

IMPORTANCE OF INFORMATION AND COMMUNICATION SKILLS IN THE DIGITAL WORLD

K. RAJARAM¹, P. SENTHIL KUMARAN² & S. JEYACHITRA³

¹Department of Library and Information Science, K.S. Rangasamy Institute of
Technology, Tiruchengode, Tamil Nadu, India

²Departments of Library and Information Science, K S R College of Engineering,
Tiruchengode, Tamil Nadu, India

³Departments of Library and Information Science, Urumu Dhanalakshmi College,
Tiruchirappalli, Tamil Nadu, India

ABSTRACT

In the context of scientific information, the first two forms of communication play an important part. In future paperless information system, the third form will play an important role. The oral communication is also called as an informal communication; and documentary communication is also known as formal communication. White has referred to informal communication as interactive, as it involves a direct interaction between the source of information and the recipient. Formal communication, however, is non-interactive.

KEYWORDS: Communication, Formal and Informal Communications, Barriers