**Functions of Communication**

Functions of communication means importance of communication, and the role of communication in personal and social life of public. It means the benefits of communication a man can get through. Functions of communications can be classified into two types;

1. **Functions for Society**
2. **Functions for Individual**

**1: Functions for Society**

It means s the role of communication in a social life. In other words these are the functions performed by communication or media at society level

1. **Surveillance:** Surveillance means the information of surroundings. With the help of communication we came to know about all the issues, events, incidents which take place in our surroundings. Communication has made this world a global village because we are connected and linked through communication. Surveillance we can say information of what is happing in surrounding. There are two types of surveillance:

* **Instrumental surveillance:** the information which is useful in our daily life**.** For example how to Cooke, how to design and similarly all other information.
* **Be-aware surveillance:** the information regarding upcoming threats and information about usual events which make affect our life in any case. It would be-aware surveillance.

1. **Co-relation:** Media and communication channels not only inform us about the events, issues, incidents and situations but also provide help and guidance to understand these issues. Highly educated and intellectual people explain the events and issues in an easy and detailed manner so that common public or people may understand it. For example editorial, column on different issues, features forums, interviews.
2. **Transmission:** Transmission of culture heritage from one generation to other is also an important function of communication. The communication channels and media tell us about the culture or our four fathers.
3. **Entertainment:** another function of communication is entertainment. It means what people want to watch, listen and speak. Entertainment is amusement or pleasure that comes from watching a performer or playing a game.
4. **Linkage:** The function of communication that is to join together different elements of society that are not directly connected. For example broadcasting news of those suffered from the disease or natural disaster, media can help in collecting aids and provide the collected amount to the victims.
5. **Advertisement:** Advertisement is a payed publicity. It is a payed non- personal communication by an identified source to persuade target audience about product or idea.

**2: functions for individual**

1. **Diversion:** Diversion means communication or media content temporary divert our attention from real time problems. For the time being every body of us facing problems, difficulties or issues of real life and by consuming media contents we may forget those real issues for the time being for example watching a movie, drama or song.

* **Stimulation**: It means that media content or communication create excitement which leads to faster work it means by consuming media content we can work faster without getting tired or bored.
* **Emotional Realise**: means media content and communication sources provide us emotional realise by portraying real life problems. If media content resemble with our personal problems and characters which are trouble creators in our life, suffer or go through with bad condition or situation we feel emotionally relax.

1. **Social Utility:** The contents of media are considering social currency which means media content provide topics and information. We can share this information with our friends and family.
2. **Personal Identity:** means communication and media content also tells us our position our standing among the society. So media contents through its programs provide chance for audience to judge their self.