

The image features a light yellow background with several geometric elements. In the top-left corner, there is a small triangular graphic composed of three overlapping shapes in coral, light blue, and grey. Two large circles, one light blue and one orange, overlap in the center. A dashed red circle is positioned to the right of the orange circle. In the bottom-left corner, there is a triangular cluster of small dark blue 'x' marks. In the bottom-right corner, there is a vertical stack of five dark blue chevron symbols pointing upwards.

# COMMUNICATION



01

**Introduction Of  
Communication**

02

**Process Of  
Communication**



03

**Types Of  
Communication**

04

**Levels Of  
Communication**

05

**Barriers Of  
Communication**

06

**Tools Of Effective  
Communications**

**TABLE OF CONTENTS**



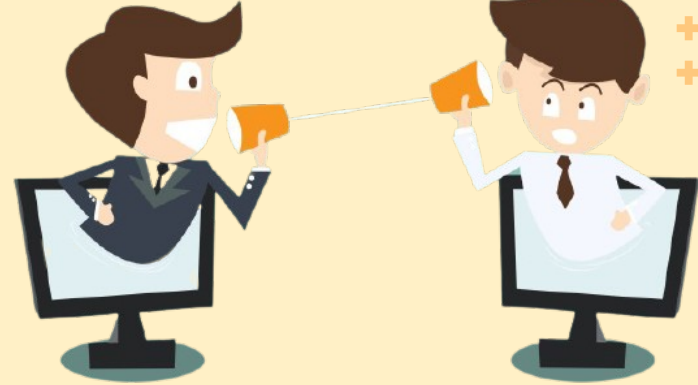
# It is a process of exchanging

-

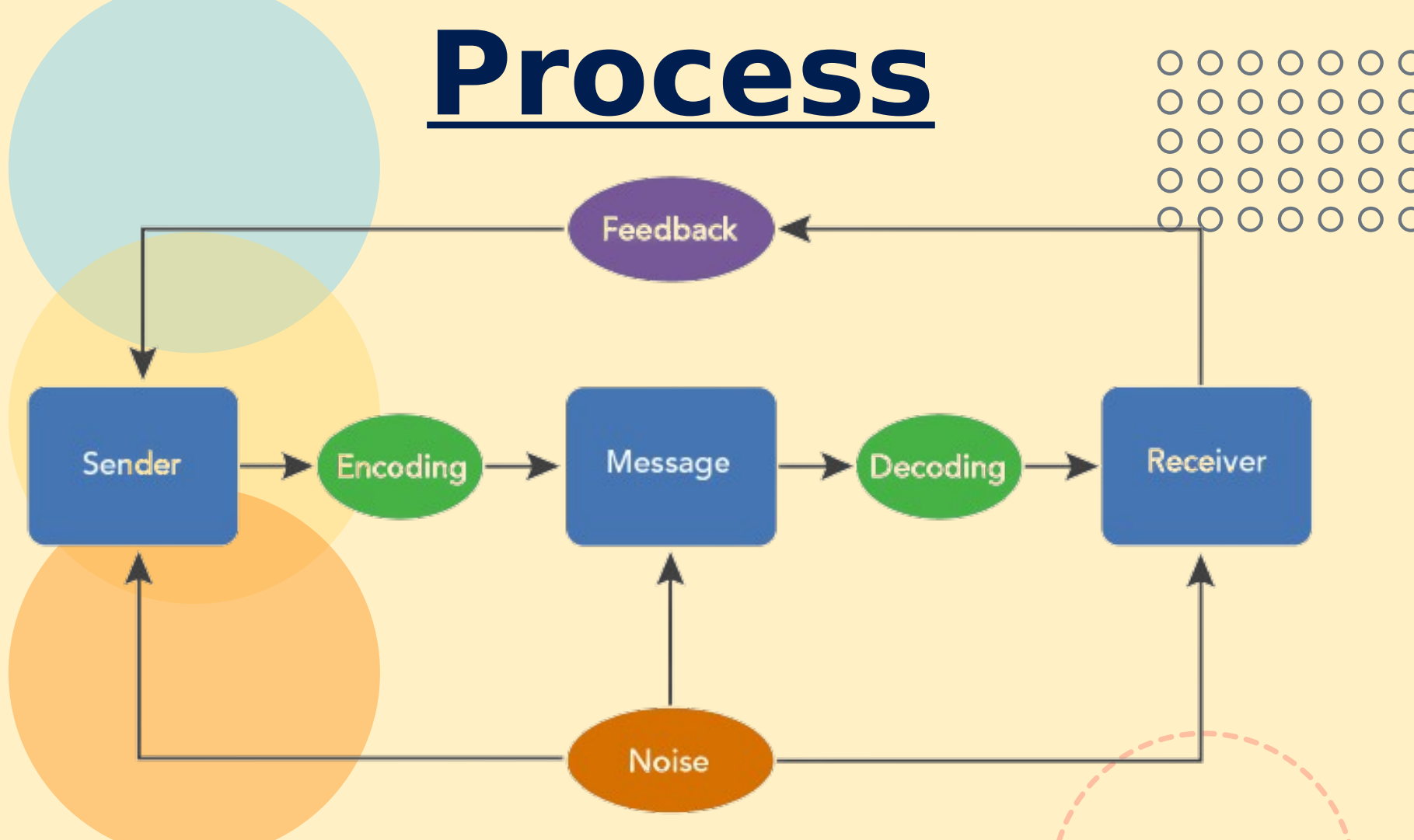
- Information
- Ideas
- Thoughts
- Feelings
- Emotions

Through -

- Speech
- Signals
- Writing
- Behavior



# Process





# 4 TYPES OF COMMUNICATION

**Verbal  
Communication**

**Non-Verbal  
Communication**

**Visualization  
Communication**

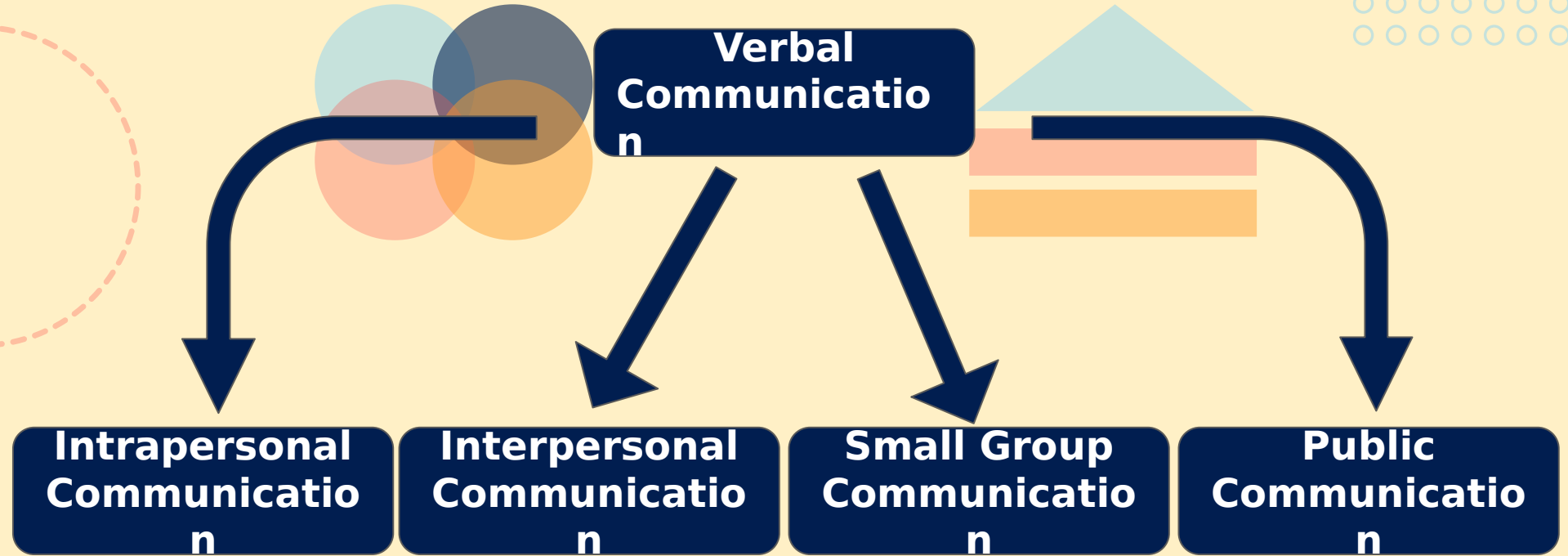
**Written  
Communication**

# Verbal Communication



It is defined as the act of presenting the views to others in the form of words or sounds.

# Types





This form of communication is extremely private and restricted to ourselves.





This form of communication takes place between two individuals.



It is defined as the act of presenting the views to others in the form of words or sounds.



This type of communication takes place when one individual addresses a large gathering of people

# Non-Verbal Communication



It is defined as presenting the views to others in the form of eye contact, gestures, facial expressions, body language, etc.



- Facial expressions
- Body movement and posture
- Gestures
- Eye contact
- Signals



# Visualization Communication



Visualization refers to the act of presenting information in the form of visuals or pictures. It also includes graphs and charts.

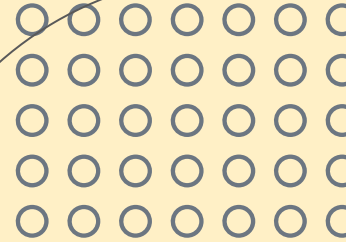
# Written Communication



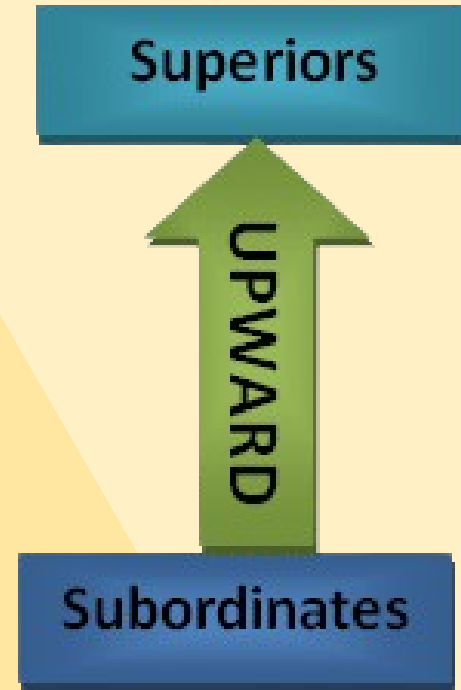
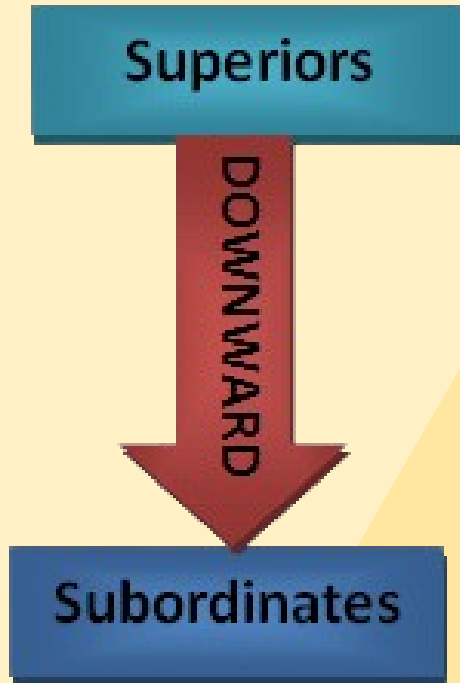
It is defined as an act of sharing our views through writing, which can be in the form of emails, books, magazines, diary, circulars, manuals, letters, cards, social media, reports, bulletins, messages, etc.

# Level

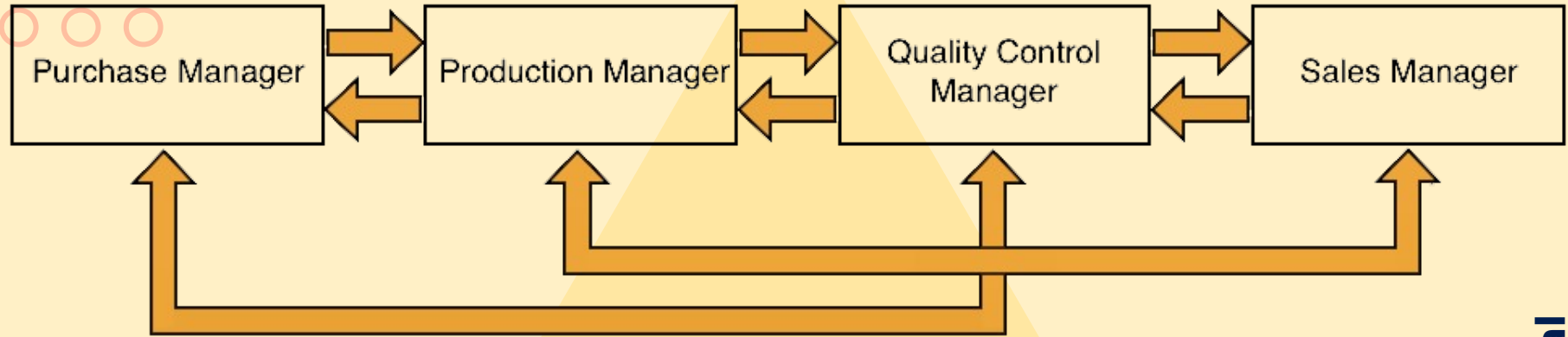
- ★ Downward
- ★ Upward
- ★ Lateral
- ★ Diagonal
- ★ External





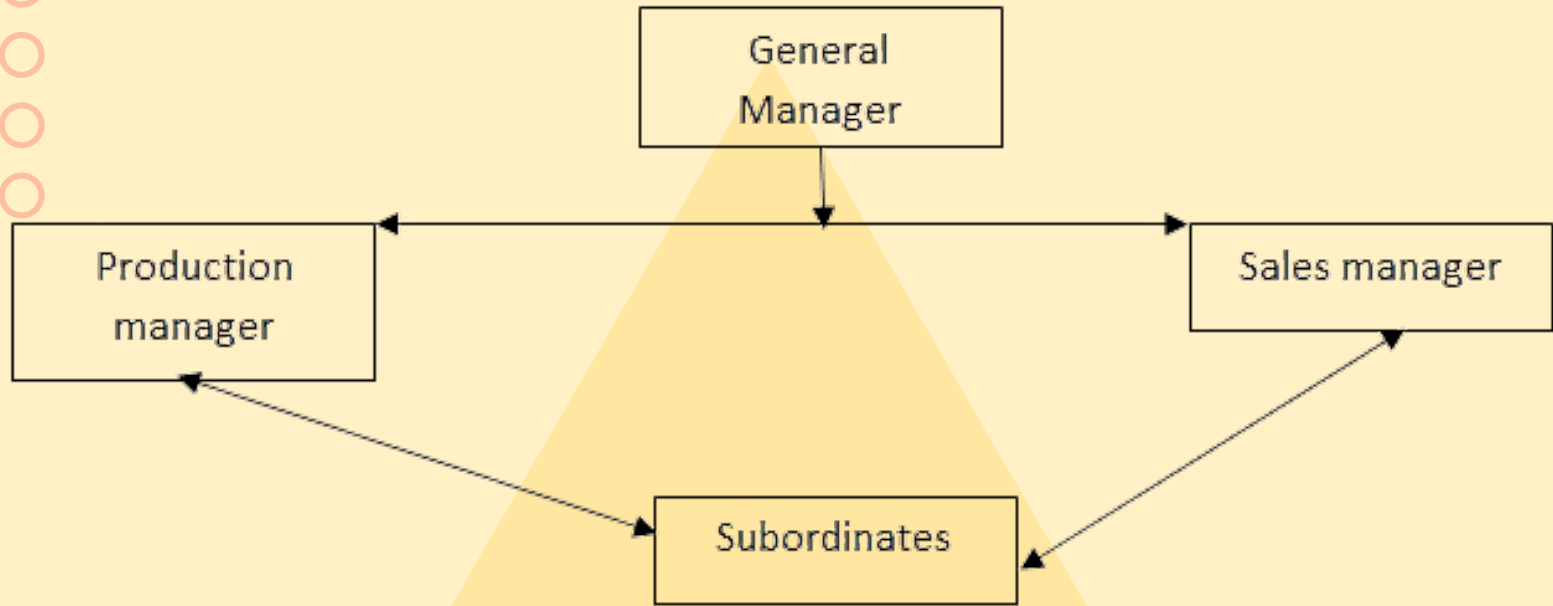


**Downward And Upward**



Communication that takes place at same levels of hierarchy in an organization.

**Lateral**



Communication that takes place between a manager and employees of **other workgroups** is called diagonal communication.



Communication that takes place between a manager and external groups • such as - suppliers, vendors, banks, financial institutes etc.





### **Physical Barriers**

It includes noise, closed doors, outdated equipment.



### **Attitude Barriers**

The attitude barriers can arise due to individual habits, attitudes, overconfidence or behavior.



### **Emotional Barriers**

Some people may face difficulty when their emotions overcome their conversation.



### **Cultural Barriers**

Cultural barriers usually exist between countries, religions, caste, color, etc. at any level in society or an organization.



### **Language Barriers**

It determines the difficulty of understanding the message between individuals or a group of people.



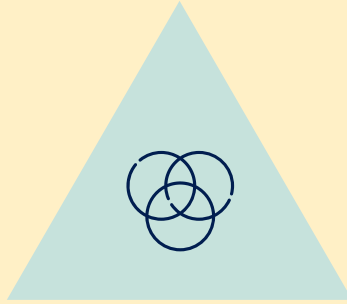
### **Gender Barriers**

It means the agenda for men and women.



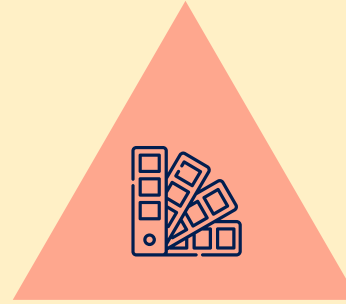
## **Lack of focus and eye contact**

Lack of focus and eye contact shows the disinterest of an individual in the communication.



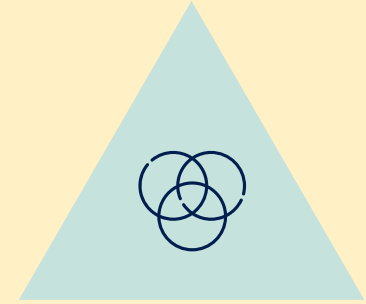
## **Fear of mistakes**

It will also improve our confidence, language, and vocabulary.



## **Psychological Barriers**

The psychological barriers define psychological and mental issues, such as depression, stage fear, phobia, poor health, etc.



## **Perceptual Barriers**

The perceptual barriers include the filters through which we view other people.





# Tools of effective Communication

- Be Brief
- Manners
- Be Positive
- Good listener
- Clarity
- Pronunciation





**THANKS!**

