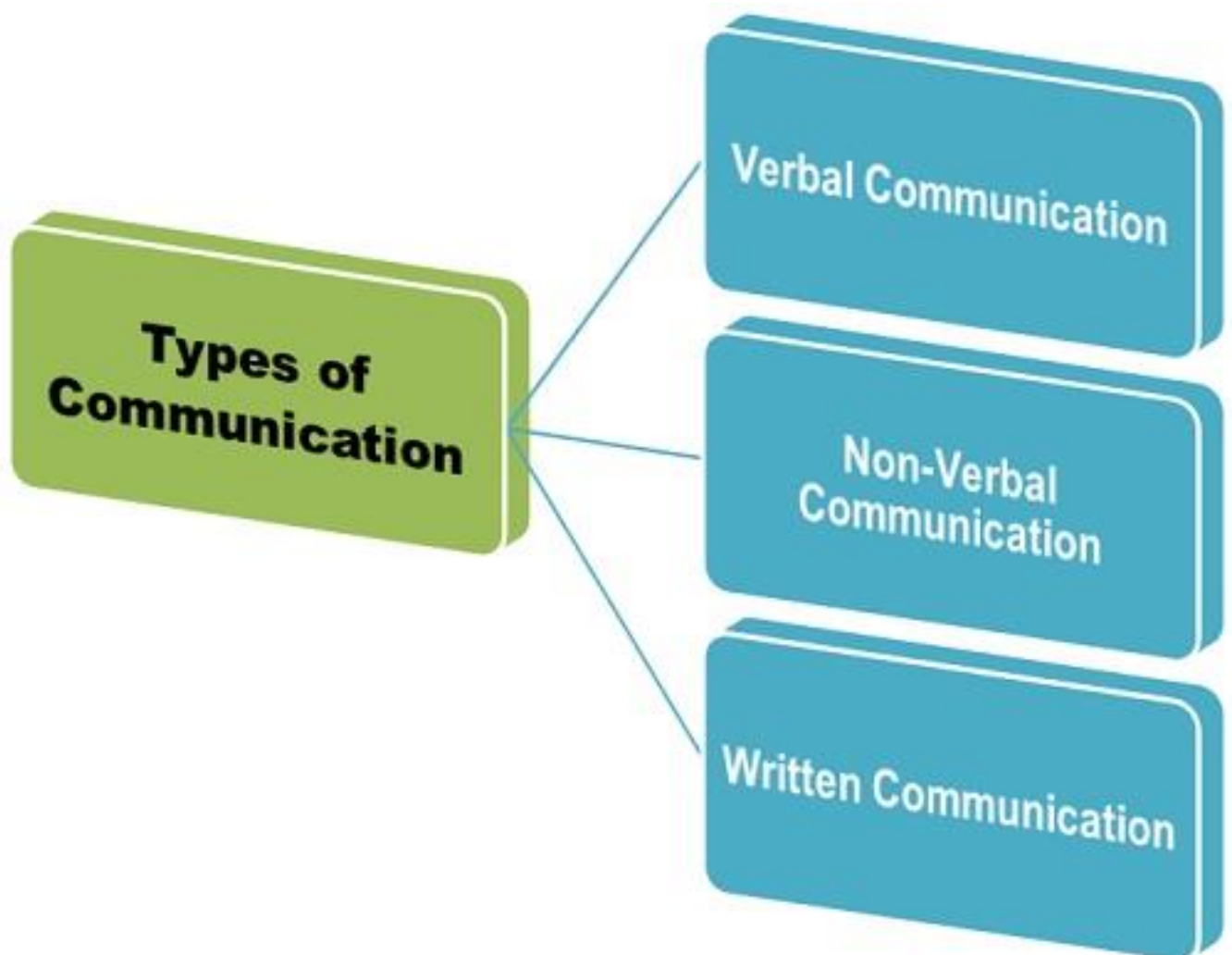


# COMMUNICATION

## TYPES OF COMMUNICATION

**Definition:** The **Communication** is a two-way process wherein the information, ideas, opinions, thoughts, feelings, etc. are transmitted between the individuals through the use of mutually understood symbols and semiotic rules (signs and symbols)

Further, there are several forms of communication that the individuals use to give some pattern or expression to their messages such that it is easily understood by all. The most common types of communication are:



1. [Verbal Communication](#), wherein you speak your subject matter, and others listen to it carefully and try to associate meaning with it.
2. [Nonverbal Communication](#), wherein the others observe you and try to confer a meaning to it.

3. **Written Communication** wherein you write your message and others read it to derive meaning out of it.

Deciding on the types of communication to be used in the business context is quite tedious. The organization must consider the following set of questions before finalizing the communication:

- Who are the intended recipients?
- What message is to be communicated?
- What is the time constraint?
- How much budget is sanctioned for such activity?
- What messages are often communicated? And what was their impact on the audience?

Hence, which form of communication shall be selected depends on the type of message to be transmitted and the personal preferences of the parties involved in the communication.

## **VERBAL COMMUNICATION**

**Definition:** The **Verbal Communication** is a type of oral communication wherein the message is transmitted through the spoken words. Here the sender gives words to his feelings, thoughts, ideas and opinions and expresses them in the form of speeches, discussions, presentations, and conversations.

The effectiveness of the verbal communication depends on the tone of the speaker, clarity of speech, volume, speed, body language and the quality of words used in the conversation. In the case of the verbal communication, the feedback is immediate since there are a simultaneous transmission and receipt of the message by the sender and receiver respectively.

The sender must keep his speech tone high and clearly audible to all and must design the subject matter keeping the target audience in mind. The sender should always cross check with the receiver to ensure that the message is understood in absolutely the same way as it was intended. Such communication is more prone to errors as sometimes the words are not sufficient to express the feelings and emotions of a person.

The success of the verbal communication depends not only on the speaking ability of an individual but also on the listening skills. How effectively an individual listens to the subject matter decides the effectiveness of the communication. The verbal communication is applicable in both the formal and informal kind of situations.

## **NON-VERBAL COMMUNICATION**

**Definition:** The **Non-Verbal Communication** is the process of conveying meaning without the use of words either written or spoken. In other words, any communication made between two or more persons through the use of facial expressions, hand movements, body language, postures, and gestures is called as non-verbal communication.

The Non-Verbal Communication, unlike the verbal communication, helps in establishing and maintaining the interpersonal relationships while the verbals only help in communicating the external events. People use non-verbals to express emotions and interpersonal attitudes, conduct rituals such as greetings and bring forward one's personality.

The non-verbal communication in the form of signals, expressions add meaning over the verbals and help people to communicate more efficiently. It supplements whatever is said in words, such as people nod to acknowledge and move their hands to give directions.

The non-verbal communication defines the distance between the communicators and helps them to exchange their emotional state of mind. Also, it regulates the flow of communication, for example, an individual can give signals to convey that he had finished speaking or else he wants to speak.

Sometimes, the non-verbals acts as a barrier to communicating effectively as the recipient could not understand what the sender is trying to say and may interpret it wrongly.

## **WRITTEN COMMUNICATION**

**Definition:** The **Written Communication** refers to the process of conveying a message through the written symbols. In other words, any message exchanged between two or more persons that make use of written words is called as written communication.

The written communication is the most common and effective mode of business communication. In any organization, the electronic mails, memos, reports, documents, letters, journals, job descriptions, employee manuals, etc. are some of the commonly used forms of written communication.

Such communication is used when the information to be transmitted is lengthy and includes some complex terms that cannot be explained verbally. Also, the organizations maintain their documents in writings such that these can be used as a reference and evidence of any transaction anytime in the future. Thus, it is essential for every business organization to develop effective writing skills and inculcate this in all its employees.

The effectiveness of written content depends on the correct choice of words, their organization into correct sentence sequence and the cohesiveness in the sentences. The information in writing is considered more legal and valid than the spoken words. Also, people rely more on the written content than what has

been said orally. But, however, unlike verbal communication the feedback of written communication is not immediate since it is not spontaneous and requires time to get into the understandable form.