Unit 1 Introduction

Topic 1 Theory of Communication

COMMUNICATION

1. MEANING OF COMMUNICATION
2. DEFINITION OF COMMUNICATION
3. CHARACTERISTICS OF COMMUNICATION
4. COMMUNICATION CYCLE/PROCESS
5. TYPES OF COMMUNICATION

MEANING OF COMMUNICATION

- The word ‘Communication’ has been derived from the Latin word- ‘communis’ means ‘ To make common’.or share.
- Hence communication is having common experiences with other people.
- Communication means transfer of ideas, opinions, feelings, facts etc, from one person to another.
- Communication can be defined as the process through which two or more persons come to exchange ideas and understanding among themselves.

DEFINITION OF COMMUNICATION

1. "Communication is the process of passing information and understanding from one person to another". – Keith Davis
2. "Communication is the process of transmitting information from one person to another".

   – Ricky W. Griffin
3. "Communication is the intercourse by words, letters or messages, intercourse of thoughts or opinions. It is the act of making one's ideas and opinions known to other".

   – Fred G. Meyer

CHARACTERISTICS OF COMMUNICATION

1. It involves at least two persons.
2. In Communication messages is the must.
3. Communication is written, oral or gesture.
4. Communication is a two way process.
5. Its primary purpose is to motivate a response.
6. Communication is formal or informal.
7. Communication flows up and down and also from side to side.
8. Communication is an integral part of the process of exchange.

CHARACTERISTICS OF COMMUNICATION

9. **Communication is a Universal Process.**

10 Communication is a Social Necessity

11. Communication is continues Process.

COMMUNICATION CYCLE/ PROCESS

1. Sender
2. Message
3. Encoding
4. Channel
5. Receiver
6. Decoding
7. Feedback

TYPES/FORMS OF COMMUNICATION

1. Oral/ Verbal Communication
2. Non Verbal Communication
3. Written Communication
4. Vertical Communication/ Downward/Upward
5. Horizontal Communication
6. Grapevine Communication

TYPES OF COMMUNICATION

7 Object Communication

8 Intra-Personal Communication

9 Inter-Personal Communication

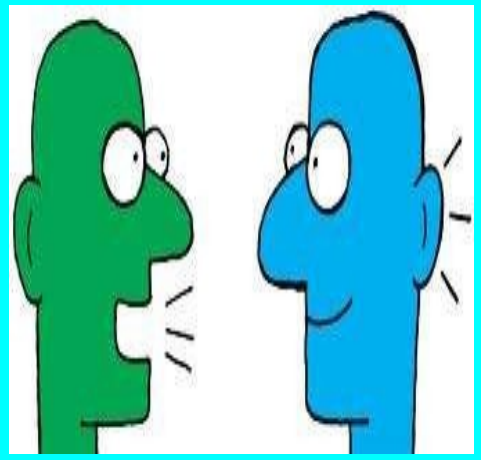
10 Group Communication

11 Mass Communication

12. Formal and Informal

1. Oral Communication

- It takes place in face to face conversation, group discussions, etc. Spoken words are used to direct, instruct, and share experiences.



oral communication

FACE
TO
FACE

2. Written Communication

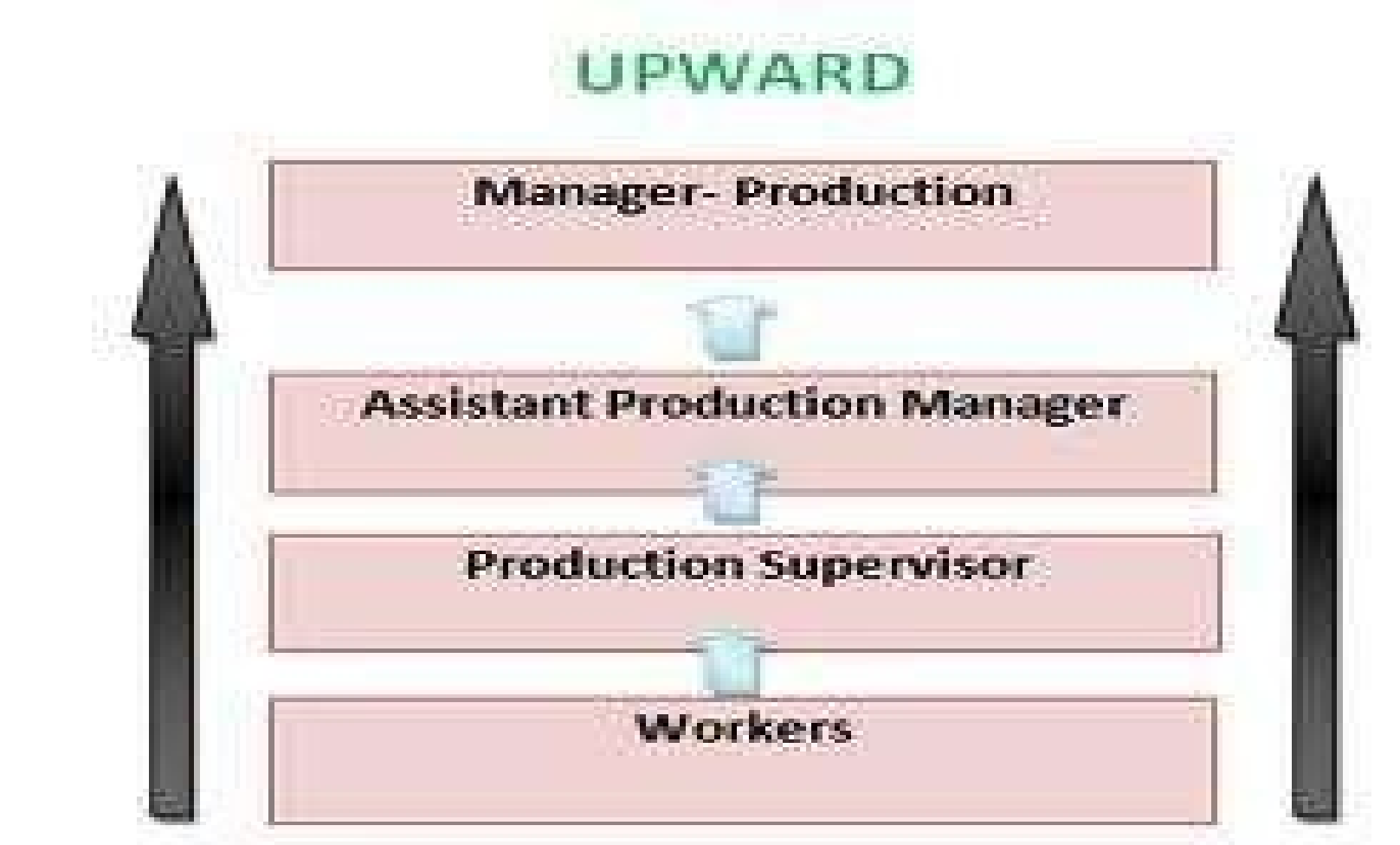
- **Putting in writing includes letters, reports, notes etc. The written words are used to transmit one's expectations, likes and dislikes.**

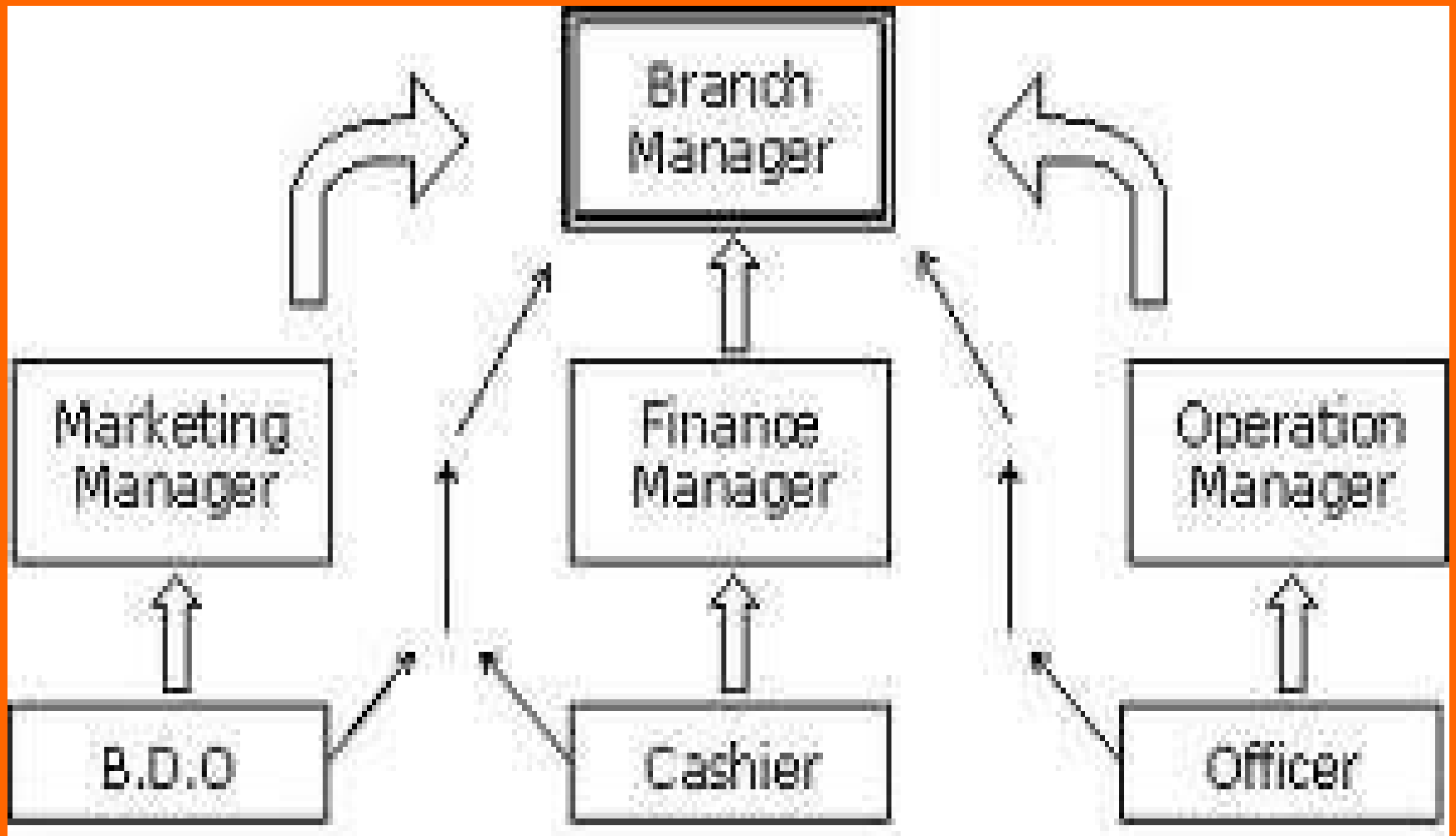
3. Vertical Communication

- It consists of two types namely: upward communication & downward Communication.
- A. Upward Communication

  It consists of messages from subordinates to superiors.

A. Upward Communication





"Upward" Communication in a Bank.

B. Downward Communication

- It occurs when information flows down the hierarchy from superiors to subordinates.

Downward Communication

Downward Communication

4. Horizontal Communication

- This communication occurs among colleagues and peers of the same level in an organization (or)
- The interaction among peer groups is called horizontal communication.

5.Grapevine Communication

- In every organization, there is an informal channel of communication called the grapevine.
- It is quite natural for a group of people working together to be interested in one another and talk about appointments, promotions, retirements or even domestic affairs.

grapevine
communications

6.Object Communication

- The most common form of object communication is clothing. e.g. uniform

7. Intra-Personal Communication

- This can be defined as a process through which one communicates with himself.
- This means the communication is within the self and to the self.

i. Thinking

Intra-Personal Communication

For example

ii. Working out a problem

Intra-Personal Communication

For example

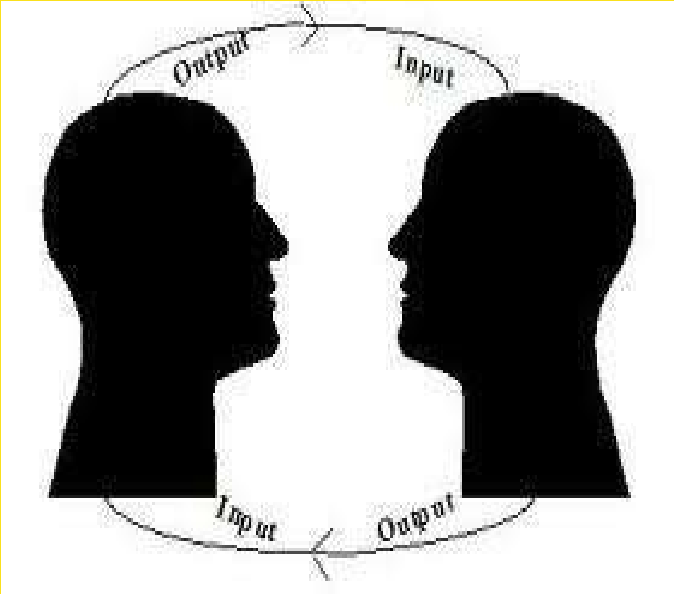
Writing diaries

Intra-Personal Communication

For example

8. Inter-Personal Communication

- Inter-personal communication may be defined as a process of interaction between two people, generally face- to-face talk.



Inter-Personal Communication

- For example, interaction between teacher and student in the classroom, a telephone conversation.

9.Group Communication

- It refers to the process of interaction within groups of people and by groups of people to others.

Group Communication

- E.g. A family and committee meeting.

10. Mass Communication

- Mass communication takes place when the communication is received by large number of people. For example, open-air concert for a thousand people.

Principles of Communication

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- 1.Courteousness
- 2 Considerateness
- 3 Clarity
- 4 Conciseness
- 5 Concreteness
- 6 Correctness
- 7 Completeness

Objectives or Aims of Communication.

- **Information:**
- **Persuasion**
- **Suggestions/Advice**
- **Order**
- **Counseling**
- **Request**
- **Complaints**

Objectives or Aims of Communication

- **Warning**
- **Motivation**

CHANNELS OF COMMUNICATION

FORMAL CHANNELS

INFORMAL CHANNELS

- **DOWNWARD**
  GRAPEWINE
- **UPWARD**
- **HORIZONTAL/LATERAL**
- **DIAGONAL**

DOWNWARD COMMUNICATION

- Command Chain
- Posters and bulletins
- Handbook and pamphlets
- House journals
- E mails/Fax
- Annual Reports

Upward communication

- Open door policy
- Questionnaire
- Grievance procedure
- Suggestion box
- Ombudsperson
- Special meetings

Channels of communication

- **Horizontal communication**
- **Diagonal communication**
- **INFORMAL (Grapevine)**

Thank You