**Functions of Communication**

Communication functions refer to how people use language for different purposes also refers to how language is affected by different time, place, and situation used to control the behavior of people used to regulate the nature and amount of activities people engage in. The most basic functions of communication in an organization are to ***inform,******to instruct****,* ***to persuade*** *and to* ***command***

**i) To Inform (Informative & Expressive):**

 The business is based on the given information containing data. Information reduces the uncertainty about the situation or the environment in which we find ourselves, It moves in all directions in the organization; it may be given orally or in writing The basic requirement of adjusting oneself to the environment is information. . The receiving or giving of information underlines all communication functions, either directly or indirectly. A large amount of information is available and moves about in an organization and in the world. We need to develop the ability to take what we need and what we can handle.

Ex 1. Please share this info to all, 2. Teacher: Visit library, there are many books on this Topic

**ii) To Instruct (Instructive):**

Those who are superior in the family, society or organization, often initiate communication either for the purpose of informing their subordinates or for the purpose of telling them, what to do, how to do when to do etc. The instructive functions of communication are more observable in formal organizations than in informal organizations.

Ex: a) Doctor: “Take your medicine 3 times a day. b) Parents’ Instruction to their child

**iii) To Command or Order:**

The Superior bosses, heads, in the System of the Law and Order public and private organizations issue Orders to their subordinate employees to be followed strictly. Violations of these are taken seriously.

Ex:1. Police: “Drunkards must not drive”.2. Military Commander: “ Fire”3. Govt :“Pay the Tax”.

**iv) To Persuade:**

According to Belo (1960), the sole purpose of communication is to convince or influence people. Persuasive function of communication i.e. to induce people is extremely important for extension in changing their behavior in the desirable direction.

Ex:1.“Pay attention to my advice ”.2. There is a point in his argument.”