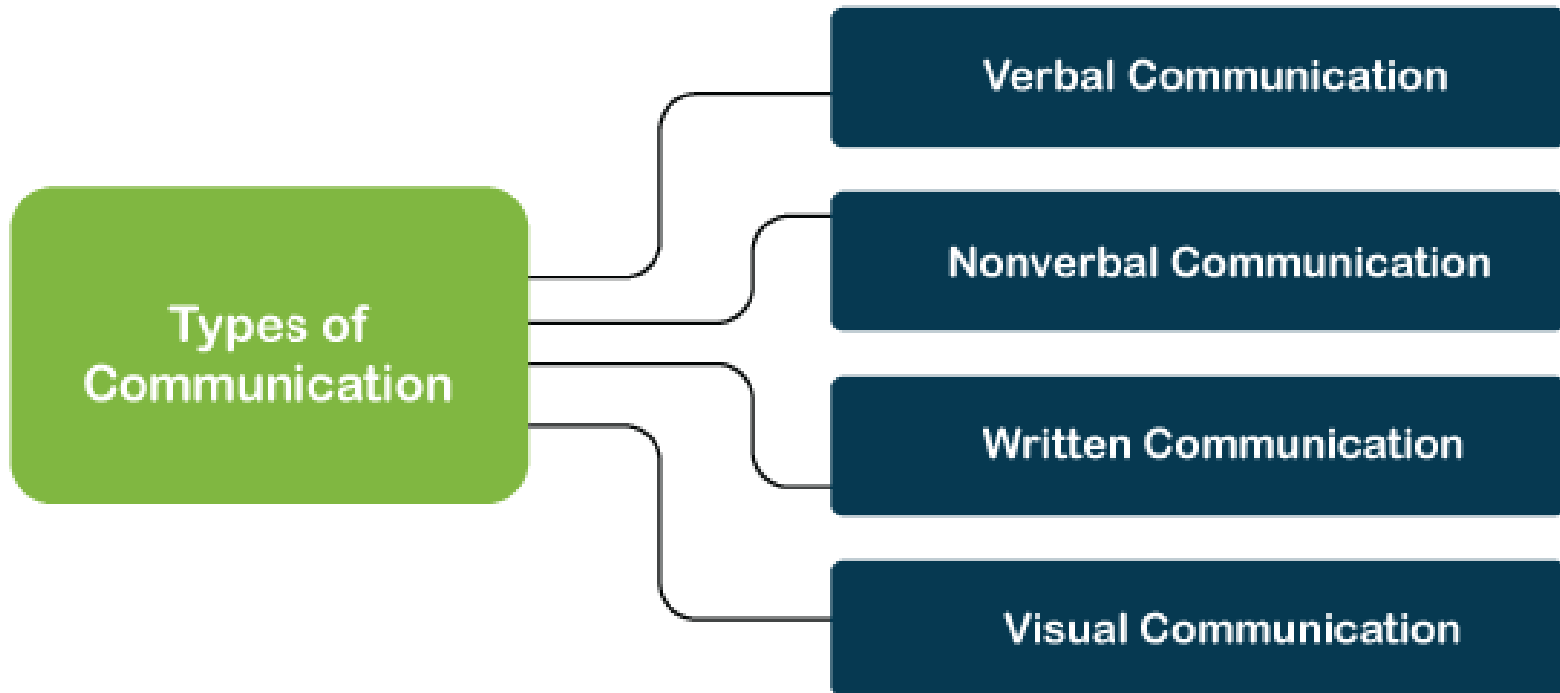


Types & Modes of Communication

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Types of Communication



1. Verbal Communication

1. Verbal Communication

- a) Oral communication
- b) Written communication
- c) Visual and Audio visual communication
- d) Silence

a) Oral communication

- Communication is done through spoken words.
- Face-to-face talk, telephonic talk, video-chat, television, radio or chat over internet, such as Skype or WhatsApp.
- Personal traits such as clarity of pronunciation, pitch, slang, volume, speed, etc. influence oral mode of conversation.

Advantages of Oral Communication

- High level of transparency and understanding
- Quick feedback
- Flexibility
- Time and other resources saving
- Helpful for teamwork
- Best for confidential exchange of information
- Quick resolution of disputes
- Receptive and encouraging
- Facial expressions and body language visible

Disadvantages of Oral Communication

- Informal and no proof of decision
- Poor personal traits, such as stammering, weaker command on language, slang, no coherence visible
- Less authentic
- May consume long time in meetings
- Requires great attentiveness and receptivity
- No legal standing

1. Verbal Communication

b. Written communication

- Communication is written in words or symbols and is transmitted via e-mail, letter, memo, etc.
- Many social media platforms based on Internet are available, where written communication is posted.
- Meant for mass circulation, instead for an individual written communication is most commonly used in business and its contents, vocabulary, style, precision and clarity are very important achieving its objective.

Advantages of Written Communication

- Permanent record and can be used as reference in future.
- Sender can write and re-write to make it error free before sending.
- Presence of the sender and the receiver is not required.
- Sometimes there are complex matters that cannot be talked over in a satisfactory manner. In the written communication, complex matters can be explained.
- Being a written document, there are no chances of misconception.
- Message can be sent to a large number of people.

Disadvantages of Written Communication

- Time consuming.
- Require good command on the language
- Poorly written communication may create poor impression.
- Feedback is not instant.
- No personal touch.

1. Verbal Communication

c. Visual and Audio visual communication

“A picture is worth a thousand words”.

Audio-visual communication is a combination of sight and sound.

Advantages

- Popular
- Supports oral communication
- Easy presentation of complex data
- Helpful for rural clients
- Saves time
- Decision making is quicker
- Helpful in publicity

Disadvantages

- More expensive
- Time consuming
- Some times more complex
- Infrastructural problems

1. Verbal Communication

d) Silence

- Although it may look odd, silence is also a mode of communication
- Anxious or fearful of speaking
- Silence may be an indication of agreement, dissent, anger or frustration.
- Sometimes, silence is rather a golden way of communication, because it may save yourself from embarrassment or losing your job

Advantages

- Saves from embarrassment
- Self-control
- Attracts appreciation
- Gives time to think
- Sometimes more effective

Disadvantages

- May be misunderstood as shyness
- May infer as lack of confidence
- People may bully
- May be misunderstood as sign of intrigue

2. Non Verbal Communication

- Communication without using words, such as gesture, body language, facial expression.
- Often non-verbal expression supplement the verbal communication.
- Leader often uses gestures, to emphasize certain points.
- **Non Verbal Communication types**
 - a) Body Language (Kinesics)
 - b) Facial Expressions
 - c) Posture
 - d) Gestures
 - e) Touch (Haptics)
 - f) Proxemics

2. Non Verbal Communication

a) Body Language (Kinesics)

- Communicate with body language is called *Kinesics Communication*.
 - Study of the body movements - gestures as a means of communication.
- Body Language - most often used non-verbal communication.



Tired

Source: Art of living

Sorry

Source: Dictionary.com



Please



Listen

2. Non Verbal Communication

b) Facial Expressions

- Most expressive part of the body.
- Facial expressions distinctly reveal -
 - Happiness
 - Sadness
 - Fear
 - Anger
- From the facial expressions of a speaker, it is possible to infer whether he is **confident**, **excited**, **angry**, **shy**, **confused** or **tired**.
- Example
 - A slack (loose / floppy) face of the speaker may indicate that he/she is not comfortable with his/her speech.



2. Non Verbal Communication

C) Posture

- Way a person stands or sits.
- Posture of a person while speaking indicates his mental state (relaxed, confident, attentive or impatient).
- An open posture displays friendliness, warmth, and positivity.
- A closed posture displays boredom, indifference and negativity.



2. Non Verbal Communication

D) Gestures

- Parts of the body particularly **hands** and **face**, move to communicate message, either in place of, or in conjunction with speech.
- 3 main types of gestures: adaptors, emblems, and illustrators.
 - **Adaptors** are touching behaviour and movement that can be targeted towards the self, objects or others.
 - It results from anxiety or uneasiness.
 - **Emblems** are gestures that serve the name purpose as a word.
 - **Illustrators** are the gestures to indicate the size or shape of an object.
 - Illustrators are used subconsciously and are largely involuntary.
 - Making gestures while speaking on telephone although the other person is not seen.

1		Thumb up	7		"OK"
2		Index extension	8		"Victory"
3		Make fist	9		"Call"
4		Palm open	10		"Drag"
5		Wrist out	11		Wrist out (fist)
6		Wrist in	12		Wrist in (fist)

2. Non Verbal Communication

e) Touch (Haptics)

- Notion of interaction through touch.
- Non-verbal form of communication, touch, carries ethical and moral implications in educational practice.
- A pat by the teacher on the back of the student is a sign of encouragement and it is many times more powerful than a verbal communication.

f) Proxemics

- Public Space (12 Feet or more)
- Social Space (4-12 Feet)
- Personal Space (1.5 – 4 Feet)
- Intimate Space (less than 1.5 feet)



3. Written Communication

- Any written message that two or more people exchange.
- Written communication is typically more formal but less efficient than oral communication.
- Examples
 - Letters
 - Emails
 - Notes
 - Texts
 - Billboards, etc.

Written Communication

“ **Written Communication** refers to the process of conveying a message through the written signs or symbols ”

Report

EMAIL

Memo

Post Card

GEEKTONIGHT
Entrepreneur | Marketer | Student Guide

The infographic features a central illustration of a woman in a green sweater writing in a notebook. Surrounding her are icons for a 'USER MANUAL' report, an email icon, a sticky note memo, and a postcard. The background is a solid green color.

4. Visual Communication

- Visual communication is delivering information, messages, and points by way of **graphical representations**, or **visual aids**.
- Using visual communication in addition to verbal, nonverbal, and written communication, create an effective way for message to be heard and understood.
- Examples
 - Slide presentations
 - Diagrams
 - Physical models
 - Drawings
 - Illustrations

