

# Lesson 1

## FORMS OF COMMUNICATION

### A One way OR Two way communication.

(i) One way communication is that mode of communication where information flows in only one direction and the sender has no way of knowing the reaction of the receiver to the message sent. Thus this is considered as an ineffective form of communication as no steps can be taken to act on the receiver's reaction.  
Eg. Listening to recorded messages or radio messages.

(ii) Two way communication is considered as the effective mode of communication as in this system there is a two-way flow of message from the sender to the receiver and the receiver to the sender. This two way flow enables the receiver to express his/her reaction towards the message and this in turn helps the sender to act accordingly. The sender can edit the message or rectify the message or explain the message ~~to~~ to the receiver as the situation demands.  
Eg. Meetings, face to face conversation, telephonic conversation.

### B Verbal OR Non-Verbal communication.

(a) Verbal communication is that form of communication where words are used to express information and are spoken orally. This is a form where feedback can be obtained immediately and accordingly the sender can react. This is a form of communication which gives fast result. In this form the pitch, speed, volume, pause and clarity of speaking matters.  
Eg. Lectures, interviews, public speeches etc.

(b) Non-verbal communication - This form consists of two parts i.e. written communication & gestural communication.

(i) written communication - This form means transmission of information through written words. Effective writing involves careful choice of words, cohesive composition of sentences and organising them in proper sequence. Writing ensures more validity and reliability than speech. In this form the feedback is not prompt and is not flexible in nature.

Eg. Letters, circulars, bulletin, notice, Report etc.

(ii) Gestural communication - This form refers to communication through body language. It implies communication through action. It may take place in the following forms:

- # facial expression
- # movement of hands
- # movement of head
- # movement of lips
- # wink of an eye
- # Tone of voice
- # Nodding of head
- # Mere silence

This form includes human and environmental elements for conveying messages or responses. Gestural communication is extremely important for interpersonal communication.

## C) Formal and Informal Communication

(a) Formal Communication - It is a form that is used exclusively in the workplace. It is used for the transmission of official messages within and outside the organisation. This communication follows a chain of commands established by the organisation itself. Formal communication is expressed in written form. Certain rules, conventions and principles are followed for the communication of the formal message. In formal communication authority lines are needed to be strictly adhered to.

(b) Informal Communication - This form of communication moves freely and independently in all directions. It is free from all sorts of formalities. It does not follow any predefined authority lines and prescribed channels. This process, in fact, serves a very useful purpose in disseminating certain information, which, in the general interest of the organisation, cannot be transmitted through the official channels. The weakness of this form is that often distorted, misinterpreted and inaccurate messages are passed on depending on circumstances. The network of informal communication is also known as 'grapevine' as the origin and direction of such communication cannot be traced easily.

## D) Internal and External Communication.

(a) Internal Communication. - It is a process of exchanging information among the people of different levels of the hierarchical structure (i.e. internal participants within the organisation) It facilitates conversational and strategic connections within the organisation. It

Can take place at various levels, such as between managers and employees, peer-to-peer, leader-to-leader, employee-to-employee and so on. Both formal as well as informal channels are used for internal communication.  
Eg. Circulars, notices, meetings, conferences etc.

(b) External Communication. — It is the transmission of information between a business concern and another person or entity in the organisation's external environment. External communication would also include any information that an organisation distributes to the public either about itself or about its products and services.  
Eg. Annual reports, press release and newsletters.

E Forms of Communication on the basis of context —

(a) Intrapersonal Communication → This form involves only one individual. It can also be termed as 'self talk'. In this form one person communicates with their inner self.

(b) Interpersonal Communication. → This form usually involves communication between two persons. It usually involves professional talks or 'one to one' session.

(c) Group Communication → This form is a dynamic process where 3 to 8 persons engage in communication or conversation to discuss any issue of common interest. The group can be formed on any basis or attribute.

(d) Public Communication → In this form there is one to many communication. Where the sender is one but the receivers are many like public meeting where one speaker addresses a group of listeners.

(e) Mass Communication → In this form a single message is sent to group using visual aids or multimedia like commercial or advertisements on television or notices in the newspaper or public.

Principles of Effective Communication.

- (i) Principle of Simplicity - The message should be simple and easily decipherable/understandable by the receiver. There should be no ambiguity in the message.
- (ii) Principle of Clarity - In order to make communication effective the message should be clear and understandable. The message should be free from any sort of distortion or disturbance such as noise.
- (iii) Principle of Brevity - The message should be brief or concise in nature. It should contain only necessary informations and no extra information or repetitive informations should be there. Unnecessary long messages distract the receiver from the main message or information.
- (iv) Principle of Precision - The communication should be precise and justifiable in nature. This makes communication effective.
- (v) Principle of Integration - Effective communication stands on the basis of inter-personal relationships.
- (vi) Principle of Appropriate language - Language, words, symbols, signals and other gestural indications which are used in a communication must be appropriate and understandable by the receiver.
- (vii) Principle of Good listening - In an effective communication system there must be a good listening system otherwise communication loses its importance. The receiver must be attentive enough in listening the message sent by the sender. Listening requires consistent effort on the part of the receiver to understand the message.

(viii) Principle of communication Objective  
The objective of the communication is well defined in clear to the sender. While planning the message it should be monitored that it does not deviate from the main objective or purpose of the message.

(ix) Principle of knowing the target audience  
While planning any communication message, it should be very clear to the sender as to the audience who will receive the message. The same message may be interpreted differently by different groups of receivers. So as per the category of receivers, the message should be designed, words and phrases used and medium selected.

(x) Principle of Medium - A variety of medium of communication is found around us, which communicating any message the sender should select the medium of communication very carefully keeping in mind his/her target audience. Such medium should be selected that is easily understandable and accessible by the receiver.

(xi) Principle of Anticipating Objections - If the sender has a sound knowledge about the message sent and the type of receiver receiving it then the type of objections that can be raised by the receiver should also be guessed by the sender. Now once the sender anticipates the objections, then they can easily prepare logic to counter those objections and clarify these.

(xii) Principle of Credibility - The trust and confidence in the source of the communication influences the trustworthiness of the communication and how effective it can turn out to be. If the source lacks trust in the eyes of the receiver then the communication turns out to be ineffective.

(xiii) Principle of Time consideration - Information has to <sup>be</sup> transmitted at proper time so that it does not lose its relevance and effectiveness. It should also be transmitted at proper time so that the receiver can react to it and utilise it till it has value and relevance.

(xiv) Principle of feedback - For making any communication effective feedback is necessary. Without feedback or reaction of the receiver the communication remains incomplete and ineffective. Once the sender gets a feedback from the receiver regarding the understanding of the message, proper steps can be taken to make the communication effective.