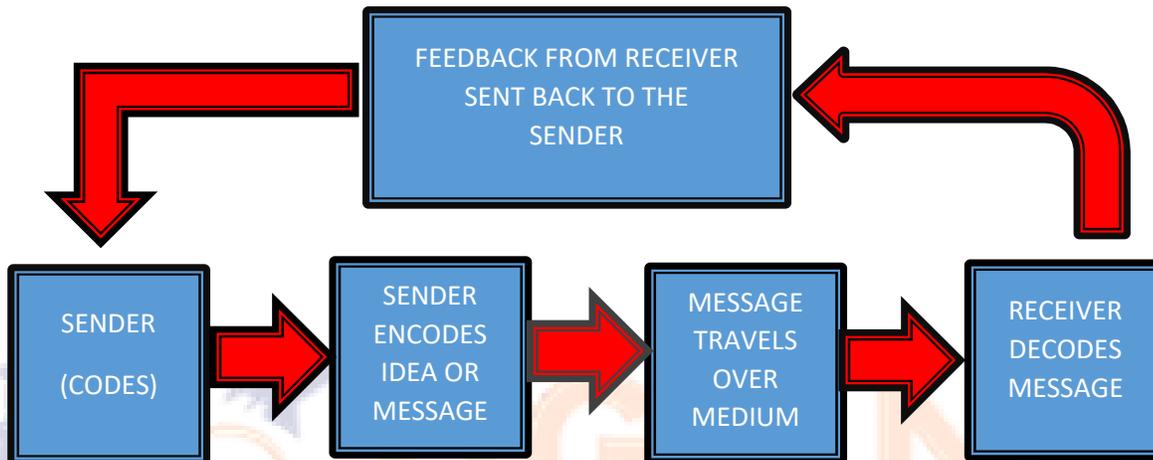


## COMMUNICATION

It is a process of transfer, exchange, sharing of ideas, thoughts and feelings etc., in such a way that the mental picture envisioned by the sender is same as that perceived by the receiver.

### COMMUNICATION PROCESS



Step 1- Sender processes the messages which he wants to convey.

Step 2- Sender encodes the message which he wants to convey.

Step 3- The message is then sent through a medium or channel.

Step 4- Receiver receives the message sent from the sender and decodes it for information sent.

For communication to take place there must be common understandable medium i.e. language, signs, gestures, symbols etc. which should be common to both the sender and receiver.

Examples-

- Talking to friends and family (Informal).
- Meeting with the board Members (Formal).
- Classroom interaction of students with teacher.

### CHARACTERSTICS OF COMMUNICATION

- It is a dynamic and continuous process i.e. for a message from sender receiver will reply to which sender will again respond and so on.
- For communication to take place effectively there must be both effective speaking as well as listening for it to be termed as communication. Without the either of the two there will be no communication.
- Both sender and receiver are essential for the process.

---

**Join our Online Course for UGC NET paper1 and paper 2(Commerce)**

[www.ugcnwtwithmegha.com](http://www.ugcnwtwithmegha.com)

**+91 91660 06811**

---

## OBJECTIVES OF COMMUNICATION

- It is a process of transfer of knowledge, ideas, opinion, views, beliefs, values and spreading awareness etc. from sender to receiver (single or multiple) in the form of message.
- Facilitate the learning process, training, planning and achieving of targets and goals.
- It can enhance the decision making, understand other person's wants, feelings, emotions and expectations.
- Response to the message is an essential tool which tell whether the message is interpreted correctly or not.  
Consequence of this interpretation can build a situation or destroy it depending on how it is interpreted.
- It is essential for preserving culture, tradition, historical importance etc.
- Feedback is very important as it describes how good the communication is and what improvements can be made in the process.

## TYPES OF COMMUNICATION

### INTRAPERSONAL COMMUNICATION

This is a type of communication which a person makes with himself and the process doesn't require any receiver and has not time barrier i.e. it can take place any time. Moreover no feedback is required as there is no receiver.

Examples- self talk, processing information within the mind itself etc.

### IMPERSONAL COMMUNICATION

These are the short or brief interactions that we have in our day to day life, for example- conversation with the vendors, shopkeepers etc.

### INTERPERSONAL COMMUNICATION

It is interaction between 2 or more people or groups.

- Face to face between 2 (dynamic).
- Between or among groups (group).
- Or among a large number of people (public).

### Characteristics

- Message conveyed is like an arrow once spoken can't be taken back.
- It has various forms such as written, verbal, non-verbal, gestures etc.
- It can be both formal and informal : examples-

---

**Join our Online Course for UGC NET paper1 and paper 2(Commerce)**

**[www.ugcnwtwithmegha.com](http://www.ugcnwtwithmegha.com)**

**+91 91660 06811**

---

## **INTRAGROUP**

This type of communication that takes place within a group of people it can in the form of discussions sharing of thoughts and information, expressing one's own ideas and beliefs, project discussion etc. are the various forms.

And when these activities takes place between 2 or more groups it is termed as **intergroup communication**.

## **FORMAL/OFFICIAL COMMUNICATION**

- It takes place in various business organizations such as government departments, NGO's, firms etc. for transmitting orders passing information, instructions, policies etc.
- Flow of information i.e. the medium takes place through predefined channels.
- Reliable form of communication.
- It is usually in the written format.
- It is time consuming and a slow process.
- Effective as it proceeds systematic flow of information and thus the secrecy can be maintained.
- Chances of distortions are high due to various levels in the flow of information.
- Usually horizontal or vertical and occasionally diagonal.

## **INFORMAL/GRAPEVINE COMMUNICATION**

**Informal communication** is also known as **grapevine communication** because there is no definite route of **communication** for sharing information and it usually takes a long passage, passing from one person to other.

This type of communication takes place between friends and family or between people having no formal relations

### **Characteristics**

- It doesn't have any particular channel for the flow of information
- It is usually verbal or in the form of gestures.
- It is fast and efficient.
- It is less reliable
- It might lead to rumors.
- No secrecy is maintained.

## **CONTIGUOUS COMMUNICATION**

In this mode of communication the participants are in direct touch, it is a continuous process Examples- face to face interaction, chat sessions etc. Usually involves limited number of participants and is a time consuming process.

---

**Join our Online Course for UGC NET paper1 and paper 2(Commerce)**

**[www.ugcnwtwithmegha.com](http://www.ugcnwtwithmegha.com)**

**+91 91660 06811**

---

## **NON-CONTIGUOUS COMMUNICATION**

In this mode of communication the participants are not in direct touch, it is a discontinuous process. Examples- reading from newspaper, books and magazines, listening to radio etc. Usually has a great reach to the audience.

## **DIRECT COMMUNICATION**

The communication takes place face to face with the need of any medium to interact, whereas when there is a use of medium like print media, mobiles, and social media etc. it is termed as **mediated communication**

## **TYPES ON THE BASIS OF DIRECTION OF FLOW OF MESSAGES**

### **HORIZONTAL COMMUNICATION**

It takes place when the communication takes place between people of same posts/ranks of same or different groups or organizations.

### **VERTICAL COMMUNICATION**

It involves the exchange of messages between persons of different ranks, status or positions (in which one will be superior and the other will be subordinate).

Examples- Business orders, project reports, instructions, brief-ups of the work to be done etc.

#### **Types**

### **UPWARD COMMUNICATION**

It takes place when the messages flow from lower ranks person to a person of higher rank in the hierarchy

#### **Characteristics**

- Useful for feedback and suggestions
- It builds healthy working environment.
- Higher authorities must accept feedback and suggestions from the subordinates for effective upward communication.

Examples- suggestion or complaint box

#### **Limitations**

- Higher authorities are not open to feedback from lower ranks
- Subordinates hesitate in providing fair feedback because of fear of losing job.
- Superiors can feel that they are disrespected.

---

**Join our Online Course for UGC NET paper1 and paper 2(Commerce)**

**[www.ugcnwtwithmegha.com](http://www.ugcnwtwithmegha.com)**

**+91 91660 06811**

---