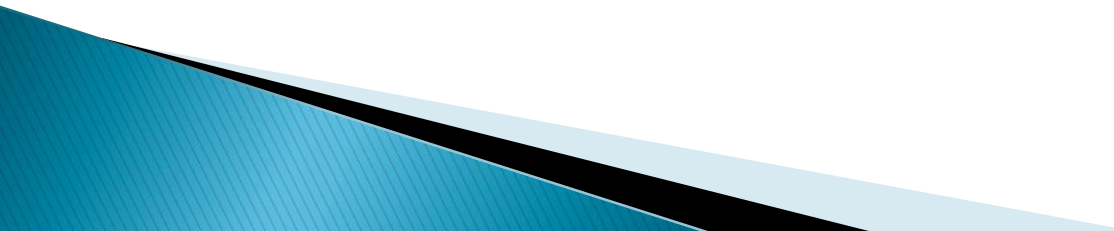


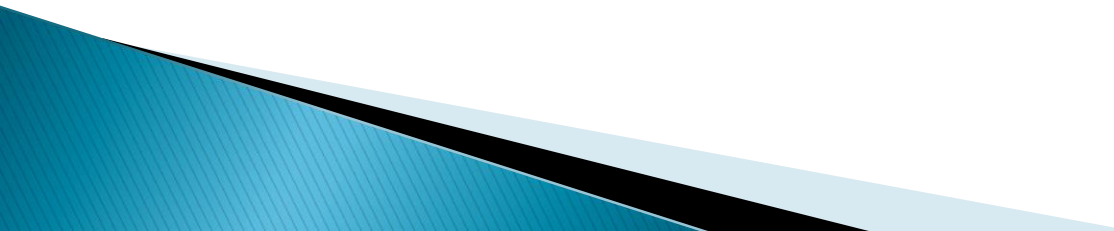
Classification of Communication



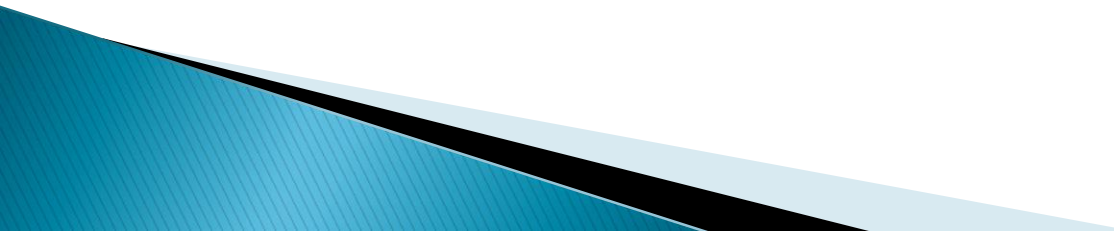
On the Basis Of Medium:

- ▶ Verbal (Oral, Written)
 - ▶ Non-Verbal (Body Language, Space Language, Time Language, Para Language, Touch Language)
- 

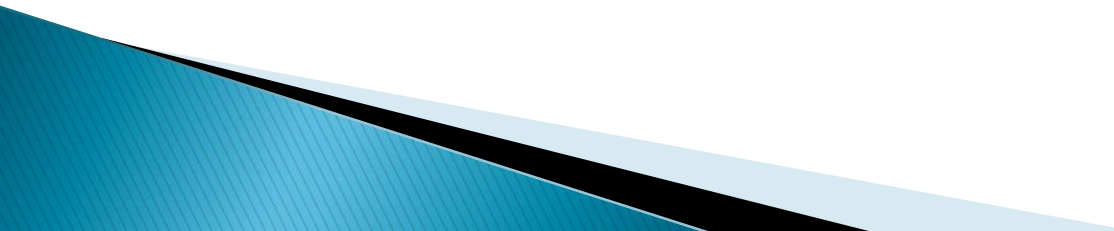
On the Basis of Flow

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


On the Basis of Channel

- ▶ Formal
 - ▶ Informal (Grapevine)
 - ▶ Rumour
- 

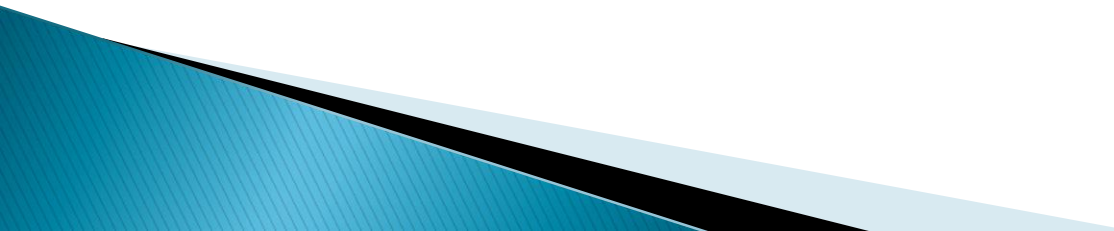
Oral Communication

- ▶ Takes place through voice, sound & spoken words.
 - ▶ Used where direct interaction is required
 - ▶ Presentations, meetings, discussions, speeches, interviews, lectures, conferences, etc.
 - ▶ Listening
- 

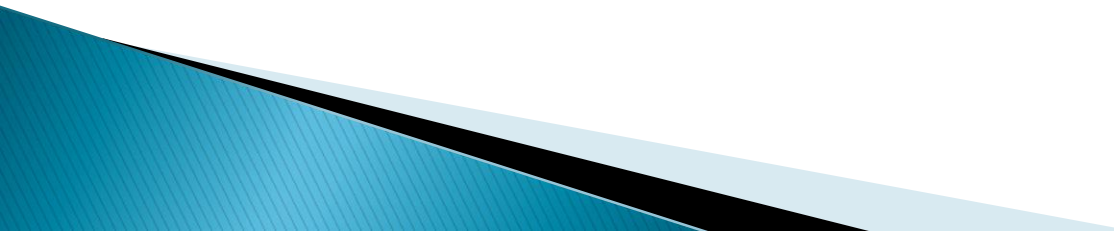
Advantages of Oral Communication

- ▶ High level of understanding and transparency
 - ▶ Flexibility for allowing changes in the decisions previously taken
 - ▶ Spontaneous feedback
 - ▶ Time Saving
 - ▶ Cost Effective
 - ▶ Essential for teamwork and group energy
 - ▶ The conflicts, disputes and many issues/differences can be put to an end by talking them over.
- 

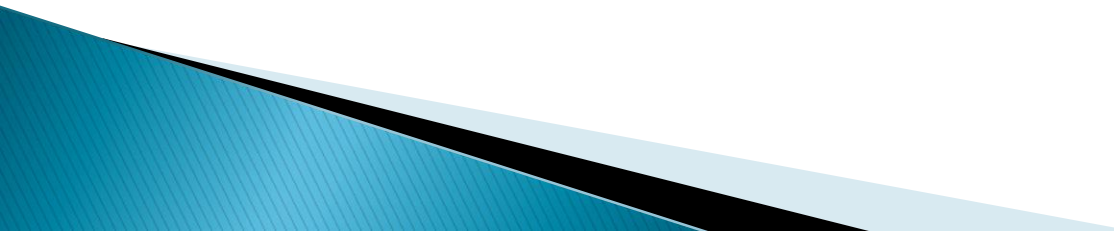
Limitations of Oral Communication

- ▶ No Legal Validity
 - ▶ There may be misunderstandings as the information is not complete and may lack essentials
 - ▶ Time Consuming (Long speeches)
 - ▶ It requires attentiveness and great receptivity on part of the receivers/audience
 - ▶ Information Overload
- 

Written Communication

- ▶ Formal form of communication
 - ▶ More Valid & Reliable
 - ▶ Letters, Memos, Reports, Circulars, Notices, etc.
 - ▶ Crisp and Precise
 - ▶ Requires careful choice of words, their organization into sentences, and then appropriate composition of sentences.
- 


Effective Writing: Principles

- ▶ Right Choice of words
 - ▶ The sentences should be accurate
 - ▶ No use of slangs, jargons, cliches.
 - ▶ Simple terminology
 - ▶ Adequate paragraph size: 5–6 lines
 - ▶ Avoid Gender biased words– chairman, policeman, businessman, manpower, etc
- 

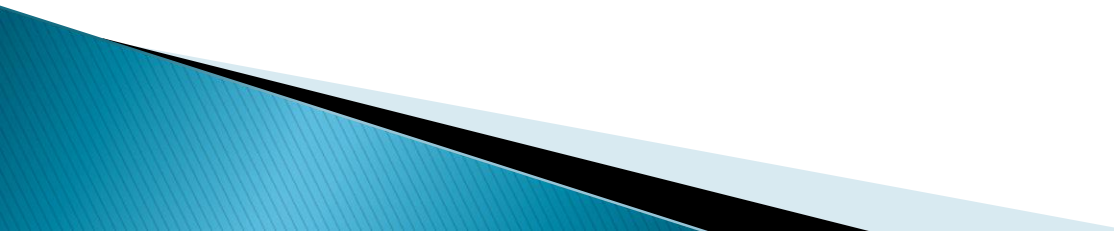
Advantages of Written Communication

- ▶ Helps in laying down principles, policies and rules for running of an organization.
- ▶ Permanent means of communication. It is useful where record maintenance is required.
- ▶ Legal validity: Can be used as a proof in a court of law.
- ▶ Can be recorded and used for future reference
- ▶ It assists in proper delegation of responsibilities. While in case of oral communication, it is impossible to fix and delegate responsibilities on the grounds of speech as it can be taken back by the speaker or he may refuse to acknowledge.

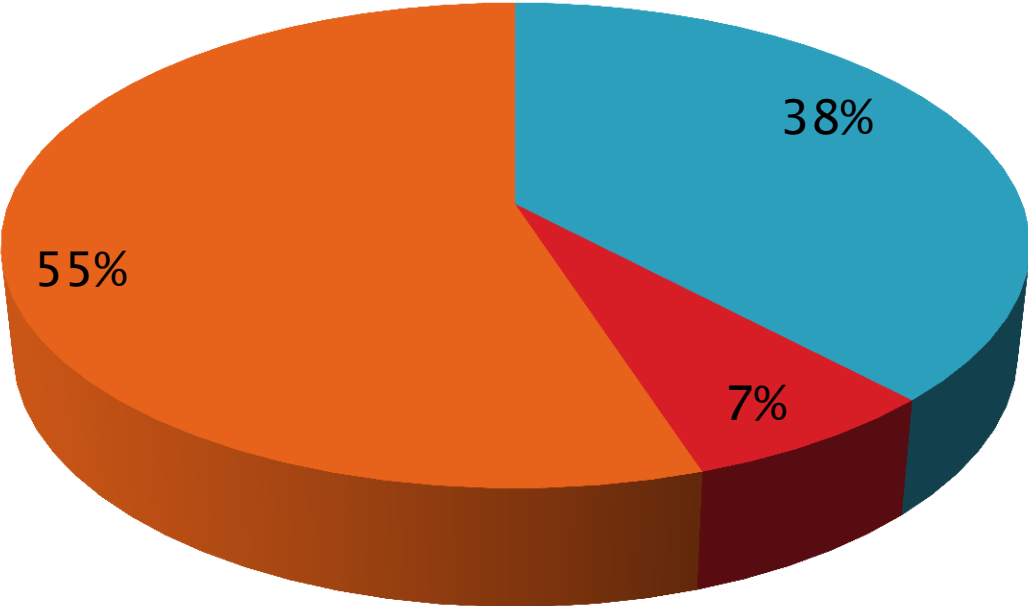
Limitations of Written Communication

- ▶ It costs huge in terms of stationery and the manpower employed in writing/typing and delivering letters.
 - ▶ The response is not spontaneous.
 - ▶ Written communication is time-consuming as the feedback is not immediate. The encoding and sending of message takes time.
 - ▶ Effective written communication requires great skills and competencies in language and vocabulary use. Poor writing skills and quality have a negative impact on organization's reputation.
 - ▶ Less Persuasive
- 

Non-Verbal Communication

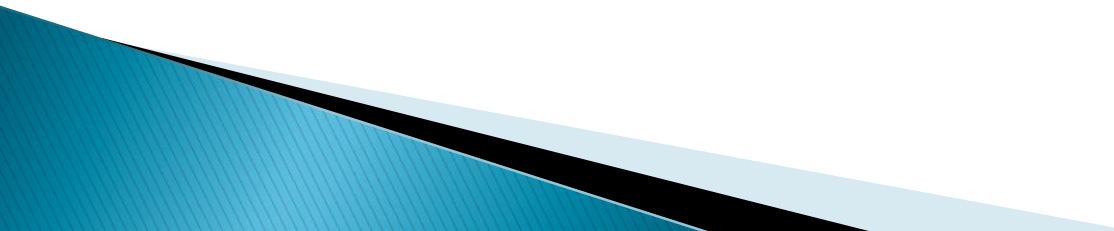
- ▶ sending and receiving messages in a variety of ways without the use of verbal codes.
 - ▶ includes our facial expressions, gestures, eye contact, posture, and even the tone of our voice.
 - ▶ Non verbal stimuli like colors and sound have better visibility compared to verbal.
 - ▶ Nonverbal communication has a huge impact on the quality of our relationships
- 

Non Verbal Communication

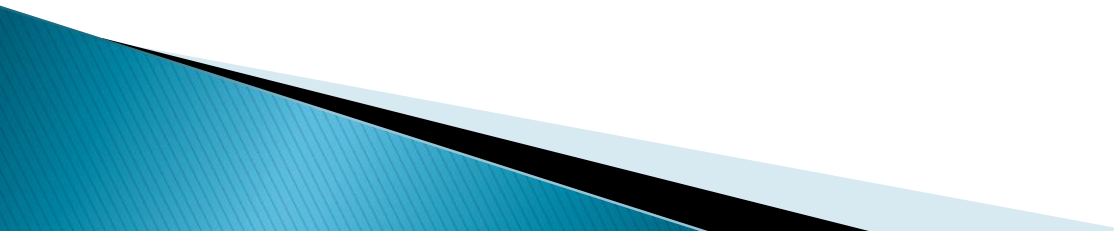


- Voice Tone
- Words
- Body Language

Roles of Non-Verbal Communication

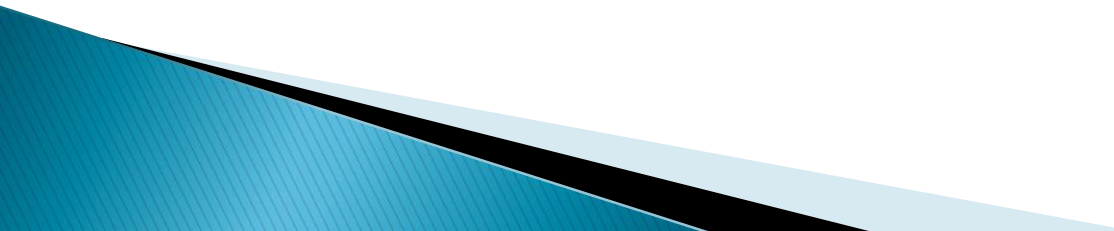
- ▶ Repetition
 - ▶ Substitution
 - ▶ Contradiction
 - ▶ Complementing
 - ▶ Accenting
- 

Types of Non Verbal Communication

- ▶ Body Language (Kinesics)
 - ▶ Para Language
 - ▶ Time Language (Chronemics)
 - ▶ Space Language (Proxemics)
 - ▶ Touch Language (Haptics)
- 

Body Language

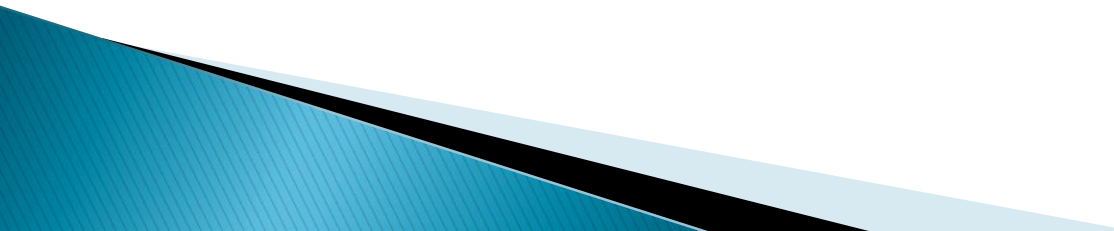
Remember, we are dealing with PEOPLE

- ▶ (P)ostures & Gestures
 - ▶ (E)ye Contact & Movements
 - ▶ (O)rientation
 - ▶ (P)resentation
 - ▶ (L)ooks
 - ▶ (E)xpression of Emotions
- 

Face

- ▶ Your expressions
- ▶ Your smile or lack thereof
- ▶ Tilt of the head; e.g., if your head is tilted to one side, it usually indicates you are interested in what someone is saying

What message are you sending if someone is presenting a new idea and you are frowning?



Figure

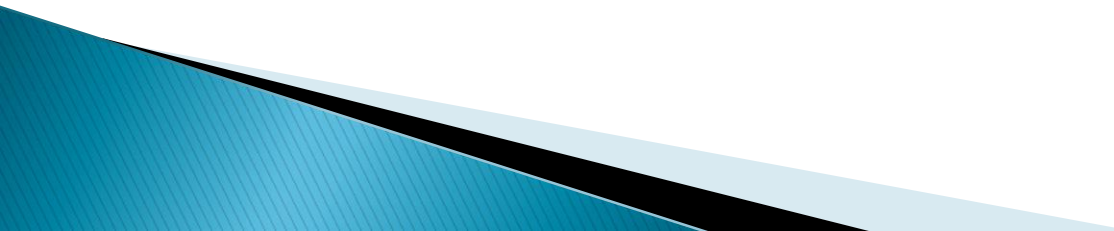
- ▶ Your posture
- ▶ Your demeanor and gestures
- ▶ Your clothes and accessories such as jewelry

What message are you sending if you are dressed casually at an important meeting?

Focus

- ▶ The perception of eye contact differs by culture
- ▶ Staring makes other people uncomfortable
- ▶ Lack of eye contact can make you appear weak or not trustworthy
- ▶ Glasses may interfere or enhance eye contact

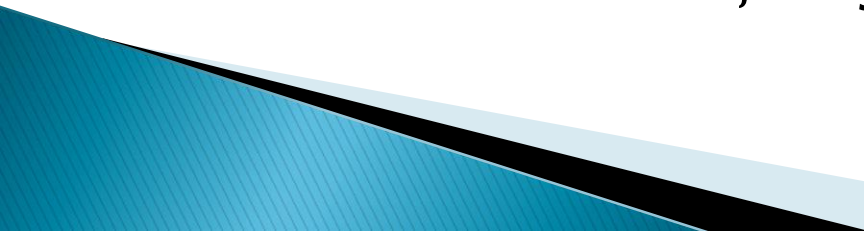
What message are you sending if you are looking at other things and people in a room when someone is speaking to you?



Signal	Interpretation
Scratching or walking around	
Folding arms	
Crossing legs	
Sitting forward	
Tilting head	
Touching or scratching face	
Moving very close	
Touching another person	
Opening eyes wide	
Stretching arms in front	
Clasping of hands	
Putting hands on head	

Signal	Interpretation
Scratching or walking around	Restless
Folding arms	reserved
Crossing legs	reserved
Sitting forward	Interested
Tilting head	Keenly observing
Touching or scratching face	Tensed/ thinking
Moving very close	Eager/ intimacy
Touching another person	Eager/ intimacy
Opening eyes wide	Surprised/ astonished
Stretching arms in front	Exhausted
Clasping of hands	Surprised/ tensed
Putting hands on head	tensed

Para Language

- ▶ We communicate with our voices, even when we are not using words.
 - ▶ Nonverbal speech sounds such as tone, pitch, volume, and rate are important communication elements.
 - ▶ When we speak, other people “read” our voices in addition to listening to our words.
 - ▶ These nonverbal speech sounds provide subtle but powerful clues into our true feelings and what we really mean.
 - ▶ Think about how tone of voice, for example, can indicate sarcasm, anger, affection, or confidence.
- 

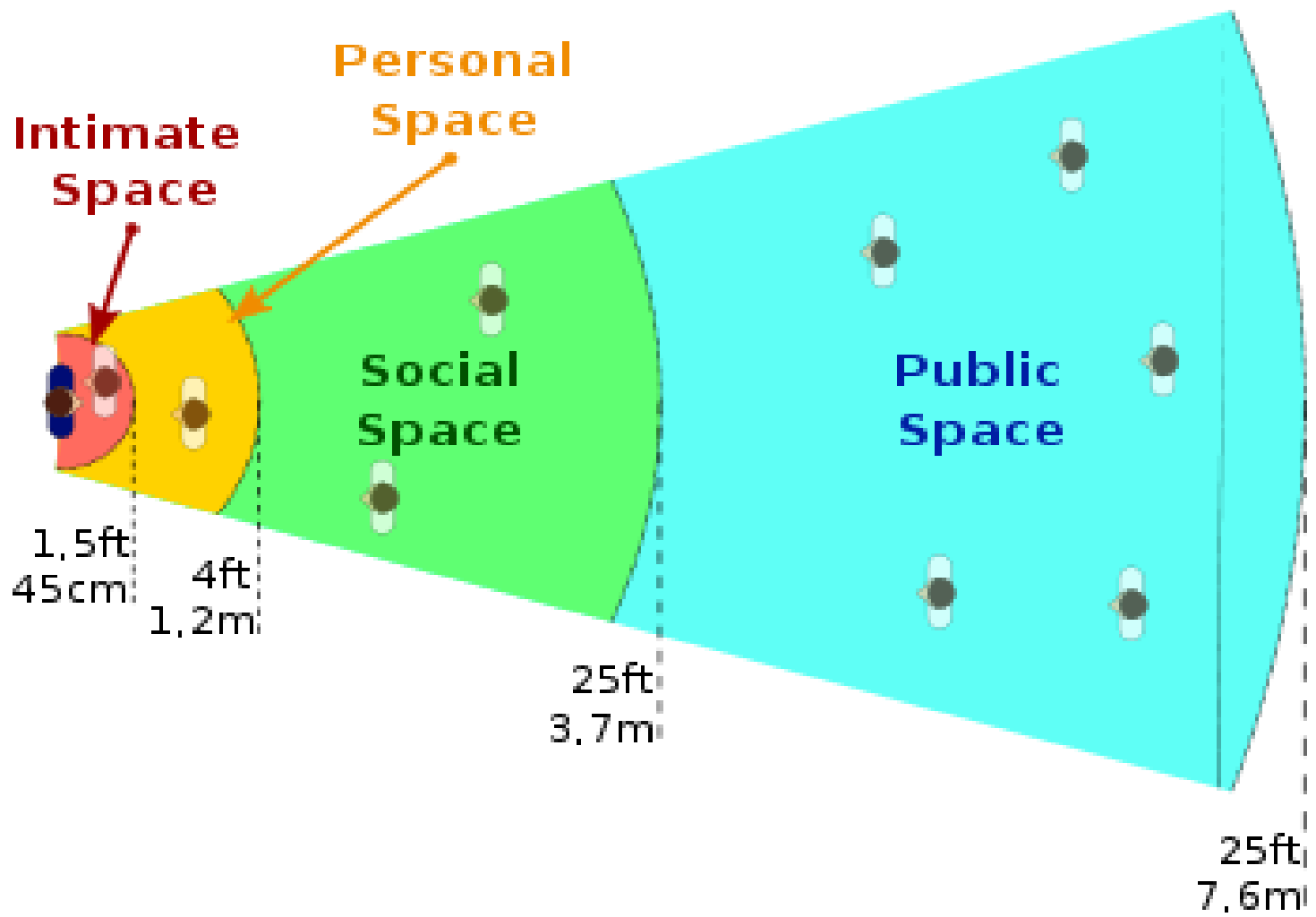
- ▶ Tone is a factor of your voice
- ▶ Pitch is the highness or lowness of voice
- ▶ Volume is how loud your voice is
- ▶ Emphasis is your inflection

What message are you sending if during a disagreement you start speaking very loudly?

Proxemics

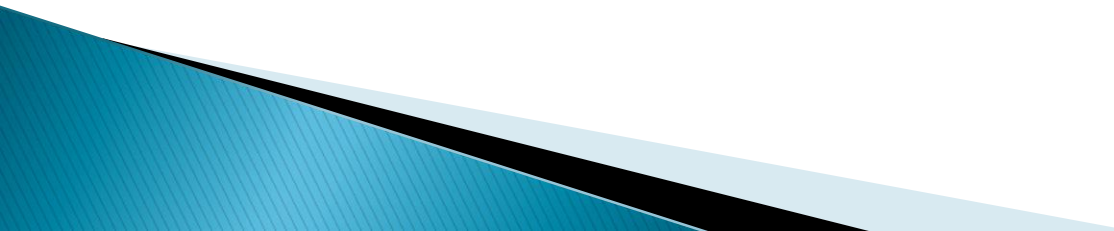
- ▶ **Territory** focuses on how you use space.
- ▶ Public space, social space, personal space, intimate space
- ▶ The perception of territory differs by culture. Most Americans are comfortable with an individual space that is about an arm's length in diameter. Most Indians are comfortable with shorter space.

What message are you sending if you keep moving closer to a person who is backing away from you?



Chronemics

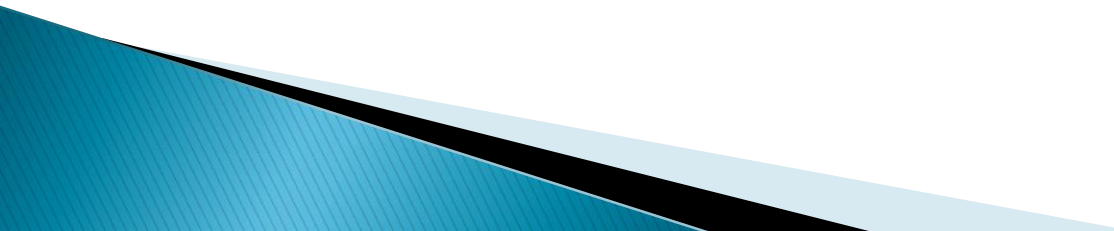
Chronemics focuses on how we perceive time, structure our time and react to time. It includes

- ▶ Punctuality
 - ▶ Willingness to wait
 - ▶ Interactions
- 

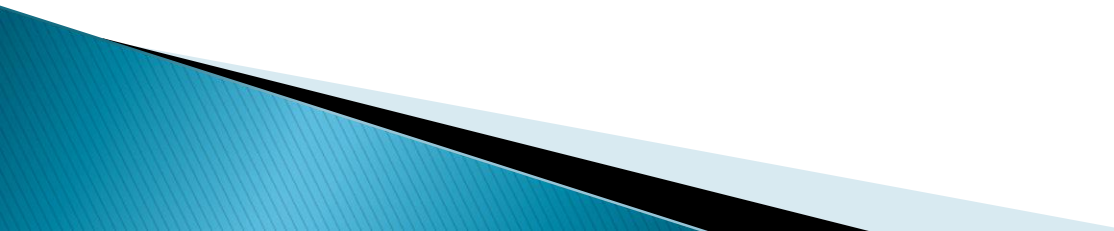
Monochronic Vs Polychronic

Monochronic Preferences	Polychronic Preferences
One thing at a time	Multiple activities at once
Rigid approach to time	Flexible approach to time
Strict agenda	No strict agenda
Focus on task	Focus on relationship
Completion of job most important	Relationships important than the job
Emphasise promptness	Promptness based on relationships

Haptics

- ▶ Haptic communication is communicating by touch.
 - ▶ Touch is often intimate and can be used as an act of domination or friendship, depending on the context and who is touching who, how and when.
 - ▶ Young children and old people use more touching than people in the middle years.
 - ▶ Touch provides a direct contact with the other person. This varies greatly with the purpose and setting.
- 

Types Of Haptics

- ▶ **Social Haptics**
 - Touch on the back, shoulders
 - Handshake
 - Gentle tap on the head
 - ▶ **Professional Haptics**
 - Touch on the back, shoulders
 - Handshake
 - ▶ **Warmth & Love**
 - ▶ **Punishment**
- 

Now go out and enjoy ...
Communicate!