

Topic : If communication for humans was like water for fish, how do you see individuals and societies develop a worldview of their own.

'Man is a social animal' is an age-old saying and rightly so. But being social has not been a possibility in 2020, due to an ongoing global pandemic. However undeniably Communication is the very essence of human existence and survival. There is a little question that communication plays a vital role in human life and society. So we can surely say it is one of the most important aspect of our lives because it is only through exchange of ideas and cooperation that a society can grow and develop.

Human beings need to interact with the environment in order to understand life, the way things function and how various entities are related to one another. The expansion and evolution has primarily been dependent into communication, sharing of ideas and knowledge for the growth and development of human kind.

Communication goes beyond just words and their meanings. All behavior sends a message and all activity or inactivity sends a message, therefore a person is constantly sending or receiving messages. The exchange of messages are continually taking place with and without an individual, as well as through both action and inaction. As a result communication becomes an ongoing process that is constantly taking place.

Even symptomatic behavior and actions are often given meaning by the receiver and become communication. The message received by a person need not have to be always from another person, the message could be intrapersonal or from a third non- human source. Nature, animals and inanimate objects can also communicate a message if a person consciously or unconsciously perceives a meaning from the non- human source. Like, our bodies relay to us in the form of hunger, exhaustion, comfort, pain, warmth, etc. When we receive the communications, we decide whether to act upon them or not. This tells us that the body has a certain sentience of its own, apart from our intellects and awareness. There is also life force in plant forms, they also sent out messages that can be received if we are receptive. For example : some house plants enjoy music and being talked to. Similarly a gesture, a facial expression, a sigh, a wagging tail, an interior setting of a room, a painting or a picture, somebody's clothes, body language, eating habits, one's social position in society, an attitude, a rock; all convey information from one living entity to another. There is dynamis in them or they would not exist at all. However they do not fulfill all the needs of a true communication unless someone has encoded a message within them.

Therefore, Communication is a vibrant field that assimilates the knowledge from various aspects and perspectives of human life. Communication can contribute to trust, inclusion and greater relevance between human beings. It is the foundation of all relationships. Communicating helps people to express their ideas and feelings and at an equivalent time, it also assist us to understand thoughts and emotion of the others. It not only helps to facilitate

the method of sharing informations and knowledge but also helps people to develop relationships with others. Communication is the building block of society and therefore the very idea of the society wouldn't have been existent in the absence of this element. A society is formed by different people who come together and share their feelings and interest and varied perspectives with one another and this, is only possible through communicating.

Being able to communicate effectively and clearly is one of the foremost important life skills to learn. Having strong communication skills aids in all aspects of life – from personal life to professional life and everything that stands in between. When one can have effective communication, it leaves all parties satisfied and feeling accomplished. Effective communication provides no room for alteration or misunderstanding of messages which successively decreases the potential for conflict among individuals. The way one communicates are often a make or break factor in maintaining a healthy relationship and a healthy self expression.

The communicational phenomenon plays an obvious role in human life since the means of communication are essential elements in organising the processes of relationship between individuals and groups and they are infact like mirrors that reflect the realities of the societies irrespective of the organization, countries and therefore the cultures. Communication contributes in the structural way of moulding and bracing the main factors of the worldview which has been adopted by those who are responsible of communication whether they are individuals or organizations, and they express to their values and work according to their principles.

Communication is extremely important in transmitting the social and cultural heritage from one generation to another. Communication, in a personified view would play the same role of an educator in bringing up the individuals in a society and providing them with the required skills and values for a far better means and ways of existence and sustainance. Communication is a mixture of intellect, passions and will that is intrinsic to how people make meaning, personally and socially. Communication plays a decisive role in promoting human development in today's new climate of social change. As the world move towards greater democracy, de- centralization and untold measures of growth in every aspect of human life as individuals or the society as a whole. Communication can also be seen as an experience, a phenomenon that involves representation and reinforcement of information or ideas on both interpersonal and collective grounds and tends to fall into repetitive and recursive patterns of representation and identity that often reinforce the dominant hegemony of a culture or society. Communication demonstrate towards society what behaviors are considered acceptable and unacceptable. In short, communication acts as a very important tool in maintaining social order by taking on a kind of surveillance operation. Communication is pervasive and an integral part of our everyday lives and plays a variety of concurrent functions within the society at different levels.

Therefore we can conclude saying that the need to communicate is an inherent human need; one that is permanent and essential attribute in human life. The more we communicate the less

we suffer and the better we feel about everything around. However, it is all the more necessary to learn the art of effective communication to put across ones point well.

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