

# TYPES OF COMMUNICATION

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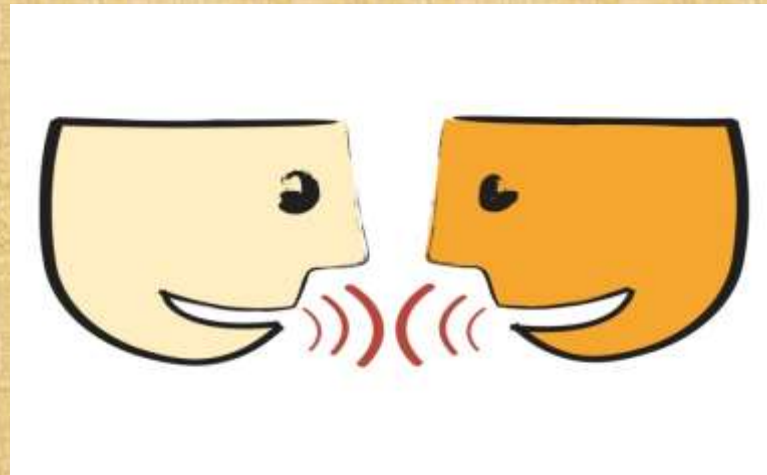
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# WHAT IS COMMUNICATION?

“COMMUNICATION IS THE PROCESS BY WHICH MESSAGES ARE TRANSFERRED FROM SOURCE TO A RECEIVER”

-ROGERS & SHOE MAKER

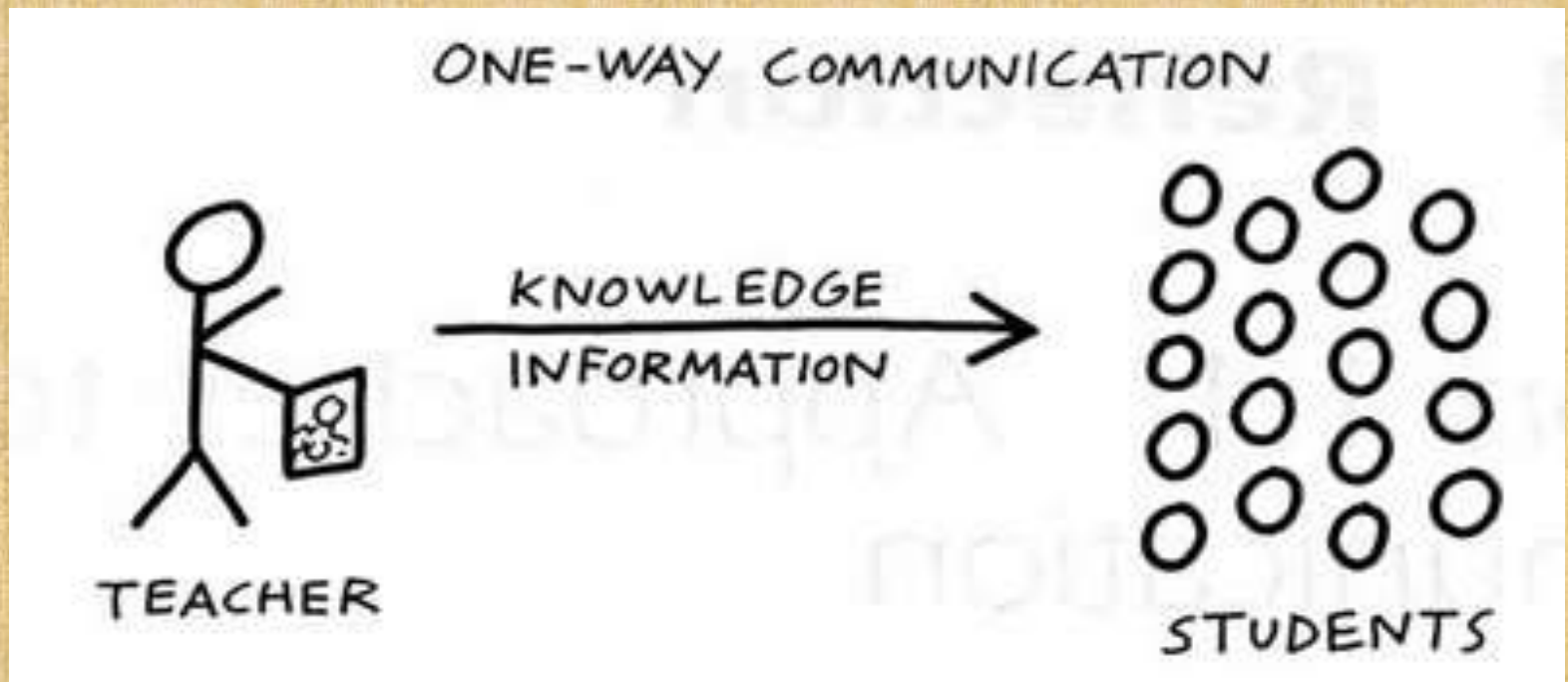


# **TYPES OF COMMUNICATION**



# ONE WAY COMMUNICATION

One way communication is characterized by absence of feedback from the receiver.







# COMMUNICATION

Two way communication involves active feed-back from the receiver to the sender to ensure that the receiver has understood the message in the same sense that sender intends to convey.



# VERBAL COMMUNICATION

Verbal communication involves the use of symbols that generally have universal meanings for all who are talking part in the process.

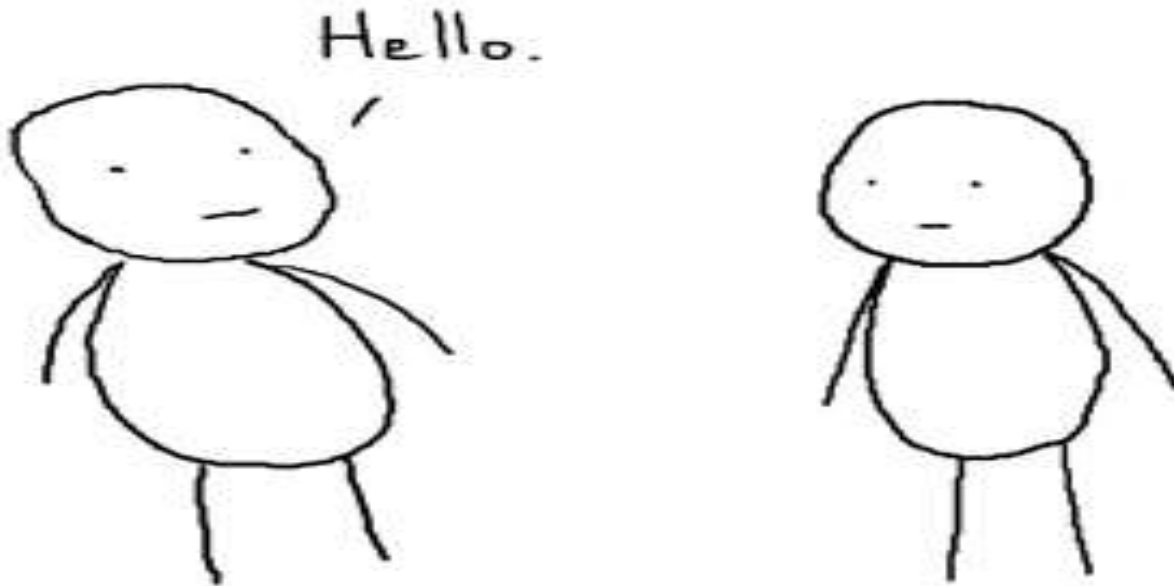
## □ Types of verbal communication

- ORAL COMMUNICATION
- WRITTEN COMMUNICATION



# ORAL COMMUNICATION

Oral communication is that channel of communication in which message is transmitted in spoken form.



# WRITTEN COMMUNICATION

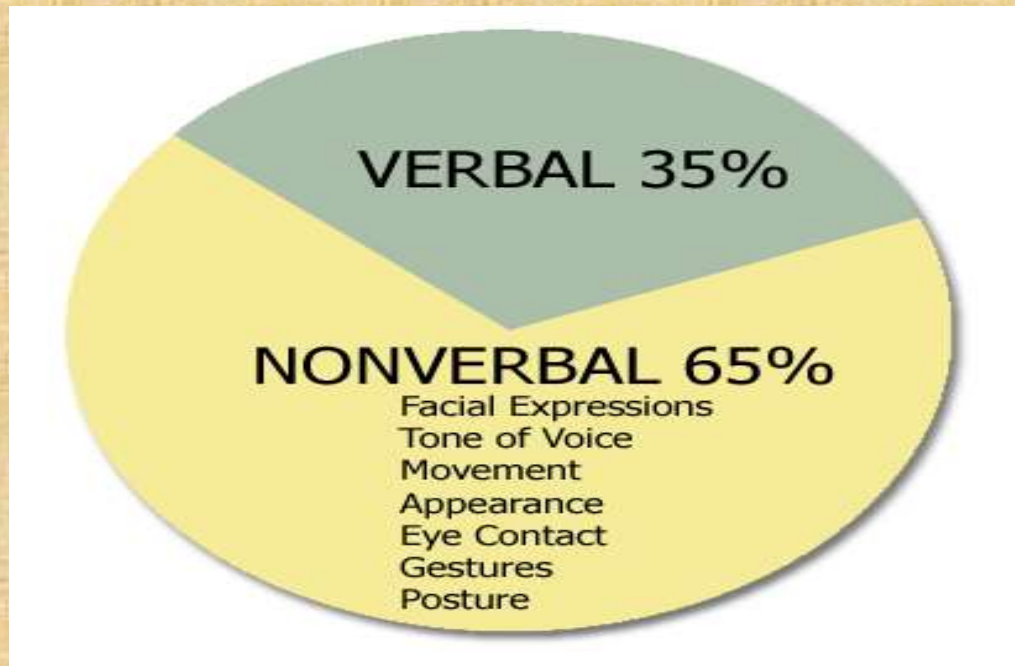
Written communication is that in which information is exchanged in the written or printed form.





# NON-VERBAL COMMUNICATION

- Non –verbal communication means transmission of meaning other than oral or written words. This transmission can be through facial expression, body posture, eye contact etc.



# Types of non-verbal communication

## □ KINESICS:

it is the study of body movements to judge inner state of emotions expressed through different parts of the body.



# FACIAL EXPRESSIONS



SMUG OR  
VAIN



DOUBT OR  
DISINTEREST



SURPRISED OR  
AMAZED



FEAR OR  
SHOCK



LOVE OR  
DAYDREAM



PUNCH DRUNK



SUSPICION OR  
FLIRTATION



PAIN OR  
STRAIN



MIXED EMOTIONS



# GESTURES

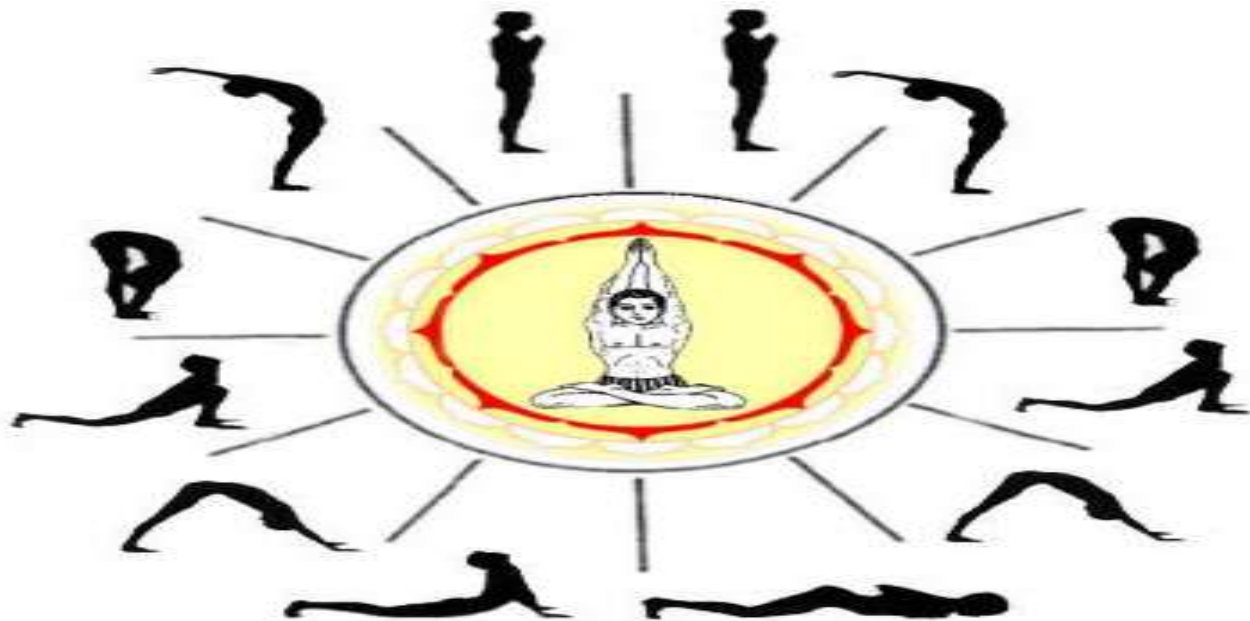




Go!



# POSTURES



# PROXEMICS

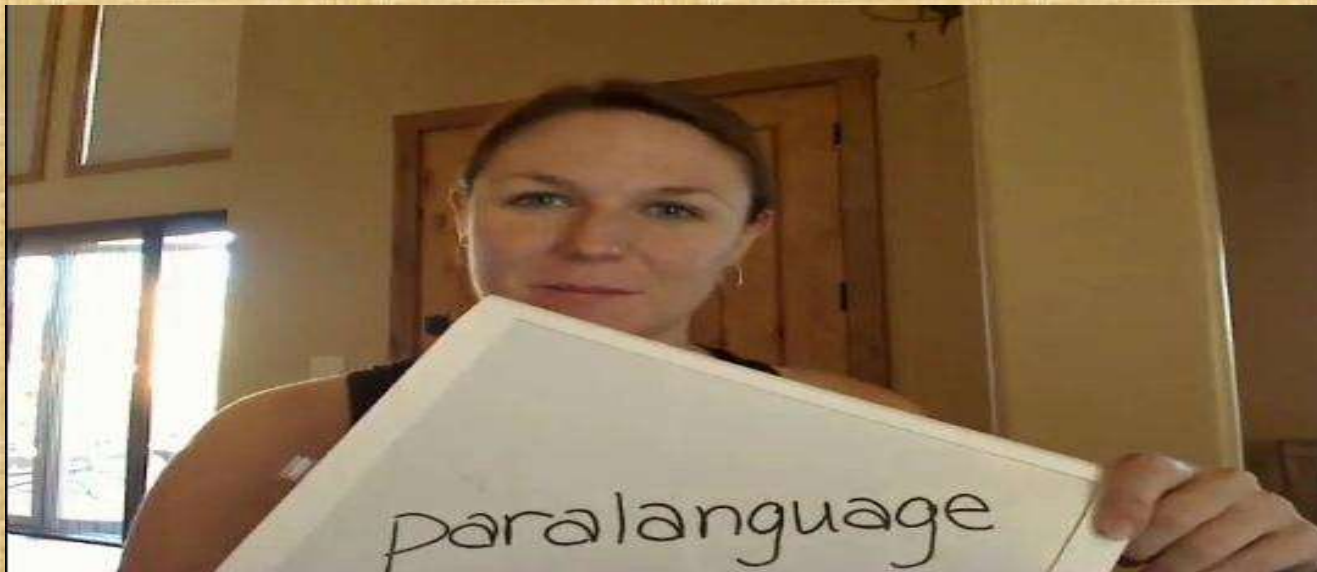
- Intimate space
- Personal space
- Social space
- Public space



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# PARALANGUAGE

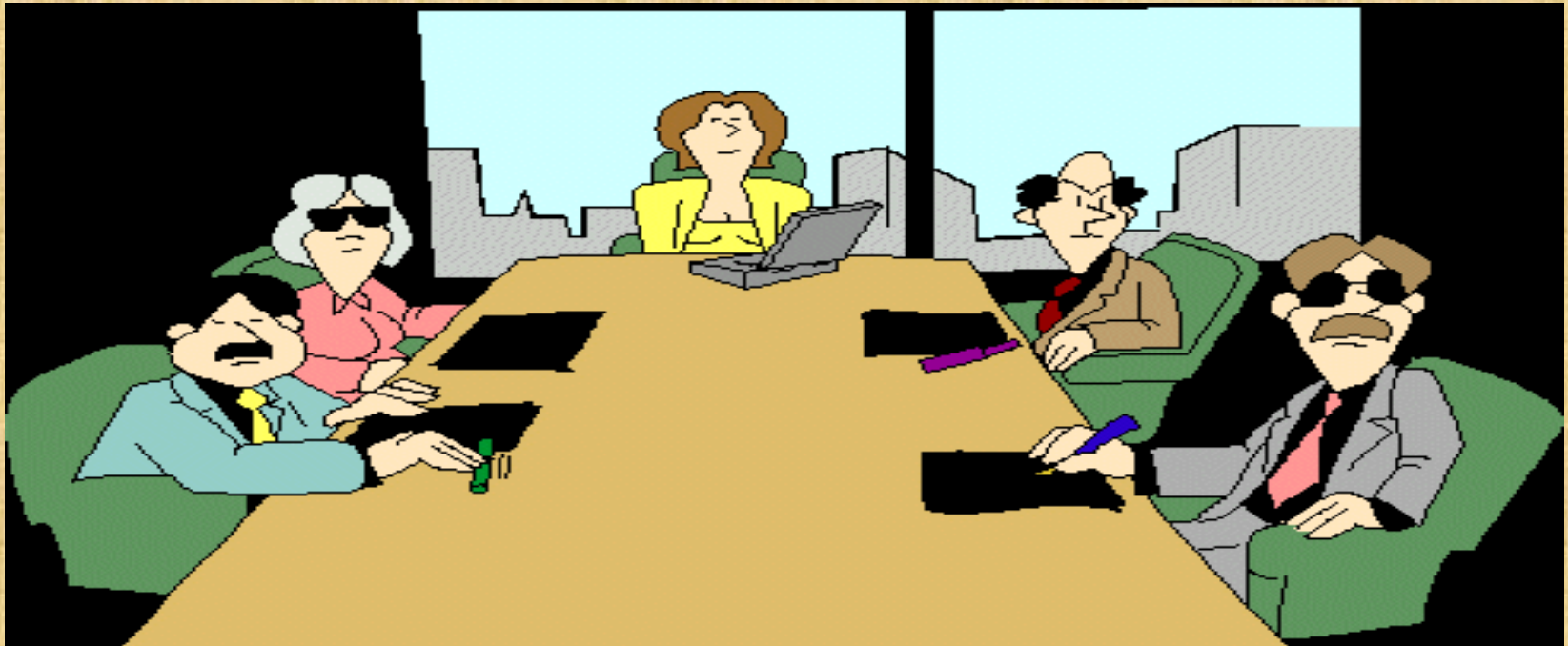
It involves the study of voice quality, volume, speed rate and the manner of speaking beyond the words. E.g. shaky voice reveals nervousness, clear voice reveals confidence, broken voice reveals lack of preparation etc.





# FORMAL COMMUNICATION

Formal communication is communication structured on the basis of hierarchy, authority & accountability.



# Types of Formal Communication

**UPWARD  
COMMUNICATION:**  
Sending of message  
from subordinates to  
superior



# DOWNWARD COMMUNICATION

It is the flow of information from superior to subordinate in the organisational hierarchy.





# HORIZONTAL COMMUNICATION

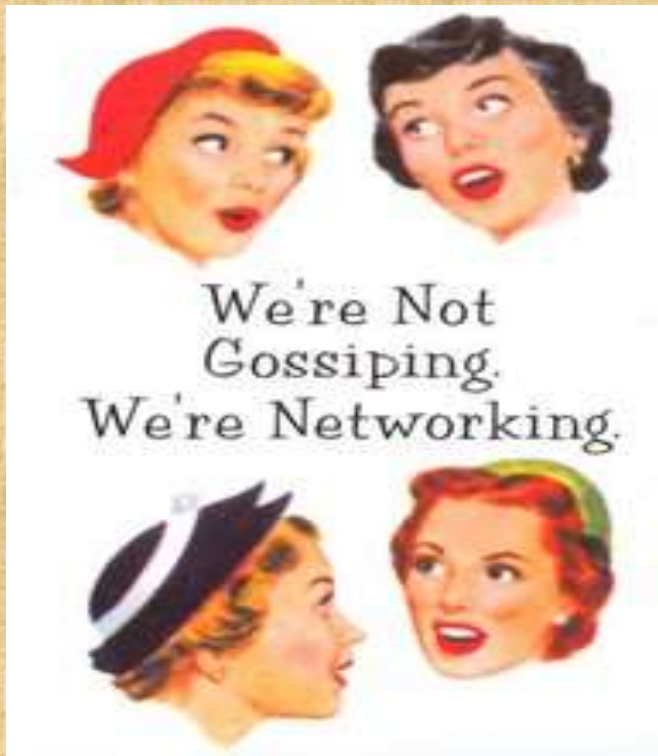
It refers to the horizontal flow of message among colleagues.





# INFORMAL COMMUNICATION

Informal communication is relatively less structured & spontaneous communication arising out of day to day routine & meetings among people.



# INTER-PERSONAL COMMUNICATION

Interpersonal communication is communication among two or more persons. It is an important element of the organisation.



# **INTRAPERSONAL COMMUNICATION**

It is internal dialogue occurring within the mind of an individual. It may be clear or confused depending upon the individual's state of mind.





# Thank you!!!

-SUBMITTED BY:  
ABC

