

Various Levels Of Communication



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SEM -1 : AECC -1 Elective English: Communication Skills



Human communication takes place at various levels:

- ☐ Extrapersonal Communication
- ☐ Intrapersonal Communication
- ☐ Interpersonal Communication
- ☐ Organizational Communication
- ☐ Mass Communication
- ☐ Transformational Communication
- ☐ Corporate Communication
- ☐ Social Communication
- ☐ Group Communication

Extrapersonal Communication :

It is a communication between human beings and nonhuman beings. This requires perfect coordination between sender and receiver. When your pet dog comes to you wagging its tail; as soon as you return home is a example of Extrapersonal communication.



Extra personal



Intrapersonal Communication:

This communication occurs within the individual's brain in the form of internal dialogue. For example when you "feel hot", the information is sent to brain and you may decide to "turn on the cooler", responding the instructions sent from brain to hand. Here relevant organ is sender, electrochemical impulse is message and brain is receiver. Next the brain assumes the role of sender and sends the feedback that you should switch on the cooler. So this process can be termed as intrapersonal communication. Carl Rogers had observed that if an individual does not practice intrapersonal communication, the person is likely to lose touch with himself or herself and thus suffer mental agony. The intrapersonal communication enables an individual to shape self-concept and develop conviction of opinion. It helps one to think, plan, analyze, and interpret ideas and messages.



Interpersonal Communication :

This communication involves interaction between two persons, or a small group, on a one-to-one basis. The advantage of interacting with fewer people makes it possible for to open up and discuss matters to one another's convenience. This possibility of exchange of views and opinions on the spot makes this type of communication very valuable to an organization.

Here many sensory channels are used and immediate feedback can be obtained. This can assume in the form of face to face conversation, video conferencing. and telephonic talk and soon. It takes place in our day to day life.



Organizational Communication:

Communication in an organization takes place at different levels. It may be upward, downward, diagonal and grapevine. This kind of communication can be divided into :

Inter-operational Communication contains the structured communication within the organization.

External - operation Communication deals with people and groups outside the organization. It is the organization's communication with its public - its suppliers, customers and general public.

Personal Communication: Communication that occurs without purpose as far as business is concerned is called personal communication.



Mass Communication:

There are several mass media such as journals, television, newspapers, internet which mediate such communication to the large audience. Information in the oral form requires equipment such as microphones, amplifiers and information in the written form requires electronic or print media. Oral communication through mass media requires some equipment such as microphones, amplifiers etc and the written form requires or print visual media.



social communication:

Social communication occurs when people interact with one another in a group outside the organization, converse and share ideas in social gatherings and generally exchange pleasantries without talking shop. While it is different to communicate within an organization, social communication demands that people know the social skills of greeting one another, making oneself known to the host / hostess/ the organizers mingle with the crowd without getting too rigid and socially gawky.



Transformational communication :

It goes beyond transactional or interpersonal communication. It originates from the main source that is the sender. The sender conscientiously builds a larger frame of reference for a healthy understanding to develop. It is also known as supportive communication. Counselors, teachers, human resource managers practice transformational communication by listening to the grievances of the employees and seek solutions to the problems.



Corporate Communication

It is the way in which a company builds and keeps contact with employees, dealers, business houses and all stakeholders. It is not the work that is carried out only by the board and the CEO or the MD of the company. All specialists from various departments advertising, public relations sales and marketing finance business promotion production, planning, etc. have to play a key role to achieve the organization's planned objectives.

Group Communication:

It occurs when meetings are held to have face-to-face discussion on issues that affects the working lives of employees. The group works towards common goals and follows the norms that govern the functioning of the group. Verbal and non-verbal communication skills sets are vital to a purposeful interaction of the group members.



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