

It is divided into Two Types.

- (1) Formal communication.
- (2) Informal communication.

(i) Formal communication:

It is divided into Three Types.

Formal communication is a communication which originates from a formal source with specific authority.

(ii) Types of formal communication:

There are Three types of formal communications which are as follows.

- (A) Horizontal communication
- (B) Vertical communication.
- (C) Diagonal communication.

(A) Horizontal Communication.

Communication Between people belonging to same level is called as Horizontal communication. Horizontal communication has various forms like Rules and Regulations, policies and procedures etc., are formulated.

(B) Vertical communication:

It consists of Two forms. That is

- (a) Downward communication
- (b) upward communication.

(a) Downward communication: A communication from a Superior to The subordinate is called as downward communication. It has various forms like orders, commands, circulars, notice, Memo, warnings, suspensions, terminations etc.,

(b) upward communication: A communication from a subordinate to a superior is called as upward communication. It has various forms like requests, suggestions, appeals, idence, permissions, leaves etc.,

(C) Diagonal Communication:
Communication between superior of one department to subordinate of another department is called as Diagonal communication.

III. Informal Communication:

It is also called as Grapevine Communication. Informal communication is the fastest way of communicating. The message which is less authentic and less reliable. It consists of various forms like Rumors and Gossips.

Q. 2. Difference Between Formal and Informal communication.

Criteria	Formal Communication	Informal Communication
(1) Nature	Authoritative in nature	Democratic and friendly in nature.
(2) Official Recognition	Since it follows official rules it has official Recognition.	It is not an officially recognized channel of communication.
(3) Secrecy.	Official secrecy is maintained.	Since it is occurred by open discussions official secrecy cannot be maintained.
(4) Delegation of authority.	It facilitates delegation of authority.	It has no role in delegating the authority.
(5) Rumors.	There is no scope of creating and spreading rumors.	There is a greater scope of creating and spreading rumors.
(6) Distortion.	No chance for distortion of message.	The message can be distorted.

(7) Discipline.	It helps to maintain The discipline in the organization.	It may create indiscipline in the organization.
(8) cost:	It is expensive and requires more money	It is less expensive and requires no or low cost.
(9) Time	It is time consuming to take the decisions.	It is less time consuming.
(10) Relationships.	Little scope to build Labour management Relationships.	Higher scope for Building and establishing relationship between labour and management.
(11) Flexibility.	Less Flexible	More Flexible.
(12) permanent Documents	Formal communication is done by written documents and can be recorded.	Informal communication does not have any documentation.
(13) Information Flow.	upward or downward.	Flows freely in all directions.
(14) obligation	It is obligatory to follow by every employee.	It is not obligatory to follow.

3. Gateways to Effective Communication:

I. Meaning: These are the Guidelines which indicate the effectiveness of communication in the organization.

II. Guidelines for Effective communication:

(1) plan the message: The speaker should prepare well before communication.

(2) specific language: There must be some common language that is supposed to be understood by every one.

- (3) Speak eloquently: vocabulary, accent, Grammar, Rules, and Regulations should be followed by while communicating.
- (4) Don't be Evaluative: The speaker must not think that the listeners are evaluating the entire process of communication.
- (5) Give proper orientation: Training should be provided before the actual conversation has started.
- (6) Active listeners: A speaker should be an active listener that is he was physically as well as psychologically present.
- (7) Not Biased: The speaker should not show any favoritism to the listeners in the session.
- (8) Respond but not react: The speaker should respond to the queries of the listeners rather than reacting.
- (9) Congruence: There must be well established Relationship Bondage and unison between the speaker and listeners.
- (10) Use Grape vine: The speaker should employ the informal feedback in the form of response from the listeners.
- (11) Take Feed Back: The communicator can improve his skills, knowledge and expertise when he collects the proper feed back after the communication is completed.
- (12) Proper ambience: Working conditions should be appropriate if the communicator is supposed to be successful.

I) Intrapersonal Communication :-

Communication within the individual is called as intrapersonal communication.

II) Merits of intrapersonal communication :-

1. Self Awareness :- It is the process in which a person is made aware of his strengths & weaknesses
2. Self confidence :- A self aware state makes one secure and increase confidence
3. Self management :- The person manages himself to efficiently perform his strengths and overcome the weaknesses
4. Self motivation :- It is the process in which the person inspires, stimulates and persuades himself
5. Focus :- It is the process of increasing the concentration regarding the duties that are discharged.
6. Independence :- A self awareness allows the person to perform by himself
7. Adaptability :- Intrapersonal communication helps the person to adjust according to the situations and environment.

III) Demerits of intrapersonal communication :-

1. Introvert :- A person with interpersonal communication does not like to express others
2. Wrong Assumptions :- If the person thinks about the negative side of everyone, he performs only intrapersonal communication

3. Incorrect Decisions :- Since Decisions are taken by the person himself. sometimes these may be faulty.

4. Overshinking :- A person with intrapersonal communication analyzes himself. sometimes thinking is so excessive that it becomes stressful to him

5. Arrogance :- Many people performing intrapersonal communication build up over confidence and arrogance

I) Interpersonal communication :-

Meaning :- It is a process of communicating between the people that is from one to the other by exchanging information, ideas, views and opinions.

II) Importance of interpersonal communication :-

1) problem solving :- If there is an exchange of information, people analyzes the problem clearly and provides the solution for it.

2) Align Goals :- This communication helps to reach the targets in time.

3) Trust :- It establishes confidence and belief on others.

4) Change Management :- Good interpersonal communication facilitates changes in the organization.

5) Employee Recognition :- Interpersonal communication helps to perform the work to discharge their duties and responsibilities and focus on commitment and dedication which recognizes him among all others.

6. Work place mis-Communication: There is a chance that conflicts, grievances etc. can be reduced because of inter-personal communication.

7. Personal Relationship: Interpersonal communication establishes good relationship and bondage among themselves.

8. Effective Leadership: Because of Interpersonal Communication many leaders are evolved and leadership qualities are reduced.

9. Employee Success: Employee will be able to take corrective actions and decisions. This helps them to be successful in present day situation.

Emotions & Communication

I Meaning: Emotions are the feelings generated that helps in proper communication process.

II Reasons Why Emotions are not expressed Clearly:

1. Social Expectations: Because of proper emotional communication a person get recognition in the society.

2. Vulnerability: Some times emotions reduced the relationship across the employees in the organisation.

3. Protecting Others: Some people fear that communication hurt others so they do not communicate.

4. Social & Professional roles: It may not be inappropriate to express the emotions clearly. Sometimes while working in social and professional organisations.

(A)

Ineffective expression of emotion

1. Speaking in generality: Some people else indirect means of communicating the message in the organisation expressing emotions.
2. Not owning feeling - A person who does not have complete control over the emotions failed to develop relationship.

Guidelines for effective emotional Communication

- * Identify your emotions
- * Own your feelings
- * Decide whom to express
- * Select appropriate time
- * Respond sensitively
- * Monitor self talk

Barriers to communication

Semantic Barrier

- Badly expressed message
- Symbols or words
- Faulty translation
- Unclarified assumptions
- Distortion
- Technical Jargon
- Body language & Gesture decoding

Bindional Barriers

- Promature Evaluation
- Lack of attention
- Loss by transmission & poor retention

Organisational

- Organizational Policies
- Policies & Regulations
- Status

→ Complexity in organisational structure

- Organizational facilities

→ Barriers related to superiors

1. Fear of challenging authority
2. Lack of confidence in subordinates

Personal Power

→ Barriers related to subordinates

1. unwillingness to communicate
2. Lack of proper incentive

Gateways to Communication

- Plan the message → Improve the ambience
- Use proper language → Use proper etiquette
- Don't be evaluative → Watch your language
- Give proper orientation
- Be an active listener
- Have an unbiased attitude
- Respond don't react
- Promote congruence
- Use the grapevine
- Transmit the message in installments
- Provide feedback
- Overcome by pausing
- Maintain Semantic Accuracy
- Add some eloquence

① meaning of Non-verbal communication:

The process of communicating without the help of specific language, rules and regulations is called as Non-verbal communication.

② Advantages of Non-verbal communication:

1. Complementarily: we acquire both the verbal and non-verbal communication parallelly.
2. Ease of presentation: communication becomes easy to understand because of non-verbal communication.
3. Substituting: Non-verbal communication for a substitute of for verbal communication.
4. Repeating: Non-verbal communication can be used no. of times to convey the same meaning.
5. for illiterate: Even uneducated people can understand the Non-verbal communication.
6. for handicapped: People ^{were} unable to speak can use the Non-verbal communication to understand and convey the information.
7. Attractive presentation: If the communication includes both the verbal & non-verbal forms then it becomes attractive presentation.
8. Reduce Time: Non-verbal communication allows the understanding of the message in a short interval of time.
9. Quick expression of message: The message become understood and expressed through the body language to the targeted

(N) audience easily.

(8)

⑪ De-merits of Non Verbal Communication:

1. Imprecise: Non verbal communication is a longest way of expressing the message to the listeners and viewers.
2. continuous: we cannot prevent ourselves to communicate. Even silence also communicates.
3. multi channel: communication of nonverbal from many channels like gestures, posters, Physical appearances, Silence, facial expressions, Kinesics, para language etc.,
4. long conversation: non-verbal communication takes much time to convey the message through proper understanding.
5. Difficult to understand: non verbal form of communication cannot be easily understood because every gestures, poster etc, have different meanings to convey.
6. Not everybody perfect: many people rely on the verbal communication but not completely non the non-verbal commun.
7. Lack of formality: verbal communication is preferred as a means of formal communication.
8. Distortion of information: sometimes the message may be wrongly understanding using non-verbal communication.

Kinesics:

① meaning: It is the process of understanding the message with the help of appropriate facial expressions, gestures & gazing.

II Types of Kinesics:

1. Emblems: The communication with the help of hand gestures or facial gestures in order to communicate the message.

2. Illustration: Horizontal nod indicates disapproval and vertical nod indicates approval.

3. Effective Display: For example a gentle smile on the face indicates the interest in the communication.

4. Regulators: For example use of the hand indicates the objections or drags the attention.

5. Adaptors: A small rub of the eyes indicates the initiation of the conversation, stress relief.

para language: the process of changing the modulation of voice, accent, pitch, eloquence in communication is called as para language.

voice: the voice must be clear, loud and audible.

2. tone: tone indicates style, language, vocabulary, loudness etc., in the voice.

3. pitch: It includes intensity of voice and loudness.

4. pauses: The communicator stops in between so that attention is grabbed and clarity and understanding is increased.

5. volume variation: sometimes some parts of the sentence which are important are communicated where as others with a low voice.

6. Repet~~er~~ word stress: Many communicators employe this word stress mainly to increase the understanding of the language.

7. overall impression: The ultimate objective of para language is to increase the understanding between the speaker and listener.