

Communication



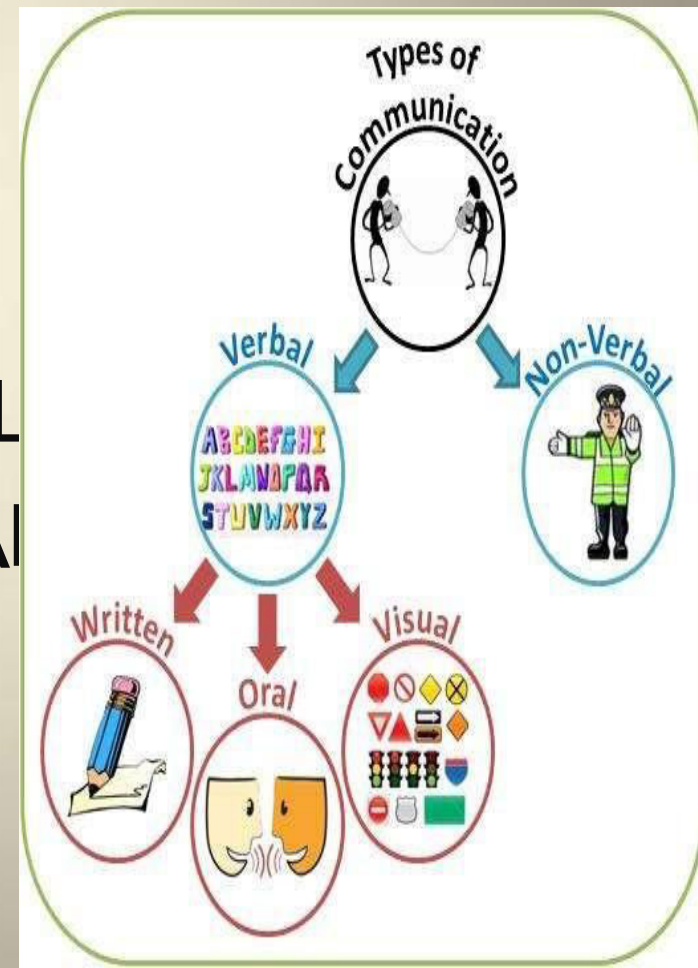
INTRODUCTION

- ***Communication*** can be defined as the process by which people share ideas, experience, knowledge and feelings through the transmission of symbolic messages.
- The means of communication are usually spoken or written words, pictures or symbols.
- But we also give information through body language, gestures, and looks, facial expressions can show how we feel and what we think about an issue or another person

TYPES OF COMMUNICATION

•Communication can be classified into following types-

- 1.FORMAL AND INFORMAL
- 2.ORAL AND WRITTEN
- 3.INTERNAL AND EXTERNAL
- 4.VERBAL AND NON-VERBAL



FORMAL COMMUNICATION

- When we consider style and purpose we can divide it into two sub groups, formal communication and informal communication.
- Formal communication includes all forms of formal exchanges of information.
- Business communication and corporate communication are some of the formal communication methods.
- Formal communication is that which devices support from the organisation structure.

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- It is associated with the particular positions of the communicator and the recipient in the structure.
- Formal communications are mostly of the written type such as company manuals, handbooks magazines, bulletins annual reports and are designed to meet the specific needs of the organisation.

INFORMAL COMMUNICATION

- Informal communication is the opposite of the above.
- It is a form of casual conversation or exchange of communication.
- This type of communication happens outside of the business or corporate community or between freely understanding parties.
- There are no strong rules or guidelines; the only rule is that all the parties should be able to understand each other. This kind of communication does not require a certain topic. It is just normal conversation between known people

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- This kind of communication does not require a certain topic.
- It is just normal conversation between known people.
- Informal communication is based on the informal relationships that grow up in an organisation and is commonly referred to as "the grapevine".
- It may be conveyed by a nod, a glance, a gesture, a smile, and even silence.
- The two or more parties in concern should understand a common language or method of communication.

ORAL COMMUNICATION

- Oral communication implies communication through mouth.
- It includes individuals conversing with each other, be it direct conversation or telephonic conversation.
- Speeches, presentations, discussions are all forms of oral communication.
- Oral communication is generally recommended when the communication matter is of temporary kind or where a direct interaction is required.



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- Face to face communication (meetings, lectures, conferences, interviews, etc.) is significant so as to build a rapport and trust.
- Oral communication is not only time saving, but it also saves upon money and efforts.
- Oral communication is best in case of problem resolution. The conflicts, disputes and many issues/differences can be put to an end by talking them over.

WRITTEN COMMUNICATION

- Written communication has great significance in today's business world.
- It is an innovative activity of the mind. Effective written communication is essential for preparing worthy promotional materials for business development.
- Effective writing involves careful choice of words, their organization in correct order in sentences formation as well as cohesive composition of sentences



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- Also, writing is more valid and reliable than speech. But while speech is spontaneous, writing causes delay and takes time as feedback is not immediate.
- Written communication helps in laying down apparent principles, policies and rules for running of an organization.
- Speech came before writing. But writing is more unique and formal than speech.
- It is a permanent means of communication. Thus, it is useful where record maintenance is required

INTERNAL COMMUNICATION

- Communication within an organization is known as internal communication, which is usually formal.
- Internal communication helps in achieving an organisation's goals by informing the members of the general and specific objectives of the organization either at the macro or at the micro level.
- It is only through internal communication that this information is distributed to various departments and employees within the organization.
- Letters, reports, instructions, seminars, etc. are methods of transmitting information.

EXTERNAL COMMUNICATION

- To expand the boundaries of business, a good relationship with other external organization is a must.
- This requires a sound communication strategy.
- All official, technical or professional communication with people outside the organization is known as *external communication*.
- This mode is equally important, as it helps in achieving an organization's goals by coordinating with external agencies.

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Refers to interaction with shareholders, regulators, vendors, service companies, customers, general public.

- This mode is equally important, as it helps in achieving an organization's goals by coordinating with external agencies.

VERBAL COMMUNICATION

- We can categorize verbal communication into two parts, oral communication and written communication.
- Oral communication is when two or more parties communicate verbally with words.
- The other type is written communication. Written communication can happen through normal mail, e-mail, or any other form of documented writing.



NON-VERBAL COMMUNICATION

- Non-verbal communication is mostly body language. It is possible to understand what a person is trying to say or how he/she is feeling.
- It is also possible to tell the mood of a person by bodily and facial expressions.
- Facial expressions are very important as well. Facial expressions give out what the person is feeling.

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- The face is the first thing we notice in a person and the facial muscles give out most of the human expressions. Pictures, sign boards and photographs are also a part of non-verbal communication.



TIPS FOR EFFECTIVE COMMUNICATION

- Create an open communication environment.
- Always keep the receiver in mind.
- Avoid having too many transfer stations.
- Do not communicate when you are emotionally disturbed.
- Be aware of diversity in culture, language, etc.
- Select the most suitable medium.
- Analyse the feedback

