Q1. What are the types of communication? Explain semantic barriers in communication in detail.

A1.

**Types of communication**

**1.**

Intraspecific communication

* Communication within a single species

Eg. Honeybee dance

Interspecific communication

* Prey to predator

Eg. Warning coloration in wasps

* Predator to prey

Eg. Some predators communicate to prey to make them easier to catch, in effect deceiving them.

Eg. Angler fish

* Human/animal communication

Eg. During domestication of animals

**2.**

Verbal communication

* It means communicating with words, written or spoken. Verbal communication consists of speaking, listening, writing and reading.
* Verbal communication helps deliver messages quickly. The attendant at your bank branch who gives clear instructions, and is calm, patient, and supportive. That’s because she possesses excellent verbal communication skills.
* Types of verbal/oral communication
  + Face to face communication
  + Telephonic conversation
  + Public speech
  + Presentation
  + Interview
  + Negotiation
  + Group discussion
  + Meeting

Nonverbal communication

* It includes all unwritten and unspoken messages, both intentional and unintentional.
* Have you ever watched a Kathakali performance? This classical Indian dance form portrays mythological stories. The performance embodies three types of characters: the virtuous, those with grey shades, and those who are evil. These characteristics are expressed through postures, gestures, and facial expressions.
* Nonverbal communication delivers a message without the use of words. Nonverbal cues through body language, facial expressions, and tone of voice are given and interpreted in this form of communication.
* A shrug of the shoulders could indicate indifference while waving of hands could be enough to say goodbye and a simple nod may show acceptance.

Written communication

* Written communication is one of the most trusted types of communication. Emails, business letters, project proposals, blogs, books, brochures, and websites are examples of written communication.
* This type of communication can be edited, revised, and changed to optimize quality. It can also be kept as a record or proof for further reference.
* Written communication takes time, is more expensive in terms of stationary and man power employed in writing/typing and there is no immediate feedback

Visual communication

* Visual communication is a graphic representation of ideas. Visuals are created with the help of art, drawings, sketches, charts, graphs, infographics, or videos.
* Remember the superhit Amul advertising campaign? One of the longest-running creative campaigns, it is an excellent example of visual communication. The Amul Girl is much-loved and the tagline ‘Utterly Butterly Delicious’ is an all-time hit. Over the years, Amul ads have commented on social issues, politics, global affairs, films, sports, and other topics with ease.
* Visual communication sometimes fails to impart the intended meaning so they require skilled illustrator or respective creator. These are tricky but they catch attention easily when presented creatively.

Formal communication

* A business meeting, a legal document, a real estate agreement, and an appointment letter are all examples of formal communication.
* Formal communication is done through defined channels backed by certain organizational procedures.
* Formal language and the use of jargon are hallmarks of this type of communication. The communication usually follows a predefined format or structure.
* These are some advantages of formal communication:
* It streamlines processes
* It increases work efficiency
* It creates documented records
* It reaches the target audience in time

Semantic barrier

The use of difficult and multiple use of languages, words, figures, symbols create semantic barriers.

* Language: – A meaning sent by the sender can be quite different from the meaning understood by the receiver. Long and complex sentences create problem in communication process.
* Jargons: – Technical or unfamiliar language creates barriers. The message should be simple and condensed as far as possible so that no confusion is created.

Q2. Write short note on the following.

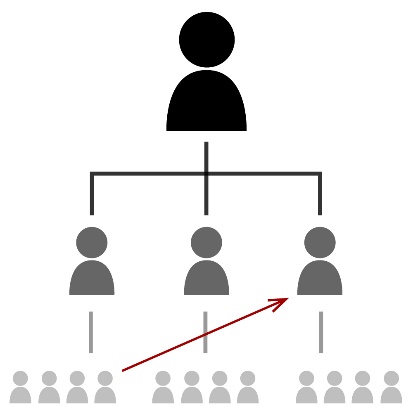
* Diagonal communication
* Grapevine communication
* Paralanguage

A2.

Diagonal communication

**Diagonal communication** is cross-functional communication between employees at different levels of the organization

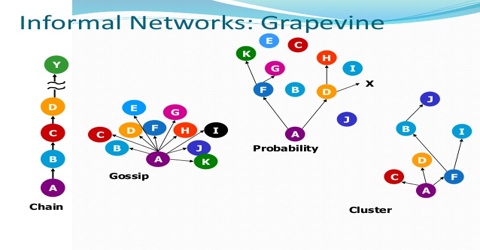
Diagonal communication is cross-functional communication between employees at different levels of the organization. For example, if the vice president of sales sends an e-mail to the vice president of manufacturing asking when a product will be available for shipping, this is an example of horizontal communication. But if a sales representative e-mails the vice president of marketing, then diagonal communication has occurred.



* Building relationships between senior-level and lower-level employees from different parts of the organization.
* Encouraging an informal flow of information in the organization.
* Reducing the chance of a message being distorted by going through additional filters.
* Reducing the workloads of senior-level managers.

Grapevine communication

**Grapevine communication** is an informal channel of business communication. It is called so because it stretches throughout the organization in all directions irrespective of the authority levels. To hear something through the grapevine is to learn of something informally and unofficially by means of gossip or rumour.



The main danger of grapevine communication in the workplace is that much of the information that gets spread through the grapevine is not verified. Oftentimes, such information is difficult, if not impossible, to track.

**Paralanguage**

The non-verbal aspects of the spoken words are known as paralanguage. The non-verbal elements of communication used to convey an emotion, attitude and an altered meaning are referred to as paralanguage.

Its elements include:

* Tone
* Volume
* Pitch
* Speed
* Pronunciation
* Intonation

Tone is the quality of the voice, volume is the loudness or softness, pitch is the high or low note on the scale, a high pitched voice is often unpleasant, speed is a factor of speech, rapid speech indicates excitement, pronunciation means the accepted standard of the way in which a word is said, correct and clear pronunciation is important, accent is the way a person pronounces the sound of the language, every language has its own accent, we carry our mother tongue accent to other languages we learn, intonation is the sound pattern of sentences.

Silence can be a very effective way of communication. Silence is a difficult method of communication to use as it takes a good deal of self-control. Short pauses are used to emphasise a point. Thus, paralanguage involves sound like hushing, whistling and hissing and speech alterations, like voice quality, rate of speech, hesitations, etc.

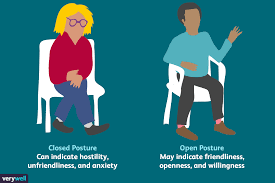
Q3. Describe body language in detail.

A3.

Body language is a type of nonverbal communication in which physical behaviours, as opposed to words, are used to express or convey the information. Such behaviour includes facial expressions, body posture, gestures, eye movement, touch and the use of space

Put simply, body language is the unspoken element of communication that we use to reveal our true feelings and emotions.

It's the relaxed facial expression that breaks out into a genuine smile – with mouth upturned and eyes wrinkled. It can be a tilt of the head that shows you're listening, sitting or standing upright to convey interest, or directing attention with hand gestures. It can also be taking care to avoid a defensive, arms-crossed posture, or restlessly tapping your feet.



* Have an open posture. Be relaxed, but don't slouch! Sit or stand upright and place your hands by your sides. Avoid standing with your hands on your hips, as this can communicate aggression or a desire to dominate.
* Use a firm handshake. But don't get carried away! You don't want it to become awkward, aggressive, or painful for the other person.
* Maintain good eye contact. Try to hold the other person's gaze for a few seconds at a time. This will show them that you're sincere and engaged. But avoid turning it into a staring contest!
* Avoid touching your face. If you do while answering questions, it can be seen as a sign of dishonesty. While this isn't always the case, you should still avoid fiddling with your hair or scratching your nose, so that you convey trustworthiness.

Q4. What are the 5 distinctive features of writing?

A4.

1. Most formal type of communication:

Usually most of the informal, casual conversation or friendly conversation is done orally. Whenever there is need for formal communication, it is the written mode that is preferred.

1. Used for documentation:

Written communication is mostly used for documentation. In an organisation, documentation of records and decision made from time to time are very important for which written communication comes handy. Written communication acts as a permanent record of the organisation and can prove very useful for future reference.

1. Used for circulation of information:

It reduces the likelihood of misunderstanding and misinterpretation. This is because, people are generally more careful with written word than spoken word and the message can be checked for accuracy before transmission and unlike spoken words they don’t change while passing from one person to another.

1. Conventional by nature:

There are not many rules of grammar for oral communication, as there are for written communication. Written communication is conventional in the sense that it has to follow definite pattern as per rules laid down by the language or sending letters, e-mail etc.

1. Time factor:

The sender takes his own time in formulating the message which in turn takes quite some time to reach the receiver. The receiver will take his own time in filtering through his mind and responding it. Thus, it doesn’t require immediate presence of the receiver and allows creativity.

Q5. Explain non-verbal communication. Elaborate the different types of listening.

A5.

**Nonverbal communication** is the transfer of information through the use of body language including eye contact, facial expressions, gestures and more. For example, smiling when you meet someone conveys friendliness, acceptance and openness.

* Supports your message.
* Communicates messages.
* Communicates intention.
* Conveys feelings.
* Offers support.
* Showcases your personality.
* Indicates a desired action.
* Deescalates tension

Types of nonverbal communication

There are several types of nonverbal communications you should be aware of, including:

1. Body language

Body language is the way someone situates their body naturally depending on the situation, the environment and how they are feeling.

Example: Someone might cross their arms if they are feeling angry or nervous.

2. Movement

The way you move your arms and legs such as walking quickly or slowly, standing, sitting or fidgeting, can all convey different messages to onlookers.

Example: Sitting still and paying attention in a meeting conveys respect and attention.

3. Posture

The way you sit or stand can also communicate your comfort level, professionalism and general disposition towards a person or conversation.

Example: Someone might slouch their shoulders if they feel tired, frustrated or disappointed.

4. Gestures

While gestures vary widely across communities, they are generally used both intentionally and unintentionally to convey information to others.

Example: Someone in the United States might display a “thumbs up” to communicate confirmation or that they feel positively about something.

5. Space

Creating or closing distance between yourself and the people around you can also convey messages about your comfort level, the importance of the conversation, your desire to support or connect with others and more.

Example: You might stand two to three feet away from a new contact to respect their boundaries.

6. Paralanguage:

Paralanguage includes the non-language elements of speech, such as your talking speed, pitch, intonation, volume and more.

Example: You might speak quickly if you are excited about something.

7. Facial expressions

One of the most common forms of nonverbal communication is facial expressions. Using the eyebrows, mouth, eyes and facial muscles to convey can be very effective when communicating both emotion and information.

Example: Someone might raise their eyebrows and open their eyes widely if they feel surprised.

8. Eye contact

Strategically using eye content (or lack of eye contact) is an extremely effective way to communicate your attention and interest.

Example: Looking away from someone and at the ground or your phone may convey disinterest or disrespect.

9. Touch

Some people also use touch as a form of communication. Most commonly, it is used to communicate support or comfort. This form of communication should be used sparingly and only when you know the receiving party is okay with it. It should never be used to convey anger, frustration or any other negative emotions.

Example: Placing your hand on a friend’s shoulder may convey support or empathy.

Different types of listening:

Appreciative Listening

When you listen for appreciation you are listening for enjoyment. Think about the music you listen to. You usually listen to music because you enjoy it. The same can be said for appreciative listening when someone is speaking. Some common types of appreciative listening can be found in sermons from places of worship, from a motivational speech by people we respect or hold in high regard, or even from a stand-up comedian who makes us laugh.

Empathic Listening

When you listen empathically you are doing so to show mutual concern. During this type of listening, you are trying to identify with the speaker by understanding the situation in which he/she is discussing. You are stepping into the other’s shoes to get a better understanding of what it is he/she is talking about. Usually during this type of listening you want to be fully present in the moment or mindfully listening to what the speaker is saying. Your goal during this time is to focus on the speaker, not on yourself. You are trying to understand from the speaker’s perspective.

Comprehensive Listening

If you are watching the news, listening to a lecture, or getting directions from someone, you are listening to understand or listening to comprehend the message that is being sent. This process is active. In class, you should be focused, possibly taking notes of the speaker’s main ideas. Identifying the structure of the speech and evaluating the supports he/she offers as evidence. This is one of the more difficult types of listening because it requires you to not only concentrate but to actively participate in the process. The more you practice listening to comprehend, the stronger listener you become.

Critical Listening

Have you ever had to buy an expensive item, such as a new appliance, a car, a cell phone, or an iPad? You probably did some research beforehand and listened closely to the salesperson when you went to compare brands. Or perhaps your best friend is telling you about some medical tests he/she recently had done. You listen closely so you can help your friend understand her results and the possible ramifications of the findings. Both of these scenarios are examples of critical listening. Critical listening is listening to evaluate the content of the message. As a critical listener you are listening to all parts of the message, analysing it, and evaluating what you heard. When engaging in critical listening, you are also critically thinking. You are making mental judgments based on what you see, hear, and read. Your goal as a critical listener is to evaluate the message that is being sent and decide for yourself if the information is valid.