**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 made carefully in written communication and the words should be such, so as to carry a specific meaning and not confuse the readers with multiple meanings.**
* **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.**
* **The written communication is used in many types of situation and documents are prepared for official work.**
* **The layout for each documents are fixed by customs.**
* **Letters, memos, notices, circulars, reports, telegrams, minutes are some of the common documents used.**

**Merits of written communication:**

1. **It is accurate and precise; written communication is usually formulated with great care.**

**Since written communication, is open to verification and its authentication 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 refer till he understands the message completely.**
2. **It is a Permanent Record; written communication becomes a permanent record of the organization and can prove very useful for future references.**
3. **It is a Legal documents; written communication is acceptable as a legal document.**
4. **It facilitates the process of assigning responsibility; If communications are preserved in written , it is much easier to assign responsibilities.**
5. **It has a wide access; communication media having become very fast written communication enjoys a wide access.**
6. **No need for personal contact; is 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**
3. **No Quick clarification**
4. **No secrecy**
5. **Not suitable during Emergency**

**Oral Communication/ Verbal communication**

**The communication conveying a message in spoken form is known as verbal or oral communication.**

**Merits of oral communication:**

1. **Saves time**
2. **Economic**
3. **More effective**
4. **Powerful**
5. **Knowledge of reaction**
6. **Clarity of message**
7. **Immediate feedback**
8. **Reliable**
9. **Useful in group communication**

**Demerits of Oral communication:**

1. **Pressure on both parties i.e. Speaker and receiver**
2. **Lack of proof**
3. **Non availability of reference**
4. **Quick response necessary**
5. **Not suitable for lengthy communication**
6. **Retention problem**
7. **No legal validity**
8. **More misunderstanding**
9. **Responsibility cannot be assigned**

**Non-Verbal communication**

**Non-verbal communication requires serious consideration. It can be defined as communication that involves; neither written nor spoken words but takes place without the use of words.**

**In it we are concerned with things such as body movements, space, time, general characteristics of the environment.**

**Since body movements, gesture etc. are so important for communication, they are being systematically studied as sub-areas of non-verbal communication.**

**Following are the few of no-verbal communication kinesics:**

1. **Body language**
2. **Facial expression**
3. **Eye contact**
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. **Meaning of oral communication is enlarged**
6. **Useful for illiterates: Even illiterate people can use non-verbal communication effectively**
7. **Natural way: non-verbal communication is a natural way of communication and hence it is necessary.**

**Demerits:**

1. **Lack of secrecy**
2. **Possibility of misrepresentation**
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**

**Body language:**

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

**By nodding our heads, 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’s, moods, warmth positive and negative feelings and so on.**