

Communication: Concept and Types
(With special reference to Non-verbal communication)

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1. Etymological meaning of communication

The word communication is derived from the two Latin words:

- communis (noun) means commonality
- communicare (verb) means to make common

2. Definitions

- According to OED – Communication is the imparting, conveying or exchanging of ideas and knowledge whether by speech, writing or sign.
- According to Columbia Encyclopedia– Communication is the transfer of *thoughts and messages*. The basic forms of communication are by *sign* (sight) and *sound* (hearing).
- According to Berelson and Steiner – "Communication–the transmission of information, ideas, emotions, skills etc. by the use of symbols–words, pictures, figures, graphs etc. It is the act of process of transmission that is usually called communication. "
- According to Anderson – "Communication is the process by which we understand others and in term trying to be understood by them." It refers understanding is the basic feature of communication.
- According to Hobel – "Communication is the verbal interchange of thought and idea."
- According to Gode – "It is a process that makes common to two or several, what was the monopoly of one or some."

3. Features / Characteristics of Communication

- The communication is based on relationship and it may exist between collective society, between two or more person, between one person and many persons and so on.
- Communication is an irreversible and unrepeatable process.
- All the communication end with the word **AND**.
- Communication does not stop simply because people do stop taking and listening.

- Timing and listening is the important factor of communication.

4. Fundamentals of Communication

- Communication is perception.
- Communication is expectation.
- Communication makes demand.
- Communication and information are different.

5. Misconceptions about communication

- Communication is normal human function.
- We always believe communication is easy.
- Communication is the precise activity.
- If we can talk and write well with clarity and able to communicate in a language that will be comprehended by receiver, we are thoroughly convergent with all basic skills of communication.

6. 7 c's of communication

- Candid (truthful and straightforward; frank.)
- Clear
- Complete
- Concise
- Concrete (specific)
- Correct
- Courteous

7. Types of Communication

Communication systems may be categorized as:

- Vocal Vs Non-vocal
- Verbal Vs Non-verbal
- Intrapersonal Vs Interpersonal

7.1 Non-Vocal Vs Vocal Communication

7.1.1 Non-Vocal Communication

Non-Vocal Communication refers to the use of signs, signals and symbols etc. in communication. Signals, signs and symbols are the three related components of non-vocal communication process, which are found in all known cultures.

7.1.2 Vocal Communication

Vocal Communication refers to any form of communication that uses the human vocal chords. It can range from shouting to spoken languages.

7.2 Verbal and Non-verbal Communication

7.2.1 Verbal Communication

Verbal Communication refers to the use of words.

Features

- It has a grammatical structure.
- There is great difference in the skill of individuals at using languages.
- It is concerned with the process of social interaction itself.
- It can be used to convey information to others.
- It is used to influence the behaviour of others.

7.2.2 Non-verbal communication

Communication by facial expression, by tone of voice, eye movements, by touch etc. comes under the category of non-verbal communication. Non-verbal communication is usually used to communicate feelings, likings and preferences. Non-verbal communication is categorized into seven types.

7.2.2.1 Types of Non-verbal communication

a.Paralinguistics

It is a kind of complementary language and also refer as paralanguage. Paralanguage refers to the non-verbal elements of communication used to modify meaning and convey emotion. Paralanguage may be expressed consciously or unconsciously. It includes the pause, stress, volume and intonation of speech. The study of paralanguage is known as Paralinguistics. **Pause:** provides punctuation (instead of saying 'full stop' as when dictating). **Stress:** is the emphasis given to a specific syllable or word in speech. Stress is of two types: word stress and sentence stress. **Word Stress:** Take the word **Rainbow** for example. It has two syllables: 'Rain' and 'bow'. The stress is placed on '**Rain**'. Similarly, given below are some examples. The stressed syllables are written in capital letters. Examples: Paper:Paper, Station : STAtion, Tiger:

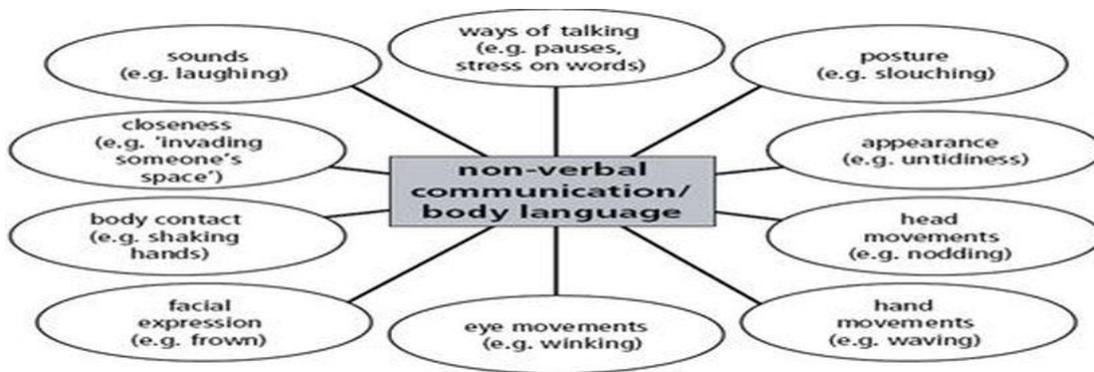
Tiger.Sentence Stress: Sentence stress is the way of highlighting the important words in a sentence. Examples: *KNOCK the BELL, TOUCH the SKY.* **Intonation:** Intonation is the variation of our pitch, when we speak. It occurs when the voice changes in pitch and tone while speaking. We make errors while speaking.

Rate of speech errors

It is also referred as a slip of the tongue or misspeaking or performance errors. This is very normal and common occurrence among human being. Most people can make up to as much as 22 slips of the tongue per day-a study states. Two kinds of speech errors are– 'ah's and 'er's and 'non-ah'. 'Non-ah' errors are caused by anxiety but 'ah's and 'er's are not caused by anxiety. These errors are seem to be used to create time to think and decide what to say next.

b.Kinesics

According to Merriam-Webster’s dictionary Kinesics is “a systematic study of the relationship between nonlinguistic body motions (such as blushes, shrugs, or eye movement) and communication”. Anthropologists began to take serious interest in nonverbal communication through gestures, postures, and facial expressions in the 1940s. It is believed, however, that the publication of Ray Birdwhistell’s 1952 book Introduction to Kinesics marked the beginning of formal research into what we know familiarly as "body language."



Source: Curtis,K.

There are several different categories of body movement, these include:

Emblems

Gestures that serve the same function as a word are called emblems. For example, the signals that mean 'OK', 'Come here!' Emblems are used intentionally. They have verbal equivalents. Sometimes used emblems are recognized at global level, at the other end some emblems are interpreted in their cultural context.

Illustrators

Gestures which accompany words to illustrate a verbal message are known as illustrators. The common circular hand movement accompanies the phrase 'over and over again', or nodding the head in a particular direction when saying 'over there'. They act as 'reinforcers', i.e. they reward and encourage what has gone before, and can be used to make another talk more. Nodding of head plays an important role in controlling the synchronizing of speech.

Regulators

Gestures which give feedback when conversing are called regulators. Examples- Short sounds such as 'uh-huh' head nods and expressions of interest or boredom. It shows the level of interest or agreement in conversation. It is a feedback and makes the conversation smooth. Regulators may vary in different cultural contexts.

Adaptors

It satisfies some physical need. Most of the time adaptive behavior accompanies anxiety and nervousness feelings. It is usually unintentional and perceived negatively. Scratching, biting fingernails or one's lips are example of adaptive behaviours.etc.

Meaning of different gesture in different culture

Gesture	Country	Meaning
	most countries	OK
	Japan	money
	France	zero
	Brazil	rude
	Germany	
	the US	great/good job
	Nigeria	rude
	Germany	No. 1
	Japan	

Source: <https://herlikesthis.blogspot.com/2008/02/>

c.Haptics

According to Culbertson, Schorr and Okamura (2018) it is difficult to imagine life without haptics, in part because it is such a natural and integral part of our lives. Without haptics, we would have great difficulty grasping and manipulating objects, be unable to determine many

material or surface properties, and miss feeling the warmth of a loved one's hand. Thus, many of the applications of artificial haptics address scenarios where the sense of touch is lost or greatly diminished compared with the experience of a healthy person in the real world.

“Your first experience with haptics is probably your phone vibrating in your pocket”.

Haptics refers to the use of touch to communicate i.e., shaking hands, holding hands, patting etc. It can convey a clearer and direct message than dozen of words put together.



Sources: Jain,A.

On the other hand if it is used inappropriately, it can cause communication barriers and creates confusion and mistrust.

d. Proxemics

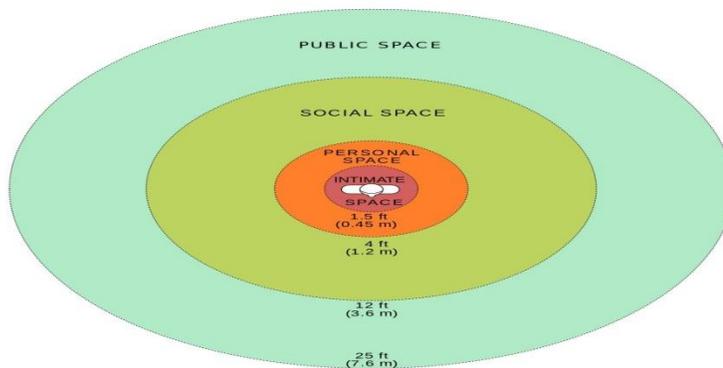
Proxemics is the study of how space is used in human interactions. The word “Proxemics” is coined by Dr. Edward T.Hall. He coined this word to describe the theories and observation about zones of territory and how we use them. He states that we do not know how much space is essential for any person, but what is significant is what happens any person when this space or territory is threatened or invaded. The need for personal space and the resistance to its invasion by others is so strong in an individual that even in a crowd each member will demand a given amount of space. Another aspect of Proxemics refers to the use of interpersonal space . Anthropologist Edward T. Hall defines four distance zones maintained by healthy, adult, middle-class Americans. In examining these zones, you may also be better able to understand how they differ from those of other cultural and socioeconomic groups. Dr. Hall stresses that “how people are feeling toward each other at the time is a decisive factor in the distance used.” According to Hadded (2019) the four distance zones are as follows:

Intimate distance, involving direct contact, such as that of lovemaking, comforting, protecting, and playing football or wrestling.

Personal distance, ranging from 1 to 4 feet. At arm's length, subjects of personal interest can be discussed while physical contact, such as holding hands or hitting the other person in the nose, is still possible.

Social distance, ranging from 4 to 12 feet. At this distance, more formal business and social discourse takes place.

Public distance, ranging from 12 to 25 feet or more. No physical contact and very little direct eye contact are possible. Shopping centers, airports, and city sidewalks are designed to maintain this type of distance.



Source: Barb Maiburger

e. Physical Appearance

Magenat-Thalmann, Kalra & Pandzic (1995) describes that physical appearance is concerned with the forms of decoration, such as clothes and other adornment, that are entirely under the control of the wearer. It also concerns aspects partly controlled by the person in question, such as physique, hair and skin. Many of these elements provide information on the personality, status, group membership and interpersonal attitude of the sender.

f. Chronemics

How time is considered is sometimes a message in itself, a form of non-verbal communication called Chronemics. According to Moore (2010) chronemics is the study of the role of time in communication. It is one of several subcategories of the study of nonverbal communication. Chronemics can be defined as “the interrelated observations and theories of man’s use of time as a specialized elaboration of culture” - the way in which one perceives and values time, structures time, and reacts to time frames communication. Across cultures, time perception plays a large role in the nonverbal communication process. Time perceptions include punctuality, willingness

to wait, and interactions. The use of time can affect lifestyle, daily agendas, speed of speech, movements, and how long people are willing to listen. Time can be used as an indicator of status. For example, in most companies the boss can interrupt progress to hold an impromptu meeting in the middle of the work day, yet the average worker would have to make an appointment to see the boss. The way in which different cultures perceive time can influence communication as well.

Understanding of time varies from culture to culture and person to person, from situation to situation as well as relationship to relationship. Cultures are sometimes considered monochronic or polychronic. Monochronic cultures include Germany, the United Kingdom, Turkey, South Korea, Taiwan, Japan, Jamaica, Canada, Switzerland, most parts of the United States, and Scandinavia. In monochronic culture things are done one at a time and time is segmented into precise, small units. Under this system time is scheduled, arranged and managed.

A polychronic time system is a system where several things can be done at once, and a more fluid approach is taken to scheduling time. Examples of polychronic behaviors include: cooking food while watching television or browsing the internet while sitting in meetings. Polychronicity is in contrast to those who prefer monochronicity (doing one thing at a time). Unlike most Western and East Asian cultures, Latin American, African, South Asian, and Arab cultures use polychronic systems of time. These cultures are much less focused on the preciseness of accounting for each and every moment. (Keating, 2016)

The use of time as a communicative channel can be a powerful, yet subtle, force in face-to-face interactions. Some of the more recognizable types of interaction that use time are:

Regulating interaction- This is shown to aid in the orderly transition of conversational turn-taking. When the speaker is opening the floor for a response, they will pause. However, when no response is desired, the speaker will talk a faster pace with minimal pause. (Capella, 1985)

Expressing intimacy-As relationships become more intimate, certain changes are made to accommodate the new relationship status. (Patterson, 1990).

Affect management- The onset of powerful emotions can cause a stronger affect, ranging from joy to sorrow or even to embarrassment. (Edelman & Iwawaki, 1987).

Evoking emotion-Time can be used to evoke emotions in an interpersonal relationship by communicating the value of the relationship.

Facilitating service and task goals -Professional settings can sometimes give rise to interpersonal relations which are quite different from other “normal” interactions.

g.Iconics

Objects or designs can be considered as a type of communication. One of the best examples of practical iconic communication is an international traffic sign. In computing, an icon is a pictogram or ideogram displayed on a computer screen in order to help the user navigate a computer system or mobile device. Graphically, the icon is a stylized picture of objects that users are familiar with.

7.2.2.2 Functions of Non-verbal Communication

The three functions of non-verbal communication are: -

a.Communicates interpersonal attitudes and emotion

When the verbal and non-verbal messages were in conflict, the verbal contents were virtually disregarded. In human social behaviour, Non-verbal channel is used for negotiating interpersonal attitudes, while the verbal channel is used primarily for conveying information.

b.Supporting verbal communication

A few linguistic recognize that NVC plays a more extensive part-‘we speak with our vocal organ, but we converse with our whole body’.

i.Completing the meaning of utterances

In addition to the vocal signals of timing, pitch and stress, gestural signals also add to meaning by illustrating, pointing, displaying structure etc. There is a linkage between gesture and speech.

ii.Controlling synchronizing

When two or more people are conversing they must take it in turns to speak, and usually achieve a fairly smooth pattern of synchronizing. This is done by the use of non-verbal signals such as shifts of gaze, head-nods and grunts.

iii.Obtaining feedback

When a person is speaking he needs feedback on how the others are responding, so that he can modify his remarks accordingly. He needs to know whether his listeners understand, believe him, surprised or bored, agree or disagree, pleased or annoyed. It is obtained from careful study of the other’s face, especially his eyebrows and mouth.

iv. Signalling attentiveness

Those involved in process of communications must provide intermittent evidence that they are still attending to the others.

c. Replacing speech

When speech is impossible, gesture language develops. This happens in noisy factories etc. It has been suggested by some psychiatrists that the symptoms of certain mental patients are a kind of NVC used when speech has failed-in pursuit of attention or love.

7.3 Intrapersonal and Interpersonal

7.3.1 Intrapersonal

Intrapersonal communication, or communication within the individual, is an area of study that is fundamental to the study of all communication. Communication can be thought of as beginning with the self. While the literature on communication has included the area of intrapersonal communication since the 1980s, it has been a problematic area of study for researchers. One of the most often discussed problems among communication researchers in the last part of the twentieth century was how to study intrapersonal communication—and how to understand it. This type of communication encompasses sense making, interpreting non-verbal communication, communication between body parts etc.



Source: <https://www.pinterest.co.uk/pin/428193877042302279/>

7.3.2 Interpersonal

Interpersonal communication could be face-to-face or it could be at a distance with the help of telephone, letters etc. There are four main elements engaging in interpersonal communication: sender, message, medium, and receiver. In addition, there is also feedback.



Source: J.P Josephine Baba

Interpersonal communication can be categorised as:

Dyadic communication- Between two people.

Group communication-Among three or more person.In this roles of the speaker and listener are shifted among the participants.

Characteristics of the Group

- Common motive
- Differential effects of the interaction on individual group members
- Hierarchical status systems i.e. some type of the leader- follower relationship develop.
- Standardisation of terms, norms and value i.e. because of the shared goals, certain normative behaviour are established which members are expected to follow.

Group communication may be formal or informal. Informal communication network ignores the formal channel of network. Formal communication follows certain structures. For example If a group work together and there are sufficient channel of communication for each member of the group to communicate with any other we represent it as committee structure. Star structure-where the flow of information centralizes on one member of the group Circle Structure-Where the flow of information is not centralized and each member of the group can communicate with each of the other members.

Public or Mass Communication

It refers to communication from one person or a group of persons, through special media, to large audiences. Any large- scale communication disseminated mainly by the media of print, broadcasting, film, or the new electronic networks to large audiences, is considered to be public

or mass communication. In mass communication the relationship between sources and destination is different from that in case of individual or interpersonal communication. Interpersonal communication is one-to-one exchange, whereas mass communication is one to many exchanges in which a few sources transmit to a vast number of destinations.

Organisational Communication- Communication within large organisation

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