

# A Presentation on “Forms of Communication”

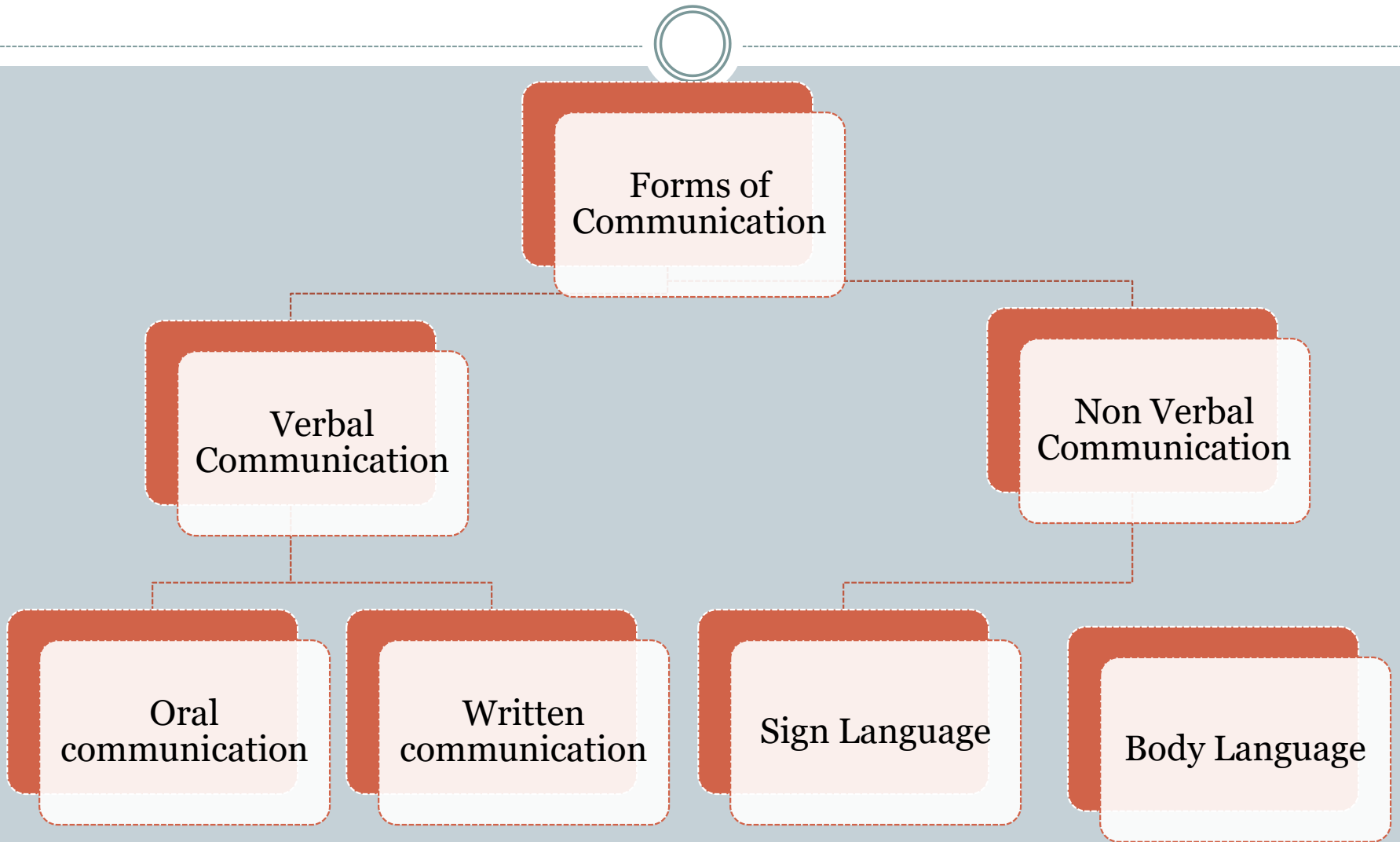


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# Forms of Communication



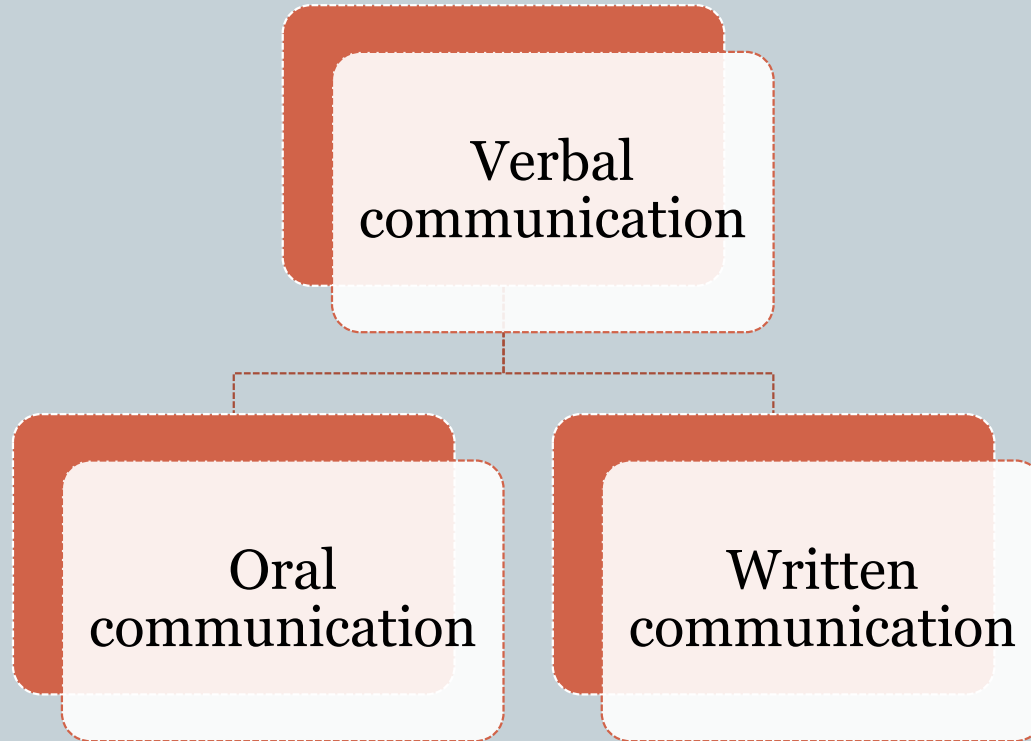
# A :- Verbal Communication



- Language is the most useful tool of communication as it can convey idea and message easily if the parties to the communication understand the language used.
- So , “Communication by the using language is simply called as verbal communication . “



- Verbal communication can be divided in to two parts :-



# 1. Oral Communication



- Oral communication is the interchange of verbal messages between sender and receiver .
- Oral communication can be terms as , “ Spoken communication which can be defined as communicating our thoughts through words .



# Forms of Oral Communication



- Informal face to face talk
- Interviews
- Group communication
  - Debate Of Group Discussion
  - Meeting
  - Conferences
- Speeches And Presentations

## 2 . Written Communication

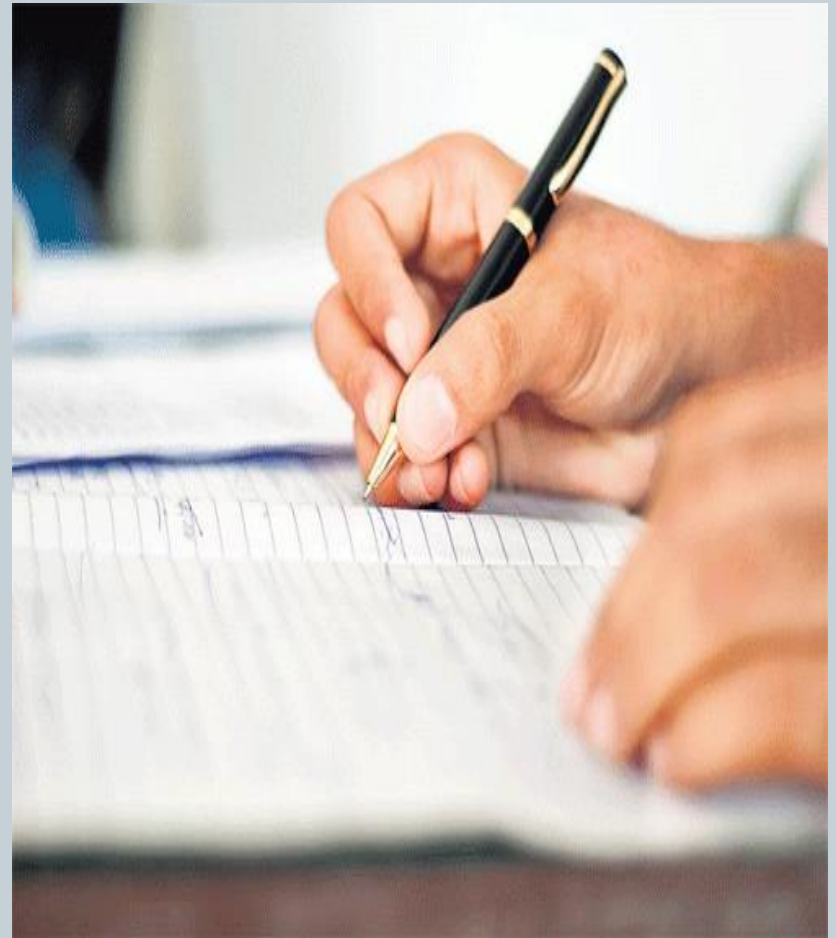


- Written communication is a creative activity that requires a lot of imagination and efforts to arrive at the finished product .
- Written communication can be terms as ,  
“ Transformation of information through in any written form like letters , notices , circulars , memos , reports etc.”

# Forms of Written Communication



- Letters
- Circulars
- Orders
- Reports
- Forms and questionnaires
- Manuals
- Newsletters
- Handbills Bulletin boards
- Books





# B . Non – Verbal Communication

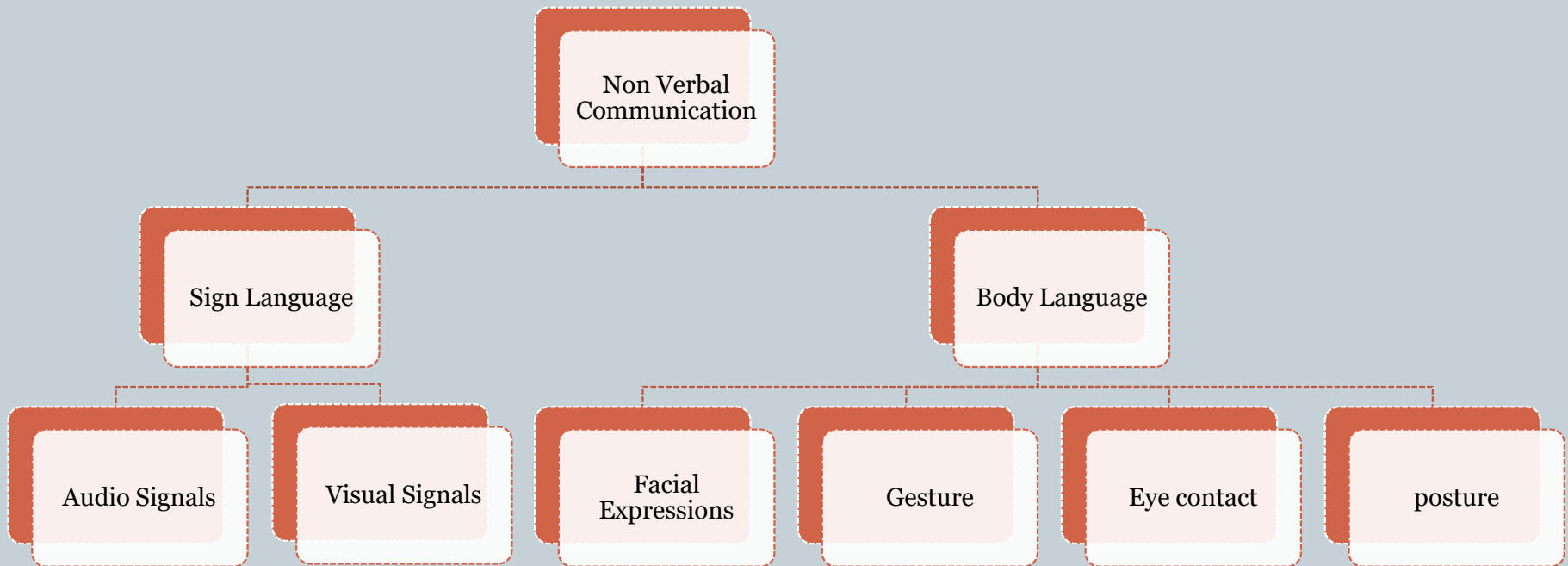


- Nonverbal communication describes the process of conveying meaning in the form of non-word messages.
- It can be define as , “ Non verbal communication is the transfer of meaningful information from one person to another by means other than written or spoken words . “

# Non verbal communication



- Non verbal communication divided in to two parts .



# 1 . Sign Language



- People not only communicate through words only , but also make use of sign and symbols in communication hence , “ Sign language includes all forms of symbols which replace words , numbers and punctuation signs .

# Features of Sign Language :-



- Sign language is an art of communication with the use of pictures , drawings , sounds , etc .
- It is an expression of one's feelings through the use of symbols .
- It requires just common sense and not any formal education for being understood .

# Visual signs



- Visual signs & symbols speak a universal language understood by people all over the world and are easy to grasp and remember .
- It includes the use of posters , drawings , cartoon maps , diagrams , photographs etc .





For example ,

- Anybody anywhere can recognize the sign for a telephone booth or a no smoking , or a factory .
- Traffic lights red , yellow , green on roads and the lights at railway station .
- Lights are used to mark celebrations , festive occasions , etc .
- Hoardings , lights on top of VIP vehicles or an ambulance serve their purpose .

# Audio Signs



- Audio signs or signals have been used to send message since the early days of civilization .
- It is also universal in nature as they are understood by people easily .
- Audio signals include the use of drum beating , alarms , hooters , buzzers, whistles , bells , sirens .  
Etc

## 2 . Body Language



- Body language is a form of non-verbal communication which consists of body posture , gestures , facial expressions and eye movements .
- Humans send and interpret such signals almost entirely subconsciously .
- In other words “The bodily gestures, postures, and facial expressions by which a person communicates nonverbally with others”
- Movement/kinesics :- ◦ Posture ◦ Gesture ◦ Facial expressions ◦ Gaze / Eye contact



## A . Posture :-



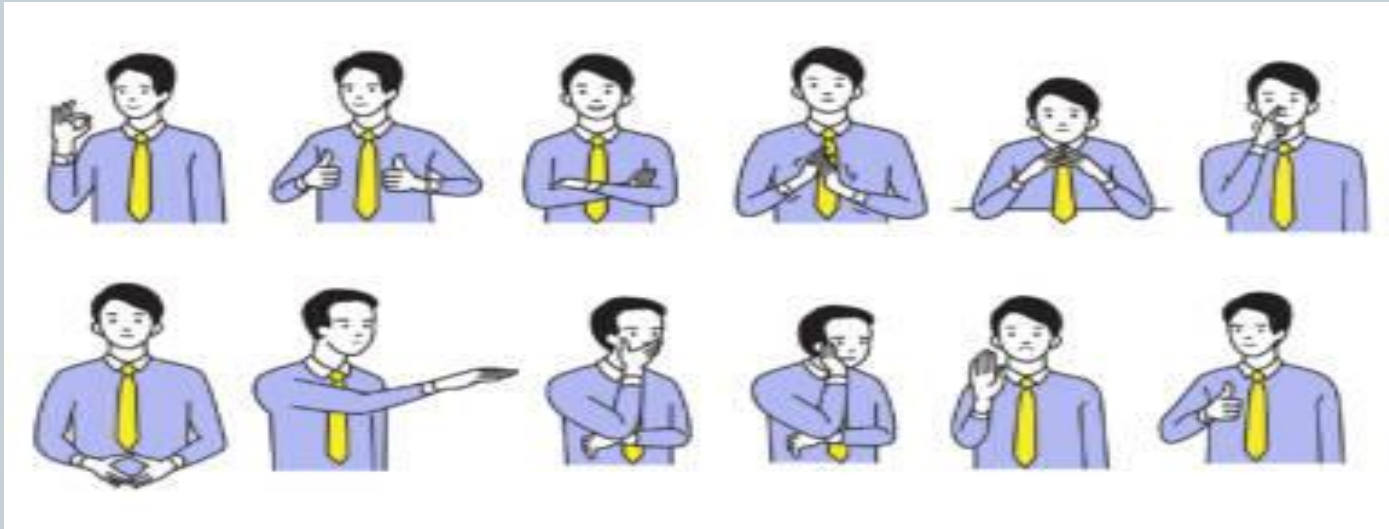
- The first important aspect of body language is posture.
- Standing or sitting in a relaxed professional manner is a positive posture nonverbal.
- Also, being comfortably upright, squarely facing an audience, and evenly distributing your weight are all aspects of posture that communicate professionalism, confidence, attention to detail and organization.



## B . Gesture :-



- Deliberate movements and signals are an important way to communicate meaning without words.
- Common gestures include waving, pointing, and using fingers to indicate numeric amounts.
- Other gestures are arbitrary and related to culture.



# Facial expressions



- Facial expressions are responsible for a huge proportion of nonverbal communication.
- Consider how much information can be conveyed with a smile or a frown.
- While nonverbal communication and behavior can vary dramatically between cultures, the facial expressions for happiness, sadness, anger and fear are similar throughout the world

# D . Eye Contact/ Gaze



- Looking at someone means showing interest in that person, and showing interest is a giant step forward in making the right impression .
- Your aim should be to stay with a calm, steady, and non-threatening gaze.
- Eye behavior can reveal confidence , or nervousness , warmth and caring , doubt and fear , or other emotions to a message .

# Video link



- <https://www.youtube.com/watch?v=n7RTRLTIuYw&t=1s>

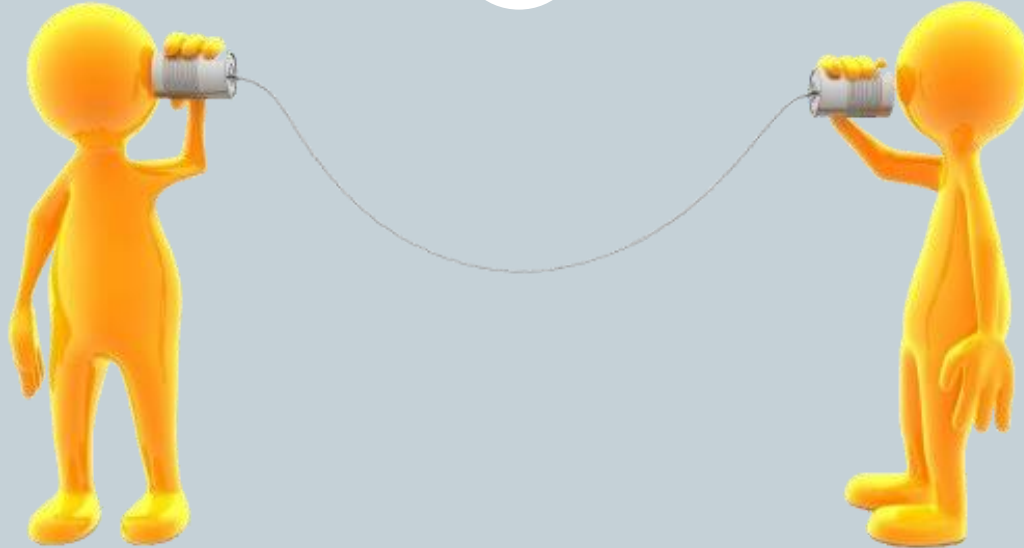


• **THANK YOU**

The image features four black silhouettes of people in a communication process. On the left, a woman in a dress and high heels is gesturing with her right hand, pointing upwards. Next to her is a man in a suit, also gesturing with his right hand. On the right, another man in a suit is gesturing with both hands, palms facing outwards. Next to him is a woman in a dress and high heels, gesturing with her right hand, pointing upwards. The silhouettes are arranged in a line, suggesting a sequence of communication. The background is white, and the entire image is framed by a light blue border.

# Communication Process

# What is communication process?



**“Transmission of a message from a sender to a receiver in an understandable manner.”**

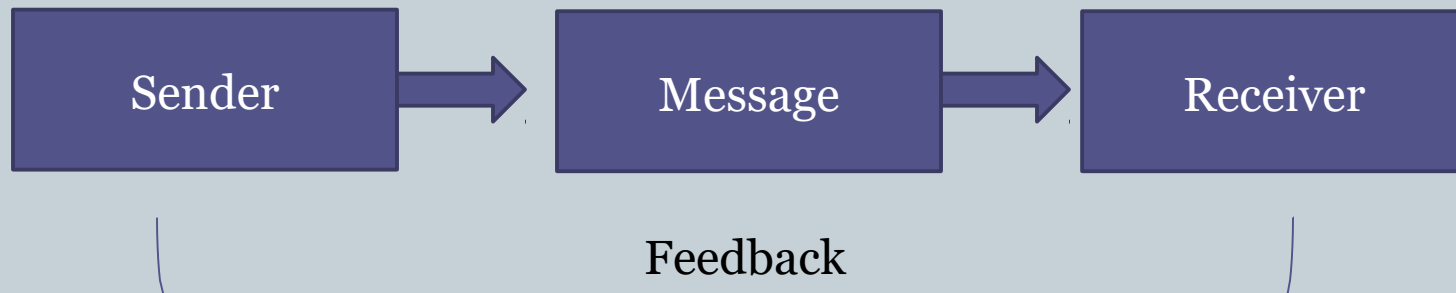
- The communication process is a guide toward realizing effective communication.
- Effective communication leads to understanding.



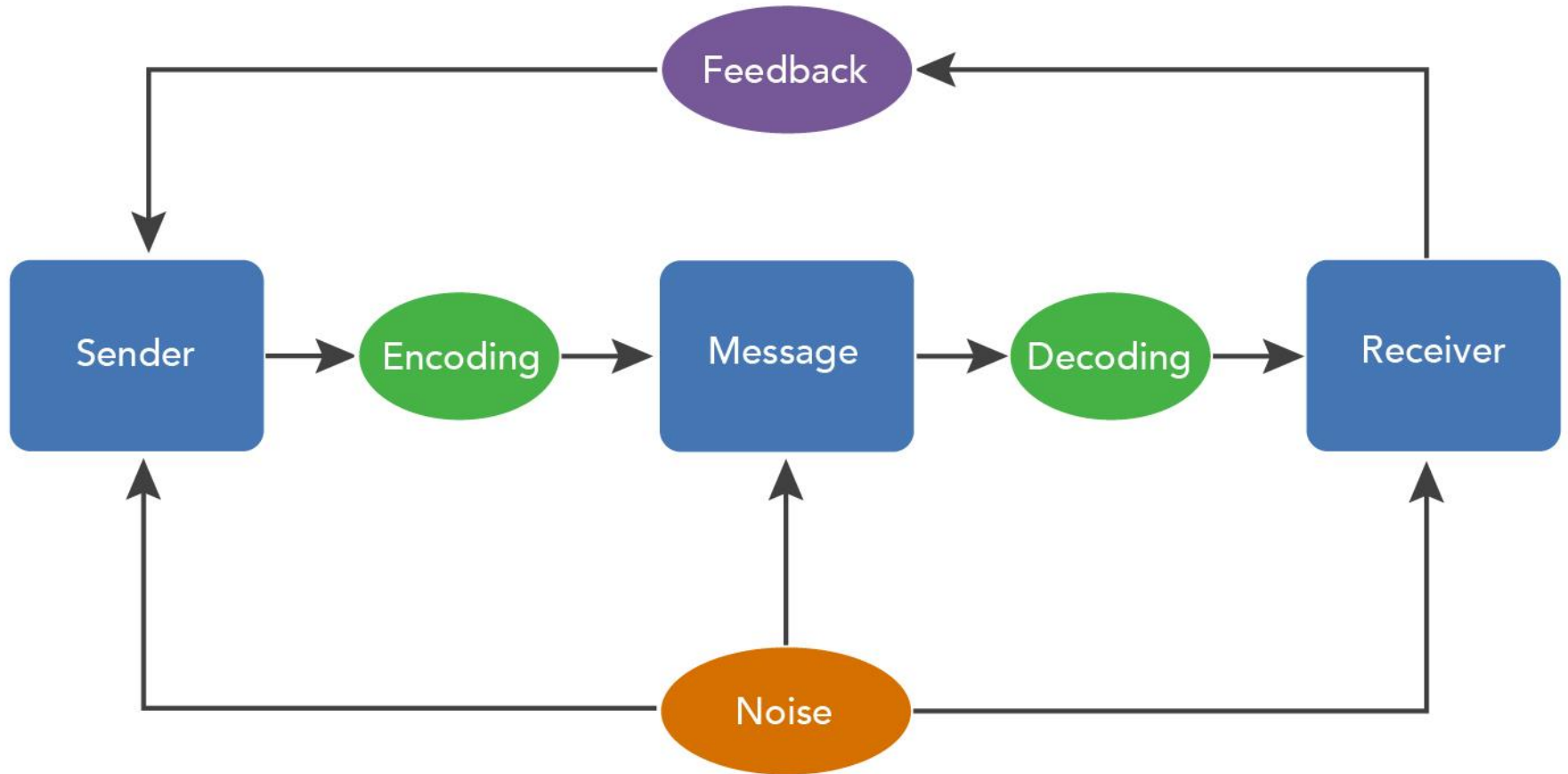
# Components of Communication Process



- The communication process is made up of four key components.
- Those components include encoding, medium of transmission, decoding, and feedback. Sender and Receiver are also a part of it.



# Communication Process



# Sender



- A sender is a person who encodes & sends the message to the expected receiver through an appropriate channel.
- A sender is the source of the message that is generated to be delivered to the receiver after appropriate stimulus from the referent.

# Message



- The message is the content of communication& may contain verbal, nonverbal or symbolic language.
- It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.

# 3. Encoding



- The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.

# Channel



- A channel is a medium through which a message is sent or received between two or more people.
- It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender.



- **5. Decoding**
- It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.
- **6. Receiver**
- He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, only then the purpose of communication is successful.



- **7. Feedback**

- Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.

- **8. Noise**

- It refers to any obstruction that is caused by the sender, message or receiver during the process of communication. For example, bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate gestures, etc.



# Communication - Models

# Communication - Models

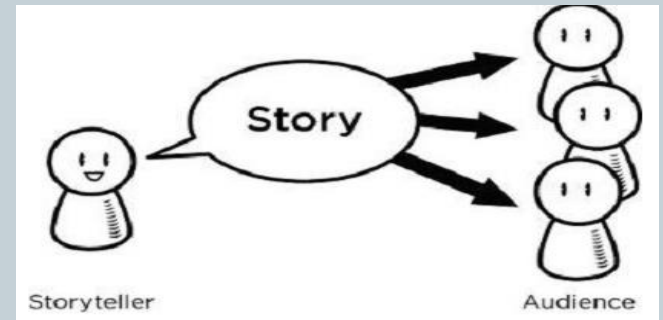


- Models of communication provide inputs for setting a standard communication system and ensuring effective communication in a business organization. They are examined from organizational perspectives. Each organization sets up its own communication system mostly deriving inspiration from popular communication models.
- In the following sections, let us discuss the basic models of communication for easy understanding of theirs which will help us to prepare a model of effective communication in businesses and other areas.

# One-Way Communication Model



- It is also known as the linear model of Communication as it occurs in a straight line from sender to receiver and serves to inform or command.
- In this type of communication, information is only transmitted from one point to another or to many points at a single point of time.



# Interaction Model of Communication



- The **interaction model of communication** describes communication as a process in which participants alternate positions as sender and receiver and generate meaning by sending messages and receiving feedback within physical and psychological contexts.
- Rather than illustrating communication as a linear, one-way process, the interaction model incorporates feedback, which makes communication a more interactive, two-way process. **Feedback** includes messages sent in response to other messages.

## Cont....

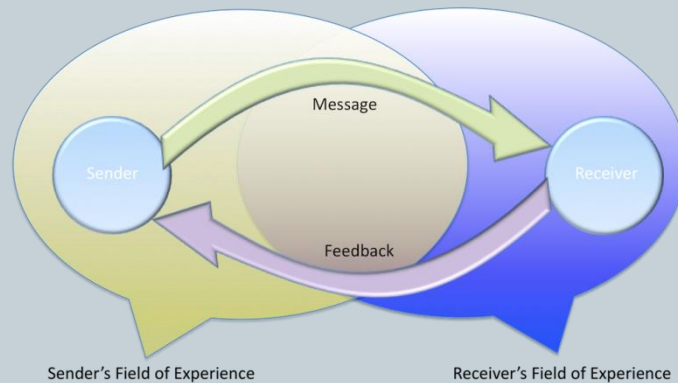


- For example, your instructor may respond to a point you raise during class discussion or you may point to the sofa when your roommate asks you where the remote control is.
- Rather than having one sender, one message, and one receiver, this model has two sender-receivers who exchange messages. Each participant alternates roles as sender and receiver in order to keep a communication encounter going.

# Interaction Model



Interactive



# Transactional Model



- ‘Transactional’ simply means the exchange or interaction between people. It is based on the basic premises of ‘exchange’ or ‘give and take’.
- Hence, the transactional model of communication refers to the exchange of messages or information between the sender and the receiver where each take turns to send or receive messages.

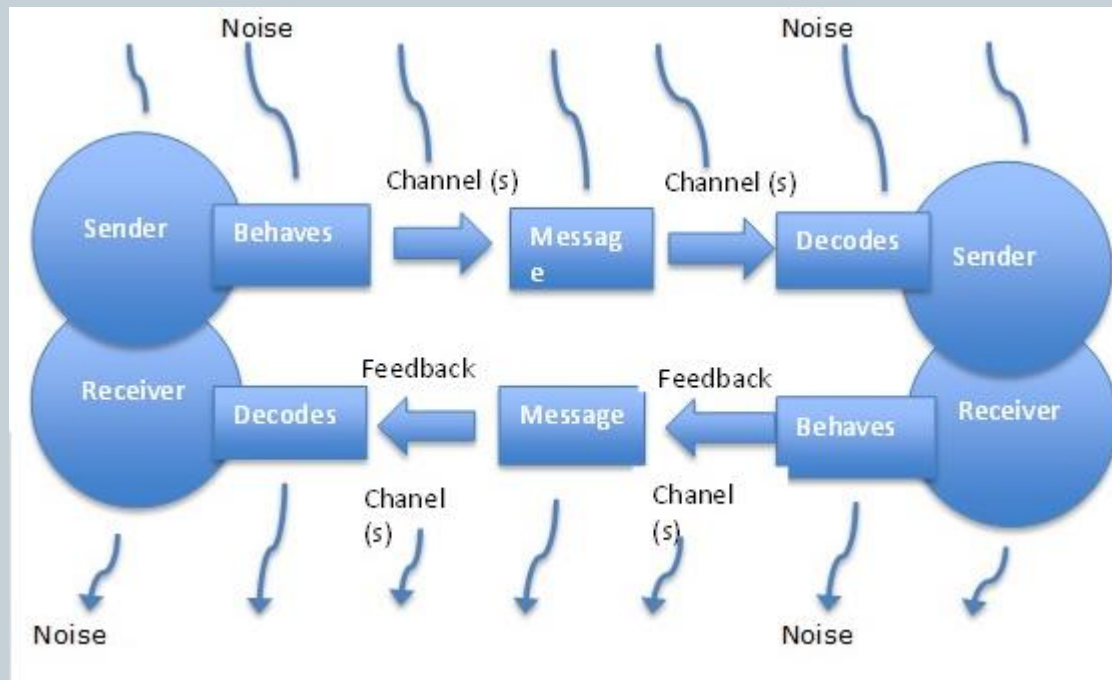
## Cont,,,



- This model is the most general model of communication as even our daily interactions are instances of transactional model communication.
- Transactional model becomes more efficient and effective when the participants are of similar environment, know each other and share same social system. Each person in the process reacts depending upon factors such as their background, experience, attitudes and cultural beliefs.
- Proper choice of channel enhances the efficiency and reliability of the communicated message.



# Transactional Model



# Video link



- <https://www.youtube.com/watch?v=5a9AQeSFI1Y>

# Barriers in Communication

# WHAT IS COMMUNICATION AND BARRIER ?



- ***Communication*** is the activity of conveying meaningful information. It requires a sender, a message, and an intended recipient.
- ***Barrier*** An obstacle in a place that prevents us from completing certain tasks.
- ***Communication barriers*** can be defined as the aspects or conditions that interfere with effective exchange of ideas or thoughts.

# TYPES OF BARRIER



- Physical Barrier
- Cultural Barrier
- Language Barrier
- Emotional Barrier
- Gender Barrier
- Organizational Barrier
- Perceptual Barrier

# PHYSICAL BARRIER



- Physical barriers relate to disturbance in the immediate situation, which can interfere in the course of an effective communication.
- Some of them are easy to Alter whereas, some may prove to be tough obstacles in the process of effective communication.



# FACTORS CAUSING PHYSICAL BARRIER



- Defects in media
- Distraction in environment
- Distance
- Ignorance of medium
- Physical disability



# HOW TO OVERCOME?



- To be updated with latest technologies.
- Choosing a suitable environment.
- Removing obstacle.
- Making signs easier to read, example, you could supplement written signs with pictures and visual signs.
- Self Motivation.



# CULTURAL BARRIER



- Cultures provide people ways of thinking--ways of seeing, hearing, and interpreting the world.
- Similar words can mean different things to people from different cultures, even when they talk the "same" language.



# FACTORS CAUSING CULTURAL BARRIER



- Diversified cultural background.
- Language and Accent.
- Behavior and Nature.
- Religion.

# HOW TO OVERCOME



- Cross culture environment.
- Have a thorough knowledge of your counterpart's culture background.
- Conduct effective communication workshop.
- Work in groups and run frequent meeting

# LANGUAGE BARRIERS



- Inability to converse in a language that is known by both the sender and receiver is the greatest barrier to effective communication.
- When a person uses inappropriate words while conversing or writing, it could lead to misunderstanding between the sender and a receiver.



# FACTORS CAUSING LANGUAGE BARRIERS

- Multi language
- Region
- Inadequate vocabulary
- Interpreting difference



# HOW TO OVERCOME



- Speak slowly and clearly.
- Ask for clarification.
- Frequently check for understanding.
- Be specific.
- Choose your medium of communication effectively.
- Be patient.

# EMOTIONAL BARRIER



- The emotional state may influence your capacity to make yourself understood and hamper your understanding of others.
- Many times, emotional barriers on your part or the part of the person you are speaking which may inhibit your ability to communicate on an effective level.



# FACTORS CAUSING EMOTIONAL BARRIER

- Fear/ insecurity
- Mistrust
- Stress





# How to overcome



- Motivation and commitment to change.
- Peer or mentor support .
- Practice expressing recognition .

# GENDER BARRIERS



- Relationships, respect, workplace authority and education are common ways men and women are pitted against each other.
- Overcoming barriers in gender communication isn't simple but can be made clear with a little patience and understanding.
- This barrier arises because men and women have different ways of thinking and communication.

# FACTORS CAUSING GENDER BARRIERS



- Fear and shy
- Environment
- Misunderstandig



# How to overcome



- The process of bridging the gap in gender communication requires the great deal of patience and understanding that only time and attention will teach.



# ORGANIZATIONAL BARRIERS



- Organizational structure greatly affects the capability of the employees as far as the communication is concerned .
- All the internal factors which block the process of communication are known as organizational barriers.

# FACTORS CAUSING ORGANIZATIONAL BARRIERS



- One way flow
- Organization structure
- Rules and regulations
- Too many levels in organization structure



# HOW TO OVERCOME?



- Poor structure to the communication.
- A weak delivery.
- The use of the wrong medium to deliver the communication.
- A mixed message.
- The message is delivered to the wrong audience.
- A distracting environment.

# PERCEPTUAL BARRIERS



- The most common problem is that the people have difference opinion .
- The varied perceptions of every individual give rise to a need for effective communication.
- We all have our own preferences, values, attitudes, origins and life experiences that act as 'filters' on our experiences of people, events and information.



# FACTORS CAUSING PERCEPTUAL BARRIERS



- Difference in Understanding
- Difference in Perception of Reality
- Differences in Values, Attitudes and Opinions



# HOW TO OVERCOME?



- Start by listening to others.
- Clarify if there is confusion.
- Stay calm and be positive



Thank  
You

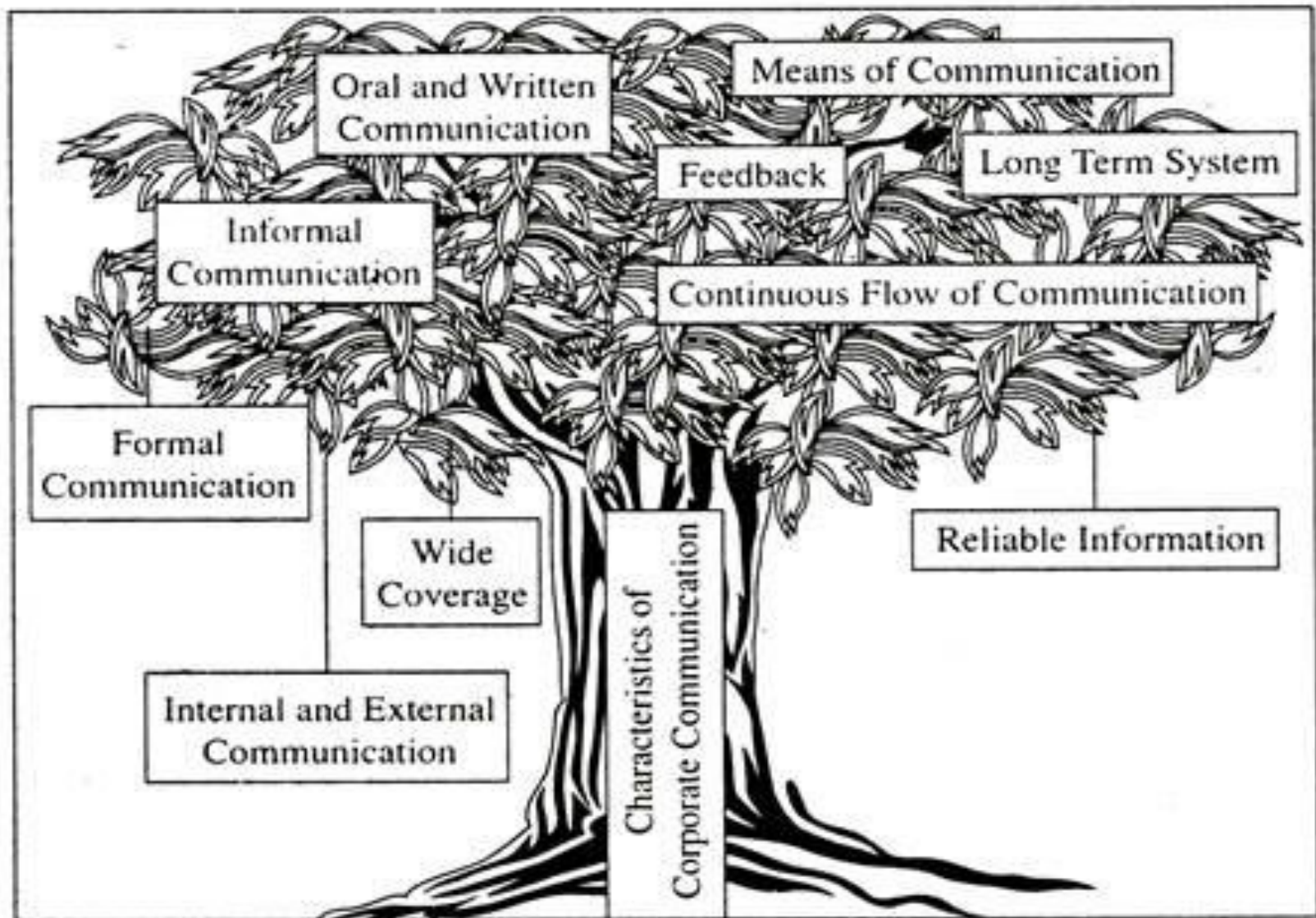


# Corporate Communication

# Introduction



- corporate communication refers to a process of communication through which the managers, supervisors and executives exchange their views, opinions, feelings, etc. with the subordinates and employees in any corporate organization and negotiate with the outside world with a view to fulfilling the objectives of the organization.



**Fig. 3.12:** Characteristics of Corporate Communication.

# FORMAL COMMUNICATION



- Formal Communication takes place in the form of official messages and news that flows through recognized channels in the Organization. This communication may take place between a superior and subordinate, a subordinate and superior or among employees at same level or departmental level.
- Without formal communication, there is no as such specific corner for clear communication to take place. Such communications are generally observed in writing and may take any of the forms; policy, manuals, procedures and rule books, official meetings, reports, etc.

# Formal Communication Networks



- Downward Formal Communication,
- Upward formal Communication
- Horizontal formal communication



# Downward communication



- Downward communication is the communication that is initiated by supervisors to subordinates.
- It is used for giving orders and instructions, providing information, or for influencing attitudes and behavior of the subordinates.
- Examples of downward communication are job instructions, procedures and practices and feedback. This type of communication flows when supervisors instructs subordinates to complete certain task, supervisors describe and give suggestions to how the tasks should be completed, when supervisors give comments on the performances of subordinates of the given tasks.

# Downward communication



**MANAGING DIRECTOR**



**GENERAL MANAGER**



**SECTIONAL MANAGERS**



**SUPERVISORS**



**STAFF AND WORKERS**

# Upward Communication



- Upward Communication is the communication that takes place between subordinates and supervisors and direction of flow is from former to latter.
- It is used for reporting, informing, requesting and suggesting upper bodies.
- It is also used to influence decisions and to protect against certain actions or decisions of the management.
- In a well organized communication system, upward communication is given as much importance as downward communication.

## CONT....



- First and most important factor is the flow of information which helps in bringing out the feelings, emotions and sentiments of the employees in the working area. Unless upward communication is encouraged and taken note of, downward communication is not fully effective.

# Upward Communication



# Horizontal Communication



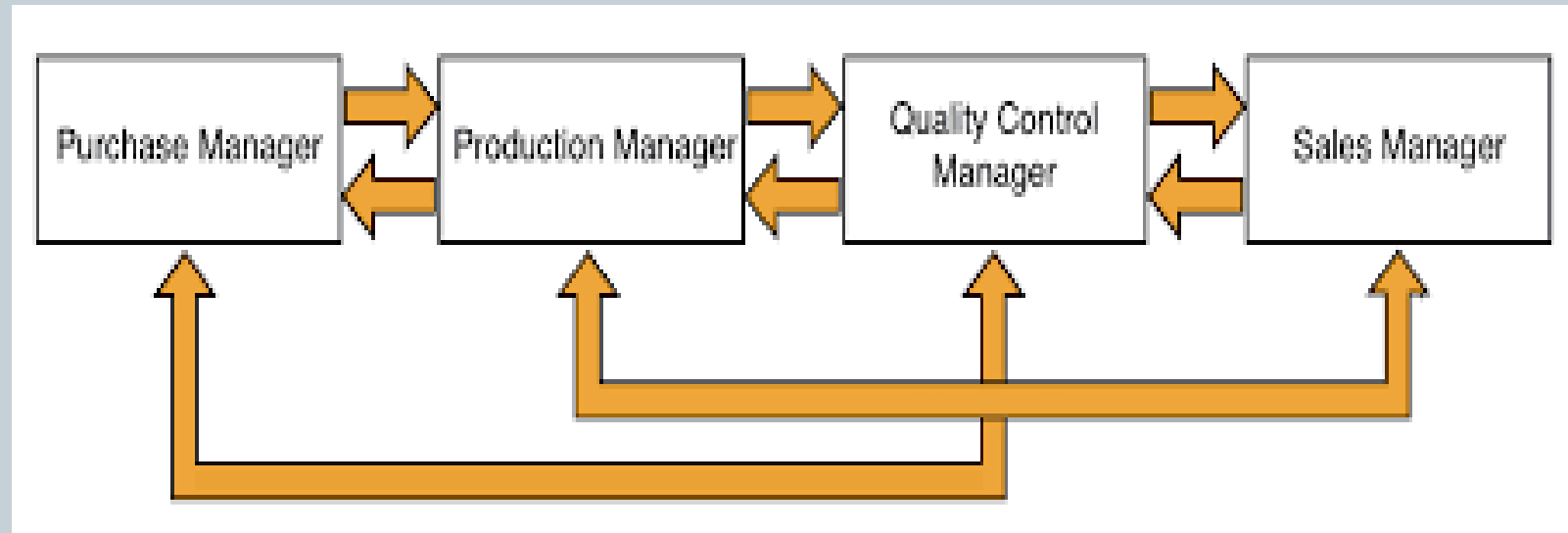
- Horizontal Communication is the communication across business departments or between members of organization that are equal in positions and power.
- These channels include informing and coordinating. Effective horizontal communication is significant to business operations as a whole since it involves task coordination, information sharing and problem solving between departments.

## CONT....



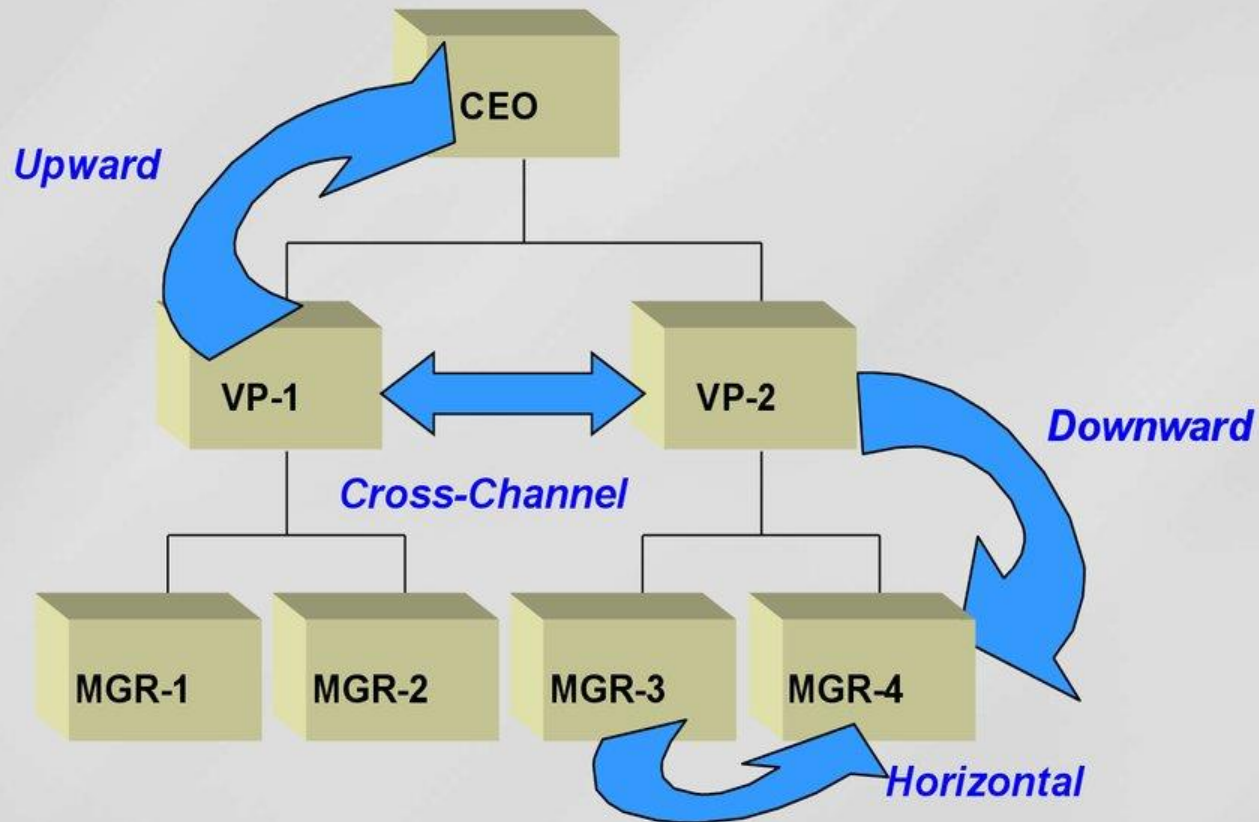
- **For example**, clear communication must be created between sales and production department. Once the sales department commit to the clients, information must be shared swiftly and clearly to the production department in order to produce and distribute the right amount of products to the clients. Miscommunication in this regard can lead to loss of revenues and profit.

# Horizontal Communication





# Formal communication network



# Informal Communication



- The informal communications are based on the personal or informal relations such as friends, peers, family, club members, etc. and thus is free from the organizational conventional rules and other formalities.
- In the business context, the informal communication is called as a “**grapevine**” as it is difficult to define the beginning and end of the communication.



- The informal communication is characterized by an indefinite channel of communication, which means there is no definite chain of command through which the information flows. Hence, the information can flow from anywhere. Often such communication arises out of the social relations that an individual creates with other persons on the basis of common interest, likings or disliking.



- There are four types of **Informal Communication (Grapevine) network** that show how the communication is facilitated. These are:
- Single Strand Chain
- Gossip Chain
- Probability Chain
- Cluster Chain

# Single Strand Network:



- Under this communication pattern, the information flows from one person to the next person in the network.
- Such as, one person will give information to another person who will communicate it to the next person and similarly the third person will also communicate the same message to the next person in the network and so on. This type of chain is less reliable and accurate to pass on the message. Here, the communication process is linear.

# Single Strand Network:

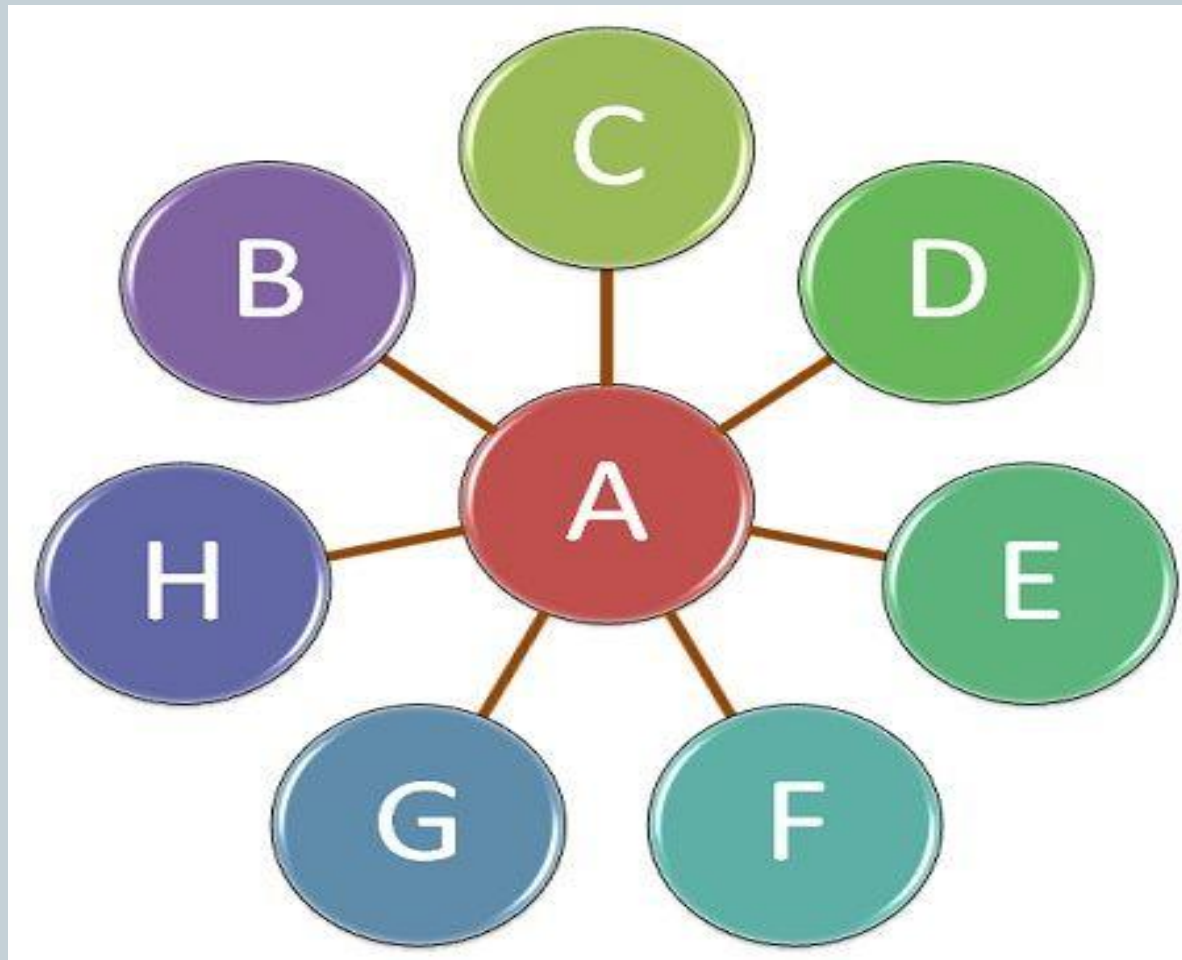


# Gossip Chain Network:



- In the gossip chain network, there is an individual who tells the message to all other members in the network directly.
- He/She is generally the central person who seeks out and transmit information to all that he/she has obtained. Here, every person in the network communicates with each other informally.

# Gossip Chain Network:



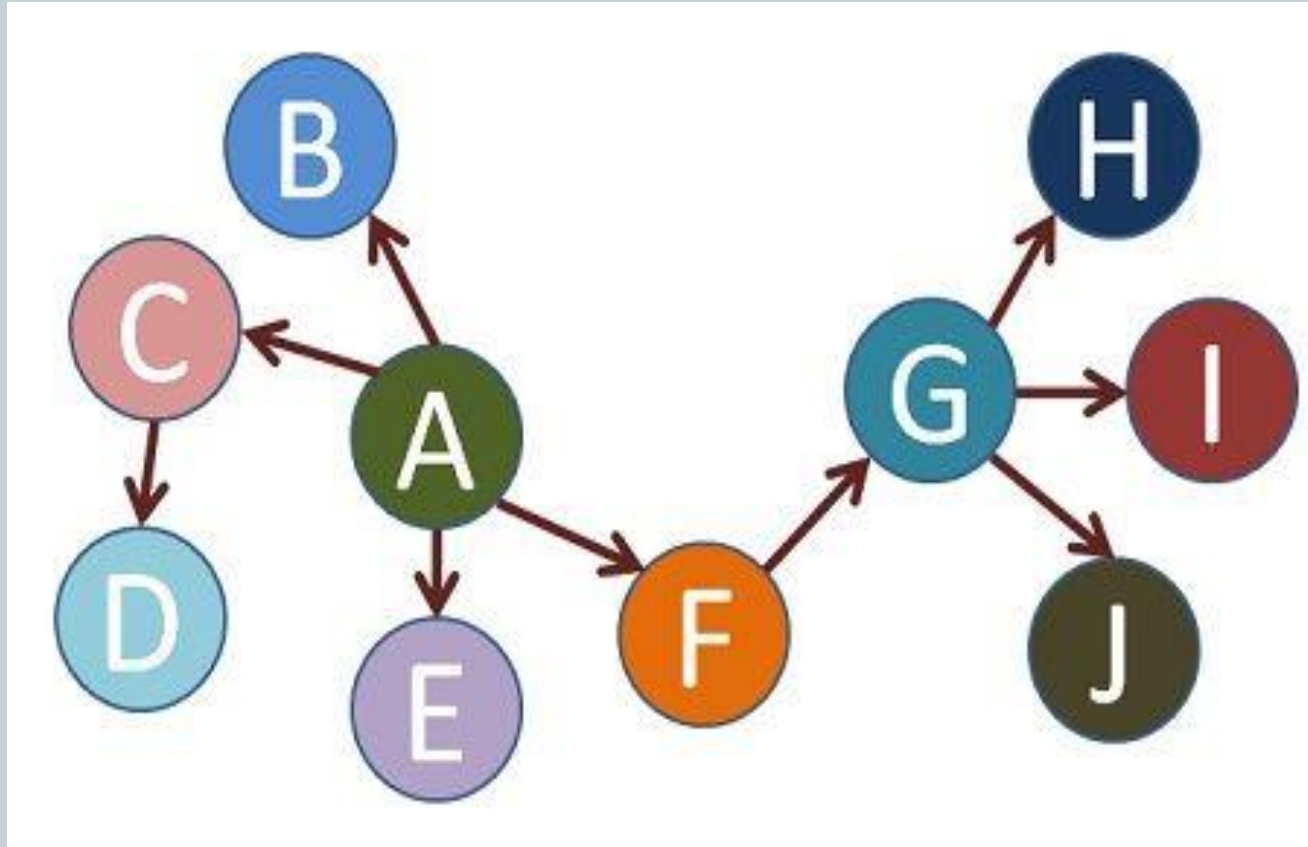


# Probability Chain Network:



- Under this communication pattern the information passes randomly from persons to persons. Such as, there is an individual who acts as a source of message selects any person randomly in his network to communicate the message. That second person will again, select another person randomly and passes on the message to him, likewise the communication flows to different people chosen randomly. Here, the source of information for each member of the network is different.

# Probability Chain Network:

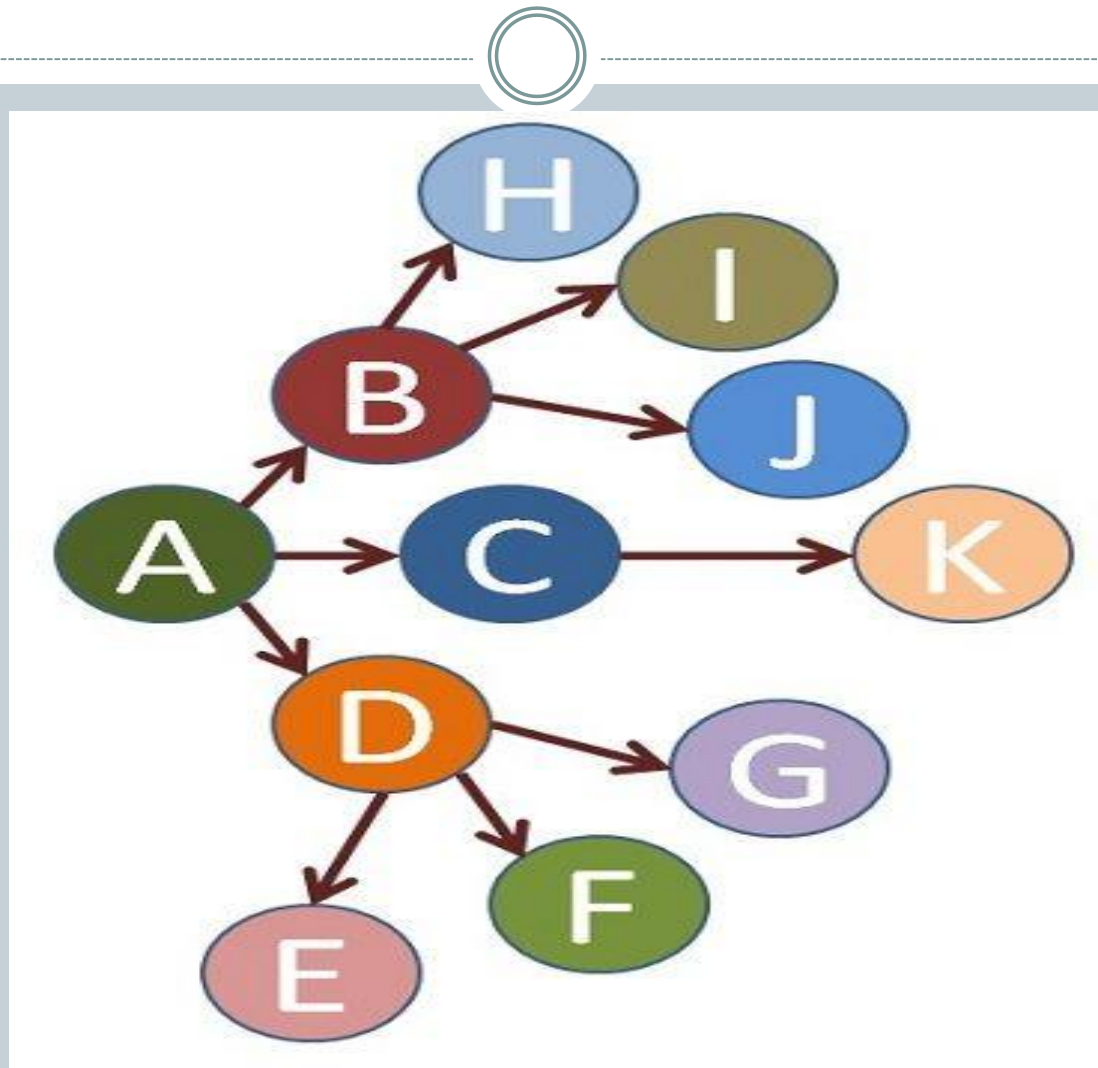


# Cluster Chain Network:



- In the cluster chain network, there is an individual who, acts as a source of a message, transmits information to the pre-selected group of individuals out of whom few individuals again tell the same message to other selected group of individuals. Likewise, the chain continues, and the message reaches to all in the network.

# Cluster Chain Network:



# Advantages of Grapevine Communication



- Grapevine channels carry information rapidly. As soon as an employee gets to know some confidential information, he becomes inquisitive and passes the details then to his closest friend who in turn passes it to other. Thus, it spreads hastily.
- The managers get to know the reactions of their subordinates on their policies. Thus, the feedback obtained is quick compared to formal channel of communication.

## Cont....



- The grapevine creates a sense of unity among the employees who share and discuss their views with each other. Thus, grapevine helps in developing group cohesiveness.
- The grapevine serves as an emotional supportive value.
- The grapevine is a supplement in those cases where formal communication does not work.



**THANK YOU**

# Importance of Communication in Business World.





# Importance

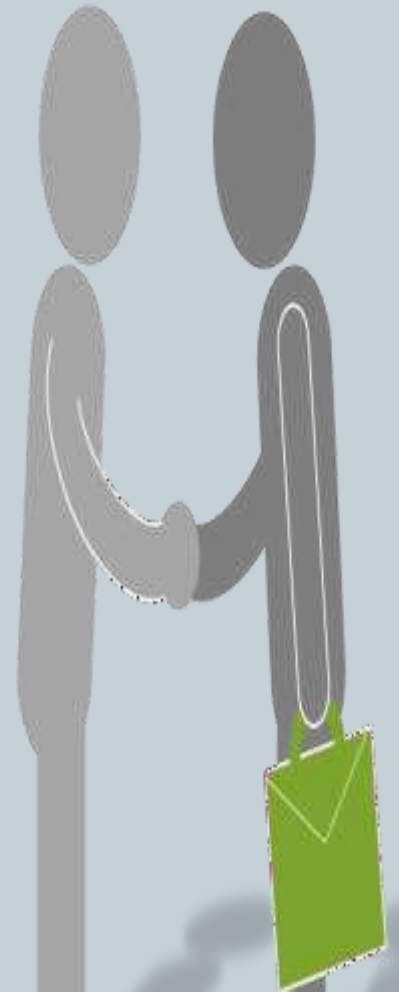


- Exchanging information
- Preparing plans and policies
- Achieving goals
- Increasing employee's efficiency
- Solving problems
- Making decisions
- Improving industrial relation
- Publicity of goods and services
- Removing controversies
- Enhancing employee satisfaction
- Enhancing loyalty

# ➤ Exchanging information



- ✓ Exchanging information between two or more parties
- ✓ Exchanging information with internal and external parties
- ✓ Brings dynamism in organizational activities and helps in attaining goals



# ➤ Preparing plans and policies



- ✓ Helps in preparing organizational plans and policies
- ✓ Develop realistic plans and policies
- ✓ Collect information from reliable source



# ➤ Achieving goals



- ✓ Helps employees to be more conscious and attentive
- ✓ Ensures timely accomplished of job
- ✓ Ensures easy achievement of goals



# ➤ Increasing employee's efficiency

- ✓ It helps to increase the efficiency of employees
- ✓ Organizational objectives, plans policies and rules directives
- ✓ Makes employees more effective



# ➤ Solving problems



- ✓ Through various communication channels.
- ✓ Taking necessary steps to solve the problems .
- ✓ The managers can be informed of various routine and non-time problem of the organization.



# Publicity of goods and services



- ✓ The organization that communicate better can also sell better.



- ✓ It increases the publicity of goods .
- ✓ It helps to provide better services

# Removing controversies

- ✓ Effective communication allows smooth flow of information.
- ✓ It resolves conflict controversies and disagreements .





# Enhancing employee satisfaction



- ✓ If there is free and fair flow of information in the organization, it will certainly bring mutual understanding between management and workers .
- ✓ Effective communication enhances the satisfaction of employees.



# ➤ Enhancing loyalty



- ✓ Effective communication helps the managers to be aware of the performance of their subordinates.
- ✓ It will enhance employees loyalty.



