

# Chapter: 2

## Types of communication

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# CHAPTER OUTLINE

## 2.1 types of communication

### 2.1.1 Verbal communication

### 2.1.2 Non-verbal communication

## 2.1 Forms of communication

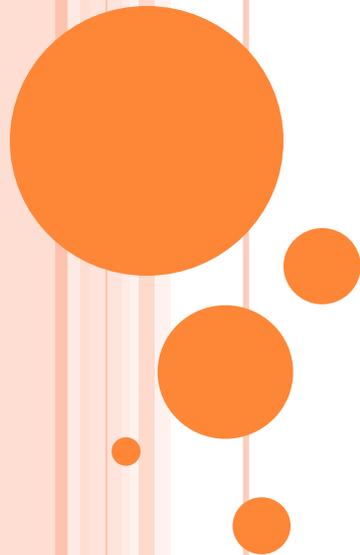
### 2.2.1 Interpersonal communication

### 2.2.2 Intrapersonal Communication

### 2.2.3 Small Group communication

### 2.2.4 One-to-group communication

### 2.2.5 Mass communication



# TYPES OF COMMUNICATION

## Verbal Communication

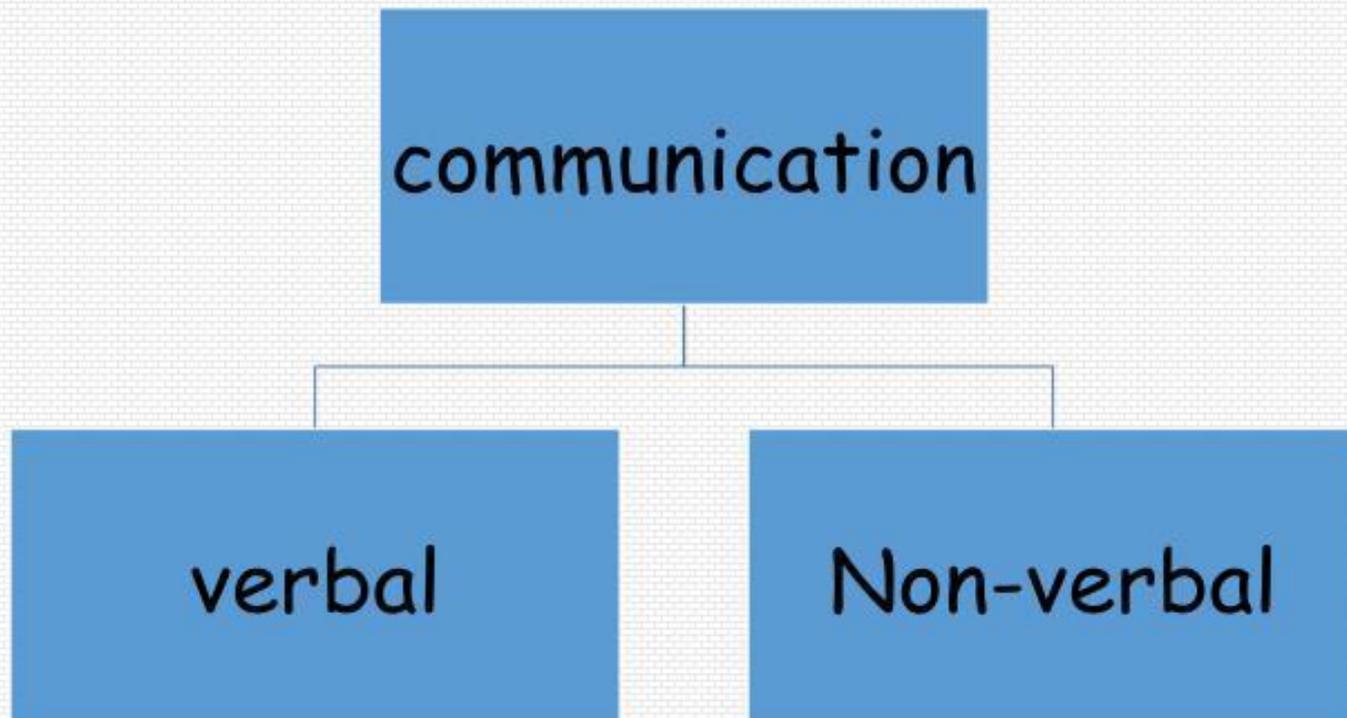
1. Oral
2. Written

## Non Verbal Communication

1. kinesics (Body language)
2. Haptics (Touch )
3. Proxemics (Space distancing)
4. Chronemics
5. Sign language
6. para language

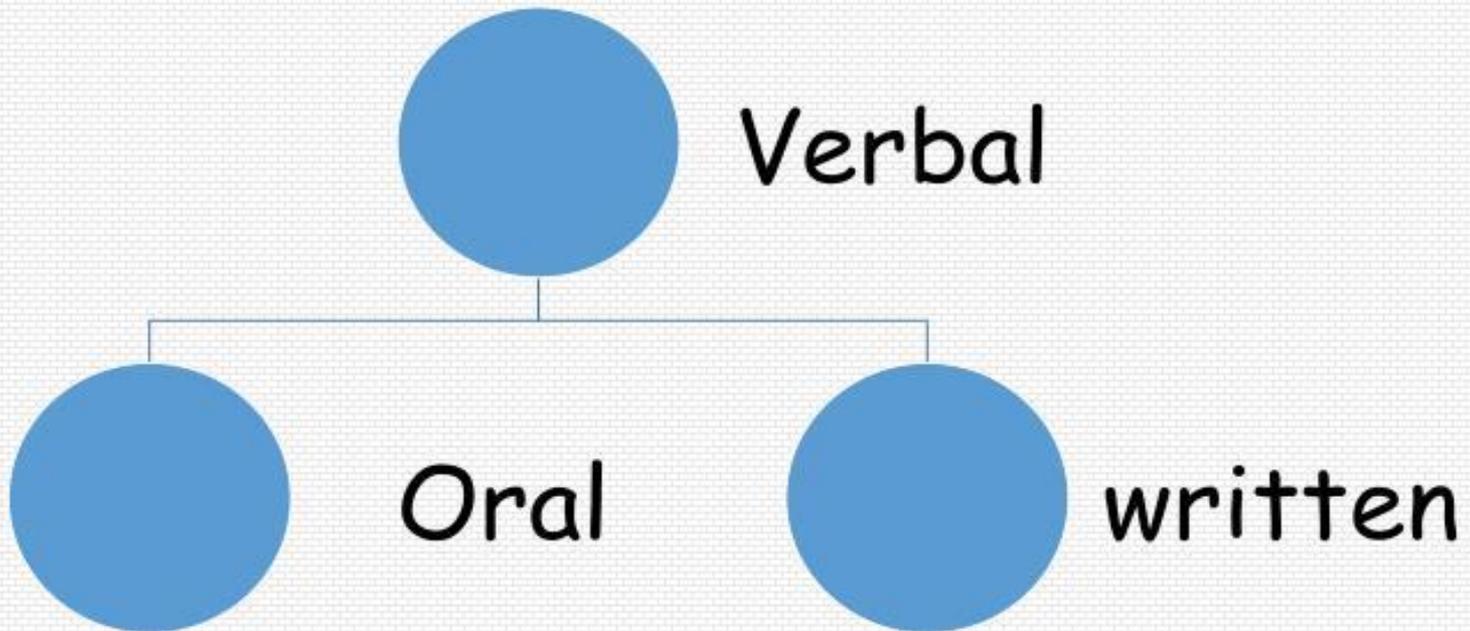


# Means of communication



# Parts of verbal communication

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# 1. VERBAL COMMUNICATION

**\* Verbal communication is refers to the form of communication in which message is transmitted verbally**

- Verbal communication is done by words, mouth or a piece of writing.
- ❖ Objective of every communication is to have people understood what we are trying to say.

# A/ ORAL COMMUNICATION

- In oral communication, Spoken words are used.
- It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet.
- Communication is influence by volume, speed and clarity of speaking.



# ORAL COMMUNICATION

## Advantages

- Quickness in exchange of Ideas.
- Quick feedback
- Flexibility.
- Personal touch
- Removal of misunderstanding

## Disadvantages

- Unfit for lengthy message.
- Unfit for policy matters.
- Lack of written proof.
- Expensive method.
- Lack of clarity.
- Misuse of time.
- Presence of both the parties is necessary.



# B/WWRITTEN COMMUNICATION

- In written communication, written signs or symbols are used to communicate.
- In written communication message can be transmitted via email, letter, report, memo etc.
- In written communication, is influenced by the vocabulary & grammar used, writing style, precision and clarity of the language used.



# WRITTEN COMMUNICATION

## ADVANTAGES

- Suitable for lengthy messages
- Written proof
- Clear message
- Less expensive method
- Presence of both the parties .
- is not necessary
- True and effective

## DISADVANTAGES

- Unfit for uneducated persons
- Lack of secrecy
- No quick feedback.



# Non-verbal communication

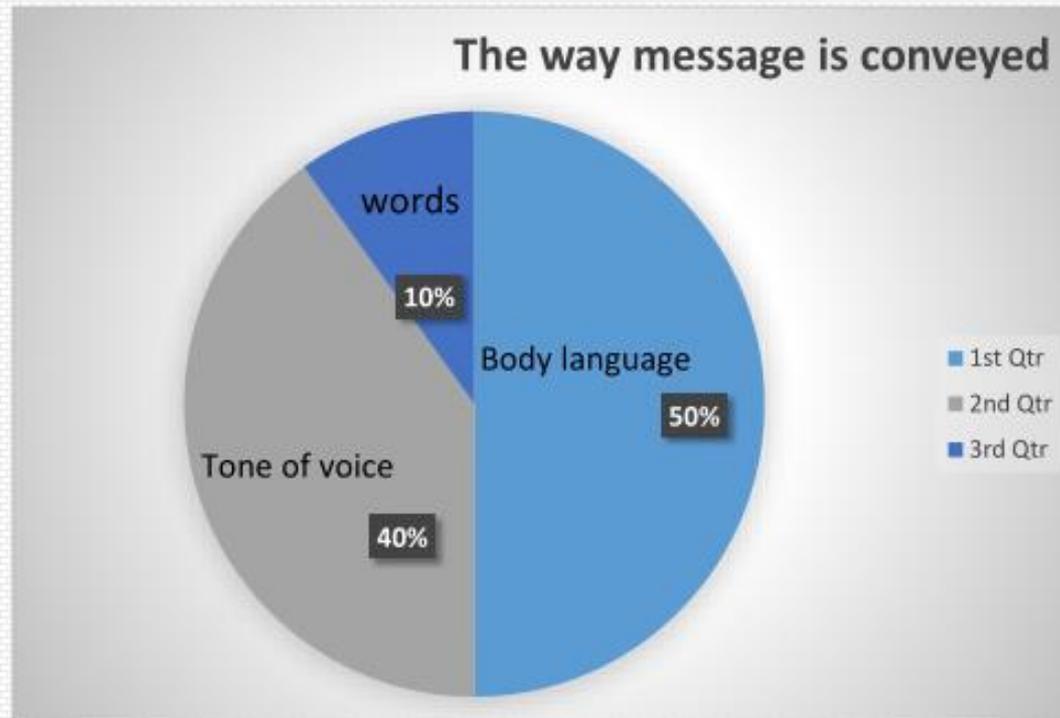
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- Through signs & symbols.
- Non-verbal can go without verbal communication.
- Verbal can't go without non-verbal communication.



# Importance of Non-verbal communication

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# TYPES OF NON-VERBAL COMMUNICATION

## **Non Verbal Communication**

- 1. kinesics (Body language)**
- 2. Haptics (Touch )**
- 3. Proxemics (Space distancing)**
- 4. Chronemics**
- 5. Sign language**
- 6. para language**

# 1/BODY LANGUAGE

- Facial expression
- Eye contact/ gaze
- Gestures
- Postures
- Personal appearance



# FACIAL EXPRESSION

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- Face is the index of mind. Think how much information can be conveyed with a smile or a frown. By facial expressions we can show or we can understand happiness, sadness, anger and fear and much more



# EYE GAZE

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Looking at another person can indicate a range of emotions like anger, grudge and danger, a dangerous look can tell you someone is unhappy and not comfortable with



# GESTURES & POSTURES

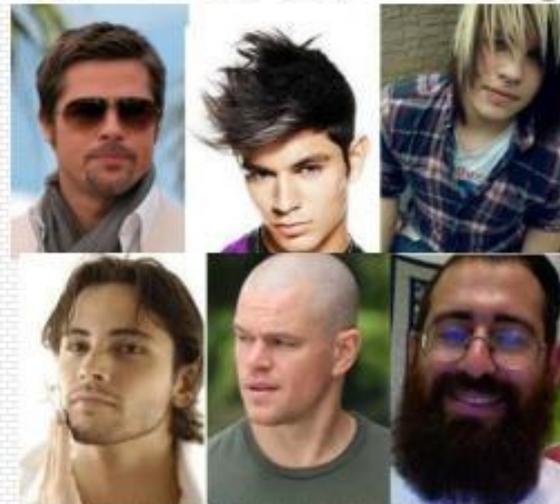
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# PERSONAL APPEARANCE ADORNMENT

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- Appearance can indicate our profession
- It shows your nature, interest and your taste
- It can also point out our religious and cultural values



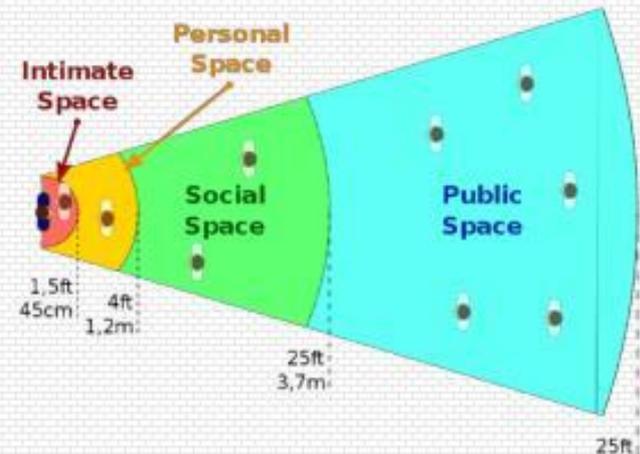
# Haptics (Touch language)

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# Proxemics (Space language)

- To communicate while keeping a distance is called proxemics
- The amount of distance we need and the amount of space we perceive as belonging to us is influenced by a number of factors including social norms, situational factors, personality characteristics and level of familiarity



# Signs



# CHRONEMICS (TIME LANGUAGE)

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- A call at 2 a.m. indicates some kind of emergency
- You reached in a party on time shows you are punctual



# Para language

**Attributes of speaking which include the pitch, the tone, the volume, tempo, rhythm, articulation, resonance, nasality and even the accent of the speaker collectively known as paralanguage, we can understand mood and the situation by paralanguage expressions**

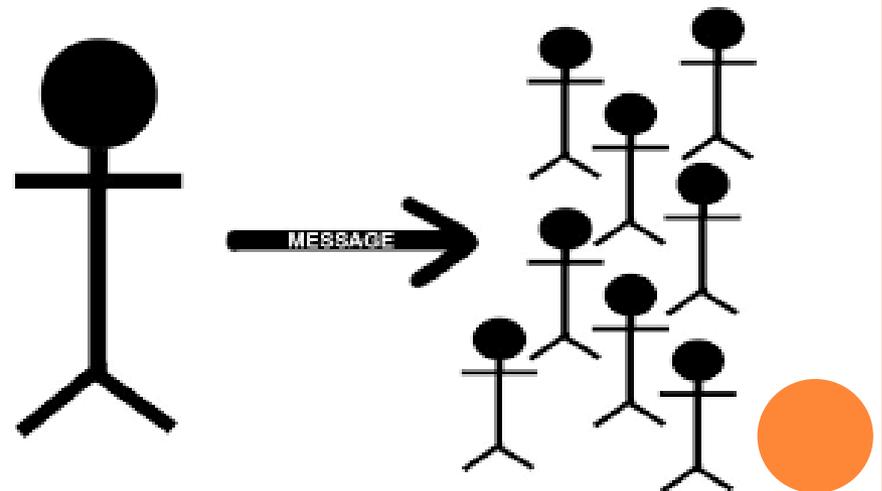
# FORMS OF COMMUNICATION

1. Interpersonal communication
2. Intrapersonal Communication
3. Small Group communication
4. One-to-group communication
5. Mass communication



# ONE-TO-GROUP COMMUNICATION

- involves a speaker who seeks to inform, or motivate an audience.
- Example is a teacher and a class of students.



# SMALL GROUP COMMUNICATION

- is communication within formal or informal groups or teams. It is group interaction that results in decision making, problem solving and discussion within an organization.
  - Examples would be a group planning a surprise birthday party for someone. A team working together on a project.



# INTRAPERSONAL COMMUNICATION

- is communication that occurs in your own mind. It is the basis of your feelings, and beliefs.
- Examples are when you make any kind of decision – what to eat or wear. When you think about something – what you want to do on the weekend or when you think about another person.



# Inter-personal communication



Communication between two or more people called inter-personal communication

- Examples are when you are talking to your friends. A teacher and student discussing an assignment.

# Mass communication

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Communication through electronic gadgets (mass media) like books, journals, TV, newspapers etc



Thank  
you

