

Types of Communication

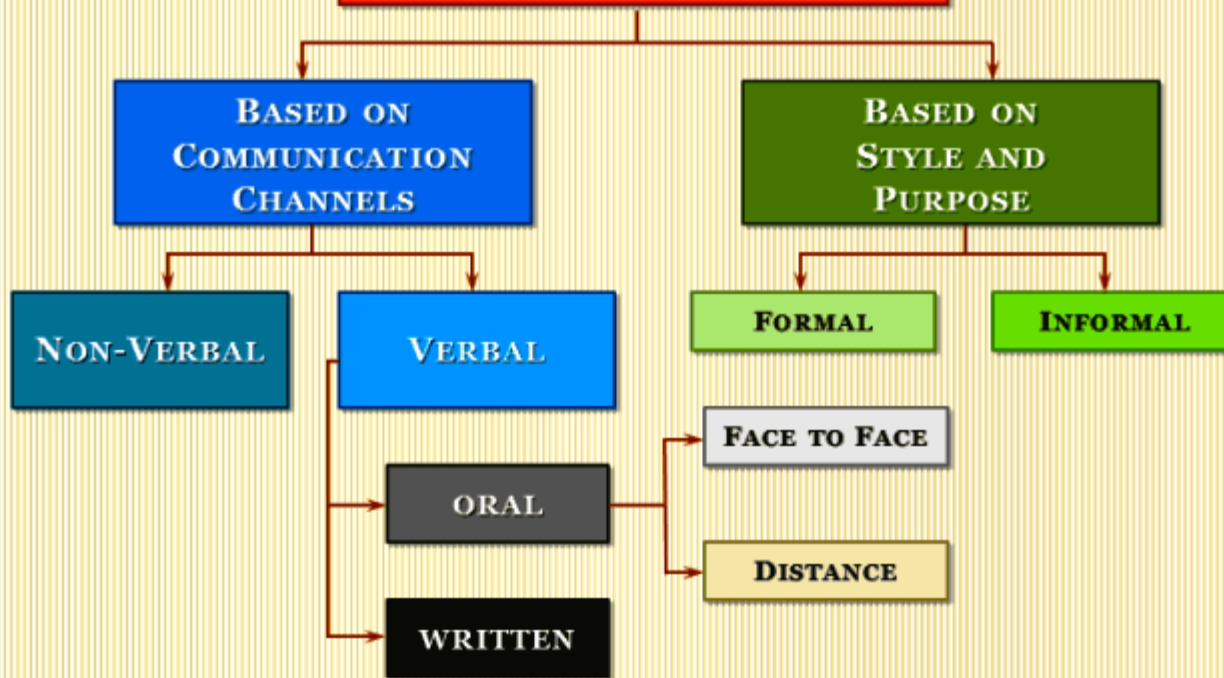
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“COMMUNICATION IS THE PROCESS BY WHICH TWO OR MORE PEOPLE EXCHANGE IDEAS, FACTS, FEELINGS OR IMPRESSIONS IN WAYS THAT EACH GAINS A COMMON UNDERSTANDING OF THE MEANING, INTENT AND USE OF MESSAGES.”

-LEAGANS

Communication takes many forms according to the **style of expression**, the **occasion** and **situation**, the **symbols** and the **medium** used as per the relationship between the persons involved and such other factors.

TYPES OF COMMUNICATION



One way vs Two way communication

One way communication is characterized by absence of feedback from the receiver whereas Two way communication involves active feed-back from the receiver to the sender to ensure that the receiver has understood the message in the same sense that sender intends to convey.

VERBAL COMMUNICATION

Verbal communication involves the use of symbols that generally have universal meanings for all who are taking part in the process. Types of verbal communication are:

- **Oral Communication**
- **Written Communication**

Oral communication is that channel of communication in which message is transmitted in spoken form.

Written Communication is that in which information is exchanged in the written or printed form.

NON-VERBAL COMMUNICATION

Non –verbal communication means transmission of meaning other than oral or written words. This transmission can be through facial expression, body posture, eye contact etc.

Types of non-verbal communication are

- **KINESICS**: it is the study of body movements to judge inner state of emotions expressed through different parts of the body.
- **FACIAL EXPRESSIONS**
- **GESTURES**
- **POSTURES**
- **PROXEMICS**
- **PARALANGUAGE** It involves the study of voice quality, volume, speed rate and the manner of speaking beyond the words. E.g. shaky voice reveals nervousness, clear voice reveals confidence, broken voice reveals lack of preparation etc.

FORMAL COMMUNICATION

Formal communication is communication structured on the basis of hierarchy, authority & accountability.

Types of Formal Communication

- **Upward Communication:** Sending of message from subordinates to superior.
- **Downward Communication** It is the flow of information from superior to subordinate in the organisational hierarchy.
- **Horizontal Communication** It refers to the horizontal flow of message among colleagues.

INFORMAL COMMUNICATION

Informal communication is relatively less structured & spontaneous communication arising out of day to day routine & meetings among people.

INTER-PERSONAL COMMUNICATION

Interpersonal communication is communication among two or more persons. It is an important element of the organisation.

INTRAPERSONAL COMMUNICATION

It is internal dialogue occurring within the mind of an individual. It may be clear or confused depending upon the individual's state of mind.

GROUP COMMUNICATION

It takes place in meeting helps in understanding a situation, exploring possibilities and in solving problems because it allows a multiple point of view. It gives the participants an over-view of the organization and the issues discussed and enable them to appreciate other people's point of view. Multiple barriers operate in group communication. The participants have to be committed to group decisions and activity. The size of the group affects its communication. The minimum number is three and the maximum for effective communication is ten, though larger groups of up to fifteen can manage to have effective communication

MASS COMMUNICATION

Mass communication is a public communication. It is a one way communication which includes messages disseminated by radio, television, the press and through the internet. It is used for circulating information and instruction to the people, for disseminating information about themselves, for advertising, and for propaganda. It has single source and multiple receivers, the content is open to all, audiences are heterogeneous and it can establish simultaneous contact with every large numbers of people at a distance from the source and widely separated from one another.

THANK YOU!!!