

Unit 1: Different Forms of Communication

B.Tech/ M.Sc. Sem - I & II

HU110: English and Professional Communication

Different forms of communication

On the basis of levels

- Extrapersonal
- Intrapersonal
- Interpersonal
- Mass
- Organizational

On the basis of Flow

- Vertical
- Horizontal
- Diagonal

On the basis of means, kinds, manners, forms

- Verbal- Oral and Written
- Non-verbal - Kinesics, Proxemics, Oculistics, Chronemics, Artefacts, Haptics, Olfactics, Chromatics and silence

Levels of communication

Extrapersonal Communication

- Communication between human beings and nonhuman entities is extrapersonal.
- Example: Your pet dog comes to you wagging its tail as soon as you return home from work.
- This form of communication requires perfect coordination and understanding between the sender and the receiver.



Intrapersonal Communication

- Intrapersonal communication takes place within an individual.
- Example: When you feel hot, you switch on the fan.
- The relevant organ is the sender, the electrochemical impulse is the message, and the brain is the receiver. Next, the brain assumes the role of sender and sends the feedback that you should switch on the cooler. This completes the communication process.

- Communicating with oneself
- Thinking
- **Self-talk**



Intrapersonal Communication

- Without an internal dialogue, one cannot proceed to the further levels of communication—interpersonal and organizational.
- Self-motivation, self-determination, and the like take place at the intrapersonal level.

Interpersonal Communication

- Communication at this level refers to the sharing of information among people.
- Interpersonal communication differs from other forms of communication in that there are few participants involved, they are in close physical proximity to each other, many sensory channels are used, and feedback is immediate.
- The roles of the sender and receiver keep alternating.



Interpersonal Communication

Interpersonal Communication

- Interpersonal communication can be formal or informal.
- Most interpersonal communication situations depend on a variety of factors, such as the psychology of the two parties involved, the relationship between them, the circumstance in which the communication takes place, the surrounding environment, and finally the cultural context.

Organizational Communication

- Communication in an organization takes place at different hierarchical levels. It is extremely necessary for the sustenance of any organization.
- With a proper networking system, communication in an organization is possible even without direct contact between employees.



Organizational Communication

- Organizational communication can be further divided into the following.
 - a. **Internal-operational**: All communication that occurs in the process of operations within an organization is classified as internal-operational.
 - b. **External-operational**: The work-related communication that an organization has with people outside the organization is called external-operational communication.
 - c. **Personal**: All communication in an organization other than that for business or official purposes is called personal communication.

Mass Communication

- Mass communication is meant for large audiences and requires a medium to transmit information.
- There are several mass media such as journals, books, television, and newspapers.
- The audience is heterogeneous and anonymous, and thus the approach is impersonal.
- Example: Press interviews given by the chairman of a large firm.
- This type of communication is more persuasive in nature than any other form, and requires utmost care on the part of the sender while encoding the message.



Characteristics of Mass Communication

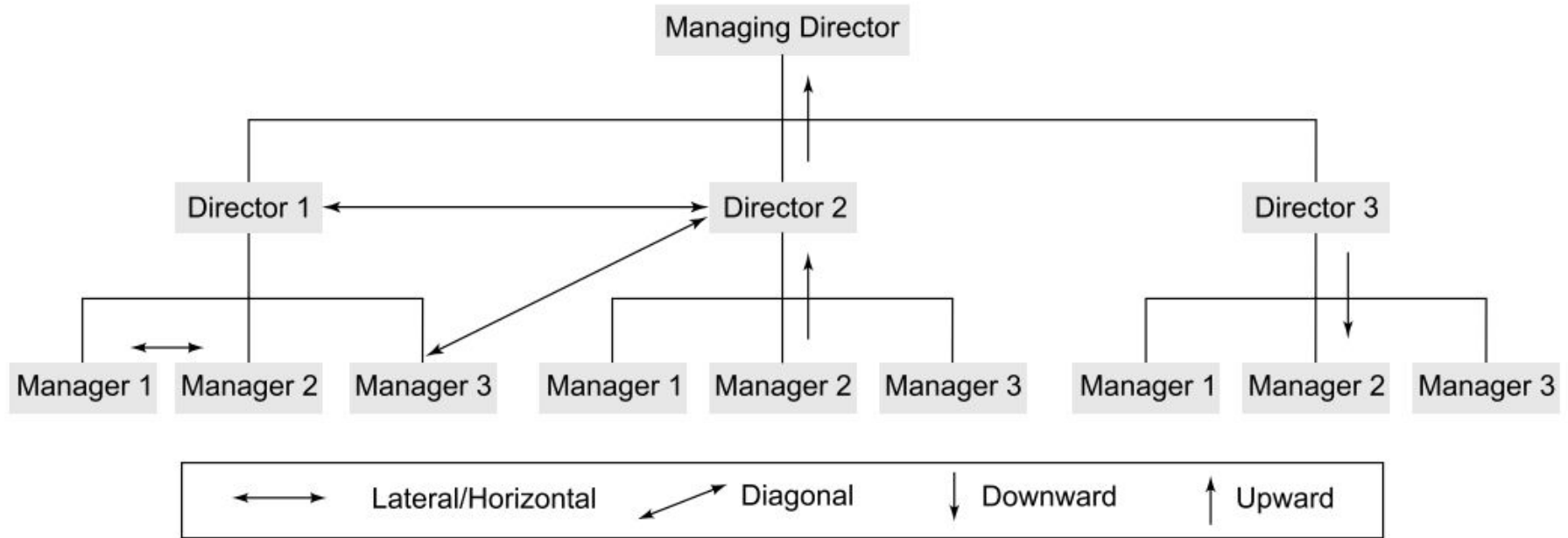
1. Large reach
2. Impersonality
3. Presence of a gatekeeper (mediator)
 - Mass communication needs additional persons, institutions, or organizations to convey the message from a sender to a receiver.
 - For example, in a newspaper, the editor decides which news makes it to the hands of the reader. The editor is therefore the gatekeeper in this mass communication process.

Flow of Communication

Flow of Communication

- Information flows in an organization both formally and informally
- Formal communication refers to communication that follows the official hierarchy and is required to do one's job.
- Information of various kinds flowing through formal channels, such as policy or procedural changes, orders, instructions, and confidential reports, is formal communication.
- Formal communication can flow in various directions—vertical, lateral, or diagonal.

Flow of communication in an organization

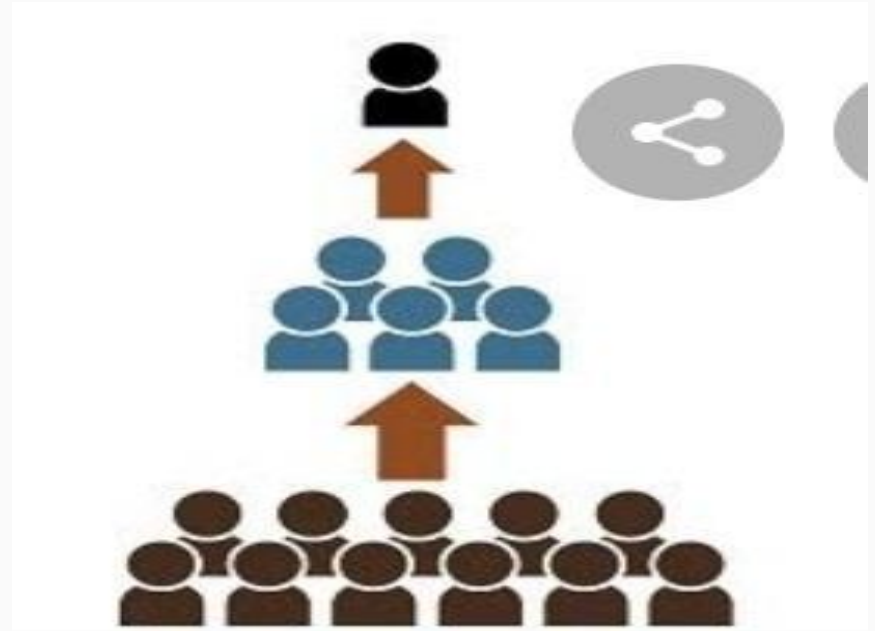


Vertical Communication

Vertical communication consists of communication up and down the organization's chain of command. Vertical communication can be classified as downward communication and upward communication according to the direction of its flow.

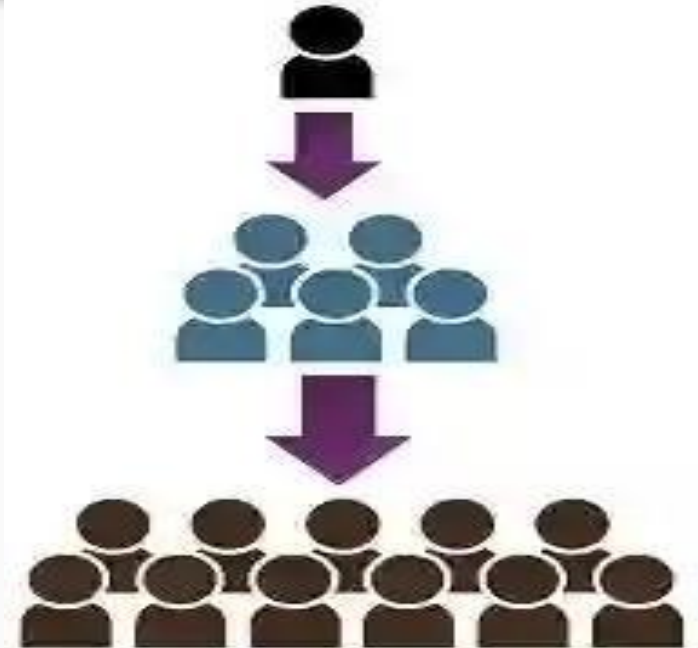
Upward Communication

- from bottom to top – when reports or findings are sent to superiors. Impt. for decision making and gathering day to day information. Eg.- Form – reports, statistical analysis.



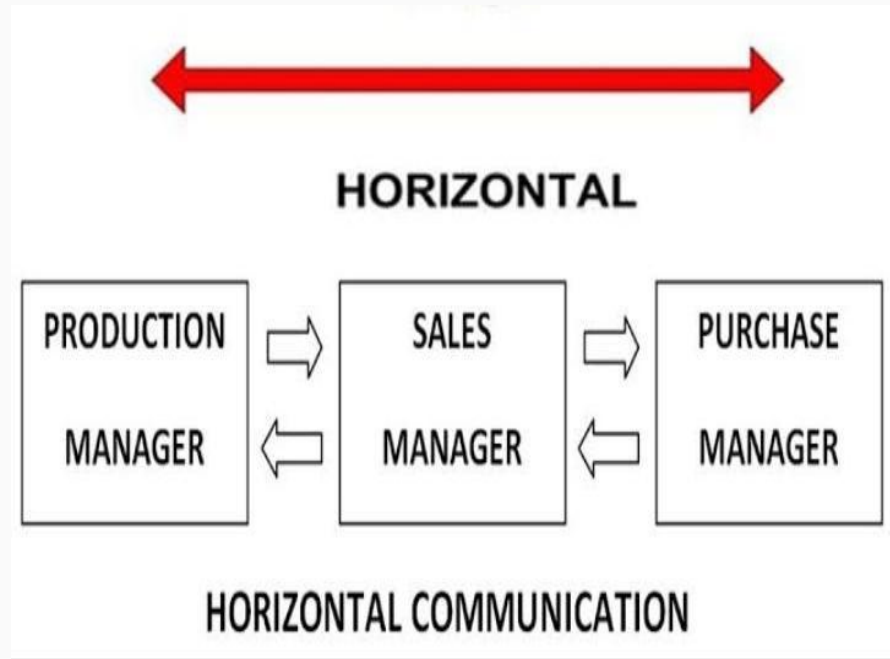
Downward communication

- When managers inform, instruct, advise, or request their subordinates, the communication flows in a downward pattern.
- Use: To convey routine information, new policies or procedures, seek clarification, ask for an analysis, etc.
- Form: Emails, memos, notices, face-to-face interactions, or telephone conversations.



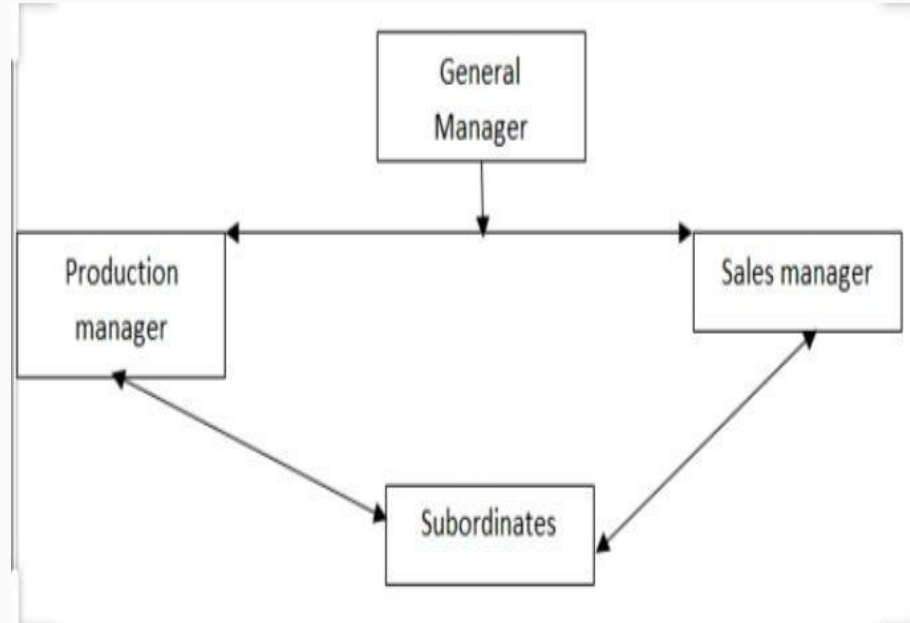
Horizontal /Lateral Communication

- Takes place among peer groups or hierarchically equivalent employees at the same level
- Impt. to facilitate coordination, save time, bridge any communication gap.
Eg.- sharing of reports for better ideas



Diagonal Communication

- Diagonal communication or cross-wise communication flows in all directions and across the various functions and levels in an organization.
- It is deviation from the normal chain of communication but it expedites action. Eg. Sales manager communicating directly with the vice president (production) of different branch.



Identify the type of communication flow.

1. Feedback given to a student by a teacher about his/her performance in the assignment

2. Proposals prepared for submission to the boss _____
3. Communication between managers of various units regarding setting the production target for the next three months _____
4. General Manager issuing instructions to subordinates _____
5. A subordinate informing the manager about a work-related problem _____
6. Announcement of change of the Eid holiday _____
7. Letter from the CEO _____
8. Chats, conversations, informal talks and the like _____
9. Counselling and training _____
10. Salesman briefing the Sales Manager about the sales of the month _____

On the basis of means, kinds,
manners and forms

Verbal Communication

Oral Communication.

- It refers to speaking with the help of words.
- Proper pronunciation and tone is the key to effective oral communication.
- Advantages and disadvantages.

Written Communication

- Messages when conveyed with the help of written words.
- It requires command over the language, correct construction of sentences, appropriate use of words, logical sequence of points, etc.,
- Advantages and disadvantages.

Non verbal Communication

- **Kinesics**- Body language
- **Proxemics**- the distance
- **Oculesics**- technical term for eye contact
- **Chronemics**- the utilization of time
- **Artefacts**- momento, remembrance
- **Haptics**- different touches
- **Olfactics**-sense of smell
- **Chromatics**-use of colour
- **silence**