Introduction

Today Success is closely associated with the ability to communicate effectively, where in, the message is conveyed which elicits responses. Communication is the fundamental need and pre-requisite for human survival, progress and growth. It is essentially both the director and the means of most human activities and functions. (Suparna & Soma, 2008). Communication is a means we use to network, spread ideas and promote. The importance of communication is crucial to the success of whatever you do because you need to reach out in order to fulfill your mission. (David Kam). Communication is a sacred thread which connects the entire universe, it plays an important role of informing, reminding or persuading. (Daisy.N, 2010). Communication is a dynamic, unending, and non-linear process. It is a process in which interrelated elements work together to achieve a desired outcome or goal. (Barker, 1984).

Communication is the transmission of information, sharing ideas, thoughts, convey directions and provide synchronization, without the tool of communication there is no way to express thoughts, ideas and feelings. As defined by Duncan and Moriarty (1998), communication is a human activity that links people together and create relationship. In other words, each individual relates with other individuals by means of communication, (Sanford, Hunt & Bracey, 1976). Communication plays a key role in every walk of life.

The process of communication can be broadly classified as verbal and non verbal communication. Verbal communication includes written and oral communication where as non verbal communication includes body language, facial expressions, visual diagrams, pictorial representations, signboards or even photographs, sketches and paintings. It is suggested that non-verbal communication, the form of communicating thoughts and emotions without using words, accounts for nearly 70 percent of all communication, (Mehrabian, 1981). Therefore, it can be said that communication is the expression of an idea that may be verbal, visual, vocal or it is a means to inform, tell, show or spread information. (Meenakshi, Prakash, 2006).