Chapter - II

Communication can be classified on different criterions

Criterion-1

➢ Intrapersonal Communication
➢ Interpersonal Communication
➢ Group Communication
➢ Mass Communication

Criterion-2

➢ One way Communication
➢ Two way Communication

Criterion-3

➢ Verbal Communication
➢ Non-Verbal Communication

Criterion-4

➢ Written Communication
➢ Visual Communication
➢ New media communication

Criterion-5

➢ Public Communication
➢ Corporate Communication
Criterion-6

- Formal Communication
- Informal Communication

Criterion-7

- Internal Communication
- External Communication

Criterion-8

- Downward Communication
- Upward Communication
- Horizontal Communication
- Diagonal Communication

Criterion-9

- Focused Communication
- Unfocused Communication
Criterion-1

Intrapersonal Communication:

Intrapersonal Communication means communication within the self. This type of communication allows oneself to take decisions based on a message which travels through our senses. This is the base of all other types of communication.

To explain it, let us take an example. Suppose a person is watching a television show. The program is very boring. This information is sent our brain and we change the channel and start looking for a program which interests him. Intrapersonal communication is that type of communication which goes on in our mind. Yoga, meditation and many other such type of activities are examples of intrapersonal communication.

Unless and until, human being goes through intrapersonal communication it is difficult for him to function properly in the external environment. It is one of the most significant activities within an individual’s mind.
Intrapersonal Communication
Interpersonal Communication

When one person tries to create understanding directly into the mind of other person. Then this is known as interpersonal communications. The persons talking to each other face to face is interpersonal communication. Sometimes this type of communication is also known as dyadic communication.

Characteristics of interpersonal communication:-

- Generally two persons are in close intimacy.

- Face to face communication.

- Information exchanged can be of any form.

- One of the most effective types of communication.

- Both the transmitter and receiver can send and receive messages.

- Get the feedback immediately.
The degree of effectiveness in interpersonal communication is very high in comparison to any other type of communication. The best example that we can give in of our “Bhagavat Gita”. The dialogue between Shrikrishna and Arjun in the best example of interpersonal communication. Shrikrishna talks to Arjun face to face and convinces him to fight against Adharma. The feedback from Arjun is so immediate that he fights against Kauravas with no guilty feeling.

In day to day life, every human being experience this type of communication.
**Group Communication**

When the number of people involve in communication is more than two, is called group communication. The size of group varies. There can be smalls groups and can be large group. Based on the no of person’s participation in communication the qualitativeness of communication gets affected.

May be the effectiveness of communication rises or falls down when no. of people changes in a group. Links also plays an important role in this type of communication. This sometimes make group communication complex. There can be different types of groups like.

- Primary groups
- Social groups
- Educational groups
- Organizational groups

**Characteristics of group communication:**

- More than 2 persons involved in communication.
- May or may not be direct communication.
- Messages can be send and receive both ways.
- Messages can be of any form like can be verbal or non verbal.
- Feedback may or may not be immediate.
ALL COMMUNICATING WITH EACH OTHER

Group Communication
**Mass Communication**

Dissemination of information to a large mass with a proper communication medium is known as Mass Communication. There are different means of communication like, newspaper, radio, television and recently internet. In a democratic country like India, Mass Communication plays a vital role in disseminating information, education and entertainment to a large no. of people.

In earlier times, the term “Mass denotes the illiterate, dumb or rural people. But today the concept of mass has been change.

According to Wilber Schramm mass is detected group of individual facing different areas of life. Herbert Blumer has defined mass a special type of social formation in modern society. With the advent of broadcast media the term mass assumed a positive hue.

Mass is defined as the strength of ordinary people when organized for collective purpose.

**Characteristics of Mass**

- Large aggregate
- Heterogeneous in Nature
- Undifferentiated
- Spread over large geographical territory.
- May or may not be organized.
Revolutions in India like green revolution has changed the concept of mass totally. Today people are aware of their social and political environment. And this increases the responsibility of media, it should disseminate information while keeping in mind the large mass which is not actually dumb.
Criterion 2

- One way communication
- Two way communication

**One way Communication:**

This type of communication means only the communicator can send messages or information to the receiver. The receiver cannot send any message back to communicator. It is not so effective communication because the transmitter is unable to know whether the correct information has reach the receiver or not.
**Two way communication**

In this type of communication both the transmitter and receiver can send and receive information to each other. The communication can be either way. Communication is more effective when it is two way. The receiver of information can also send message to the transmitter whether the message is complete or not, it confirms whether some unexpected noise has distorted the message or not. And hence, this way the communication process gets completed effectively.
**Criterions-3**

- Verbal Communication
- Non-Verbal Communication

**Verbal Communication:**

Verbal Communication totally relies on words or speech. It is one of the most common medium of communication. It can be:

- One person talking to another person.
- One person talking to a group of persons.
- One person talking to a large mass. For verbal communication to be effective it is important and necessary that the communicator must know the art of speech. The communicator must use the language which is understandable by the audience.

**Techniques of effective Speech:**

- Vocal control is a must.
- Language command.
- Pronunciation must be clear.
- Avoiding long and complex words.
- Quotations can be used wherever necessary.
- Appreciation to listeners.
- Use of handouts.
- Repetition should be avoided.
- Control over the emotions is necessary.
Non-Verbal Communication

As the name suggests, non verbal communication includes message other than those expressed in words.

There can be different ways in which a human being can communicate without using words. In life, there are many situations in which silence speaks more than words.

There can be different types of non verbal communication.

- Sign language: - This can be understood very easily for example deaf people communicates through sign language.
- Oculesics :- Study of face and eyes of a human beings is known as oculesics. The expressions of face can tell us a lot of thing like a person is happy or not and many such other things.
- Paralanguage: - Understanding the meaning by study of voice of a person is paralinguistic. It includes pitch, rhythm, volume, speed of delivery of words, use of clichés.
- Silence: - In a number of situations silence in also very effective. It is also a mode of communication.
- Chronemics :- Time, is also of the significant ways of non verbal communication. Sometimes we say “time speaks”. Time is very precious.
Kinesics: - It means the differ body movements. The body language of a person intimates what the person wants. This can be of many types like.

Facial expressions
Postures
Eye contact
Gestures
Tactile (Touch or Haptics)
Criterion-4

- Written Communication
- Visual Communication
- New Media Communication

Written Communication:

Exchange of fact, ideas, opinion, attitudes through written words is known as written communication. Letters, books, posters, banners all these are means of written communication. It is widely used in large organizations. In these type of organizations, communication is done through mediums like letters, notices, affidavits, complaints, financial statements, brochures, year book, names etc. It is a very systematic way of communication.

Characteristics of Written Communication:

- It is highly formal.
- Record of evidence – written papers can be produced as proofs in case of legal disputes.
- Taken anywhere easily.
- Avoid mistakes.
- Effective decision making.
Written Communication

- Books
- Banners, Posters
- Letters, notices
- Handouts
**Visual Communication:**

A picture speaks a thousand words. A picture or visual is the best way to express an emotion or feeling. Sketch paintings, sculptures, posters, communication the message so effectively much more than just written words. It leaves long term impact on the audience. Audio with visual also makes the communication more effective. For example, pamphlet with only written word used as means of communicating the message to save water will be less effective than a poster on which a small, poor girl child looking for water from a tap to get rid of her thirst while some other lady wasting the water.
New Media Communication:

Recently in the field of media, there are many new terminologies which are popular like online media, web media, convergent media, multimedia, cyber media – all these are new modes of communication. All these together can be given one common name i.e. “new media”. Sometimes earlier radio and newspapers were the medium of communication but today there are too many new gadgets that can be used for communication. Technology has made communication instantaneous.

Audio, video, text, graphics, and animation, all these together are termed us multimedia. When we allow the user to control what and when the elements to be delivered it is called interactive multimedia. And when we provide a structure of their elements so that the user can navigate they then interactive multimedia becomes hypermedia. Emails, Blogs, Usenet, Bulletin Boards, Social Networking sites, online games, all these are new modes of communication.
New Media Communication
Criterion-5

- Public Communication
- Corporate Communication

Public Communication:

A group of person confronted by an issue but divided on the attitude or looking towards the issue is known as public. It is spontaneous. Public is nothing else than a large group of people dispersed on views on particular subject matter. The communicator has to generally use spoken words to address the public. The feedback may not be immediate in this case.

Characteristics:

- There can be different public like in a organization, only the members of organization is public and there can be many such publics.
- Communicator has to use speech to communicate to the public.
- The message may or may not be received exactly or correctly.
- Feedback is generally delayed.


**Corporate Communication:**

In recent times, corporate communication has played a vital role in the growth and well organized functioning of an organization. Organization can be any type, like it can be any media organization, any education organization or public or private corporate organization. Different technologies have changed the scenario today. Today, organizations communicate direct to their publics.

Communication must have to be effective not only on external front but also internally. Communication is a must between different management levels in any organization.

Proper flow of information between various layers of organization is new and corporate Communication contributes a lot to it. Communication applies in all managerial functions like planning, organizing, controlling, direction and coordination. Employees must be aware of what exactly the organization is aimed at. They must understand the objective, because they only they can participate in the growth of organization. This means management and communication are interlinked and management objectives cannot be achieved without effective communication.
Criterion-6

- Formal Communication
- Informal Communication

**Formal Communication:**

Communication is basically flow of information or messages from communicator to receiver. When this function is accomplished in a fixed pattern the communication becomes formal communication. When information is transmitted through a proper channel with all rules and regulations in any organization, it is termed as formal communication. A formal relationship of superior and subordinate is maintained in a firm with all rules and formalities of status and position.

**Characteristics of Formal Communication:**

- Systematic in Nature.
- Well defined route of channel.
- Generally downward flow in Nature.
- Inflexible.
Informal Communication:

Informal communication is also known grapevine. The relationship developed between employees in an organization that based on personal attitude, emotions likes, dislikes and interests give rises to informal communication. This thing grows very spontaneously from person to person in various informal ways like nod, smile, or sometimes even silence. Informal groups in any organization can be formed out of common interests, professional conflicts, social or personal needs.

Management can not directly stop the formation of such informal groups but only can cultivate positive things out of it which can thereby contribute to the achievement of objectives of the organization. Informal groups can be seen in any organization big or small public or private. Information on grapevine is generally scattered and there are no specific and fixed communication channels or routes.
Criterion-7

➢ Internal Communication

➢ External Communication

Internal Communication:

Interchange of facts, idea, attitude, opinion within different departments or within any organization can be termed as internal communication. The flow of information between different levels in any organization is internal communication. To accomplish objectives and aims in an organization Internal Communication has be effective. There must be proper channels of communication through which employees in various hierarchal levels of organization exchanges information. This communication can be verbal or non verbal. It can be in form of group discussion, meetings, grapevine or face to face communication. The performance of employees can be improved with effective communication between them.
**External Communication:**

There is no doubt that any organization working very efficiently and well equipped with Internal Communication channels need to create links with the outside world. The organization not only has to internally link but also has to make a brand image in the external world. The larger the organization, the more emphasis has to be given on its image in the external environment. For this objective to get accomplished, it is very necessary that the enterprise must follow a communicational policy to deal outside the organization. Any organization has to deal with customers, financial companies, banks, government departments.

An effective, firm communication channel has to be developed for any organization to work smoothly in the outside world. Information exchange and proper use of feedback can only be done with effective external communication.
External Communication
Criterion-8

- **Downward Communication**
- **Upward Communication**
- **Horizontal Communication**
- **Diagonal Communication**

### Downward Communication:

This type of communication is based or the direction of the flow of information in any organization. When information flows from top to down it is termed as downward communication. It can be in oral or written form.

There exists always a hierarchy of different management levels in any organization. When information flows downwards i.e. from upper level to the lower level of hierarchy, it is generally formal in nature.

This type of information is generally in forms of instructional letters, orders, task directives, bulletins, brochures, monos, official orders.
Downward Communication
**Upward Communication:**

In any organizational structure, when information flows from subordinate level to superior level, this is known upward communication. It is a two way communication. It also acts as a check of employee’s individual achievements.

This type of communication which is from lower level to upper level plays a very vital role in decision making. This helps in encouraging the subordinates whenever necessary. All these things integrately works for smooth and effective functioning of an organization.
**Horizontal Communication:**

This type of communication exists between departments on same hierarchical level in any organization. This means the communication between persons or departments of either the top or middle or lower level in any organization is termed as horizontal communication. This helps in well functioning of a level and give good results in totality. It is generally informal in nature. This type of communication is also known as crosswise communication or lateral communication. This relationship exists between functional executives of same level who work under one top or superior level. There are many modes of horizontal communication. They can be handwritten, messages, memos, telephonic conversation, and some of informal modes of communication.
Horizontal Communication
**Diagonal Communication:**

This type of communication occurs between the members of organization irrespective of their status positive and hierarchal level. Most often this type of communication is informal in nature. There are very rare situations when formal modes of communication are used for such things. Telephonic conversation, gossip, grave vine, melting, conferences, emails all these are used for diagonal communication. For example in an organization, a market executive who works under the supervision of marketing manager can directly communicate to the production manager if needed. This can be called as diagonal communication.
Criterion-9

➢ **Focused Communication**

➢ **Unfocused Communication**

**Focused Communication:**

Focused communication as the name suggests occurs when the communicator and receiver of information message both are convinced and ready to involve in communication process. In other words, both the communicator and receiver are aware that they are exchanging information with one another. The modes of communication may be formal or informal and also the communication can be verbal or non-verbal.

According to Goffman, for focused interaction, there is a need for direct, person to person (s) communication. In today’s technological world, there are many tools available for such communication. Focused interactions are very useful when we need to understand the perceptions, attitudes of a particular group of people or a community. Discussions can be done in such conditions which will help to get the desired results.

**Unfocused Communication:**

Unfocused interaction often conveys important content and context unfocused communication contributes to a particular group’s cohesiveness and effectiveness. In general unfocused communication is that communication which occurs when people are present same setting or environment but they are not engaged in direct or face to face communication. We cannot get detailed opinion or view on a particular subject matter than this type of communication.