

# DIPLOMA CONCEPT

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## 2. TYPES OF COMMUNICATION

Communication is a very regular activity. How it is carried out, in what or manner it is formed, between whom it is performed according to that there are different types of communication.

The following are the type of communication .

1. Formal communication
2. Informal communication
3. Verbal communication.
4. Non-verbal communication
5. Vertical communication
6. Horizontal communications
7. Diagonal communications

**Q.1.** What do you mean by Formal Communication ? What are its Advantage( Merits) and limitation (Demerits) ?  
Or What do you mean by Informal Communication ? What are its Advantage( Merits) and limitation (Demerits) ?

**Ans. Formal Communication :**

Communication which is bound to certain rules, principles or form is the **Formal communication**. It is official communication. Formal communication is bound to particular topic. It requires to use the formal or official language. Since it is structured and bound to a topic, there is no scope for the expression of personal feelings. Most of the organizational communication is in the formal way.

E.g.

- (i) The principle communicating with the staff in a meeting.
- (ii) A student is answering to a question asked in an oral exam.
- (iii) The Finance Minister presenting the annual budget in the parliament.

The formal communication is used to convey management decisions planning, order, notices, instructions, suggestions or demands from employees, etc.

**Advantages of formal communication :**

- (i) It is precise and exact. Therefore, the scope for any misunderstanding is very limited.
- (ii) Management functions are easily carried out through formal communication.
- (iii) Since it comes from authorities, it is authentic and trustworthy.
- (iv) Formal communication immediately gets feedback.
- (v) Formal communication is brief and exact and thus it helps to save time.

**Limitations of Formal Communication :**

- (i) It is topic bound and has rules or principles to stick to, therefore it is not much interesting.
- (ii) Since there is no scope for the personal expressions, formal communication is not much helpful to establish relationships.
- (iii) Formal communication brings orders or decisions from the management, therefore it is not much liked by the employees.
- (iv) Because of rules, principles and certain format, the formal communication is not much flexible.
- (v) Formal communication requires particular language and form, and all communicators are not equally skilled or competent to use it.

**(2) Informal Communication :**

Communication which is a free flow of ideas as there are no certain rules, principles or form is called as **Informal communication**. Informal communication allows quick of immediate reactions and sharing of information. This type of communication is not bound to any particular topic and language. It goes on expanding. The informal communication is not authentic. It is practiced in the social functions, work breaks, etc.

Informal communication is also called as 'Grapevine communication'. It is more it spreads gossips or rumours through it friendly in nature and it allows the expression of personal feelings.

e.g. When two friends meet each other and communicate they speak about their families, work, political or religious issues, sports, movies, career, financial matters, etc. It means communication starts with an idea, continues with several other ideas and ends up with some other idea.

**Advantages of Informal Communication :**

- (i) It helps to create healthy working environment.



(ii) It helps to easy and quick sharing of ideas and information.

(iii) As there is scope for personal expressions, informal communication is much interesting and practised by a large number of communicators.

(iv) Informal communication allows to discuss problems and solutions to the problems can be easily obtained through it.

(v) In order to understand the friends or colleagues, informal communication is very much useful.

(vi) Sharing of work becomes easy through it.

(vii) Informal communication help to establish, maintain and develop relationships.

#### **Limitations of informal communication :**

(i) As the Informal Communication goes on expanding, it can waste the quality time of work.

(ii) It is not much trustworthy form of communication.

(iii) Rumours can be spread through it.

(iv) It may not be much helpful in creating responsible image of a person.

(v) Through Informal Communication personal weakness may be exposed.

(vi) The quality and speed of work can be adversely affected through it.

**Q.2. What is verbal communication ?**

**Or** What do you mean by Oral Communication ? What are its Advantage( Merits) and limitation (Demerits) ?

**Or** What do you mean by written communication ? What are its Advantage( Merits) and limitation (Demerits) ?

**Ans.**

**Ans. Verbal Communication**

Communication through spoken (oral) or written words is **Verbal communication**. Language is the most common medium to convey messages. Verbal communication is largely used in public gatherings, seminars, exams, etc.

There are two types of verbal communication :

(i) Oral communication (ii) Written communication

#### **(i) Oral Communication :**

Communication through spoken words is oral communication. Any person who has the speech ability abundantly uses oral communication. In oral communication selection of proper words, sound quality, audibility, voice modulation are very important. Most of the teaching, lectures, presentations, speeches, etc. use oral communication on extensive scale.

#### **Advantages of Oral communication :**

(i) Message is easily and promptly conveyed to the receiver.

(ii) It gets quick feedback.

(iii) Because of expressions, voice modulation, Oral communication is interesting and appealing.

(iv) It does not consume more time to convey message/s.

(v) Oral communication has flexibility in it.

(vi) Oral communication becomes interactive.

(vii) There is scope for explanation if required.

#### **Limitation of Oral communication :**

(i) If there is no audibility, Oral communication is not carefully attended by the receivers.

(ii) Oral communication may be extended and can consume more time.

(iii) Since it is not a record, it is not considered as legal proof.

(iv) Selection of any improper word can badly disturb the whole communication.

(v) There are many chances of disturbances in oral communication.

(vi) If there is no variation in sound, examples, speed of communication etc. oral communication can easily become monotonous.

(vii) Because of more explanation, the important point of discussion may be forgotten.

#### **(ii) Written Communication :**

Communication through written word is Written communication. In the organizational functions written communication has lot of importance. Written communication requires sufficient knowledge of the language used. It gets the desired effect when the sentences are grammatically structured. In order to understand the Written communication the handwriting should be legible.

#### **Advantages of Written communication :**

(i) Written communication is generally much carefully formed.

(ii) Written document can be used again and again.

(iii) For more understanding, it can be referred from time to time.

(iv) To convey lengthy and important messages, Written communication is very much useful.

(v) To reach to many receivers in different parts, the Written communication is very much useful.

(vi) Written communication is considered as a legal proof therefore it is much trustworthy.

(vii) It is more accurate therefore the chances of misunderstanding are less.

#### **Limitations of written communication :**

(i) Written communication is not useful for illiterate people.



- (ii) It does not get immediate feedback.
- (iii) It lacks the power of expression that oral communication has.
- (iv) Immediate corrections can not be done in it.
- (v) If any punctuational mistake or wrong word or spelling mistake is in the written communication, it fails to make expected impression.
- (vi) Written communication takes more time.
- (vii) Since there is no use of body language, voice modulation, etc. written communication is not expressive.

**Q.3. What are the difference between oral and written communication ?**

**Ans. :**

Sl. No.	Oral Communication	Written Communication
(i)	It is free from all formalities; it is informal	It is formal in nature.
(ii)	Oral communication cannot serve as an evidence because no record can be kept.	Being permanent in nature, it can be preserved and can become an evidence.
(iii)	It can be delivered quickly. Hence there is no wastage of time.	It is time consuming and slow
(iv)	It can be misunderstood in certain cases.	It is time consuming and slow in nature. There are less changes of misunderstanding.
(v)	The language of oral communication can be changed.	Writing communication is rigid and cannot be changed.
(vi)	It cannot be re-scrutinised. Exact review is difficult.	It can be re-scrutinised even after a lapse of time. One can review whenever required.
(vii)	There is less accuracy.	More accuracy is possible while preparing the statement.
(viii)	It may be casual	It carries importance.
(ix)	In oral communication there are no symbols. It is easy	Written communication depends on the use of symbols and requires precise selection of symbols otherwise it may lead to misunderstanding.

**Q.4: What do you mean by oral Communication? What are its features ?**

**Ans. : PRINCIPLES OF ORAL COMMUNICATION:** The skill of oral communication is an important factor in our day to day life and in development of one's personality and career. In the fast moving competitive world of today, there are various equipment which help in increasing different human activities may be social, cultural economic, political and so forth.

#### Communication

The different forms of oral communication are as follows

1. Face to Face Communication / Conversations.

2. Public Speeches
4. Interviews
6. Meetings

3. Telephonic Talks
5. Conference
7. Group discussions

The main advantage of oral communication is getting immediate feedback. Besides, a speaker gets a chance to make modifications in the form and content of his communication, needed.

#### Features of oral communication

1. Oral Communication is informal. It is free from all unnecessary formalities.
2. Oral communication cannot serve as an evidence or record.
3. It can be affected quickly. There is no wastage of time in this process.
4. Oral communication is subject to change.
5. It cannot be scrutinized.
6. There is less accuracy. It may be casual.
7. It may sometimes be misunderstood.

**Q.5: What do you mean by Group Communication ?**

*Explain*

**Ans. :** Group Communication generally takes place in a meeting. A meeting may be formal or informal may be conducted on the basis of conventional methods. For example, a meetings of the Board of Directors are held at fixed intervals. Such meetings are formal. Meetings give education and experience to the participants. Participation in such meeting needs skill and training. Designing oral Message. In the process of face to face interaction, the whole personality of the speaker i.e. his general bearing, facial expressions, gestures etc. are involved. There is no set formula that can make a person an effective speaker. Enough planning and preparation is however, essential for successful designing and presentation of oral messages. The following are certain hints.

1. Reading a speech seldom sounds fresh.
2. Do not memorize the speech.
3. Enough preparation to collect the information in respect of the message be made.
4. Prepare adequate notes for personal reference.
5. Arrange the required points in a logical sequence.
6. Display visual aids whenever required.
7. If the speaker is well prepared, a positive attitude will be generated and he will be listened with respect.
8. While speaking, be prepared to learn whatever is new.

**Q.6: What are the important points to remember to be a good speaker ?**



Ans.: To become a good speaker following points are necessary to be given attention to:

1. Variation in the pitch and tempo are essent. i.
2. The speech should not be monotonous.
3. Delivery of speech should not be unduly fast.
4. Speak at a moderate pace so that what is spoken is well understood by the audience.
5. Pronounce words properly, putting stress at right places.
6. Speak loudly enough to convey your speech clearly upto the last man in the audience.
7. Do not use repeatedly the words or phrases like 'you see', 'I mean' etc.
8. Keep the appearance smiling and cheerful.
9. Keep the approach courteous.

Q.7 What are the different modes of Verbal Communication?

Ans. The different modes of communication are as under :

**1. Verbal communication :** Skill in oral communication is important equipment for life. In face-to-face interaction, a person does not communicate through words alone. The person's whole personality, his general bearing, a facial expression, gestures etc are involved in the process. A properly dressed man with a pleasant expression will be able to establish contact with others with better ease. Once a person secures attention of the audience, more than half of the battle is won.

**(i) Eye contact :** Eye contact is an instantaneous effective means of establishing rapport with an audience. A good speaker first looks at the audience and takes a pause before beginning his speech. It helps him to make good impression on the audiences. In case the speaker gives break and put his ideas into small units rather than in a lengthy narration, it allows listeners some intervening time to grasp those ideas. Once this is done, the speaker can proceed to explain next points or ideas. While speaking also it is necessary to maintain eye contact with the audience. If the listeners feel that the speaker is ignoring them, reciprocally they are also likely to ignore the speaker and what he says. Through eye contact, the speaker gets signals whether the channel of communication is

open and operating on right lines. This sense itself works as the feedback.

**(ii) Voice modulation :** The speaker must know how effectively he should used his own voice. In case someone wants to become an effective speaker, good voice is a must. A good voice is no doubt a natural gift; but one can very well make efforts to improve the quality of one's own voice with a skilful training and practice.

Fast delivery of speech indicates lack of confidence, and betrays the object of the speech and the image of the speaker. The speed of delivery must be such that audience can keep pace and understand the matter properly. One should not go beyond the speed of 125 to 150 words per minutes.

Pronunciation of the words used must be proper with due stresses wherever required. Speak loudly enough so that every one including even the last man in the audience is able to listen the speech clearly.

**(iii) Audience Awareness :** Before starting the speech the speaker should give attention to the following points :

- (i) Size up the listeners
- (ii) Consider the age, sex, background and interest of the listeners
- (iii) As certain whether the audience is friendly or hostile
- (iv) Use common sense to become a good speaker
- (v) Select the approach that suits the audience
- (vi) Make the listener feel that you are talking with him individually
- (vii) No verbal firework is necessary to arrest the attention of the audience
- (viii) Make audience feel you sincerity about their interest
- (ix) Dramatise certain ideas to overcome the barriers of communication
- (x) Create an impression that you want to share the views and ideas of the audience
- (xi) Speech and that the audience should receive it almost unprepared



(xii) Do not get disturbed if a listener smiles or whispers to a neighbour

(xiii) Concentrate on ideas.

(iv) **Presentation Plan** : The art of speaking is the fruit of constant efforts. There is definite formula to be adopted to become an effective speaker. Enough planning and preparation is essential for successful presentation. Preparation is the best habit for overcoming nervousness.

Written speech seldom sounds fresh; It is not necessary to memorize the speech either. It never exhibits spontaneity; Memorization of speech would hamper flexibility consequently. Communication will suffer. Face to Face conversation or interaction expects thinking and speaking and not mere repetition. Even while reading the speech, one has to lift the head occasionally and observe the audience; The speaker must draw adequate notes and points and arrange them in a proper order before actually starting the speech.

Devote appropriate time for introduction and the main body of the talk. Notes and points should be written neatly and in bold letters. A positive attitude is generated while speaking.

**Q.8. Define Non-verbal communication ?**

**Ans. Non-verbal Communication :**

Communication through expressions, body movements, sounds, signs, symbols without words is Non-Verbal communication.

Non-verbal communication is also as expressive as and in some cases more expressive than verbal communication. In it graphs, charts, sounds, colours, symbols, bodily movements, silence, etc. are effectively used.

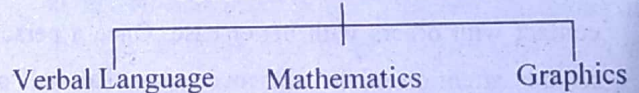
e.g. Thumbs up communicates good-wishes, congratulations, or approval.

**Q.9: What are the graphic communication and its importance and also write its objectives of graphic communication ?**

**Ans. : Introduction to Graphic Communication :**

**Importance of Graphic Language :** The importance of graphic language can be understood by comparing it with word languages by all those who are educated and attend school or college, learn to read, write and speak with some degree of proficiency . Language is a highly developed system of communication. But any single word in any language is not enough to describe the size, shape and its relation with a physical object. Engineering being an applied science, the communication of physical facts must necessarily be complete and accurate or else it may have disastrous results. Qualities relationships can be expressed mathematically. However, for designing machines and structures, graphic representation is necessary. Major engineering drawings are made in lines with different views arranged in a logical system of projection. This is language of graphics which can be defined as the graphic representation of physical objects and their relationship. Engineers have to study the language of engineering graphics so that they can write it clearly for those familiar with it and can read it readily when written communication.

#### Modes of Communication



Graphics is a device in which visual symbolism is applied for the description and representation of objects and concepts. Skill in each type of language enables an engineer to describe technical concepts accurately. Formal education is normally devoted to the development of language and mathematics. Graphics is the most important language with which engineers communicate.

#### Objectives of graphic communication

- (i) Graphic communication provides the ability to visualize;
- (ii) Communicate design concepts and ideas.

With a set of drawings, an engineer can represent his thoughts and ideas on paper. He makes possible, structures of engineering projects such as bridges, machine tools etc. on paper.



Business people are supposed to read numerous letters and reports every day. Writings that contain a lot of statistics will usually be difficult to read and grasp. Such information would be much easier to comprehend if it appears in the form of a graph or charts. One of the most valuable functions of a computer is that it can produce charts, graphs, and other visual aids accurately, quickly and easily. When statistical information is fed into a computer, a good graphics programme can automatically turn it into an appropriate visual aid. Not only are the reports containing visual aids easier to read but they also look more professional and appealing. Many pages of prose are difficult to read, even though the subject-matter may be fairly simple. A few well placed charts and graphs can make a report appear more helpful and arouse the reader's curiosity and interest. Most computer graphics programmes can reproduce visual aids in colour, making them even more attractive and appealing.

Computer graphics are quite helpful to designers, engineers and research scientists as they plan new products and test new theories. Now new uses for computer graphics, both in and out of the office, are being discovered all the time. A computer can be used to produce maps, drawings, blue prints, a network for advertising and almost anything.

**Q.10. Define Vertical communication .?**

**Or Define upward communication and write its advantage and limitations ?**

**Or Define Downward communication and write its advantage and limitations ?**

**Ans.** In the organisation communication flows from upper to lower level or from lower to upper level, it is vertical communication.

There are two types of vertical communication:

- (i) Upward communication
- (ii) Downward communication

**(i) Upward communication :**

Communication from a lower level person to higher level person where the flow of communication from lower level to upper or higher level is Upward communication.

e.g. When an employee gives some suggestion to the employer. A student communicates with a teacher or the principle. Upward communication is mostly brief, formal in nature and precise.

#### **Advantages of Upward communication**

- (i) Employees express their opinion or views. They feel they are a part of the organisation
- (ii) It creates good relationship between employees and employers, workers and authorities.
- (iii) The lower level communication gets a say in planning or decision making.
- (iv) The employees or workers get satisfaction of their contribution.

#### **Limitation of Upward communication**

- (i) If the workers' views are not seriously attended, a wrong message may spread across.
- (ii) Because of the pressure of the superiors, the lower level workers don't communicate frankly.
- (iii) Employees don't openly or frankly communicate, so their views are not properly understood.

#### **(ii) Downward communication**

The flow of communication from the higher level or authorities to the lower level workers is downward communication.

e.g. Communication between a manager and clerk, principal and peon, Prime minister and MP, etc. Downward communication is generally brief, authoritative and assertive.

#### **Advantages of Downward communication**

- (i) It is coming from authorities so it is authentic in nature.
- (ii) Downward communication receives respect from employees.
- (iii) Organisational decisions order etc are passed through Downward communication.
- (iv) Downward communication is generally very clear.

#### **Limitation of Downward communication**