

# **KINDS OF COMMUNICATION**

We express our ideas to others through communication. While communicating our ideas, we use words (spoken or written) and gestures or body movements. The kinds of communication indicate how we communicate our messages; whether we use spoken words, written words or non-verbal clues. When we use spoken or written words, it is called verbal communication. When we use gestures or body language, it is called non-verbal communication. Verbal communication is further divided into oral and written communication. Following are the kinds of communication.

## **A. VERBAL COMMUNICATION**

- 1. Oral Communication**
- 2. Written Communication**

## **B. NON-VERBAL COMMUNICATION**

# **VERBAL COMMUNICATION**

Verbal means of the words and verbal communication means communication with the help of words. Here we use words, spoken or written, to communicate with each other. It consists of speaking, listening, writing, reading, and thinking. Verbal communication is further divided into oral and written communication.

## **1. ORAL COMMUNICATION**

Oral communication means sending and receiving messages through spoken words. It is also known as interpersonal communication. It is the soul of personal and business lives. We spend much more of our time in talking and listening than writing and reading.

## **CHARACTERISTICS OF ORAL COMMUNICATION**

Some major characteristics of oral communication are as follows:

1. It has simple and easy construction.
2. It is conversational in tone.
3. It emphasizes interpersonal relations.
4. It has less technical and less complex information.
5. It has no permanent record.
6. It is flexible in nature. It can be adapted to the situation.
7. Both environment and person play a role in it.
8. It is less formal.

## **METHODS OF ORAL COMMUNICATION**

The main methods of oral communication, both internal and external, are as follows:

**For Internal Communication:** Internal communication means communication within the organization. In it, following are the methods of oral communication:

- Face-to-face Discussions (giving or receiving instructions, interviews, talking to clients, etc.)
- Intercom
- Telephone
- Meeting / Conferences
- Presentations

**For External Communication:** It is communication outside the organization. It is communication between the people of two different organizations. In external communication, following are the methods of oral communication:

- Meetings
- Conferences / Seminars
- Conversation
- Telephone / Mobile phone

- Teleconference
- Video Conference
- Presentation

## **Advantages of Oral Communication**

Following are some advantages of oral communication:

1. It is immediate; it saves time.
2. It is also possible to get quick feedback.
3. It is flexible and can be changed, if necessary.
4. It is simple.
5. It is also suitable for larger number of people.

## **Disadvantages of Oral Communication**

There are some disadvantages of oral communication:

1. Its main disadvantage is the risk of message distortion.
2. It has no permanent record.
3. It is often less concise.
4. Misunderstanding may arise as it is not prepared as carefully as a written message.

## **2. WRITTEN COMMUNICATION**

Written communication means sending or receiving messages through written words. In our business life written communication has assumed great importance. All the business firms rely more on written communication as it provides a permanent record and resolves matters in case of legal complications. Letters, memorandums, e-mails, faxes, telexes, and reports are the main forms of written communication.

### **Characteristics of Written Communication**

Some important characteristics of written communication are as follows:

1. It has permanent record.
2. It is more formal than oral communication.
3. Its feedback is delayed.
4. It uses longer sentences and complex structures.
5. It is used to convey long and complex messages.

6. The appearance of stationery is more important than that of a person.
7. It emphasizes content.

### **Advantages of Written Communication**

The major advantages of written communication are as follows:

1. It has a permanent record.
2. It is well planned and well prepared.
3. It is used to convey long and complex messages.
4. The cost in it is relatively low.
5. It may be sent to various people at the same time.

### **DIFFERENCE BETWEEN ORAL AND WRITTEN COMMUNICATION**

<b>ORAL COMMUNICATION</b>	<b>WRITTEN COMMUNICATION</b>
Its feedback is immediate.	Its feedback is delayed.
It uses shorter words and sentences.	It uses longer words and sentences.
It is conversational and informal in nature.	It is formal in nature.
It focuses on interpersonal relations.	It focuses mainly on content or message.
It uses the aids of body.	It uses the aids of punctuation the use of body language is not possible.
It conveys less technical information.	It conveys more technical and complex information.
Its construction is simple.	Its construction is complex.
It has no permanent record.	It has a permanent record.
It is flexible.	It is firm.

The appearance of a person is much important.	The appearance of stationery is much important.
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## **NON-VERBAL COMMUNICATION**

The use of body language such as gesture, posture, movements of hand and head, appearance, eye contact, etc. to convey some message or to add to the meaning of a message is called non-verbal communication. It is a very important aspect of oral communication.

In face-to-face conversations, non-verbal communication is often just as important as verbal communication. As you are speaking, information can be conveyed non-verbally as well as verbally. On the other hand, the listener will provide instant feedback through non-verbal clues or signals. Non-verbal communication is often referred to as “body language”.

Non-verbal clues are often used unconsciously. For instance, while speaking we may shrug or mover our hands and head. And while listening we may nod, clinch our fists, or grind our teeth. Such non-verbal clues add impact to meaning.

Studies show that your body language or non-verbal clues contribute 55%, tone of your voice contributes 38% and the words you say contribute only 7% in the judgment of you.

The non-verbal clues may be discussed under these heading:

1. Appearance
2. Body Language
3. Silence, Time, and Space

### **1. Appearance**

Appearance means how a person, thing or surrounding looks. In oral communication the appearance of a person has a great impact. His clothing, hairstyle, neatness, jewelry, perfume, etc. are very important. The appearance

of surroundings such as room size, location, decoration, furniture, temperature, and lighting add to communication. In written communication the appearance of envelope, its size, colour, weight and postage impress the receiver and communicate something.

## **2. Body Language**

Body language is also called kinesics. It means communication through parts of body such as head, face, hands, fingers, arms, legs, etc. In oral communication body language is often more important than words. It gives precise meaning to your message. Body language includes following things.

- (i) Posture:** Posture is a way people stand or sit. It can show their feeling, interest, self-confidence, status, etc.
  
- (ii) Facial Expressions:** Human faces and eyes are capable of communicating a wide range of expressions and emotions. A smile conveys good humour; raised eyebrows denote questioning and disbelief; a frown denotes upset or worry.
  
- (iii) Gestures or Body Movements:** Many gestures are used as we speak; for example, shaking a fist to denote anger, using hands for emphasis. In listening, too, gestures are used, like nodding in agreement, shaking your head in disapproval.
  
- (iv) Smell and Touch:** A fragrance conveys emotions to the receiver. Touch is an important tool to convey warmth, support, encouragement, and comfort. But touch people only when acceptable and appropriate.
  
- (v) Voice Quality or Paralanguage:** Voice quality and sounds are also a part of non-verbal communication. They are called paralanguage and include voice volume, rate, pitch and other sounds such as throat clearing and sighing.

### **3. Silence, Time, Space and Colour**

Silence communicates, though it appears to be meaningless. For example, if you send a request or a collection letter but you receive no answer for days, you may assume that the reply is negative.

Time is also important and affects communication. If you are kept waiting for a meeting or an interview for some hours, you will feel annoyed. Punctuality conveys one's sense of responsibility.

Space around us communicates. Space language is called proxemics. It is the study of space around us—how we arrange it and what we arrange in it. Some people project their status by occupying best space. Space between two persons while talking is about 18 inches. But it varies in different cultures.

Colour language is also important in non-verbal communication. Different colours convey different moods and behaviours. Black and grey convey negative and sad feelings. Blue and yellow convey positive feelings. White colour is the symbol of peace.