

1: Types of communication

• There are four types of communication:

- ① Verbal communication
- ② Non-verbal communication
- ③ Written communication
- ④ Visual communication

• Pros Verbal communication Cons

<p>(1) Simple to <u>express feelings</u></p> <p>(2) because of interactive nature receivers can easily clear doubts.</p> <p>(3) Quick or speedy form of communication</p> <p>(4) instant <u>feedback</u> is obtained.</p> <p>(5) Verbal communication along with non-verbal communication makes the <u>professional</u> and <u>personal bonds</u>.</p>	<p>(1) difficult to ^{connect} people in different <u>time zones</u>.</p> <p>(2) requires proximity or closeness between individuals.</p> <p>(3) It is hard to <u>keep records of oral communication</u>.</p> <p>(4) <u>Not a legal form</u>.</p> <p>(5) Requires other form of communication for <u>support</u>.</p> <p>(6) There are <u>emotional barriers</u>.</p>
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Pros

Non-verbal communication

Cons

- (1) It is very easy to demonstrate.
- (2) Useful for conveying message.
- (3) No language is needed.
- (4) very fast mode of communication.

- (1) Not for long messages.
- (2) It is incomplete form of communication.
- (3) People may misunderstand it.
- (4) It has Regional and cultural differences.

• Different gestures have different meaning in different cultures.

Pros

Visual communication

Cons

- (1) It supports other form of communication.
- (2) Some messages cannot be conveyed through words, in such cases visual communication is helpful.
- (3) It clears barrier of qualification or language.

- (1) Higher cost is involved for producing visual medium.
- (2) Visual aids or visual communication storing devices need specialised conditions.
- (3) Preparation of visual aids take time.

(4) It is not a complete form of communication.

Pros	<u>written communication</u>	Cons
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- (1) written form of communication can be permanently stored.
- (2) It has legal validity i.e. It is considered as legal form of communication.
- (3) It ~~has~~ can be uplicated.
- (4) Distribution of written documents in large amount is possible and easy.
- (5) Suitable for long message.
- (6) It conveys seriousness of the communicator.
- (7) All copies of written documents are identical, thus there is no loss of information for different receivers.

- (1) It can be costly at times, as smartphone, laptop, network etc. are involved.
- (2) writing takes time, so it is time-consuming.
- (3) written communication require good knowledge of language.
- For
- (4) pen-paper mode, binding costs, cabinet costs are involved.
- For
- electronic form, specific storage, such as hard-disk, flash-drive etc. are required.