



TYPES OF COMMUNICATION

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ABSTRACT

Man has been using language as a tool of communication to interact with the environment in which he lives and involved in several activities, which are ranging from informal to formal conversation such as gossiping, chatting, meetings, group discussion, presentations, video-conferences and so on. In brief, we need to communicate in order to interact which regulates our social behaviour, though there are a number of means of communication. In it language is the most powerful widely used means through a sophisticated system. In this context, we study the type of communication. We can define communication as a multi-dimensional interactive process of sharing common sets of signs, symbols and language from one person to another or organization to organization which acts as a repository of wisdom , a propeller for the advancement of knowledge and a telescope to view the vision of the future.

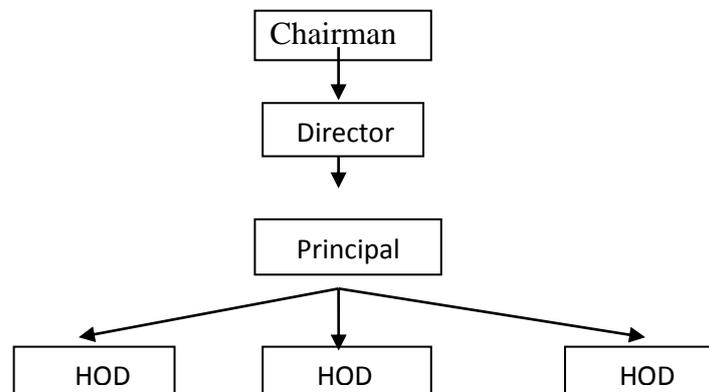
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INTRODUCTION

Communication plays a vital role in large organization at different levels. But the structure or pattern of communication is differing from one organizational structure to another.

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(The organization/institute structure in a simplified form)

A part from methods and channels of communication, there are also various types of communication in both small-scale organization and large -scale organization. Some of the commonly referred to types of communication are as follows:

- Personal communication and business communication
- Internal communication and external communication
- Upward communication and downward communication
- Formal communication and informal communication
- Lateral communication
- Interactive communication
- Mass communication
- Grape vine
- Horizontal communication

Personal communication and business communication

Personal communication concerns communication that takes place between any two individuals, be it in a family, group, community or even an organization. It takes place in an individual capacity and is characterized by informality in which there is an element of privacy. It can take the form of personal letters, personal telephone calls, conversations, one to one meetings or e-mail messages.

Business communication takes place to further the goals of a business. It takes place among business entities, in markets and market places, within organisations and between various groups of employees, owners and employees, buyers and sellers, service providers and customers, sales persons and prospects and also between people within the organization and

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press persons. Business communication when done carefully helps the person concerned in moving up in the organizational hierarchy. Communication is the vehicle on which the business moves the ability of the communicator to communicate effectively, verbally, non-verbally and in writing is a prerequisite for organizational and business relate success.

Internal communication and external communication

Internal communication takes place within, among different groups of employees and between employers and employees. It serves to inform, instruct, educate, develop, motivate, persuade, entertain, direct control and caution people in the organization knowledge, skills, goal orientation, sharing of corporate concerns, review and monitoring, performance appraisal, counselling and training are among the issues that internal communication addresses.

Unlike internal communication, external communication flows outward. It addresses people outside the organization, like the prospective customers, competitions, public, press, media and the government. Letters brochures, telephone calls, business meeting, press conferences, demonstrations, notices, audio- visual presentations and the like are all examples of external communication.

Upward communication and downward communication

Upward communication is on which moves upward, i.e., from bottom to top levels in hierarchy. Any communication that moves from employees to supervisors, supervisors to managers, managers to executives, and regional manager to general manager and so on may be categorized as upward communication. Similarly, communication from branches to regional offices, zonal offices to head office is referred to as upward communication. Employee suggestions, market reports, performance reports, feedback on new products and requests for facilities or instructions are all examples of upward communication in the organizational context.

Downward communication moves from top to the bottom levels in the hierarchy. It travels through senior executives to junior level functionaries, from the controlling office to the branch from the head of the division to the head of the unit. Corporate goals, business priorities. Motivational letters, work related instructions, newsletters, letters from chief executive (CEO) general manager's desk are examples of downward communication.

Formal communication and informal communication



Formal communication generally flows a well-defined hierarchical pattern and periodicity, memos, circulars, instructions, guideness, clarifications, agreements and reports are some of channels that facilitate the flow of formal communication in business organizations. Staff meetings, union, management meeting, branch managers' conferences, periodical sales review meetings and customer meets are examples of formal communication.

Informal communication takes place in an unstructured manner and outside the formal forums. There is an element of spontaneity in this communication. Informal communication works well in smaller, loosely knit organizations. It is used more often in situations where are no rigid hierarchical tress. Informal communication takes place through chats, conversations, informal talks and the like.

Lateral communication

It generally takes place in an organization and neither upward nor downward communication. It proceeds in a horizontal manner and takes place among equals and at peer level it may be described as peer level communication. Any communication that takes place orally or in writing from one branch head to the other, from one division head to the other, from one group head to the other may be described as lateral communication. There is not much difference in terms of the hierarchal levels or positions of the sender and the receiver.

Interactive communication

It is essentially a two-way process. It takes place through meetings, conferences, teleconferencing, multi – media presentations, group discussions and such other two – way exchanges. Meetings and conferences effectively conducted facilitate exchange of information, deliberations on specific issues, plans and strategies review of performance etc. They facilitate intensive interaction with individuals as well as groups, and achieve much more than any written communication. Meetings and conferences are to be seen as an inevitable yet useful medium of interaction between people in different business and organizations.

Mass communication

It addresses a large mass of people. Public speaking, newspapers, magazines and journals, radio, television and dotcoms are channels of mass communication. Mass communication addresses a vast, well spread out and heterogeneous group of people and special efforts are made to sustain their interest and achieve the desired response. Main branches of study



relating to mass communication are public relations, advertising and publicity, journalism and digital media.

Grape vine

It is a kind of informal communication that prevails in organizations and businesses. It spreads by way of gossips and rumours. It travels through informal networks and quite often travels faster than the formal messages. Sometimes, it gets more powerful and becomes more receptive. Than the formal communication

Communicative barriers

Communication is a process in which six different steps has involved. At every stage of communication, there are barrier which hinder or dilute the flow of communication. Communication barriers may arise out of authority structure, status, differences, reporting, relationships, culture and background of individuals. It may also arise out of behavioural differences, differences in skills and understanding as well as physical factors behaviour differences and differences in skills may be commonly applicable to all methods of communication. Handwriting and spelling, etc. are some barriers to the written communication. Similarly, barriers to oral communication would include absence of felicity of expression, accent, speed of delivery and appropriateness of the language. Some important and common communicative barriers are as follows.

- Poor expression
- Indifference and lack of interest
- Physical factors
- People related factors

Poor expression

The quality of communication will be determined by the power of expression of the communication. From an idea message has to be develop properly. A barrier relating poor expression is due to inadequate or incomplete shaping of the idea and lack of conceptual skills. The developed of the organization is mainly depends on communication, if the words and the thoughts are not organised properly the communication would suffer ultimately structural imbalance appears.

Obviously, such poor expression is likely to occur under the following circumstances:



- i. When a person is ill
- ii. When a person is fatigued
- iii. When a person is under severe stress
- iv. When a person is under the influence of at where

These are the barriers which are true for both oral and written communication.

Indifference and lack of Interest

This is indeed a very strong barrier in the process of communication. Indifference or lack of interest on the part of the recipient, in turn, adversely impacts the enthusiasm of the communicator. When the students are not attentive, the teacher is likely to lose interest on the other hand, when the speaker lacks expertise or credibility, the receptivity of the audience wanes. The intended message is either not received at all or is incomplete and, worse still, is understood incorrectly.

Noise

Noise is yet another barrier which disturbs the flow of communication. The recipient fails to receive the oral messages sent by the communicator as a result of which the message gets diluted. It not only affects oral communication but also written communication to the extent that the person writing a letter or a report may lose his concentration and consequently his flow of thoughts may suffer.

Physical factors

The process of communication makes use of numerous channels, instruments & gadgets such as telephone, microphone, projector, printing telex, radio the floppy etc. At the same time they act as barriers when they fail to perform their functions efficiently. Snapping of telephone lines, failure of multi-media equipment and disturbances of power supply may lead to delays in transmitting the messages to the intended recipients.

People related factors

In many large organizations, especially in multinational ones, there are differences among the employees in terms of language group, cultural background, rural-urban origin, and hierarchical levels etc. which in turn create psychological, linguistic and cultural barriers. Differences in hierarchical positions have their implications in terms of work, structure, authority, status and relationship. In such situations, people may have bias, fear and

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reticence. Which act as barriers to the free flow of communication. All these factors lead to different expectation, as to who should communicate with whom and in what manner. Apart from this, the organizational climate has its impact on communication. When the organizational climate is disturbed and when dissenting voices are stifled barriers emerge.

CONCLUSION

Hence such kind of barriers disturb, dilute on hinder the process of communication. With conscious effort, it should be possible to overcome these barriers and ensure free flow of communication on as on-going basis.

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