

Study Material  
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Assistant Professor  
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## **Communication**

### Types of Communication

In Business, clear communication is very essential. Improper communication skills may lead to confusing or incomplete instructions, data or other information to pass to the intended audience. Hence it is very essential to develop strong communication skills. A deep understanding of the process of communication and communication skills is essential. It is vital to the success of any individual in any business. Here we shall see some of the many types of communication.

Communication styles change from person to person. During the process of communication, a person may invoke several channels or modes or methods to convey a message. But, the process of communication doesn't only depend on the source producing or relaying information.

It also equally depends on the communication method and the manner in which the receiver understands the message. Let us first understand the method by which we communicate.

Communication begins at a given point. The first step is the generation of information. The second step is to put this information or data into a medium for transmission towards the intended audience.

During this process, the initiator of the communication must pay extra attention to the nature of the information. The communication skills will determine the effectiveness of their communication.

## **The Broad Categories of Communication**

On the basis of the communication channels, types of communications are:

- A. Verbal
- B. Non-Verbal
- C. Visual

### **Verbal**

This involves the use of language and words for the purpose of passing on the intended message. In general terms, Verbal Communication means communication in the form of spoken words only. But, in the context of types of communication, verbal communication can be in the spoken or the written form. Thus, the verbal form may be oral or written as discussed below.

- **Written Communication:** This kind of communication involves any kind of exchange of information in the written form. For example, e-mails, texts, letters, reports, SMS, posts on social media platforms, documents, handbooks, posters, flyers, etc.
- **Oral Communication:** This is the communication which employs the spoken word, either direct or indirect as a communication channel. This verbal communication could be made on a channel that passes information in only one form i.e. sound.  
You could converse either face to face, or over the phone, or via voice notes or chat rooms, etc. It all comes under the oral communication. This form of communication is an effective form.

## Non-Verbal Communication

In this type of communication, messages are relayed without the transmission of words. The messages here are wordless messages. This form of communication mainly aids verbal communication. It supplements it with gestures, body language, symbols, and expressions.

Through these, one may communicate one's mood, or opinion or even show a reaction to the messages that are relaying. One's non-verbal actions often set the tone for the dialogue. You can control and guide the communication if you control and guide the non-verbal communication.

Some of the modes of non-verbal communication are:

## **Physical Non-verbal Communication**

This is the sum total of the physically observable. For instance, hand gestures, body language, facial expressions, the tone of one's voice, posture, stance, touch, gaze, and others. Several researchers have revealed that physical nonverbal communication constitutes about 55% of our daily communications.

These are subtle signals that are picked up as part of our biological wiring. For example, if you rest your head on your palms, it will mean that you are very disappointed or angry. Similarly, other subtle hints will convey your reaction to the presenter or your audience's reaction to you.

## **Paralanguage**

This is the art of reading between the lines. The main kind of such communication is done with the tone of one's voice. This kind of communication amounts to almost 38% of all the communication that we do every day. Along with the tone of voice, the style of speaking, voice quality, stress, emotions, or intonation serves the purpose of communication. And, these aspects are not verbal.

## **Aesthetic Communication**

Art is an important means of communication. Through the paintings or other forms of art, an artist can convey the strongest messages. Several times in the history of the world, art has been used as an effective form of nonverbal communication.

## **Appearance**

The first impression sets the tone. People will react to your appearance and this is a fact of life. Your clothes, the color of the fabrics, etc. all determine the reaction of your audience.

## **Visual Communication**

This is communication through visual aids like drawings, placards, presentations, and illustrations, etc.

## **Formal & Informal Communication**

Apart from the above types, we have formal & informal types of communication. Formal communication is of following types:

- **Vertical:** The information or data flows up and down the organizational structure.

- **Horizontal:** This is the communication between two similar levels of the organization.
- **Diagonal:** This is the communication across the cross-functional levels of employees from various departments of the organization.

The other form is the informal or casual communication which is the general communication between random people of the organizations.

## Oral Communication - Meaning, Advantages and Limitations

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. Face to face communication (meetings, lectures, conferences, interviews, etc.) is significant so as to build a rapport and trust.

## **Advantages of Oral Communication**

- There is high level of understanding and transparency in oral communication as it is interpersonal.
- There is no element of rigidity in oral communication. There is flexibility for allowing changes in the decisions previously taken.
- The feedback is spontaneous in case of oral communication. Thus, decisions can be made quickly without any delay.
- 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.
- Oral communication is an essential for teamwork and group energy.
- Oral communication promotes a receptive and encouraging morale among organizational employees.
- Oral communication can be best used to transfer private and confidential information/matter.

## **Disadvantages/Limitations of Oral Communication**

- Relying only on oral communication may not be sufficient as business communication is formal and very organized.
- Oral communication is less authentic than written communication as they are informal and not as organized as written communication.
- Oral communication is time-saving as far as daily interactions are concerned, but in case of meetings, long speeches consume lot of time and are unproductive at times.
- Oral communications are not easy to maintain and thus they are unsteady.
- There may be misunderstandings as the information is not complete and may lack essentials.
- It requires attentiveness and great receptivity on part of the receivers/ audience.

## **Written Communication - Meaning, Advantages and Disadvantages**

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. Speech came before writing. But writing is more unique and formal than speech. Effective writing involves careful choice of words, their organization in correct order in sentences formation as well as cohesive composition of sentences. 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.

## Advantages of Written Communication

✓	Written communication helps in laying down apparent principles, policies and rules for running of an organization.
✓	It is a permanent means of communication. Thus, it is useful where record maintenance is required.
✓	It assists in proper delegation of responsibilities. While in case of oral communication, it is impossible to fix and delegate responsibilities on the grounds of speech as it can be taken back by the speaker or he may refuse to acknowledge.
✓	Written communication is more precise and explicit.
✓	Effective written communication develops and enhances an organization's image.
✓	It provides ready records and references.
✓	Legal defenses can depend upon written communication as it provides valid records.

## Disadvantages of Written Communication

✓	Written communication does not save upon the costs. It costs huge in terms of stationery and the manpower employed in writing/typing and delivering letters.
✓	Also, if the receivers of the written message are separated by distance and if they need to clear their doubts, the response is not spontaneous.
✓	Written communication is time-consuming as the feedback is not immediate. The encoding and sending of message takes time.
✓	Effective written communication requires great skills and competencies in language and vocabulary use. Poor writing skills and quality have a negative impact on organization's reputation.
✓	Too much paper work and e-mails burden is involved.



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- There may be misunderstandings as the information is not complete and may lack essentials.
- It requires attentiveness and great receptivity on part of the receivers/ audience.
- Oral communication (such as speeches) is not frequently used as legal records except in investigation work.

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