**Forms of Communication**

Written Communication

Verbal (oral) Communication

Non- Verbal Communication

**Written Communication**

* When exchange of opinions is in a written form, rather than by spoken words, it is known as written communication.
* Written communication includes reports, letters, circulars etc.
* The choice of words should be such as to convey a specific meaning and not confuse the reader with multiple meaning.
* As far as possible, message should be in short sentences so that the receiver has no difficulty in finding the true meaning of the message.
* situations and documents are prepared for official use.
* The layout for each document is fixed by custom.
* Letters, memos, notices, circulars, reports, telegrams, minutes are some of the common documents used.

**Merits of written communications.**

1. It is accurate an precise:

Written communication is usually formulated with great care. Since written communication is open to verification, and its authenticity can be easily challenged, the communication has to be accurate and factual.

1. It can be referred to repeatedly:

The receiver of written communication can go over the message at any time again in future and refers till he understands the message.

1. It is a permanent record:

Written communication becomes a permanent record of the organisation and can prove very useful for future reference.

1. It is a legal document:

Written communication is acceptable as a legal documents.

1. Facilitates accountability:

If communications are preserved in writing, it is much easier to assign responsibilities.

1. It has a wide access :

It is permanent in nature therefore more number of people will have access to it and for long time.

1. No need for personal contact:

Like oral communication both parties availability is not required at the same time.

**Demerits of written communication**

1. It is time consuming
2. It is costly ( Management to typist to dispatch)
3. Quick clarification
4. No secrecy
5. Not suitable during an emergency

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**Oral communication/ verbal communication**

The communication that is conveyed in spoken form is known as verbal or oral communication

Merits:

1. Time saver
2. Economic
3. More effective
4. Powerful
5. Quick acknowledgement
6. Clarity of message
7. Reliable
8. Useful in group communication

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**Demerits:**

1. Presence of both the parties mandatory
2. Lack of proof
3. Non-availability of reference
4. Not suitable for lengthy communication
5. Retention problem
6. No legal validity
7. Chance of Mis-understanding
8. Responsibility cannot be assigned.

**Non-verbal communication**

Non-verbal communication requires serious consideration.

It can be defined as the communications that, involves neither written nor spoken words, but takes place without the use of words.

Non-verbal communications are concerned with things such as body movement, space, time, and general characteristics of the environment.

Since bodily movements, gesture etc. is so important for communication , they are being systematically studied as a sub area of non-verbal communication.

Following are the few of non-verbal communication kinesics:-

1. Body language
2. Eye contact
3. Facial Expression
4. Gesture
5. Head body shape and posture.
6. Appearance
7. Silence

**Merits of non-verbal communication**

1. Reliability
2. Quickness
3. Economic communication
4. Accurate understanding
5. Oral communication’s meaning is enhanced
6. Useful for illiterates- even illiterate people can use non-verbal communication
7. Natural way; non-verbal communication is a natural way of communication and hence it is necessary

**Demerits:**

1. Lack of secrecy
2. Misrepresentation possibility
3. Physical presence must
4. Applicable only in brief messages
5. Difficult to study: one can understand the gesture only when the receiver knows the meaning of the gesture
6. No proof- it cannot be proved

**Body Language**

It is important to point out that all bodily movement, posture, gesture etc. are guided by our thought process, emotions etc.

By nodding our head, blinking our eyes, waving our hands, shrugging our shoulder and various other ways, we send out signals and messages that often speak out louder than words.

That is why this area of enquiry has been called ‘body language’.

Just as language uses sets of symbols to convey meaning, our body, consciously as well as unconsciously carries messages, attitudes, status, relationship, mood, warmth, positive, negative feelings and so on.

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