

CLASSIFICATION OF COMMUNICATION

Communication can be classified on two basis—one, according to the number of persons or receivers to whom the message is addressed; two, on the basis of medium employed.

On the basis of the number of receivers involved in communication, the classification of communication is as follows.

Intrapersonal Communication

It is talking to oneself in one's mind. When a person thinks about something, plans certain things in his mind, it is called intrapersonal communication. We spend a good deal of time in this kind of communication. Examples are soliloquies or asides in dramatic works, and reflection we do most of the time.

Intrapersonal communication always precedes interpersonal communication. The preconceived ideas and perceptions of a person play an important part in intrapersonal communication. For example, we notice that neutral words conveying a positive message convey a negative message because the receiver of the message possesses wrong preconceived ideas and perceptions.

Interpersonal Communication

It is the exchange of information between two or more persons. For example, a conversation, dialogue, or an interview in which two persons interact (others may also be present as audience). It is an important ingredient of organization. For a manager it is imperative to master interpersonal skill. An author communicates interpersonally with his reader, who is always present as a silent audience in the author's mind while he writes. A letter too is an example of interpersonal communication between the writer and the reader.

Group Communication

It takes place among small or large groups, like an organization, club or classroom. Here all participant individuals retain their individual identity.

Mass Communication

It takes place when the message is sent to large groups of people usually by newspaper, television, or radio. In mass communication each person becomes a faceless individual with almost no opportunity for personal response or feedback.

On the basis of medium of communication, the classification of communication is as follows:

A. Verbal Communication

- **Oral Communication**
- **Written Communication**

B. Non-Verbal Communication

This classification of communication is discussed in detail on the next page