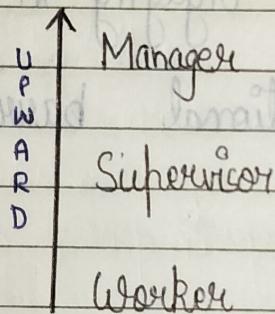


## UNIT - 2

### Types of Communication

#### 1. On the Basis of flow / Direction

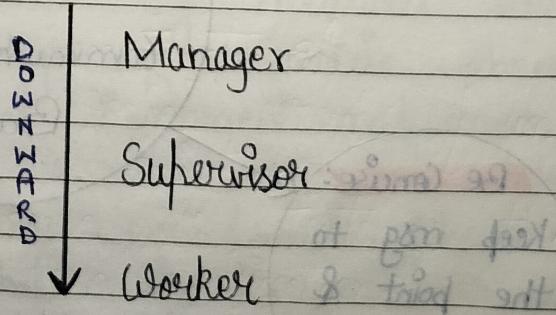
i) **Upward**: The flow of info. takes place from lower to higher end is termed as Upward communication. It refers to the movement of info. from employees to those in a position of leadership, such as managers, vice presidents & CEOs.



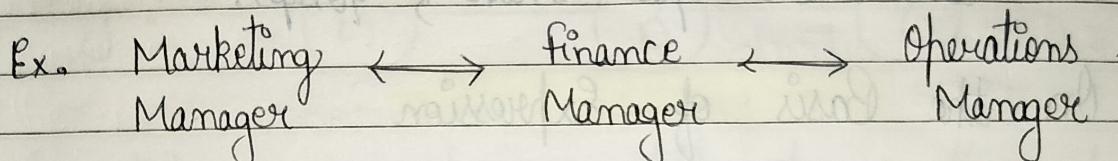
Ex: Applications  
Req. letter  
Permission

ii) **Downward**: The flow of info. takes place from higher to lower end is termed as downward communication.

Different organisations adopt diff. methods to convey downward communication in the form of Order, Command, Circulars, Deadline, posters, Notice Board, Warning letters.



iii) **Lateral / Horizontal** : This means the flow of communication with the same level of hierarchy in an organisation. Thus this communication consists of interaction b/w people in the same or diff. departments.



iv) **Diagonal** : It involves sharing info. across diff. levels of an organization, such as higher level management communicating new objectives to lower levels.

**Advantage :-** Increasing Efficiency & Speed  
Shortest time period.

doesn't follow any hierarchy.

## 2. On the Basis of Organisational Structure

i) **Formal Communication** : Exchange of official info. Information are authentic.  
 → Controlled by Some Authority.  
 → Documented (Proof / Evidence for formal communication).  
 → Places where it is used - offices, Banks, Schools.  
 → Done through E-mail, Application, Notice, Circular.  
 → Disadvantages : Time Consuming, More Expensive, No Emotional or personal touch.

ii) **Informal** : sharing of formal info. in a informal way  
 Info. may not be authentic.  
 → Ex : WhatsApp msgs, Text msgs.  
 → Disadvantages : Rumours, false info.  
 → Advantage : Less Expensive.

iii) **Unofficial** : It is a type of communication which neither follows any hierarchy nor any official content.

Ex - Conversation b/w break, Gossips.

### 3. On the Basis of Expression

i) **Oral** : When the sender and a receiver communicate through verbally.  
Eg., Debate, Lectures, Voice Calls, etc.

ii) **Written** : In this, Communication done through text, msgs and written symbols.  
Eg., Nameplates, Sign board, Notice board, Newspaper, Magazines, Wp msgs.

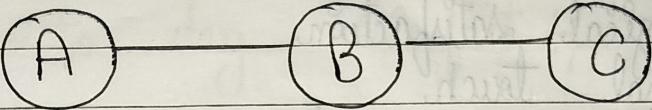
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### \* • Grapevine Communication ???

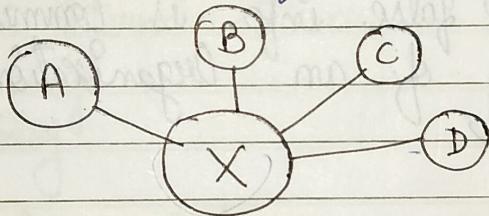
- 1. Single Strand.
- 2. Gossip
- 3. Probability
- 4. Cluster

- Informal network & unstructured.
- It is within the social groups of an organization.
- Messages flows in all directions.
- It is called so because it stretches throughout the organization in all directions.
- Ex - gossips, Rumours.

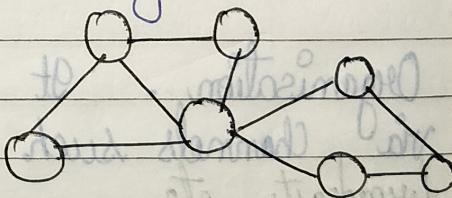
1. When it is informal and unstructured but it flows in one line.
- It has more inaccuracies
- The more chain increase, the more it destroys.
- Very slow.



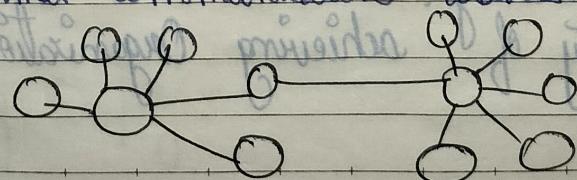
2. In this, one person tells to another but in diff. ways.
- Very slow passing.
- Same Sender but info. transmitted.



3. It generally has info. bit which is interesting (Spicy info.) but not significant.
- Only some people in the organization get to know the info.
- Info. may move from anywhere to anybody.
- It is very fast.
- Ex - Celebrity rumours.



4. Individual communicates with only those whom he/she trust.
- It is most common type of informal communication.
- Most informal communication travels through cluster chain.



## Advantages :-

- Spreads rapidly
- Quick feedback
- Psychological satisfaction
- Emotional touch
- Substitute for formal communication.

## Disadvantages :-

- Promotes hostility
- Untruth info./ false info. is communicated at times
- Hampers goodwill of an organization.
- Spread negativity
- Time consuming

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## Internal and External Communication

↳ Internal Communication : It is a communication b/w members of the same organisation. It is the transfer of information via channels such as : memos, publication or broadcasts etc.

## How Internal Communication help ??

- Increased productivity
- Higher probability of achieving organisational goals
- Quick feedback

- Ability to approach situations, problems or crises proactively.
- More effective and responsive Customer Service.
- Smarter decision-making on all levels.
- Reduced day-to-day Conflict b/w team members.

## Different ways of Internal Communication

- Group meetings
- Personal meetings
- New bulletin
- Company's internal server.
- Telephone msgs
- Company Blog.

↳ External Communication : It is the communication that takes place outside the organization. It is b/w the organization & the other organizations or individual.

## Channels of External Communication :-

- Face to face Meetings

- Print & broadcast media

- Annual reports & letters

- Pamphlets

- Press Conference.

- E-mails

- Social media

- Newsletters

- Advertising campaigns.

Basic	Internal Communication	External Communication
Purpose	Main purpose is to exchange info of various departments and division of the organisation.	It's done mainly for maintaining relationship with external parties.
Types	2 types: Vertical and Horizontal Communication.	No such classification.
Frequency	It occurs frequently in performing organizational activities.	It occurs less frequently than internal communication.
Distance	No significant distance b/w Sender and receiver.	Significant distance exists b/w sender & receiver.
Coverage	It's coverage is limited within the organization.	It's coverage is broad with external bodies.

4. On the Basis of channel:

- ↳ Types of Communication: Verbal & Non-Verbal

i) Verbal Communication: Communicating with words, written or spoken.

→ Takes place through face to face conversation, grp discussions, counselling, interviews, etc.

→ Info. Exchange b/w 2 or more persons through written or oral words.

- Verbal Communication —
- a) Oral Communication
    - ↳ Speech, debate, Grp discussion, Phone calls
  - b) Written Communication
    - ↳ Notice, Order, letters

### Advantages of Verbal Communication :-

- More personal and informal
- Quick impact
- fast and non-expensive
- Quick interaction & feedback
- Used to inform, inquire, argue and discuss.

### Disadvantages of Verbal Communication :-

- A word once uttered is can't be taken back.
- It can be forgotten easily.
- There is no legal evidence of Oral communication.

### ii) Non-Verbal Communication : It is a process of communication through

- Sending & receiving wordless msgs.
- It can be communicated through gestures, facial expressions, eye contact & touching.
- It also includes pitch, speed, tone & volume of voice, dress & appearance etc.

### Advantages of Non-Verbal Communication:-

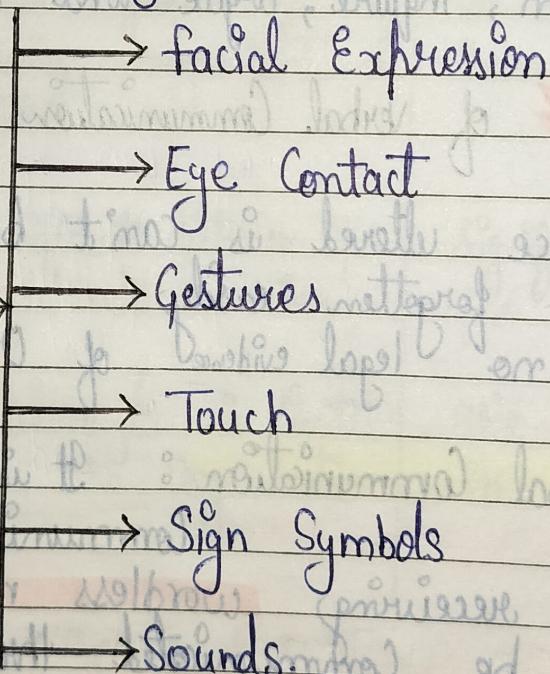
- Good for people who have hearing disabilities.
- Helps to communicate in Silent Zones.

- Helps us to communicate with a distant person.
- Helps us to communicate people who have don't understand our language.
- Culturally determined.
- Captures feelings & Emotions.

### Disadvantages : -

- It can't be used as a public tool of communication.
- Can't create an impression upon people / listeners.
- Misperception of body language or gestures.

Non-Verbal  
Communication



### Kinesics

Body language also known as Kinesics.  
It is a non-verbal form behavior related to movement of any part of the body or the body as a whole such as : eye contact, facial expression, emotions, gestures, postures etc.

## → Nature of Body Language.

- i) Acquired with no formal training.
- ii) Controlled by social norms. (body lang. is controlled by society.)

1. **Postures** - Physical structure of everybody.  
Posture or body movement communicate a variety of msg whether its good or bad.

2. **Gestures** - Physical movements of our arms, legs, hand, head etc.

Some Common Gestures :-

Shoulder shrug : "I don't know".

Puffed Chest : "Pride or Achievement".

Sucked Stomach : "I'm not as fat as I look".

Finger Crossing : "Protection".

3. **Facial Expression** - The face tells a lot about feelings.

(N.V.C) When you speak, more than any other part of the body, your face will communicate most clearly your attitudes, feelings & emotions.

6 basic emotions are as follows:  
Happiness, Anger, fear, Sadness, Surprise, Disgust.

4. **Eye Contact** - Express much without using a single word.

Non-Verbal Communication

Occurs when 2 people look at each other.

Rolling Eyes

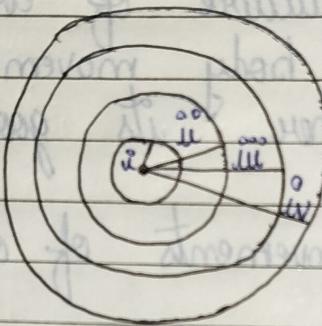
Staring

Raising eyebrows

\*5. Proxemics :- It is the study of physical space b/w sender & receiver.

Following are the diff. kinds of space.

- i) Intimate
- ii) Personal
- iii) Social
- iv) Public



### i) Intimate

- ↳ Parents, Siblings and partner
- ↳ The space of long. indicates the possibility of body contact as hugging, holding, hand, sitting or standing side by side etc.
- ↳ This Zone starts with personal touch extended just to 18 inches.

### ii) Personal

- ↳ This Zone stretches from 18 inches to 4 feet.
- ↳ Close friends & family.

### iii) Social

- ↳ Social spaces take place in this radius of 4 to 12 feet.
- ↳ Neighbour, relatives, colleague.

### iv) Public

- ↳ Starts from 12 feet to 30 feet.
- ↳ Speaker & audience, Concerts.

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- **Paralanguage** :- It is the study of pitch, tone & volume. It is Non verbal communication. Paralanguage depends on the Emotional state / mood of an individual.

Ex: If the person is happy, the pitch, tone & volume is High.  
Sad → pitch ↓, tone ↓, volume ↓.

## \* Business Communication (Unit 1)

Any sharing of information, thoughts, or ideas within a company or with someone outside the company.

This kind of communication happens between managers, employers, shareholders, customers or the general community.

Effective Business Communication is how employees and management interact to reach organizational goals.

Types of Business Communication :-

- i) Internal Communication
- ii) External Communication

ii) Internal Communication are further divided into 3 parts:

- ↳ Upward Communication
- ↳ Downward Communication
- ↳ Lateral Communication