



Modes & Types of Communication

THREE MODES OF COMMUNICATION

1. Interpersonal
2. Interpretive
3. Presentational

THREE MODES OF COMMUNICATION

Interpersonal	Interpretive	Presentational
Two-way communication with active negotiation of meaning among individuals	One-way communication with no recourse to the active negotiation of meaning with the writer, speaker, or producer	One-way communication intended for an audience of readers, listeners, or viewers
Spontaneous Usually involves exchange of information Meaningful	Reader, listener or viewer interprets what the author, speaker, or producer wants the receiver of the message to understand	Presentation of information; not exchange No direct opportunity for the active negotiation of meaning exists

<p>Participants observe and monitor one another to see how their meanings and intentions are being communicated and make adjustments and clarifications accordingly</p>	<p>Interpretation differs from comprehension and translation in that it implies the ability to read, listen or view “between the lines,” including understanding from within the cultural mindset or perspective</p>	<p>To ensure the intended audience is successful in its interpretation, the “presenter” needs knowledge of the audience’s language and culture</p>
<p>Speaking and listening (conversation)</p> <p>Reading and writing (text messages, messages on social media, letters)</p>	<p>Reading of authentic texts (websites, stories and other literature, articles, signs)</p> <p>Listening to authentic texts (speeches, messages, songs, radio news, ads)</p> <p>Viewing of authentic materials (videos, movies, presentations, TV shows, commercials, news, plays)</p>	<p>Writing (messages, articles, advertisements, flyers, brochures, short stories, reports, scripts, Power Point presentations);</p> <p>Speaking (telling a story, giving a speech, TV or radio news, drama presentations including skits, presentation to jury)</p>

TYPES OF COMMUNICATION

Verbal and Non-Verbal - Communication – Written, Oral & Non-Verbal Communication!

1. Verbal Communication – Written, Oral:

The word verbal means ‘connected with words and use of words.’ Any communication using words is verbal communication. Words are the most precise and powerful sets of symbols. Words denote as well as connote meanings. That is why all serious or formal communication is usually in words. Words, as we are all aware, can be written or spoken.

Thus, verbal communication can further be divided into two types:

(a) Oral Communication: “A wound inflicted by speech is more painful than a wound inflicted by a sword”. As the term itself suggests, communication through the spoken word is known as oral communication. Of the working time spent in verbal communication : 9 % is in writing, 16 % in reading, 30 % in speaking and 45 % in listening.

In oral communication, words should be chosen very carefully so that what they connote has the precise shade of meaning. The sender of the message or his representative is usually the speaker, while the receiver or his representative, the listener. Listening is also an important aspect of oral communication.

Factors in oral communication:

- (i) The speaker
- (ii) How he speaks
- (iii) What he speaks
- (iv) To whom he speaks
- (v) Whether he receives a feedback

Pre-requisites of oral communication:

- (i) Clear and proper pronunciation of words
- (ii) Clarity and exactitude
- (iii) Conciseness
- (iv) Right tone
- (v) Right style and vocabulary

Merits of oral communication:

(i) Saving of time and money: Oral communication saves money as well as time. No money needs to be spent for producing oral communication since it involves only the spoken word. Oral communication is, therefore, economical.

Secondly, there is hardly any delay from the time when the sender sends the message and the receiver receives it. The words are received and understood as soon as they are spoken. Oral communication, therefore, saves time, too.

(ii) Immediate feedback: The feedback in most oral communication is immediate. The words are received as soon as they are spoken, and the receiver can also give his reaction immediately. The speaker can gauge the mood and the response of the listener. The immediate feedback is an advantage for the speaker.

(iii) Saves paperwork: Paperwork is minimal since communication is in the form of spoken words.

(iv) An effective tool for exhortation: When the communication is oral, you can try to persuade the listener. Doubts can be cleared immediately.

(v) Builds a healthy climate: A friendly atmosphere is created when you communicate orally since there is less formality. You can also make modifications in the communication immediately on the basis of the feedback and response from the listener.

(vi) Best tool during emergency: Oral communication is the quickest tool during an emergency. It is the best method of communication when an immediate and fast response is critical.

Demerits of oral communication (limitations):

(i) Greater chances of misunderstanding: Unless it is recorded, you cannot refer to an oral message again. There are, therefore, greater chances of a message being misunderstood or misinterpreted. In fact, there is also a chance that the message may not be understood at all.

(ii) Bad speaker: Only an individual who can satisfy all the requisites of effective oral communication can produce good results. More often than not, a bad speaker may send the wrong message. When speaking, one communicates through the articulation, voice modulation and body language, too.

A message may be misunderstood if there is a disharmony among these components. Also, as mentioned earlier, what the words connote and what they denote should be in harmony, else the message may lead to a conflict in understanding.

(iii) Ineffective for lengthy communication: Oral communication is not useful for lengthy communication. Because of human limitations, there is every likelihood that something important will be missed out.

(iv) Lower retention rate: Oral communication suffers from the drawback of a low retention rate. A listener may absorb only some part of an oral message since the attention span differs from person to person. People also tend to forget an oral message quickly.

(v) No legal validity: Oral communication lacks proof of record. There is no permanent record or proof of what has been said. An individual who has given a message may deny it later; similarly, an individual who has been given an oral message or instruction may say he never received it. Hence, oral communication has very little value from the legal point of view.

(vi) Difficult to fix responsibility: Since a message is transmitted orally, it is difficult to fix responsibility. This may also lead to carelessness in the implementation of a message.

(b) Written communication:

A message constitutes written communication when it is put in “black and white.” It is a formal type of communication. The sender of the message or his representative constitutes the writer.

Written communication is usually considered binding on business organizations and is often used as evidence. Technological advancement has enlarged the gamut of written communication through email and other such facilities.

Factors in written communication:

- (i) The writer
- (ii) The content
- (iii) The language used
- (iv) The purpose of the communication
- (v) The style adopted – formal or friendly
- (vi) The receiver

Pre-requisites of written communication:

- (i) How much to put in writing
- (ii) What to leave out
- (iii) When to stop
- (iv) When to convey
- (v) By what means to convey

Merits:

- (i) Precise and accurate: Written communication is generally prepared with great care and precision. The very prospect of writing makes a person conscious. You have to be very serious and organised while communicating in the written form, because written communication is open to verification.
- (ii) Easily verified: Since written communication is on paper etc., it can be read and re-read. It also offers itself to verification. There is also, thus, less 'chance of someone twisting the message to his or her own advantage.
- (iii) Permanent record: Written communication constitutes a permanent record. It also acts like evidence. It proves very useful for future reference as it can be preserved for years. For example, old orders and decisions can serve as the basis for new ones.
- (iv) Suitable for lengthy and complicated messages: Lengthy and complicated messages can be understood better when they are in the written form rather than in the oral. There is less chance of misinterpretation and misunderstanding. Also, the language used is less subject to change.
- (v) Responsibility can be easily fixed: In written communication, responsibilities of sender and receiver can be fixed easily. People have the tendency of shifting responsibilities for mistakes, but this is difficult if the onus is obvious in black and white.
- (vi) Has legal validity: Written communication is acceptable as a legal document. Written communication has been used as evidence since time immemorial.

Demerits:

- (i) Slower method of communication: Written communication can be time-consuming since it may take even two or even three days to reach the receiver (by letters, for instance). By contrast, oral communication is immediate.
- (ii) Further delay if clarifications are required: Written communication hampers quick clarifications. The receiver may write back for clarifications and wait for a reply, making the process tedious. Even if clarifications are not needed, there is still a delay between the time the sender writes a message and the receiver receives it.
- (iii) Leads to too much of paperwork: Since written communication is basically done on paper, one may tend to use it as escape mechanism Paper-free offices remain a dream.
- (iv) Always a possibility of ambiguity or lack of comprehensibility: It is quite possible that the receiver is not able to comprehend the exact meaning of a written message that he has

received. The clarity of a written message also depends upon the skill, or the lack of it, in the sender. If the message has not been written properly, it will not be understood, either.

(v) Costly in terms of money and man-hours: Writing letters is a costly process not only because you need to spend money on postage, but also because several persons are involved in the process of sending out a letter from an organisation. Their time costs organisation money. While oral communication can be short and quick, written communication, because of its very nature, tends to be lengthy.

(vi) No flexibility: The written word is not subject to instant change after communication. Therefore, conveying an afterthought may prove very lengthy, and, at times, even impossible.

(vii) Literacy essential: It goes without saying that in written communication, the sender as well as the receiver should be literate. In fact, we may wrongly presume that they are so. In many Asian Countries, where literacy is low, a written message will be meaningless for large masses of illiterate persons.

Literacy also means literacy in the language of the message. The receiver should know the language in which a message has been written. It is no use receiving a message in English if you are not conversant with that language.

Notwithstanding its limitations, it can be safely concluded that written communication remains the spine of an organisation. Almost all formal communication is in the written form.

Visual Aids:

A visual aid type of written communication in the form of an illustration in tabular, graphic, schematic or pictorial form. Visual aids help communicators to get their message across more effectively to their audience. Visual aids help by making the material more interesting, clarifying and simplifying complex subjects and highlighting important points for better retention by the audience.

A checklist for creating effective visuals is given below:

(i) Visuals should be simple and easy to understand and the design and layout should contribute to the overall understanding of the subject.

(ii) Visuals should depict the data accurately and important points should be emphasized.

(iii) Visuals should be appropriate for the intended audience.

(iv) Care should be taken that the type-face and fonts are clear and readable and the captions short and informative.

2. Non-Verbal Communication:

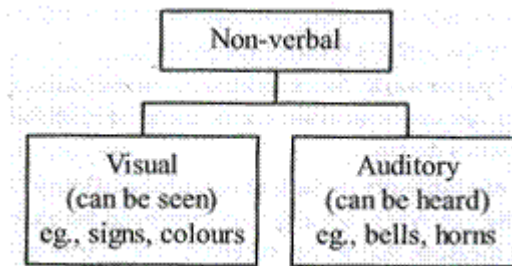
Scientific analysis has shown that body movements and gestures constitute 55% of effective communication. Hence, non-verbal communication merits great consideration.

Non-verbal communication involves things such as gestures, posture, physical appearance etc. It takes place without written or spoken words.

Non-verbal communication is those messages that are expressed by means other than linguistic. While you can refuse to speak or write, it is impossible to avoid behaving non-verbally.

Non-verbal communication is classified here in two different ways:

I. Non-verbal



II. a. Body language or kinesics – body movement, facial expressions, posture, etc.

- b. Vocal characteristics – paralanguage
- c. Space – proxemics
- d. Surroundings
- e. Silence

Kinesics:

The study of bodily movement that forms a part of non-verbal communication is known as kinesics. It is an integral part of our communication. Existence as a receiver is supposed to observe non-verbal communication 55% of the time. Our body consciously as well as unconsciously, conveys messages, moods, attitudes etc. in the same way as language uses sets of symbols to convey meaning.

(i) Facial expressions: The face is said to be the mirror of the mind. Whatever we feel reflected on our face. The face can convey energy, anger, grief, sincerity and a host of other feelings and emotions. A smile means friendliness, while a frown means anger.

A creased forehead shows worry while a raised eyebrow shows surprise hence it is very important to exercise a check and control over our feelings. Although this is a difficult task, you can get positive results with continuous efforts.

(ii) Gestures: Gestures are small body movements that transmit some message. It can even be the transmission of specific information. Some gestures maybe conscious while others may be involuntary. Some gestures have an almost universal meaning, such as a headshake for a “no” or a handshake as a “hello”.

Then there are other gestures that may have regional meanings. Strictly speaking, gestures are a part of body language because our head and hands tend to communicate by themselves in their own Way.

(iii) Posture: Posture is the position adopted by the body. It helps in conveying a message. Each movement or position of the body has expressive or defensive functions. Thus, the posture is an important element in non-verbal communication. It reveals a great deal about an individual.

Posture concerns the overall bearing of the body. It includes the angle of inclination and the position of the arms and the legs. A raised head indicates openness, while a tilted head indicates curiosity.

However, one should remember that none of these postures have any specific meanings of their own. They acquire meanings in association with other symbols and in the context of communication.

(iv) Clothes: A man is often judged by his appearance. His clothes play an important role in enhancing his personality. Shabbily dressed people may cut a sorry figure. It is vital for one to look professional and efficient. Accessories also play a major role in non-verbal communication.

Clothes and accessories relate to physical as well as socio-cultural characteristics. Sometimes, clothes and accessories manage to live up to the expectations of the receiver, while at times they send a message through a violation of these expectations.

(v) Eye contact: Eyes are the windows to the soul. Eye contact constitutes a very important factor of face-to-face communication. Through eye- contact, the speaker gets signals whether the channel of communication is open.

Discomfiture or nervousness results only in a brief eye contact; on the other hand, a long and fixed gaze shows interest. Depending on our feelings, we have smiling eyes, angry eyes, painful eyes, evasive eyes, and so on.

(vi) Silence: Silence speaks louder than words. It lays down the relationship between communicators and their attitude towards each other. Silence shows the inability to converse further. A student who has not done his homework will stay mum when the teacher asks him for it.

Indicators of Non-verbal Communication:

Positive:

- (i) Smile
- (ii) Open posture
- (iii) Interested expression
- (iv) Moderate eye contact
- (v) Accurate pitch and volume of voice

Negative – Submissive:

- (i) Floundering voice
- (ii) Defensive arms / legs
- (iii) Slow speech
- (iv) Fretting expressions
- (v) Deceitful looks

Negative – Aggressive:

- (i) Harsh voice
- (ii) Wagging finger
- (iii) Fast speech
- (iv) Supercilious expressions
- (v) Immoderate eye contact

Body language:

Body language stands for the way the body communicates without words, through the movement of its parts. The nodding of our heads, blinking of our eyes, waving of our hands, shrugging of our shoulders, etc., are expressions of our thoughts and feelings.

All these movements are the signals that our body sends out to communicate. That is why this area of study has been called body language. Just as language uses sets of symbols to convey meaning, our body, consciously as well as unconsciously, conveys messages, attitudes, moods, status relationships, etc.

The body language is very important. It has been observed that we may play fast and loose with words, but our body speaks out the truth. Even if we try to hide the truth or anything that we want to suppress, our body, our eyes, our gestures may speak out loud and clear.

Paralanguage:

The world of communication that involves signs, signals, pitch, tone and fluctuations to convey meaning is paralanguage. Para means 'like' or 'akin'. Paralanguage means "like language," but not actually a language.

Anything that performs the task of communication as a language without being a language in the conventional sense of the word falls within the purview of paralanguage. Paralanguage is used to describe a wide range of vocal characteristics which help to express and reflect the speaker's attitude. It is non-verbal because it does not consist of words.

Verbal communication is concerned with the content of the message – what is being conveyed? On the other hand, paralanguage is concerned with the manner in which the message is conveyed – how is it being conveyed?

Paralanguage depends on voice, intonation, pitch, pause, volume, stress, gestures, and signals. Through pitch and volume variation, stress on words, etc. one's voice can convey enthusiasm, confidence, anxiety and the speaker's mental state and temperament.

Voice: Voice is the first signal that we receive or use. A good listener can gauge a lot from the voice itself. There are various categories of voices. A voice can be sweet, soft, musical, cultivated, pleasant, nasty, clear or indistinct, among other things. The voice can help reveal a speaker's background, mental state, education, sex and temperament.

Intonation: Intonation is the modulation of the voice and the shift in stress. Intonation is a part of effective communication. For example, a message with serious content should not be delivered in a high tone, but in a somber tone.

Pitch: Pitch is the vocal slant of the voice. It is very important because it reveals the speaker's frame of mind. An unusually high pitch may reflect agitation. An unchanging pitch maybe boring or monotonous, decreasing the listener's span of attention.

The pitch may also help us understand the speaker's social position. A person in a position of authority uses a higher pitch than a subordinate. The flaring of tempers usually results in a change in the pitch.

Pause: A pause emphasizes a message. A pause is to speech what a comma is to prose. A pause at the wrong place may lead to miscommunication. For example, the difference between 'fruit trees' and 'fruit, trees' is vast.

Volume variation: The speaker should adjust the volume of his voice depending on the size of the audience. Larger the audience, the louder the voice should be. Volume variation makes the speech effective. Sometimes changing from loud to soft and from soft to loud have the desired effect.

Mixed signals: Mixed signals occur when the tone, pitch and facial expressions of the speaker do not match the words that he is speaking. This confuses the listener as to the exact motive of the speaker.

For example, an individual may congratulate another, but his tone may be cold. In this case, the listener will not be sure whether the speaker is really happy or is merely fulfilling a formality. Praise delivered in a sarcastic tone conveys mockery.

Proper word stress: Communication can be made more effective by putting proper emphasis or stress on the right words.

Overall impression: A message is understood by the listener not only by the content, but also by the manner in which the speaker conveys it. The speaker's bearing, attitude, dressing style, physical appearance, age, gender, accent and the quality and tone of the voice also affect the message that gets communicated. For a message to be effective, the overall impression given by the individual should be in consonance with the message that he wants to convey.

Advantages of paralanguage:

- (i) No oral communication is complete without paralanguage as it is closely connected to language itself.
- (ii) To a large extent, paralanguage indicates the position and situation of the speaker, whether in an organisation or in society.
- (iii) It also reflects the speaker's personality and background to a great extent.

(iv) Paralanguage is indicative of the mental state of the speaker. A discerning listener can derive the right conclusions from the pitch, tone and speed of a message. This can often be very useful.

Limitations of paralanguage:

(i) Paralanguage is 'semi' or 'like' a language. It is not language by itself. Therefore, not all the advantages associated with actual language can be attributed to paralanguage.

(ii) Paralanguage involves the drawing of conclusions on the basis of a number of peripheral (side) attributes. Such drawing of conclusions need not always be right. In such a case, they may also serve to create undue bias. This, in itself, makes paralanguage misleading or confusing at times.

(iii) Also, as speakers may come from different backgrounds, cultures and situations, the conclusions from paralanguage may be difficult to draw, especially to convey a message in its entirety.

Proxemics or territory or space:

Proxemics is another important type of non-verbal communication. The term, proxemics is derived from the word proximity, which means closeness. Proxemics is used with reference to space or territory. A lot of communication takes place non-verbally through the sheer manner in which we use the space around us.

Scholars have also attributed a lot of non-verbal communication to the colour, design, layout and utilisation of the space around us. This is also proxemics. The space around us can be broadly classified as under:

Intimate space: Most body movements take place within 18 inches around us. It is our most intimate circle of space. Only very close people or family members can enter this space, be it through a whisper, a pat on the back or a handshake. It means that the less the space between the two persons communicating, the more intimate is the nature of communication.

Personal space: Personal space extends from 18 inches to four feet where we have normal conversation with friends, colleagues and associates. It is used in informal talks and impromptu discussions in which one may not be averse to taking important decisions.

Social Space: This can be anywhere between four feet and 12 feet. It reflects a formality of relationship. It also reflects a lack of spontaneous behaviour. An individual's responses are more collected and well thought-out. Social space reflects reason, planning and control, usually associated with business communication within a formal relationship.

Public Space: This starts from a distance of 12 feet. One has to raise one's voice to be heard. There is a lack of personal feelings and an added sense of detachment.

Paralanguage:

- (i) Reflects feelings and attitudes of the speaker through a wide range of vocal characteristics.
- (ii) Paralanguage gives important clues about the speaker's educational, national/regional background and mental state.
- (iii) It is a systematic study of how an individual verbalizes.

Proxemics:

- (i) Feelings and attitudes are reflected by the way people use space around them.
- (ii) Proxemics helps us to understand relationships and interaction patterns between people.
- (iii) Proxemics is also concerned with the use of space by groups of people.

Surroundings: How you organize the surroundings also contributes to the communication. The room where you meet your visitors may be dazzling or simple. It may be gaudy or sober. The decor of the place, the furniture, and the artistic pieces that adorn your office, tell about yourself and your taste.

PERSONAL, SOCIAL AND BUSINESS COMMUNICATION

Personal Communication:

Personal communications may be one to one communication between individual at informal (like talk between two friends) or formal level (like an office discussion); private letters, memos, emails, personal interviews or telephone conversations. Personal communications are only cited in text and not included in the reference list, as the information is unable to be retrieved by others.

Social Communication

Social communication skills refer to all of the skills we need when using language to communicate and engage in conversations with other. Social communication encompasses the following skills:

- Using language for a range of functions, e.g. to provide information; to question; to negotiate; to suggest; to clarify.
- Conversational skills, e.g. starting and finishing conversations; maintaining a topic of conversation; taking turns in a conversation.
- Understanding shared and assumed knowledge, i.e. how much information the listener needs to understand.
- Understanding and using non-verbal communication skills, e.g. eye contact, facial expression, gesture, proximity and distance.
- Understanding implied meaning

Social Communication has three components:

1. The ability to use *language for different purposes* (e.g. to greet, inform people about things, demand, command, request).
2. The ability to *adapt language to meet the needs of the listener or situation* (e.g. talking differently to a baby versus an adult, talking louder when there is lots of noise, being aware of the listener's knowledge and giving more information or less when needed).
3. Following the often "unspoken" rules of conversation and storytelling (e.g. taking turns in conversations, looking at the speaker, standing at an appropriate distance from the speaker, using facial expressions and gestures). The rules of conversation are often different across cultures, within cultures and within different families. It is therefore important for a person to quickly understand the rules of the person with whom they are communicating.

Business Communication

The sharing of information between people within an enterprise that is performed for the commercial benefit of the organization. In addition, business communication can also refer to how a company shares information to promote its product or services to potential consumers.

Communication is neither the transmission of a message nor the message itself. It is the mutual exchange of understanding, originating with the receiver. Communication needs to be effective in business. Communication is the essence of management. The basic functions of management (Planning, Organizing, Staffing, Directing and Controlling) cannot be performed well without effective communication.

Business communication involves constant flow of information. Feedback is integral part of business communication. Organizations these days are verly large and involve large number of people. There are various levels of hierarchy in an organization. Greater the number of levels, the more difficult is the job of managing the organization. Communication here plays a very important role in process of directing and controlling the people in the oragnization. Immediate feedback can be obtained and misunderstandings if any can be avoided. There should be effective communication between superiors and subordinated in an organization, between organization and society at large (for example between management and trade unions). It is essential for success and growth of an organization. Communication gaps should not occur in any organization.

Business Communication is goal oriented. The rules, regulations and policies of a company have to be communicated to people within and outside the organization. Business Communication is regulated by certain rules and norms. In early times, business communication was limited to paper-work, telephone calls etc. But now with advent of technology, we have cell phones, video conferencing, emails, satellite communication to support business communication. Effective business communication helps in building goodwill of an organization.

Differences between Business Communication and General Communication

Business Communication	General Communication
1. Business Communication deals with only business related information.	1. General Communication deals with the information except business.
2. It is more formal, direct and well organized.	2. It is less formal, indirect and not well organized. http://bizcommunicationcoach.com/
3. It uses certain formats to convey message.	3. Different formats are used here according to the will of the communication.
4. There is no scope of using personal feelings or emotions or opinion in business messages. http://bizcommunicationcoach.com/	4. Personal feelings, emotions and opinions take most of the part of general communication.
5. It always deals with practical information.	5. Sometimes general communication may contain factious information.
6. It is impartial and objective	6. It may be partial and subjective.
7. The purpose of every message in business communication is to elicit certain action.	7. General communication may be done just to inform the parties about certain matters.
8. Tables, charts, graphs, photos, diagram etc. are frequently used in Business Communication.	8. Tables, charts, graphs, photos, diagram etc are rarely used here.
9. Business messages frequently persuade the employees, customers or clients to do certain job.	9. General Communication is done for general or personal affairs.
10. Feedback is more important here because the success of Business Communication largely depends on it.	10. Feedback is not so important here in all cases.
11. Business messages are kept as legal evidence. http://bizcommunicationcoach.com/	11. Personal messages are not always considered as legal evidence.