel insecure. Thus, using the natural sounds of the environment, the drum, trumpet, bell, colors, and human beings were able to contribute to the various modes of communication in society. In the ancient world, many civilizations had efficient postal systems to deliver messages to parts of their empires using the relay of horses. In the ancient world people wrote on papyrus or parchment. However, the Chinese invented paper about 200BC. The knowledge of how to make paper passed to the Arabs and in the middle ages it reached to Europe. The next major improvement in communication; was the invention of printing. In Europe in the mid-15th century Johannes Guttenberg invented the printing press, which made books much cheaper and allowed newspapers to be invented.

The most commonly used forms of communication are verbal communication, nonverbal communication, written communication, oral communication, visual communication and audio communication. Man must study the forms and methods of communication and their

peculiarities and strengths in order to organize the most effective communication functions. When considering communication, a number of characteristics of communication can be identified. Such as; be objective, communication is symbolic, communication is contextual, involves at least two person, and being diverse.

The proper functioning of any process depends on the integration of some of the essential elements involved. Communication process contains major aspects. Sender is a person who communicates ideas, information's, feelings attitudes, or messages with a particular party, encoding is the process by which the sender converts his idea in to a message, information that is encoded by the communicator can be identified as a message, the channel transmit the message from the communication location to the intended party, decoding is the process of grasping ideas that have become symbols in a message and the target party of the communicators message can be identified as the receiver. As well as, Communication barriers, media barriers, feedback, context, experience background and effect take parts in communication process. Successful communication can be achieved by completeness, conciseness, consideration, clarity, concreteness and correctness of messages being send. Communication can be pointed out as an essential element of every human being.

H.M.J.S.K. HERATH 2018/CS/13

33. COMMUNICATION IS UNIVERSAL.

Communication is derived from the Latin word "communis". Communis is a noun and the meaning is "shared by all". "Communicare" is a verb. It means to share. Accordingly, its original meaning is common and exchanged. Communication is universal. It is a fundamental human activity. Communication is needed to create relationships between and among human beings. Communication is exchanging information, feeling, needs and knowledge. There are two categories of communication such as; traditional communication and modern communication. Traditional communication is the way how ancient people exchanged their information by using fire, drums, smoke, and drawing. Modern communication is the way how modern people exchange their information via Facebook, TV, Radio, and Twitter.

Verbal communication and nonverbal communication are the major dimensions of communication. If we use language in order to communicate with others is called verbal communication, speak-oral communication, and write-written communication. If we use body language, gestures, postures, eye movement, facial expressions, and clothes as nonverbal cues in conversation it is called nonverbal communication. Humans use 35% of verbal communication and 65% of nonverbal communication in their day-to-day communication.

Communication is a process. It contains sender, receiver, channel, and message as major components. Effective communication should be complete, concise, consider the objectives, clear, concrete, courteous, and correct. Communication helps to make relationships with others. Accordingly, we communicate with our parents, teachers, friends, community people, etc. Communication included thinking, touching, listening, seeing, speaking, reading, experiencing, writing, entertaining, etc. Therefore, communication is a fundamental human activity and we can't do anything without communication.

J.L.A.J. SUGANDI 2018/CS/71

34. COMMUNICATION IS MESSAGE TRANSMISSION.

It is very difficult to define the period when communication began. But the whole world contained with full of communication. We can also see the dynamic process of communication around us. "communication is the process by which the message is transmitted from the source to the receiver" (Rogers1983). The simple idea of communication is the exchange of ideas and information. Communication is a basic human need. Communication is now used as a tool to manipulate society. Today, communication is used to change, develop and change people's thoughts, ideas, attitudes, opinions, and cultures. Here it is even more important to study the historical evolution of communication. Humans, who lived in prehistoric times, lived in herds as householders. So they started to exchange feelings, ideas, and experiences with each other. Early vocalizations, body parts, movements, and gestures were used for this purpose. Prehistoric humans have shown their herds how they hunted animals and how they hunted and fed them, as well as carved rocks in caves that fascinated them. With the development of human beings, advanced human beings have used leaf hanging, smoke, arrows, flags, and symbols to fulfill their communication needs. The traditional man also exchanged messages using drums as well as animals.

Communication, which developed gradually with the industrial revolution, can be traced back to modern technology today. Modern human beings use such advanced communication methods to exchange information. Here modern equipment such as television, radio, mobile phones, and computers play a vital role in the modern communication process. When identifying communication, special attention should be paid to its nature. The basic nature of communication is that it is one-way as well as two-way (linear and nonlinear). One way is for the sender to deliver a message to the receiver through a channel. No response or feedback process can be seen here. Two-way communication is the process by which the receiver responds to the sender after the sender has delivered a message to the receiver. Another major characteristic, that can be identified in communication is obstruction. Interruptions of meaning, environmental barriers, technical barriers as well as physical and mental barriers can be identified mainly in a communication process. The communication process is a combination of several elements. These elements make a significant contribution to the continuity of communication as a process. Sender, encoding, message, channel, decoding, receiver, feedback, noise, and context are those elements. Communication works smoothly only if these elements are properly connected.

Humans have been involved in communication to meet their everyday social needs since the prehistoric period. The communication methods or forms which have been used for communication are classified by communication experts. Those methods of communication are constantly used to meet the needs of human society. Those communication dimensions can be identified as follows, verbal (oral and written) and nonverbal communication, formal and informal communication, and intentional and unintentional communication.

The main layers of human communication that have been built on the basis of these communications such as intrapersonal communication (It is a process that takes place within an individual), interpersonal communication (A process that takes place between two people), group communication (A process that occurs between more than two people), and mass communication (Electrotechnical devices provide information to a large number of scattered receivers).

In the study of communication as described above, it can be identified as a more complex process. Scholars such as Harold D. Lasswell, Kurt Lewin, Paul F. Lazarsfeld, and Wilbur Schramm have made significant contributions to the development of communication as a subject for ease of study. The inclusion of communication studies as a subject in school education as well as higher education today has been a great help for the development of communication evolution.

K.S.D.V. GUNAWARDHANA 2018/CS/73

35. COMMUNICATION INCREASES PUBLICITY.

Communication is an act of giving and receiving information. Through this process we can exchanging information, feelings, and knowledge. Effective communication process is a two-way process where the message in the form of ideas, thoughts, feelings, and opinions are transmitted between two or more persons. Through such interactions two or more individuals may influence each other's ideas beliefs and attitudes. Denise Markell described communication as a "process that increase publicity" and Howland said "the process by which each communicator transmits to change the behavior of other people". So we can't define a particular definition for communication.

Communication is an exchanging information. And also communication includes five senses of human beings such as; thinking, touching, listening, seeing, and speaking. Verbal communication means using words when we engage in communication process with others and nonverbal communication is a communication process which is using nonverbal cues in order to communicate with others. As a human being we use these types of communication system in our day today lives.

Communication is interrelated with our lives. We can't live without communication. We need communication to express our needs, our feelings, and our daily tasks. Communication plays a major role to build and maintain a social relationship. In the contemporary world with the use of modern technology we can share, access and receive the message rapidly. Effective communication helps us to save our time, energy and be productive.

P.H.R.K.J.K. WIKRAMARATHNA 2018/CS/122

36. THE HISTORY OF MODERN COMMUNICATION.

It is not possible to say exactly when and how communication developed. But many scholars say that communication originated from the day man began to do and think something. Because human beings cannot live alone, they try to convey the feelings that arise in their minds when they are grouped together. Therefore, "communication is exchanging information, feelings, needs, and knowledge from one person to another." Communication is the result of man's attempt to convey something to another. In the earlier days' signs, symbols, hints, and voices were used as a channel to exchange information. In the second period, communication has done by using fire, smoke, inanimate, colors, etc. For example, in the past, their whereabouts were determined by lighting a fire and directing smoke into the sky. Kings also used drums to transmit messages. People still use the "red" color to indicate danger.

Then they found the language, created an alphabet, and started to write in order to communicate with people. Accordingly, in the early period, writing was done on tree bark, stone tablets, and clay tablets. Because of the difficulty of writing on these materials man set out to make new discoveries. As a result, the 'Howanho' National "Sai Lung" 'paper' was discovered. Then, with the invention of the "printing press" by 'Johannes Gutenberg', a new milestone in the history of journalism began.

"The Bible" was then the first document to be added to the world using Sai Lung's paper and Gutenberg's printing press. During this time many technological devices were being explored in various parts of the world. Accordingly, the painting in the caves of that time is now being developed into 'Photographs' due to the result of technology. Ancient men painted on the walls of caves in the early days to express their ideas. Nowadays they have grown into 'Cinema'. At the same time, technological devices such as the telephone, radio, and television have been introduced to the world. With the advent of "Satellite technology", many 'New Media' have been created and information processing has been accelerated. Such as, Websites, blogs, email, social media networks, music, and television streaming services. In this way communication has been developed.

R.J.M.M. UMayAngani Kumarihami 2018/CS/25

37. THE EVOLUTION OF COMMUNICATION TECHNOLOGY.

Our heart is constantly beating, our lungs are constantly inhaling and exhaling. Communication is similar to this process. Communication can be abbreviated as the process of exchanging ideas and information between two or more parties. Ideas and information can be transmitted as signs or symbols. Human communication is born at the moment when the first human began to think. Early human communication took place through nonverbal means. Body language, fire, and smoke, simple basic tools, template drawing done by the people. The language was created by civilized people through phonetic pronunciation. The first thing that happened was talking. After a very long time, the characters were created and the writing began. "If people spoke a language one day, the writing took place only in the last five minutes of that day." Early writing took place on stone tablets, animal skins, plant bark and leaves, metal walls, and clay tablets. People were interested in making paper. Then primitive printing system was started but kept secret. Formal printing begins in Germany. In the middle of the 15th century, Johannes Gutenberg invented the printing press and expanded it throughout Europe. It is the world's first print media. "The invention of the printing press is the equivalent of a collection of inventions in the world."

Technological development also took place as communication evolved. There are a couple of key technologies used in the communication and media process. Those are printing and electronic transmission. Alexander Graham bell invented the telephone during his experiments in electronics. Voice transmission, with or without wires, is modern. Guglielmo Marconi discovered that it could be done not only from one place to another but also in a vast geographical area. That is the invention of the radio.

The next product was John Logie Baird's television. Marshall McLuhan's concept of the global village and Arthur C. Clarke's universal family show that the world has shrunk because of communication technology. That society has become smaller. The nature of communication can be characterized by the fact communication is objective, that communication is symbolic, that communication is functional, that communication is diverse, and that communication can be both one-way and two-way.

There are several elements in the communication process. That is, the communicator or sender is the person who exchanges information, ideas, and attitudes by converting our thoughts and feeling into messages using code to communicate with another party. The media is the vehicle to transmit the message to the intended party. The receiver is the person who receives the

message from the sender. The other element is decoding. The process of interpreting and understanding the content of the message is decoding. Feedback, barriers, context, and impact are some other elements in the communication process.

There are several functions of communication such as; providing information, advising, and entertaining. There are a number of different forms of communication namely, verbal communication, nonverbal communication, visual communication, formal communication, informal communication, interpersonal communication, intrapersonal communication, mass communication, public communication, organizational communication and etc. Communication takes a very important place in our lives. No one can live without communication. Our lives will be made possible only by communication.

W. IMALKA HIMAHANSI 2018/CS/20

38. THE MORE WE COMMUNICATE THE LESS WE SUFFER.

“Communication is the process by which the message is transmitted from the source to the receiver” (Rogers, 1983). Communication is a fundamental human activity. It is needed to create a relationship between and among human beings. Communication is exchanging information, feelings, needs, knowledge, etc. Communication includes everything such as thinking, touching, listening, seeing, speaking, experiencing, reading, writing, entertaining, etc. Communication is the core of human social relationships. If communication fails, everything related to communication will fail. Communication is a common phenomenon that cuts across the daily activities of human beings.

The meaning of process is the number of activities that involve the transmission of the message from a sender to the receiver. The three dimensions of communication are; verbal and nonverbal communication, formal and informal communication, and intentional and unintentional communication. If we use language to communicate, we identify that method that as verbal communication. Verbal communication uses languages. There are two parts to verbal communication, oral communication, and written communication. Nonverbal communication is using any nonverbal cues to transmit the message. Nonverbal communication includes gestures, body language, facial expressions, eye contact, etc. Formal communication is a type of communication that is intended to share information officially. Formal communication will usually adhere to an established set of standards, processes, and rules. Informal communication is an informal exchange of information. It usually includes all the various methods of relaying information and works easily for small groups. Intentional communication occurs when we communicate with a specific goal in mind. Intentional communication encompasses all the deliberate words, actions, visuals, and support, that we consciously choose to include in any particular communication.

Unintentional communication happens when someone sends a message that they did not intend to send. It can also be a message that the person was unaware was sent. Communication helps for successful completion of work, helps to make plans, makes cost minimization and democratic management. Communication has the greatest importance in human lives. It is important to sharing out one's thoughts and feelings to live a fuller and happier life.

The more we communicate the less we suffer and the better we feel about everything around us. However, it is all the more necessary to learn the art of effective Communication to put across ones' point well.

H.M.K.S. HERATH 2018/CS/10

39. MEDIATED COMMUNICATION.

Communication is not limited to people. It also belongs to the animal species. From the day of its birth, all living beings, including humans, have been using various media to communicate. Communication is important for building interpersonal relationships. “The exchange of feelings, perceptions, ideas, and knowledge can be simply identified as communication”. In the past, people communicate using sounds, signals, and symbols. These communication methods, which existed in the undeveloped era, have undergone greater development with the advancement of technology. Today we see the use of digital communication technology tools for media use and modern communication. Newspaper, magazines, telephone, television, and radio are simple examples of this.

What would have happened if human society had not had a mode of communication from the beginning to the present? Will it be possible to build the advanced technology we see today without communication? Communication is a key factor in helping to produce high-tech tools. People all over the world use their own language to communicate. Thousands of languages are spoken today and the arts and literature that have been created in those languages and the accumulated knowledge that has been created through the intervention of communication are widespread all over the world. Also, all the advances made by man from the stone age to the present are the result of the intervention of communication.

Although human being lacks imagination, memory, and languages, animals in the world also show common patterns of behavior. It seems that communication interferes with their behaviors and general consensus. “Interpersonal communication” is widely used by people in everyday life. This is the basic and most important form of communication to build human relationships. In addition, the communication method uses to exchange messages between groups is called the “group communication method” meanwhile, a special role is played by mass communication. “Mass communication” is the process of communicating a planned message from one place to a wider community. Mass media is especially used for mass communication.

Communication is so important to us that language skills are essential to convey our ideas to others. Communication is essential for education. Having trained in other languages in addition to our mother tongue will help us to expand our communication. Electronic communication or the internet is also important to develop knowledge. The world has now become one universal village through internet communication, such as Facebook, Twitter, Instagram, etc. Radio,

television, and telephones also play a significant role in the communication process. Through such a communication process, the good and bad deeds of society are growing day by day. It is the responsibility of all of us to use this developed communication ability for the betterment of society not for the decline of society.

I.G.L.L.S. PEMARATHNA 2018/CS/91

40. COMMUNICATION IS AN ESSENTIAL HUMAN PROCESS.

Communication is exchanging information. It is anything that conveys the meaning that carries a message from one person to another. Communication is very important to human lives. It is related to our day-to-day serial. Without Communication, people can't move forward. Communication includes everything. Communication is an essential human process. Information, persuasion, and entertainment are the main functions of communication. Every person needs to build interpersonal relationships. We can share our knowledge, feelings, and ideas with other people and can build better relationships through good communication. In Traditional communication, ancient people exchanged their information through fire, drums, smoke, pigeons, and drawing. They used these methods to give some messages to other people in their group and generation. However, the modern communication technologies that we used most probably from the 17th century with the industrial revolution made us able to enjoy the benefits of modern communication.

Verbal communication is using body language to transfer information through speaking or sign language. It is one of the most common types often used during presentations. Verbal communication is important because it is efficient. It can be helpful to support verbal communication with both nonverbal and written communication. Nonverbal communication uses body language, gestures, and facial expressions to convey information to others. It can be used intentionally and unintentionally when you hear a pleasing or enjoyable idea or a piece of information. Nonverbal communication is helpful when trying to understand others' thoughts and feelings. If they display "closed" body language such as crossed arms or hunched shoulders, they might feel anxious, angry, or nervous. If they display 'open' body language with both feet on the floor and arms by their side or on the table, they are likely to feel positive and open to information.

Written communication is the act of writing, typing, or printing symbols like letters and numbers to convey information. It is helpful because it provides a record of information through books, pamphlets, blogs, letters, memos, and other forms of written communication in the workplace. Written communication should be as simple and clear as possible. While it might be helpful to include a lot of detail in instructional communication. Visual communication is the act of using photographs, art, drawing, sketches, charts, and graphs to convey information. Visuals are often used as an aid during presentations to provide helpful

context alongside written and verbal Communication because people have different learning styles, visual communication might be more helpful for some ideas and information.

S.A.N. SAWBHAGYA 2018/CS/118

41. COMMUNICATION IS A TOOL.

Communication is a fundamental human activity. When we define communication, we can state it as “exchanging information between two or more”. According to Roger, “communication is the process by which the message is transmitted from the sources to the receiver. W.T. Newman and C.F Sumer Jr define communication as, “communication is an exchange of facts, ideas, opinions, or emotion by two or more persons. Peter Little defines communication as, “communication is the process by which information is transmitted between individuals and organizations so that an understanding of response will results”.

Scholars define communication as the tool of exchanging information among each other. It is basically a process of interaction with the people and their environment through such interactions. Two or more individuals influence the ideas, beliefs, and attitudes of each other. If we think we can live without communicating, it is impossible. Communication is intertwined with our lives because it is a fundamental human activity. Not only human beings but also animals want to communicate for the existence of their lives.

From a long time ago humans have been communicating with each other. Ancient people used various traditional methods for exchanging information. In that period, those people were not living in a developing society therefore, they used various simple forms of communication such as signals, symbols, clues, voice, fire smoke, drums, drawing, and several animals for communicating. As time went on, people developed the language and started to speak. With the advancement in technology, the communication process of the people has expanded to a wide range. Accordingly, social media and electronic media have expanded into the whole world. As a result of it communication is developing fast. People are more familiar with technology than ever before. Television, telephone and laptop have become essential things in our life as of nowadays.

The sender, receiver, message, channel and the feedback are the elements of communication. There are different communication forms, verbal communication, nonverbal communication, formal communication, informal communication, intentional communication, and unintentional communication. It is the transfer of a person’s thoughts in the way of talking or writing to another person. Communication has four actions that are, encoding, sending, decoding, and receiving. The sender encodes the information and transfers it to the receiver. The receiver gains the information from the sender, decodes it, and understands the message or information received. The message forms the content of the communication. Telephones,

written memos, emails, text messages, and faxes are communication methods other than talking face-to-face with a person. The transfer of information and message from a sender to a receiver may be influenced by various things like emotions, the medium of conversation, cultural situation, upbringing, and even a person's location. As of nowadays, communication is expanded around a wide area. A person who has good knowledge about the process of communication can filter the effects and benefits of communication.

A.L.N. SAVIDYA 2018/CS/109

42. STUDIES ON COMMUNICATION.

Communication is exchanging information, feeling, knowledge, ideas, and needs. Communication is a fundamental human activity. Communication is needed to create relationships between and among human beings. If we use language to communicate that is called verbal communication. This can also be communicated in two ways. That is, oral communication (speak the language) and written communication (write the language). If we use any other ways other than the language to communicate is called non-verbal communication.

Communication can be categorized as follows, traditional communication and modern communication. Traditional communication is not the new one. Traditional communication means the way how ancient people exchanged their information. Ancient people used communication methods such as, fire, smoke, drums, sounds, pigeon, animals, and drawing pictures. Modern communication means the way how modern people exchange their information. Modern technologies include Television, Radio, Mobile phones and so on. In addition, we use social media, nowadays.

Communication is important for maintaining friendships, establishing human relationships in human life, exchanging information and technology, and important for personal life, civic life, and professional life. Due to this importance, communication is used as a subject in the field of education. It is called as communication studies. The evolution of communication technologies, the growth of mass media and the impact of media on society let the development of a course called "communication studies". Accordingly, communication is also taught as a subject at present.

A.N. MADHUMALI 2018/CS/32

43. COMMUNICATION AND THE HUMAN SENSES.

Communication is the exchange of information. Information means colors, feelings, fashion, etc. In communication, information is exchanged verbally or nonverbally. Thus different things are used to exchange information. They are television, radio, newspaper, body language, and social media, and so on. Communication is also a basic human activity. Simply put, communication is the exchange of ideas between two parties. Because those ideas arise in the mind of the individuals, Communication begins with the mind. Communication can also be described as a process. It is not a single process. Accordingly, communication requires two parties. Communication is done by one party and communication is received by the other party. That is, the message here is transmitted by the sender and the message is transmitted to the receiver. It is the process of communication.

The five senses help to make the communication process a success. That is, communication takes place through the ears, eyes, nose, mouth, and skin. It is because of this communication that everything goes forward. Accordingly, this society was born because of communication. Accordingly, people living with communication from the day of birth to the day of death. That is communication includes people's daily activities. Solutions to the problems of today's society can be easily obtained through communication. Communication is essential for the survival of all the exists in this world and for their success. Communication is essential for an organization to function properly. That is the organization must have communication from the top person to the bottom person and from the bottom person to the top person. That kind of communication is very helpful for the success of the organization.

Communication can be divided into traditional communication and modern communication. Traditional communication means the way how ancient people exchanged their information. That is, at the time, people used fire to communicate. They have also used pigeons to exchange their ideas. In addition to that, drumming, cultured writing, etc. have been used. Today, good communication plays an essential role in the success of jobs and their personal lives. Accordingly, a leader can successfully guide those around him by using effective Communication. Successful communication helps build strong trust with others. That is, there is a clear sender and an attentive listener. Therefore, communication between such people creates strong trust. Also, effective communication minimizes conflicts between individuals. Conflicts are minimized if one has the ability to communicate something accurately and clearly without having the opportunity to argue or question. Communication improves relationships between people. That is, good communication can enhance the relationship between family,

friends, and relatives. In that sense, people cannot live without communication. Communication can be seen in every action a person takes.

G. T. M. CHANDRASIRI 2018/CS/148

44. COMPONENTS OF COMMUNICATION.

“Communication to a relationship is like oxygen is to life. Without it, it dies” (Tony A. Gaskins Jr). According to the above statement, communication is linked to the air we breathe. If a person does not have enough air to breathe, he will die. And you can’t live without communication. It is like being dead. From the ancient times of humankind to the modern age of communication, technologies are being enjoyed by the modern generation. During infancy, a baby fulfills his needs through various means of communication. That is, they used to quench their hunger by crying. The term “communication” has been taken from the word “communis”, a Latin word meaning common. The commonness of understanding forms a vital component of all kinds of interactions and communication. If understanding is not common, then communications create more misunderstandings. It makes people directionless. It forms one of the essential tools that help people to connect.

Although this is a normal thing, it is the first means of communication in human life. Communication through various signals, even when words are not used. It is the basic foundation of communication. Communication is the fundamental basis of everything. Communication comes in many forms. We can communicate without using words. A baby communicates with its mother as he grows in the womb. There are different modes of communication. The first one is verbal communication. Verbal communication includes written and oral communication. The next main part is nonverbal communication, the transmission of messages or signals through a nonverbal platform such as eye contact, body language, facial expressions, gestures, a posture. It includes the use of social cues, kinesics, distance and physical appearance of voice and touch.

Communication is the transfer of a person’s thoughts in the way of talking or writing to another person. Communication has four actions that are, sending, encoding, decoding, and receiving. The sender encodes the information and transfers it to the receiver. The receiver gets information from the sender, decode it, and understands the message or information that he or she received. The process of communication has five components. They are; sender, receiver, message, noise and feedback.

A.M.B.G.T.I. DISSANAYAKE 2018/CS/66

45. WE ARE NOTHING WITHOUT COMMUNICATION.

"It's a process of transferring information and understanding from one to another." (Keith Davis). Communication is exchanging information. It is basically a process of interaction with the people, their entertainment, and the environment. Therefore, people can convey their ideas, feelings, and all the details via Communication. Communication which began with beating drums, animals, beacon fires, voices, paintings, language, alphabet, and letters is now in its modern age.

Technology should be the forerunner for it. Such interactions occur through exchanging information through words, gestures, signs, symbols, and expressions. Even for day-to-day operational issues, communication plays a great role in society. "Without communication, we are noting. If there isn't communication, there aren't human beings." When we look back at the history of the evolution of human beings, we cannot exactly trace as to when human Communication began. However, we can state that from the time men/women began to think, the process of communication started. Thus, communication has existed prior for millions of years.

Man cannot live alone. It is through communication that he/she builds relationships and continued to co-exist. Communication methods today have grown into very modern technologically advanced methods of communication. Lately, sociologists, educationists, political scientists, and other thinkers have made an effort to understand what really the communication process is. The Latin word 'communicatio' from which the word 'communication' is derived indicates the meaning of participation in the community. Actually, information and understanding from one or more people.

Early man communicated with signs, and symbols, and by shouting aloud. Then the man began to communicate with the help of fire, smoke, the beating of drums, and colors. As man evolved language evolved. This led to the evolution of the alphabet and the letters. This invention led to the development of speech and the written form of language. Along with this development art and painting progressed simultaneously. Letters were written on the bark of trees, clay slabs, stone slabs, pressed papyrus grass, clothes, and animal skin. As the next great steps in the invention of the paper, the radio, the telephone, television, internet, etc. can be noted.

Mass Communication is a process in which a person, group of people, or an organization sends a message through a channel of communication to a large group of unknown and many varieties

of people. Print media, broadcast media, and new (digital) media are the types of mass communication.

K.K.S.D. KARUNARATHNA 2018/CS/113

46. EVERYONE COMMUNICATES DIFFERENTLY.

Communication is a valuable concept. Communication may seem like a simple thing, but it explains a broader aspect. Everyone communicates differently from birth. Communication is exchanging ideas and messages between two or more parties. Communication is related to our lives. Communication is a common phenomenon that cuts across the daily activities of the human being. As food and water are very important to man's survival so is communication.

We can use verbal and nonverbal communication methods for communication. Communication is a very important thing for exchanging ideas or information. Verbal communication means communicating with words. All verbal communication uses language, a symbol system consisting of letters and words. Nonverbal communication means communicating with cues. Nonverbal communication methods are body language, gestures, facial expressions, eye movements, etc.

Also, the methods of communication differ from society to society and from culture to culture. No one can live in isolation without sharing their ideas. Communication helps them to communicate, build good relationships, maintain relationships, learn, improve their knowledge, share their feelings, share our heritage, culture, and traditional things with the next generation, as well as engage in day-to-day activities and social life.

All sectors are improving in contemporary society. Accordingly, with the advancement of technology, communication has also greatly improved. All of us live in advanced technological age it is important to know what communication is and how to use it. Communication is essential for continuing education. Looking at the present communication skills, and the internet, communication skills are very helpful for children and people to learn in the face of this Corona pandemic situation. The modern world has now become one universal village. Internet communication capability helps to cross that universal village. But when using internet communication, you must make sure that you do the right thing at the right time. Also, keep in mind that focusing on unwanted things is a factor that weakens your personality.

Furthermore, radio, television, and telephone make a great contribution to our communication. These machines enhance our skills and knowledge as well as support our entertainment. We who live in a competitive world should use this technology or communication methods used only for the right thing, but nowadays many people are facing various problems due to the use of this method of Communication. There are still opportunities to play with their lives. Therefore, we must communicate correctly. Successful individuals with this personality

contribute to society. We must all make sure that this communication ability is not used in a way that leads to social degradation. So, it is clear that communication is very important in our lives. We use communication very well. Also, make sure to use it very carefully and with a good understanding of it.

D.M.P.S. DISSANAYAKA 2018/CS/76

47. BASICS OF COMMUNICATION.

Communication is a fundamental human activity through which people exchange information, feelings, needs, and knowledge with others. Communication is a process that involves the interaction between two participants. It is the transfer of information and ideas that can be conveyed in different ways. Communication helps us to develop our understanding about others. A person may possess good knowledge but his/her performance will be evaluated on the basis of his/her ability to communicate. Therefore, if we are good communicators we have much more chances to be successful in our lives.

Among the components of communication, the sender is the most involved person. Communication can be a one-way or two-way process. Communication serves as a way or means of connecting people and places. Communication is the core of human existence. In 1920 researchers from various fields started to investigate the relationship among media, society, and human activities. Among the researchers, Charles Horton Cooley represented Social sciences, Walter Lippmann represented Political science and John Dewey represented the Education fields.

Communication helps to build relationships with others. Modern technologies dominate our communication in the present. People use modern technological devices and tools to exchange their thoughts and ideas to others nowadays. Facebook, WhatsApp, Instagram, and YouTube are some of the new media technologies that people use as communication channels in the modern days. Therefore, because of this modern communication people can easily communicate with anyone in this world despite geographical differences. Communication is a two-way process. It involves a sender and receiver. The sender or receiver can be an individual or a group. Communication can be divided broadly into two categories. They are verbal and nonverbal communication. Verbal Communication uses words and language for interaction between two or more individuals. It can be either oral or written. Hence speaking, listening, reading, and writing are all classified as verbal communication. Nonverbal communication can occur without the use of words. Body movements, gestures, facial expressions, and smiling are some examples of nonverbal communication that carry meanings. Communication can be formal as well as informal. Formal communication is meant to establish substantial works. Informal communication may hold various emotions and personal feelings.

T.D. JAGODAGE 2018/CS/93

48. IT IS IMPOSSIBLE TO LIVE WITHOUT COMMUNICATION.

"Communication is the process of passing information and understanding from one person to another" (Keith Davis). Communication is the process of conveying messages (facts, ideas, attitudes, and opinions) from one person to another. We exchange information by using telephone, radio, internet and so on. Communication is a continuous process that contains important elements such as; sender, encoding, message, channel, receiver, decoding, and feedback. There are many forms of communication that we are practicing in day-to-day life.

Verbal communication is conveying our message to others by using words. It includes both oral and written communication. It saves time and energy, and getting a reply is easy in verbal communication. Nonverbal communication means communicating with others by using nonverbal cues instead of words. Effective communication is an important part of our personal lives, professional lives, and civic lives. The frame of reference of people who involves in the communication process such as; language, attitudes, behavior, and background are influenced in communication. Effective communication occurs when a message is completely understood by its recipient able to give clear direction and vision provide clarity to avoid any confusion when people know what is expected of them in the time frame.

As good communication helps to solve problems by listening to others and considering others' interests and thoughts. Using nonverbal cues along with verbal communication will enhance the interpreting level of an individual in the communication process. It is impossible to live without communication. Communication is important in our lives. Communication is essential to meet up our needs in our lives from cradle to coffin.

K.A.S.R. WIKRAMARATHNA 2018/CS/126

49. TELEVISION AS A COMMUNICATION MEDIUM.

"Television is no longer a device, it is a communicator who influences residents by staying in the living room". In Sri Lanka, there are many different types of media has been practiced; television, radio, newspapers, magazines, and Web sites. State and private media operators provide services in Sinhala, Tamil, and English languages. The government owns two major TV stations, radio networks operated by the Sri Lanka Broadcasting Corporation (SLBC), and newspapers published in Sinhala, Tamil, and English.

Among these media channels, television is very important. Television in Sri Lanka dates back to 1979. Television broadcasting, like other forms of media in the country, is generally divided along linguistic lines with state and private media operators providing services in Sinhala, Tamil, and English languages. Television is a telecommunication medium used for transmitting moving images in monochrome (black and white), or in color, and in two or three dimensions and sound. The term can refer to a television set, a television show, or the medium of television transmission. Television is a mass medium for advertising, entertainment, news, and sports.

John Logie Baird was a Scottish inventor, electrical engineer, and innovator who demonstrated the world's first live working television system on 26 January 1926. He went on to invent the first publicly demonstrated color television system, and the first viable purely electronic color television picture tube. In 1928 the Baird Television Development Company achieved the first transatlantic television transmission. Baird's early technological successes and his role in the practical introduction of broadcast television for home entertainment have earned him a prominent place in television's history.

Television has been developed step by step. Such as LCDs, LED displays, and plasma displays were a hardware revolution that began with computer monitors in the late 1990s. Most television sets sold in the 2000s were flat-panel, mainly LEDs. Major manufacturers announced the discontinuation of CRT, DLP, plasma, and even fluorescent-backlit LCDs by the mid-2010s. In the near future, LEDs are expected to be gradually replaced by OLEDs. Television has played a pivotal role in the socialization of the 20th and 21st centuries. There are many different television channels in Sri Lanka such as ITN, Hiru TV, Swarnawahini, TV Derana, EYE Channel, Siyatha, Jathika Rupavahini, etc.

All these channels produce different types of programs for different audiences. For instance, educational programs (Thakshilawa / Guru gedara / Television Iskole), musical programs (Hirustar / Dream star / The voice), news (Ada Derana / Hiru news), entertainment programs (Copy Chat/ Haddinnath Tharu), political programs (Balaya / Satana), religious programs (Amadahara / Sadaham Sisila /Asapuwa). Television is a very important media in Sri Lanka. As a recipients of media channels, we have to improve our media literacy to receive a media message in an effective way.

T.M.N.M. TENNAKOON

50. HEALTHY COMMUNICATION.

Communication can be simply defined as exchanging an information. Also the word "communication" is defined in the oxford dictionary as the "imparting or exchanging information by speaking, writing or using some other medium". However, communication is the act of giving, receiving, and sharing information. Furthermore, in the Webster's dictionary defined communication as "communication is a process by which information is exchanged between individuals through a common system of symbols and signs of behavior".

We can classify communication into two types. The first one is verbal communication and the second one is nonverbal communication. In verbal communication, the information is exchanged by using language. Language is used in two types in verbal communication. They are oral communication and written communication. Nonverbal communication is the transfer of information through the use of body language including eye contact, facial expressions, and any other than language.

In daily communication, we use 35% verbal communication and 65% nonverbal communication. No one can live without communication. People are engaged in communication. Communication essential for us to meet and share the needs of everyday life. We need communication to share information as well as receive information.

People communicate inwardly. People communicate with them self is called as intrapersonal communication. Communication between two people is called as interpersonal communication. In our day-to-day lives, we use interpersonal communication. Communication among the group of people is called as group communication. It takes place between more than three people in a group. Primary group and secondary group are the two types of groups. Mass communication is the imparting or exchanging of information on a large scale to a wide range of people.

Mostly mass communication occurs as a one-way communication. Sender, message, channel, receiver, feedback, gatekeeper, noise are the elements of mass communication. We can't even imagine a living being not communicating. Communication happens both consciously and unconsciously. Communication takes place in human society as well as in the animal world too. It's called as "Animal communication". Communication skills are the ability to use language and express information in a proper way. We have to improve communication skills day by day. Because communication skills are very important to our daily lives. It helps us to

make and keep a friends' zone. Having effective communication skills leads us towards healthy communication.

S. A NIPUNI SAWBHAGYA 2018/CS/118

51. COMMUNICATION IS NOT LIMITED TO HUMANS.

Communication is the exchange of ideas between two parties. Communication can take place within a person, between two people, and more than two people. Communication has taken place in various ways in the past as well. Ancient man lived in small groups in the forest. They were accustomed to uttering only the voice through the mouth and may have been accustomed to the voice as a means of communication. In addition, many things related to the forest and the cave have been used as communication symbols. Body hints were also used by humans at that time as a means of communication. Communication is a systematic process in relation to this period, command drumming, screaming, clapping, light fires, etc. have been followed.

Communication is not limited to human beings. It can be applied to animal species too. From birth to death, we are also socialized by the use of different forms of communication. It is important for all of us living in the age of advanced technology to be familiar with and use all other forms of communication. The modern world has now become a single universal village. So internet communication capability is important to cross that universal village. But be sure to do only the right thing when using this. We use radio, television, telephone, newspaper, and social media to communicate with others.

In order to understand the importance of communication, we must understand that without communication, society would not exist. In addition, it is worth giving some thought to what modern society would be like if human society had existed without communication from the beginning to the present day. Today, the task of communication has evolved to the point that it can be identified as a more integrated and organized task.

M.M.R. PIYUMIKA AMARASINGHA 2018/CS/24

52. LETTING EVERYONE KNOW.

Communication is the process by which the messages are transmitted from the source to the receiver (Rogers,1983). Communication is exchanging information. Communication is related to our lives. Communication includes everything such as; thinking, touching, listening, seeing, speaking, writing, etc. Communication is the core of human-society relationships. If communication fails, everything related to communication will fail. Communication is explained as "letting everyone know". Communication is a fundamental human activity. We cannot not communicate. Communication is needed to create relationships between and among human beings. Communication is exchanging information, feelings, needs, and knowledge

Expansion of communication includes signals, symbols, clues, voices, fire, smoke, drums, color, paintings, language, alphabet, letters, speaking, writing, tablets, clothes, etc. Communication is usually a two-way process. It is not just giving information or signals to someone. It also involves the comprehension of the information or the signals by the receiver. When the act of giving information or a sending message reaches the recipient and gets comprehended by him/her and the receiver sends feedback as desired by the sender, the process of communication is said to be completed.

Communication is a continuous and dynamic process involving more than one person. It is a cyclic process denoting a continuous flow of information. It essentially involves the sender, message, and recipient. The sender conceives ideas and encodes them and sends them through appropriate channels (email, phone, speech) to the recipient. The recipient decodes the message, understands it and encodes feedback, and sends it to the sender. Communication refers to a set of techniques used for expressing ideas effectively. Communication is lexically meant to be the imparting or exchanging of information by speaking, writing or using some other medium. It is the act of conveying intended meanings from one entity or group to another through the use of mutually understood signs or semiotic rules.

W.A.N. MADHUSHANI 2018/CS/74

53. VERBAL AND NONVERBAL COMMUNICATION.

Communication is considered as a fundamental activity and it is unavoidable. Communication is as old as human civilization. Communication is an exchange of facts, ideas, opinion or feelings between two or more people. Good communicators listen well, speak, write and respect different opinions. The communication process refers to a series of actions or steps taken in order to communicate successfully. It involves several components such as the sender of the communication, the actual message being sent, encoding of the message, the receiver and decoding of the message. There are various channels of communication process such as; audio, video, writing email, fax and body language. The sender must choose the most appropriate medium for successful communication process.

Communication helps to provide clarity and direction, improve productivity, improve the working environment, foster strong team, builds better rapport with costumes in professional life. In civic life communication plays a major role to transferring of ideas and feeling, interaction with society, for education, to entertain and to understand the world. Each person has a unique pattern of communication, a way in which they interact and exchange information with others. Thus, communication can be divided into several main parts as follows, verbal communication - this can be divided into two parts as oral and written communication, examples-telephone call, letters, speeches, nonverbal communication, examples: - posture, eye contact, touch, hand movement, formal communication, examples- Board meetings, gazette, interviews, reports, and informal communication, examples-instant messaging, casual discussing, verbal exchange, gossip, intentional communication, unintentional communication, intrapersonal communication, examples-self talk, imagination, recall, group communication, and interpersonal communication.

Cultural differences & language, conflicts in workplace, communication styles, lack of transparency & trust, inability to listen to other and dissatisfaction make a communication as a complex process.

H.M.P.G. SIRIWARDHANA 2018/CS/81

54. THE MEANS OF COMMUNICATION.

Communication has taken a major role in society. If there is no communication, it is impossible to carry out our day-to-day activities and build a relationship in society. “Communication is the process by which information is transmitted between individuals or organizations so that an understanding response results” (Peter Little). Communication is not a new one because we consciously and unconsciously engage in communication. Communication is a fundamental human activity and it is related to our lives. Communication is an exchange process of information, ideas, and facts. So communication is simply the act of transferring information from one place, person, or group to another. Communication is not a new one. In the past years, our ancient people used many ways to communicate with others such as; fire, different sounds, drawing, writing, smoking, pigeon, and so on.

These means of communication are called traditional communication. In contemporary society, we are utilizing various kinds of communication methods such as; Television, Radio, Email, letters, computers, and Telephone. There are various forms of communication such as; verbal communication, and nonverbal communication. Verbal communication use language, symbol system, letters, and words. Meetings, interviews, speeches, and debates are some examples of verbal communication. Nonverbal communication transfers information through the use of nonverbal cues including eye contact, facial expressions, gestures, touch, silence, colors, clothes, images, space, and distance. However, in our daily communication, we use 35% of verbal communication and 65% of nonverbal communication. Verbal communication is flexible and effective. And it provides complete understanding, gives quick feedback, and helps to save time. In some circumstances; language barriers, no ratification, distortion, and leak of secret information seem as barriers to verbal communication. But in nonverbal communication it's impossible to keep records, no opportunity for correction, there is no legal validity and the meaning of non-verbal cues can vary from one person to another according to their frame of reference.

Communication is the most important way to share thoughts, feelings, facts to lead happy lives. People must learn to communicate effectively. It helps to create a healthy relationship and workplace in the society.

H.M.S.M. HERATH 2018/CS/56

55. COMMUNICATION IS A NEED.

Communication is needed for the survival of human beings. Communication plays a key role in human lives from birth to death. The term “communication” has been derived from the Latin word ‘communis’. Communication is the process of transmitting information and ideas. Communication includes everything such as thinking, feeling, speaking, writing, entertaining, listening, etc. It is related to our day-to-day life. If communication fails, everything related to communication will fail. There are most important aspects in the communication process such as; sender, receiver, message, channel, and feedback.

Inform, persuade, entertain are the basic three functions of communication. Communication is extremely significant to communicate with friends or co-workers or family in our day to day lives. So there are various forms of communication such as; verbal communication including oral and written forms, nonverbal communication such as gestures, body language, physical appearances, space, color and etc. then formal and informal communication, intentional and unintentional communication. Also, there are types of communication such as intrapersonal communication, interpersonal communication, group communication and mass communication.

Communication is very important for professional life and personal life to understand the other people which means their actions, behaviors, and even emotions. It helps to create healthy boundaries in both professional and personal life. And it is important to solve problems, make decisions, develop relationships, and to interact with the other people of different cultures. Effective communication should give a space to listen others opinions and ideas, should choose a suitable media, should use nonverbal communication, and should transmit the message accurately. The effective communication should be the polite communication. However, with the global technological advancement, communication has become easier. There are number of new media and social media platforms.

As a result, people are updated every second through this modern communication. There is a technology even to communicate and explore the interplanetary. Today human lives depend on this communication. While those who are no longer close to their relatives, through the benefits of communication, relationships are protected. In the twenty-first century, communication is the most dignified.

H.E.L. SAYURI THAKSHILA 2018/CS/57

56. COMMUNICATION BINDS US TOGETHER

From the moment life began to sail the ship the captain called communication was tasked with steering it. Just as it is impossible to drive a ship without a captain, it is impossible to navigate life without communication.

What exactly is this communication that is being talked about all over the world? What is this bond that binds us inexorably from birth to death? Not only humans but also animals live under this criterion of nature. Communication is the essence of animal existence. This cannot be limited. In most cases this is broadcast based on information or data. The way a person thinks, the way he talks to others, the way he behaves, the various movements are all subject to communication.

We humans feel like animals communicate with each other. Yes, that true. We can't hear it but they are communicating all over the day. We do not know animals' language that's why we can't understand it. Communication involves the concept of transfer of information. It is merely the act of sharing common ideas between individuals that are a part of the conversation. It forms an understanding from the sender to the receiver and vice versa. It is essential to carry out the process convincingly and meaningfully to develop an ideal conversation with communication. The act of communication is also known as the process of passing information in oral or written form. The process of communication has five components, namely, sender, message, medium, noise, and receiver. Telephones, written memos, emails, text messages, and faxes are communication methods other than talking face-to-face with a person. Every communication involves a sender, a message, and a receiver. The transfer of information and message from a sender to a receiver may be influenced by a range of things like emotions, the medium of conversation, cultural situation, upbringing, and even a person's location. Good communication skills are considered desirable by every citizen in the world.

One might think that deaf people do not communicate with the deaf, but they do not give up their livelihood just because they are deaf or dumb. As they have developed their own language, communication (Braille, etc.) communication is essential for life, not only verbally or nonverbally, but also by gestures, clothing, movement patterns, color, and so on. For example, the average person would say "come" to call a friend and a dumb person would "shake hands" to call his friend. These two things capture the message they are telling their friends. If that is the case, then there is definitely a communication process going on if the friend responds to it. The mother realizes that the newborn baby is screaming and crying because of hunger. It is

natural for an ignorant baby to want to cry in order to express hunger. It can be pointed out, therefore, that communication is subject to the subtleties of human life.

Language is used extensively in the communication process. This is common to anyone living in any country in the world. Because of language, communication takes many forms, both verbal and nonverbal. This is a very important milestone for man to cross life. This communication has the power to sometimes lead to the destruction of life as well as sometimes to the success of life.

Communication is brought to the masses through the electronic, print and new media entities. There is hardly a country in the world today that does not use this process called mass communication. Accidents, weather, entertainment, sports news, etc. are broadcast through this medium. At the same time, the use of face book, a new medium, is on the rise because of the free exchange of information and the ability to respond to it. This communication, which has its advantages as well as disadvantages, has created employment opportunities for people in many parts of the world. This is because the desire of the people to know information is strong.

So now we can conclude this communication is the bond of all human and animals' lives. Communication is live on everywhere and every time in the world and we must have borne in mind that it cannot be ignored until our death.

M. M. S. N. MAHALEKAM 2018/CS/47

57. ORGANIZATIONAL COMMUNICATION.

Communication is fundamental to the existence and survival of humans, and animals as well as to an organization. It is a process of creating and sharing ideas, information, views, facts, feelings, etc. among people to reach a common understanding. Communication is the key to directing the functions of management. A manager may be highly qualified and skilled but if he does not possess good communication skills all his ability becomes irrelevant. A manager must communicate his directions effectively to the subordinates to get the work done from them properly.

Communication is a continuous process which mainly involves three elements and they are explained below in detail. Sender or the communicator generates the message and conveys it to the receiver. He or she is the source of the communication. Message is the heart of communication process. It can be an idea, information, view, fact, feeling, etc. Encoding means the message can be generated in specific forms. Media is the tool used to transmit the encoded messages. The medium of communication includes telephone, internet, post, fax, e-mail, etc. Decoding is converting the symbols into actual message which is sent by the sender. After decoding the message will be received by the receiver. Receiver is the person who receives the message sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, then only the goal of communication will succeed. Feedback means the receiver gives a response to the sender verbally or nonverbally. Noise refers to any obstruction that is caused during the process of communication.

Communication is basis of co-ordination, the manager explains to the employees about the organizational goals, modes of their achievement and also the interpersonal relationships amongst them. This provides communication act as a basis for coordination in the organization, manager coordinates the human and physical elements of an organization to run it smoothly and efficiently. This coordination is not possible without proper communication; proper communication provides information to the manager that is useful for decision making.

No decisions could be taken in the absence of information. Thus, communication is the basis for taking the right decisions. Communication is exchanging information. Communication is related to our lives. Communication includes everything such as; thinking, touching, listening, seeing, speaking, experiencing, reading, writing, entertaining etc. Communication is the core of human-society relationship.

D.S.M.K MAHEEPALA 2018/CS/125

58. DIMENSIONS OF COMMUNICATION.

Communication is anything that conveys a meaning that carries a message from one person to another (Broker 1949). Communication is simply the act of transferring information from one person or group to another. Every communication contains a sender, a message, a channel, and a recipient. But communication is actually a very complex subject. Transmission of the message from sender to recipient can be affected by many aspects, such as; our emotions, culture, medium, and our location. The frame of reference of an individual plays a major role in effective communication.

In the 10th and 11th centuries, humans used communication to belong with others. It is called traditional communication where they used smoke, drums playing, and scouting to communicate with others. In modern communication, people are using modern technologies to exchange information with others.

Different categories of communication include spoken or verbal communication, which includes face-to-face, and nonverbal communication such as body language, gestures, dressing styles, posture, and scent. There are many subtle ways that we communicate with others. For example, the tone of voice can give clues about our mood. Written communication includes letters, emails, books, and magazines. Nowadays, most people adopt to communicate by using written communication online. Visualizations, graphs, charts, maps, logos, and other visual materials can communicate messages. In a communication process, a message can be sent by the sender through a communication channel to a receiver or multiple receivers. There are many possibilities to occur misunderstanding and distortion in the communication process. Verbal communication begins and ends with words, and it has effective persuasion. There are many advantages of verbal communication such as; quick feedback, saving time and money, flexibility and effectiveness, and legality of the content. As well as language barriers, leaks of secret information, message distractions, and no ratification are some disadvantages of verbal communication.

Nonverbal communication is using cues to communicate with others. Body language, gestures, clothes, touch, voice, space, eye movements, facial expressions, and physical appearance are types of non-verbal communication. Nonverbal communication makes conversation flexible, helps to convey secrets using proper cues, and helps to enhance the understanding of the particular message in a conversation. But in Nonverbal communication, we cannot have long conversations to discuss a particular matter deeply. In some circumstances, distortion and

misunderstandings can happen when using nonverbal cues in conversation. Communication plays multiple roles in our lives to share our feelings, improve our knowledge, exchange our information, and share our heritage. If communication fails, everything related to communication will be failed.

W.A.D. LAKSHIKA MADHUMALI 2018/CS/134

59. COMMUNICATION IS EVERYWHERE.

Communication is everywhere, we look, we hear, we see, and we think. It is a network that binds the whole world together. Without communication there is nothing. Without communication, the world will be a mess. It makes no sense. Just think, if you want to say something to your friend, mother, or someone else, without communication can we say it? It is impossible. Because just having a language is not enough to communicate with another person. If what we communicate is to be effective, we should consider; how should it be communicated. What are the nonverbal communication cues that can be used there? Otherwise, we may not be able to say effectively what we want to say to others. Communication is fundamental human activity that can be used to exchange information, feelings, thoughts, ideas, and everything with one another.

The origin of communication seems to have taken place with the origin of humans. In the early days, definite communication strategies did not appear because no specific alphabet or letters were found. The ancient people used fire, signals, symbols, cues, voices, animals, and pigeons to communicate their idea. These were the basic communication methods of ancient times. With the expansion of communication and the advancement of the human mind, they used painting, drawing, clothes, language, alphabet, letters, speaking, and writing to communicate. Gutenberg, who invented the printing press, was one of those who created such wonderful creations. This caused a new page to be turned for communication. So it is very important to evaluate him. After the arrival of the printing press, newspapers, magazines, and books were published. Later with the gradual development of communication devices such as the telephone, the radio, television, and smart phones were invented. Nowadays, social media such as WhatsApp, Twitter, Instagram, Google, and YouTube, have become a powerful means of communication. Because of these devices communication has become flexible today.

Communication has become a field of study in schools and universities around the world. There are several forms of communication. Such as verbal communication (communicate with others using words), nonverbal communication (communicate with others using nonverbal cues such as gestures, postures, facial expressions, and eye movements), written communication (communicate using written words), interpersonal and intrapersonal communication, intentional and unintentional communication, formal and informal communication and so on. Many students choose communication as a subject because of their curiosity to learn about communication system. This world consists not only human beings but also various animals, how do they express their thoughts, feelings or everything to each other? Each animal has its

own communication strategies. This can be widely learned as "Animal communication" in the subject of communication.

Communication makes a significant contribution to build human relationships in today busy world. At the time when the whole world is gripped by a devastating corona epidemic, children have lost their education, workplace work had to be abruptly stopped, parents and children have to live separately, people have been confined to their homes. But through communication devices, children have the opportunity to continue their education, although separated they were able to maintain relationships as if they were together. Effective communication is a key to success in the family, relationships, in the workplace and everywhere. Communication plays a vital role in promoting the religious, cultures and languages etc. of a country. An effective communication can build a good society as well.

Social media have a huge impact on our lives. It depends on how we utilize these media in order to fulfill our needs. Therefore, it's a responsibility of a man to use these means of communication effectively. So communication is an inseparable part of not only human life but also the life of every living being on earth.

T.M.S. THARUKA THENNAKOON 2018/CS/145

60. COMMUNICATION CHANNELS.

Communication channels are the term given to the way in which we communicate. It is therefore the method used to transmit our message to a recipient or to receive a message from someone else. There are multiple communication channels available to us today. These include face-to-face conversations, telephone calls, text messages, email, the internet (including social media such as Facebook and Twitter), radio and television, written letters, brochures, and reports.

Choosing an appropriate communication channel is vital for effective communication. Each communication channel has different strengths and weaknesses. For example, broadcasting news of an upcoming event via a written letter might convey the message clearly to one or two individuals. It will not, however, be a time- or cost-effective way to broadcast the message to a large number of people. On the other hand, conveying complex, technical information is easier via a printed document than a spoken message. The recipients are able to assimilate the information at their own pace and revisit anything that they do not fully understand. Written communication is also useful as a way of recording what has been said, for example by taking minutes in a meeting.

All messages must be encoded into a form that can be conveyed by the communication channel chosen for the message and we all do this when transferring abstract thoughts into spoken words or a written form. However, other communication channels require different forms of encoding, as an example, text written for a report will not work well if broadcast via a radio programme, and the short, abbreviated text used in text messages would be inappropriate in a letter or speech. Complex data may be best communicated using a graph, chart, or other visualization.

Effective communicators encode their messages so that they fit both the channel and the intended audience. They use appropriate language, conveying the information simply and clearly. They also anticipate and eliminate likely causes of confusion and misunderstanding. They are generally aware of the recipients' experience in decoding similar communications. Successful encoding of messages for the audience and channel is a vital skill in effective communication.

Once the message is received, the recipient needs to decode the message. Successful decoding is also a vital communication skill. People will decode and understand messages in different ways. This will depend on their experience and understanding of the context of the message, how well they know the sender, their psychological state and how they feel, and the time and place of receipt. They may also be affected by any barriers to communication which might be present. There are a wide range of factors that will affect decoding and understanding. Successful communicators understand how the message will be decoded, and anticipate and remove as many as possible of the potential sources of misunderstanding.

The final part of communication is the feedback: the recipient lets the sender know that they have received and understood the message. Recipients of messages are likely to provide feedback on how they have understood the messages through both verbal and nonverbal reactions. Effective communicators pay close attention to this feedback as it is the only way to assess whether the message has been understood as intended, and it allows any confusion to be corrected. Bear in mind that the extent and form of feedback will vary with the communication channel. Feedback during a face-to-face or telephone conversation will be immediate and direct, whilst feedback to messages conveyed via television or radio will be indirect and may be delayed, or even conveyed through other media such as the internet. Effective communicators pay close attention to this feedback as it is the only way to assess whether the message has been understood as intended, and it allows any confusion to be corrected.

W.M.R.V WANASINGHE 2018/CS/95

61. CATEGORIZING COMMUNICATION.

Communication is needed to create relationships between and among human beings. It is a process of exchanging information, feelings, and knowledge. We can categorize communication according to the time period and the usage of channels to communicate with others. The first is traditional communication and the other one is modern communication. In traditional communication, people used fire, drums, smoke, animals, and drawing. In modern communication people use laptops, TV, and mobile phone.

There are verbal communication and nonverbal communication come under the dimensions of communication. Verbal communication happens by using words. We can converse with each other verbally through discussions, debates, speeches, and presentations. We can engage in nonverbal communication by using nonverbal cues such as; facial expression, gestures, tone of voice, posture, movement, appearance, eye contact, touch, space, and body language instead of words.

Oral communication has both advantages and disadvantages. Message can be conveyed and a response can be received in a minimum time, more flexible, powerful and possibilities are high to correct the message. Disadvantages of oral communication are no records, no legal validity, limited use and etc. Advantages of written communication are permanent tangible and variable records, and putting something in writing forces a person to think more carefully. Disadvantages of written communication are it consume a great deal of time.

Another dimensions of communication are formal and informal communication. Formal communication is a type of communication that is intended to share information officially. Formal communication will usually adhere to standards process and rules. Informal communication is a usually includes all the various method of relaying information and works easily for small groups. And intentional communication and unintentional communication also one of the dimensions of communication. Intentional communication means we should communicate with a specific goal in mind. Unintentional communication happens without intentional goals.

Intrapersonal communication is defined as a communication process take place within individual. It can be a little voice in your mind. Speaker and the receiver are same. Group communication is another way for communication. It is composed of three or more people who interact over time. Mass communication is a process occurs as a one-way communication. Audience get the less chance to interact with senders in mass communication process. The

channels of mass communication are print media, electronic media, new media, traditional mass media, like radio, television, newspapers and books. Communication is a very important aspect in our lives. Communication plays a major role to interact with others and carryout our day to day activities.

G.P.S.N.SAMANKUMARA 2018/CS/82



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