

KAMANI SCIENCE AND PRATAPRAI ARTS COLLEGE, AMRELI

FIRST BCA/BSC SEM – 1

Unit - 2

Que. 1 What is communication? Explain its process and discuss the importance of feedback.

Communication is central to everything that we do. Our activities succeed or fail according to our ability to communicate effectively. Every organization, whatever may be its business or size, is held together by communication.

The word communication has its root in the Latin word 'Communicare' which means 'to share'.

So there is a sharing of information, knowledge and thought. There are two parties – the sender and the receiver for sharing information. These two parties should have co-operation and understanding between them. They should also have a mutually accepted code of signals – a common language.

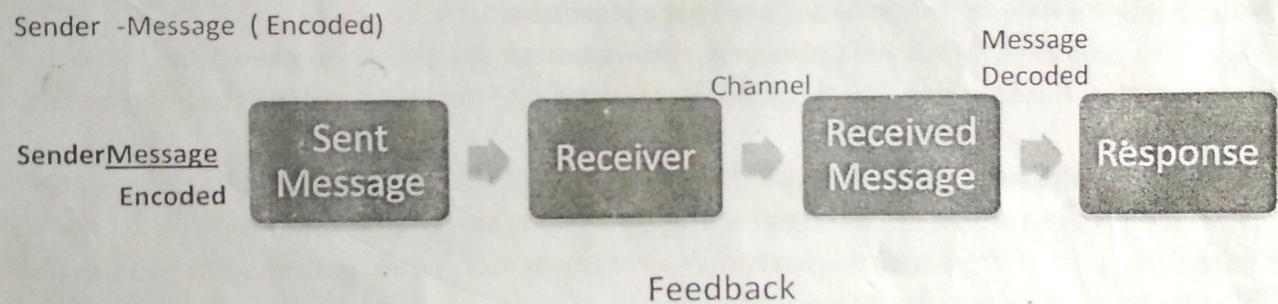
To define communication. "Communication is the exchange of information, ideas and knowledge between sender and receiver through an accepted code of symbols".

Communication is a process. To understand the process of communication better – we should look in details how it occurs.

Communication Cycle

Communication Environment

Sender -Message (Encoded)



The cycle shows that the sender encodes the message and sends it through a channel. The channel is nothing but the language used ----- words, actions, signs, objects or their combination. If message received is the same as the message sent there will be response.

Feedback

The transmission of the receiver's response to the sender is called FEEDBACK. Feedback is very essential in communication process. It is a barometer of effective communication.

Communication takes place in a well – defined setup. It is called Communication Environment.

From the above discussion of the communication process, we can make out some essential points.

They are as under :

- 1) A Common Communication Environment.
- 2) Co – operation between the sender and the receiver.
- 3) Selection of a proper channel.
- 4) Correct encoding and decoding of the message.
- 5) Receipt of the desired response and feedback.

Que. 2 Point out types and forms of communication.

Communication is important not only in organization, but also in daily life. It is an integral part of our daily activity. Messages that are non – technical or informal are called general purpose communication. Messages containing to technical, industrial, or business matters belong to

the category of business communication. Thus communication can be divided into two broad categories – (1) General Communication (2) Technical Communication

(1) General Communication : It contains a general message. It is mostly oral and quite informal in style and approach. There is no set pattern of communication here. It is not always for a specific audience and does not involve the use of technical vocabulary or graphics.

(2) Technical Communication : It contains a technical message. It can be oral as well as written and mostly formal. It follows a set pattern of communication. It always has a specific audience and it frequently uses technical vocabulary and graphics.

Verbal Communication : (A) Oral (B) Written

Non – Verbal Communication :

(A) Sign Language (B) Body Language (C) Para Language (D) Space, Surroundings, time,

(E) Silence

Que. 3 What are the objectives of written communication, explain in details ?

The basic purpose of communication is to convey information and ideas in such a manner that will produce a response as desired by the sender. The over all objective of business communication in organizations is to ensure effective functioning of the organization. Communication may be used for any of the following objectives :

(A) To give and receive information : Information may be collected from a variety of sources. It may be given orally or in writing. It should be accurate and reliable, otherwise decisions , based on information are likely to be misleading the organization.

(B) To provide Advice and Counseling : Advice is most effective when given through face to face contact. Advice should be given in confidential and informal manne to improve his performance.

Counseling is very similar to giving advice. The counselor is a man of greater skill or knowledge on some specific subject. He offers his counsel with any personnel interest or involvement.

Modern age is full of stress and strains when an employee is facing some problems, his morale and efficiency tend to decline. Therefore Professionally managed firms often employ Psychologists, doctors, Lawyers etc, to help employees to overcome adjustment and problems.

(C) To receive suggestion : Employees and customers are a useful source of new ideas for business. Suggestion flows upwards as feedback represents a mild and subtle form of communication. Executives should set aside their ego and should have an open-mind towards constructive suggestions from their sub-ordinates. Suggestion can be voluntary and unanimous.

(D) To persuade people : Persuasion is an art of influencing the attitudes, opinions and actions of people. It is an important objective of communication. It requires the ability to speak and write effectively.

(E) To impart education and training : Education is very formal and conscious process of communication. The main purpose of education is to widen knowledge and improve skills.

It is carried on at three levels :

(a) at management level b) at the level of employees (c) at the level of outside people. Lectures, Seminars, Study tours are used for training.

(F) To issue warning and notice : Warning is a forceful form of communication because it carries with it a sense of urgency and demands immediate action. But in order to retain its effectiveness, it should be used discreetly. Warning and Notice are given only after milder methods like advice and appeal fail to achieve results. Need for warning arise when employees violate the rules and regulations of the organization.

(G) To motivate people : Motivation is the process of encouraging people to work hard for achieving goal. Motivation is achieved through Monetary incentives and Making the employees participating in the process of decision making.

Que.4 Point out the Merits and Demerits of Written communication.

Merits (Advantages) of Written Communication are as under :

- | | | |
|---------------------------|------------------------------|---------------------------|
| (1) Wide access | (2) Precision and Accuracy | (3) Immediate reference |
| (4) Mechanical efficiency | (5) Permanent record | (6) Legal evidence |
| (7) Lengthy messages | (8) Fixed responsibility | (9) Convenience |

Demerits (Disadvantages) of Written Communication are as under :

- | | | |
|---------------------------|------------------|------------------------|
| (1) Time Consuming | (2) Costly | (3) Lack of secrecy |
| (4) Rigidity | (5) Impersonal | (6) Delayed feedback |
| (7) Delayed clarification | | |

Que. 5 Write basic principles of Written Communication.

We live in the age of machines. One has to bear in mind the following principles for making an effective written communication :

1) Clearness :- Every business letter must convey clearly its message to the reader. It should not leave any scope for ambiguity. A good communicator never conveys the right meaning with wrong words. He also avoids badly constructed sentences. He should leave a photographic impression of the contents on the reader's mind.

2) Correctness :- A good communicator should not make grammatical errors. The reader may understand the correct meaning of an incorrect message but he will not forgive the poor construction of sentences or incorrect spellings. He may believe that the writer is either ignorant or careless.

3) Conciseness :-It is difficult to define conciseness. It is a relative term. It is measured in relation to a message which is long. We can describe it but we can not define it. By a concise letter, we mean the maximum meaning in minimum words. But the letter cannot be called concise if it is shortened at the cost of completeness. A good business letter should be concise and complete.

4) Courtesy :- Every business letter should be written in a polite language. Even bad news messages should be courteous. If a writer loses politeness, it means that he has lost faith in his customer.

5) Character :- All men have something in common but they are also different from others at the same time. In other words, they have their own special place in society. . This is what we mean by character. This applies equally to letters. Each business letter is a type and individual at the same time. The impact left by a letter is called its character.

6) Completeness :- A business letter should be complete in itself. It should not reveal a message partially. It leaves bad impact on the reader's mind.

7) Coherence :- All points in a business letter should be arranged in order of their logical order. It is not enough to write a letter which is grammatically correct. Grammatical accuracy is very necessary. It is , however , equally necessary to write a letter in logical order.

8) Cheerfulness :- Today, it is dispensable to avoid cheerfulness in every communication. Even a bad news message can be conveyed cheerfully. The writer may miss his goal if he chooses to be harsh to his customer. He may also miss his goal if he fails to convey nothing but a humorous story.

Que. 6 Explain the Role of Technical Writing.

While choosing the medium of communication, one should keep in mind advantages, disadvantages and potential barrier to communication. The following factors should be considered while choosing the medium of communication :

- | | | | |
|----------|----------|---------------------|-----------------------|
| (1) Time | (2) Cost | (3) Type of message | (4) Intended audience |
|----------|----------|---------------------|-----------------------|

Written Communication is transmitted by mail, telegraph, telex, fax, notice boards, news papers and magazines. While oral communication can be carried by air – either face to face or by loudspeaker, telephone or radio. The internet, cinema and the television are the most powerful media today as they can transmit all types of messages – Written, Oral, Visual and Oral.

Early societies developed systems for sending simple messages or signals that could be seen or heard over a short distance like drum beats, fire and smoke signals. Then, there rose a need for recorded and easily transportable message and there came papers. The earliest were courier type services.

Telegraph is the first truly electronic medium that sends and receives electrical signals over a long distance wires. It works by translating letters of the alphabet in to Morse Code tapping on an electrical switch. The telegrapher at the other end of the line would decode the typing as it came in, write down the message and send it to the recipient by the messenger.

Later telegraph evolved into telex systems, in which machines removed the need of coding and decoding the message. Users could type in a message and the identical would appear at the recipients end. These machines were very useful for communicative purpose in newspaper offices, share-markets, airports, railwa stations where moment to moment information has to be conveyed to many people.

A Facsimile or fax machine scans a printed page, converts it into a signal over a telephone line to a receiving fax machine. It is very useful for instant conveyance of documents.

Today, telephone has become the most useful medium of communication. Today wireless telephone is becoming a requirement. You can also get a model that can receive your e-mail, media, internet, store your contacts, maintain your calendar or play interactive game.

Today mobile/ cellular phones have become a part of everyday life for millions of people across the world. The biggest advantage of having a mobile is accessibility.

The Internet has become a very important business tool. It can be used at a basic level for e-mail and research and a channel for selling your products and services.

Que.7 Define Oral communication and point out its basic principles.

Oral communication means communication through speech. It is considered to be the earliest and common medium of communication. In oral communication, speech is widely adopted tool of communication. The sender, the medium, the receiver and the message are the four basic factors associated with communication. The world is full of speeches. Everyday, in educational institutions, the students and the teachers come into contact; they converse and communicate.

The technique involved in the process of communication is through speech to do business with all types of people. The essential basis of all cross-sections is the communication process. It is the transfer of information from one to another. In competitive and dynamic market economy, there are information gaps which can not be filled up by the interaction of supply and demand through prices and costs. Thus speech or talk is basic and essential in any group facilities in a civilized society. The speech is for others to understand.

There are no standard rules to be followed in making oral communication effective once and all times to come. Here are certain principles of oral communication.

(1) Brevity: A message to be delivered should be brief. It should neither be too short nor too long. In real life quite often audience comments about a speech, as too long or too short. Time factor is important because not only the speaker's time is wasted but also that of the audience. So a message must be brief. Lengthy sentences confuse and may lead to misunderstanding.

(2) Clarity: Clarity of message is the first and foremost important among principles. Before you start talking, think and rethink ideas till they are clear. Then only can one put ideas in conversation in clear-cut terms.

(3) Precision: The precise words which are often the concrete words express the real and correct meaning. As far as possible, using vague words should be avoided.

(4) Sequences: Presentation of matter in a logical sequence is yet another important principle of effective communication. The speaker should not jump points or change the sequence. Consistency, continuity and logical development of the subject matter should be there.

(5) Avoid Verbosity: To convey meaning is more important than using superfluous words. Verbosity in oral communication is a great danger.

Que.8 Compare the point of communication between Oral Communication And Written Communication.

Point of comparison	oral Communication	Written Communication
1) Type	Informal with personal touch	Formal without personal touch
2) Speed	Fast (time saving)	Slow (time consuming)
3) Flexibility	High	Low
4) Record	No record	permanent record
5) Cost	Economical	High cost
6) Feedback	Immediate	Delayed
7) Suitability	For short & simple messages	for lengthy messages
8) Responsibility	can't be fixed	Can be fixed
9) Nature	Spontaneous	A conscious effort
10) Persuasion	Easy	Challenging

Que.9 Describe the various styles of oral communication.

The word 'style' with reference to communication means the manner or way of speaking or writing the subject matter of communication. It may include a formal or informal style of writing or speaking. We find in practical life several different styles of communication. No two persons communicate exactly in the same manner. On the other hand, we do not communicate the same way all the time and all the persons. Different styles may be adopted in different situations, depending upon time, person, place, situation etc. A particular style may be useful in some specific interpersonal situation or group situations. Much of this difference is related to personal qualities and language used. A particular style should not be used for all interpersonal situations. However the following basic styles are suggested.

(1) Blaming or Aggressive Style: "Blame" means To consider the responsibility for something bad as belonging to a particular person. It means finding fault with a person. Some people communicate in a blaming style to find faults with others. They transmit messages which imply that everybody is foolish and slow at understanding. They exhibit this quality when speaking to a person. The speaker tries to dominate and win the other person, even sometimes, with force. Fault-finders do not recognize the dignity, right and the role of the recipient of the message.

(2) Placating or Non-Aggressive Style: The word 'placate' means "To stop a person who is not in his usual mood". The persons who placate are called "placates". People of convincing nature often attempt to get oneself liked by others. ACCOMODATING, ADAPTABILITY, AND ADJUSTABILITY – these qualities are found in placates.

(3) Computing or Intellectual Style: Computers or intelligentsia are people who are clever and having ability to understand. People of this type in their interpersonal situations and relations apply intelligence. This style of communication represents the quality of being intelligent.

(4) Distracting or Manipulative Style: Person using distracting or manipulative style act in quite different way. They tend to act in such a way as to draw aside the mind or attention. In an organization, a person may be often distractrd from his workout of unpleasant things. They always try to handle interpersonal situation skillfully or by manipulating other person's feelings.

(5) Leveling or Assertive Style: The leveling or assertive style of communication can well be understood with the help of observation, "Levelers are able to stand up for their rights and express feelings, thoughts, or needs in a direct, honest, straight forward manner. The basic point about the assertive communication is that it is the style which is most likely to encourage mutual trust, self-respect and respect from others.

(6) Information Hog: A communicator is one who hoards the message or subject matter Unnecessarily. Information hoarders are miscommunicators. Information hoarders retain information and thereby attract the attention of others on the ground that the communicator may have a secret message. In other words, it is called information hog. Hog means selfish or greedy like a miser.

(7) Chatterbox: A chatterbox is a common communicator, whom we may come across in interpersonal situations. Chatterbox is a person who is talkative. Chatterbox speaks or talks quickly and noisily. A chatterbox generally does not maintain secrecy or confidentiality of the subject matter.

(8) Scarecrow: The literal meaning of the word "scarecrow" is a person employed for scaring birds. A device used for frightening birds from growing crops, usually a figure of a man dressed in old and ragged cloth. It is a figure set up in a field to create scare, to drive away birds and prevent them eating the seeds. With reference to communication, scarecrow communicator distracts the attention of the listeners from the message. Scarecrow occasionally amuses, often makes angry, but rarely informs.

(9) Chronologist: The chronologist style is based on not directly with the importance of the message. This communicator is fond of or addicts to report facts according to the order or time.

Que.11 Explain meaning and process of listening.

LISTENING is an Art. It requires two ears, one for meaning and one for feeling. It is defined as 'Listening is an activity that can be turned on and off consciously and unconsciously. It starts with the receiver's becoming aware that they should listen and become attentive to what is being said'. Listening is an art, a fine art. The art of listening is a very difficult thing in reality. It has far great importance. A manager spends approximately 50 percent of the day in communication. H. Nelson and others estimate that most of us spend nearly 60 per cent of our workday in listening.

A patient and attentive listening is a compliment to a speaker. Listener is the kingpin in the entire process of communication to actually the message is meant to understand, interpret correctly and to act accordingly. Hence, listening is one of the most difficult aspects of communication. There can be no mutual understanding without listening. In day-to-day life, most of us are involved in listening. It is not an inborn quality, but a skill to be acquired by practice, experience and training.

Listening Process: Like communication, listening as one of the elements of communication. It is also a process which includes the following elements:

- (1) Awareness (2) Reception (3) Perception

1) Awareness: This stage of listening involves getting the attention of the audience so that they will listen. It is the responsibility of the speaker in part to draw the attention of the listeners.

There are five basic principles for making people aware so that they will listen.

- a) People will attend to those events (stimuli), external to themselves, which they assume might have some relevance to their personal goal and objectives.
- b) People will attend to those external or internal events which serve the unconscious, metabolic needs or "appetite" of the evaluating system itself.
- c) People will therefore, attend to those things which they can, but unattend those things which are contrary in some way to their own model of the world.
- d) People will attend to the unexpected. This is perhaps one of the aspects of human and organizational communication for which Information Theory, as such, has relevance.
- e) Finally the relationship which exists between an individual and some object, event, idea or person in his environment will play some part in determining the attention he pays to it.

(2) Receptive and Hearing: Sound waves carry symbols and ears pick-up the symbols, True listening will begin only when listeners are attentive and aware. It is the physical hearing with attention that precedes listening. It is the hearing which catches the sound through the sense of hearing. Sound waves receive the attention of the listener for interpretation and perception. Through the physical sense of hearing, one may put in data about oneself and his universe.

(3) Perception: perception is the capacity of physical senses that enlarge the quantity, quality and variety of stimuli that activate the working of mind. Thus, perception is the process of detecting stimuli by inputting data to the human being. The act of perception is the result of interpretation leading to understanding.

Que. 12 Point out the principles for good listening.

(1) Listen patiently: The speaker is entitled to be heard, even if you feel his approach is wrong. A guide to the listener is to indicate simple acceptance by nodding, or perhaps interjecting an occasional 'um-hm' or ; 'I see.'

(2) Understanding Speaker's Feeling: Better to understand the feeling of the speaker expressing his impulses. It is also necessary to understand his intellectual account.

(3) Restatement and Summary: Restate the person's feeling, briefly but accurately. At this stage, you simply serve as a minor and encourage the other person to continue talking. Occasionally, make summary of the responses.

(4) Time for Discussion: It is a good principle to allow time for discussion to continue without interruption.

(5) Avoid Expressing Views: The sound principle for effective listening – try to limit the expression of your views because these may encourage or repress what the other person says.

(6) Rapport (correlation): It is good principle to establish good rapport with the sender.

Que. 13 Describe the Types of Listening.

1) Marginal Listening: A Listener has capacity to listen four times faster than someone can talk. So the listener can use the extra time available to think about other matters than the subject matter given by the speaker. This is known as marginal listening.

2) Evaluating listening: A listener while listening to a message, spares his time and thinks to judge and evaluate what is said by the speaker.

3) Projective Listening: This listening is more commonly used in committee meetings and other types of group communication. It is a process to observe and understand what is said and assimilate the viewpoint of the speaker. Listener has to fully grasp the message and emotional contents of ideas.

4) Active Listening: It is also called "emphatic listening". Every effective listening is active which will be decided when the receiver understands the message or the subject of communication in the same sense and intention of the sender. It is a very difficult task to become an active listener unless one practices.

5) Passive Listening: in case of this listening, the listener just absorbs the information given like hearing a tape recorder.

6) Deliberate Listening: A listening is said to be deliberate when it is intended to comprehend (understand) the content of the message and to understand the feeling and context in what the communication is taking place.

7) Fake Listening: Many listeners mistakes silence for listening. They develop the habit of faking attention. They steadfastly fix their eyes on the speaker and try to project themselves as good listeners.

8) Listening by Observation: It is a systematic and deliberate study through the eyes of spontaneous occurrence of feelings and actions of the speaker while talking. The aim of the observational Listening is to draw meaning from non-verbal cues. The listener observes carefully the facial expressions of the speaker, gestures, body language, nod, smile and other mannerisms.

Que. 14 Point out the barriers in Listening.

(1) Psychological Ear Muffs: One of the prevalent reasons for poor listening identified, has been the psychological ear muffs. It is a state of split attention, and half listening where full attention and clear understanding are necessary. People develop psychological ear muffs to avoid unnecessary matters or details to be listened to. Psychological ear muffs protect them from listening enormous amount of talk, manipulative matters, dull, annoying and not interesting matters develop psychological ear-muffs.

(2) Distraction of Mind: When listening to someone, it is sometimes difficult to be attentive because of distractions. The distractions can be external, internal, physical or mental. On such causes like personal mood of the speaker, place of sitting, thinking about a domestic problem, worried noise.

(3) Lack of Motivation: It is another major reason of poor listening. Listening costs time, physical and mental energy etc. Unless people are motivated, they do not extend energy, time etc. The lack of interest to listen is one of the serious barriers to effective listening.

(4) Emotional Screen: When listeners try to listen someone. They find it difficult to concentrate because of emotional screen. Many people ignore the importance of emotional screen in effective learning. It works powerfully and acts as powerful invisible screen that lets in the pleasant, the familiar, and the desirable and shuts out the unpleasant.

(5) Self-Evaluation: A basic problem in effective listening in terms of their, rather than, the speaker's frame of reference. The listener's prejudices and beliefs are cured by the words, or the speaker may inhibit transmission of information between the parties.

(6) Listening Only for Words: Another major barrier to effective listening is that some people sometime give importance only to listen words rather than their meaning.

(7) False Listening: Pseudo-Listeners make the speaker believe that they are listening or have listened. They appear to be listening but not actually involved in the process of listening, interpretation and understanding the message.

(8) Noise: Noise is anything that hangs like a cloud over the entire communication environment. It distracts the listener from understanding a message. Physical noise, technical noise, visual noise, cultural noise are examples of communication noises.

Que.15 Define Non-Verbal Communication.

Communication is the transfer of information from one person to another. We communicate not only through words but also through means other than words. We use silence, signs, symbols, space, object, voice, body language etc. along with our words to convey our messages. All these means are known as non-verbal cues.

The term non-verbal communication was coined in twentieth century and includes many features. Communication through touch and smell, clothing masks, vocal features such as intonation, stress, speech rate, accent and body volume. It also refers to communication through body movements facial expression, gaze, pupil size, posture and interpersonal distance.

Que. 16 Point out Types of non-verbal communication or non-verbal codes.

(1) Kinesics or Kinetics (body language): It is the name given to the study of the body's physical movements. In other words it is the way body communicate without words i.e. through various movements of its parts. Understanding these cues develop our ability to use them during any kind of communication. When a speaker presents himself, we see him before we start hearing him. Immediately we begin developing impressions of his abilities and attitudes based on the non-verbal signals he sends. This is why body language is so critical in oral communication. Body language includes every aspect of one's appearance, posture, gesture, facial expressions and eye contact.

(a) Personal Appearance : It plays an important role, as people see you before they hear you. As you adopt your language to an audience, you should also dress appositely. Appearance includes clothes, hair, jewellery, cosmetics and so on.

(b) Posture: It generally refers the way we hold ourselves when we stand, sit or walk. Novice communicators are unsure of what to do with their body. Usually they become nervous. Stiff, unnatural postures send the message that you are unsure of yourself and your message.

(c) Gesture: It is the movement made by hands, arms shoulders, head and torso. A well timed gesture not only drives a point home but also enhances the impact and adds greater value to what is being said. Gestures should be well suited to the audience and occasion. They should not divert the attention of the listener and distract from your message.

(d) Facial Expression: Face is the most expressive part of our body. Facial expressions are subtle. One can use them in a variety of ways to aid or compliment your communication. The face sends a series of messages at a time. It can show anxiety recognition, hesitation and pleasure in quick succession.

(e) Eye Contact: The eyes are considered to be the windows of the soul. We look into the eyes of speaker to find out truthfulness of his speech, his intelligence, attitudes and feelings. Eye contact is direct and powerful form of non-verbal communication. Our eyes are a rich source of feedback. Our upper eyelids and eyebrows can convey a difficult array of non-verbal messages.

(2) Proxemics (space related): It is a study of physical space in interpersonal relations. Space is related to behavioural norms. In a professional setting, space is used to signal power and status. For example, the head of a company has a larger office than more junior employees. A speaker will have an open space before him when addressing the audience. He should use the psychological power of this space to his advantage.

Gestures should always be in accordance with the space available. When one has plenty of space to manoeuvre, he should move more boldly and expand his gestures. When seated at a table, one should use mild gestures. One can subtly reach out over table to extend his space.

(3) Paralanguage: Para linguistics features are non-verbal cues that give urgency to our voice. Our voice is our trademark. It is very useful to know characteristics of voice – quality, volume, rate, pitch and pause.

(a) Quality: It distinguishes one voice from another. Each one of us has a unique voice. Its quality depends upon its resonating mechanism. The quality of one's voice cannot be changed but it can be trained for optimum impact. It may be rich and resonant, soft and alluring, thin and nasal.

(b) Volume: It is loudness or softness of voice. Voice should always project but need not always be loud. If the place you are speaking in is large and open, the volume should be high, if the place is small and enclosed, the volume should be low.

(c) Rate/Pace: Rate is a number of words you speak per minute. It varies from person to person and from 80 to 250 words per minute. The normal rate is from 120 to 150 words. One should cultivate one's pace to this reasonable limit. If a person speaks too slowly and monotonously, he may be considered a dull speaker, although the contents of his speech may be highly interesting.

(d) Pitch: Pitch refers to the number of vibration per second of your voice. The rise and fall of your voice conveys various emotions. If one is excited, joyous and even angry, his pitch automatically becomes high. A well balanced pitch results in clear and effective tone.

(e) Pause: A pause is a short silence flanked by words. A pause in speaking lets the listener reflect on the message and digest it accordingly. It helps the speaker glide from one thought to another one.

Que.17 Explain Interpersonal Communication.

Communication at this level refers to the sharing of information among people. It differs from other forms of communication as here there are few participants involved, the interactants are in close proximity to each other, there are many sensory channels used, and feedback is immediate. Moreover, the roles of the sender and the receiver keep alternating. This form of communication is advantageous because direct and immediate feedback is possible. If a doubt occurs, it can be instantly clarified. Here non-verbal communication plays a major role due to proximity of people involved.

Interpersonal communication can be formal or informal

- **Extrapersonal communication:** Communication between human beings and non-human entities is extrapersonal. A parrot responding to our greeting is an example of this type of communication. This form of communication requires perfect coordination between the sender and the receiver as at least one of them transmits information or responds in sign language only.
- **Intrapersonal communication:** This takes place within an individual. Our brain is linked to all the parts of our body by electro-chemical system. For example, when you begin to feel hot, the information is sent to the brain and you may

decide to turn on the cooler, responding to instructions sent from the brain to the hand. In this case, the relevant organ is the sender, the electro-chemical impulse is the message and the brain is the receiver. Next, the brain sends the feedback that you should switch on the cooler. Then the process is complete. Without this kind of communication one cannot proceed to further levels of communication.