

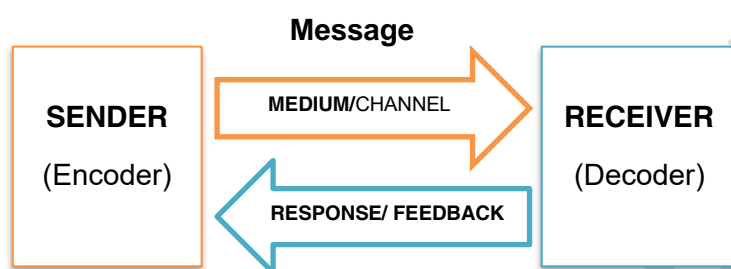
COMMUNICATION 1

Introduction:

The word 'Communication' originated from old French [communication] and Latin [communicare: common] words that literally means 'to share'.

- It means exchanging ideas about something with someone
- It can take place in verbal and non-verbal forms
- It is the basic requirement of all the social, economic and political activities
- There will be a Sender who gives a Message, which is accepted by the Receiver – this interaction is the basis of communication

ELEMENTS OF COMMUNICATION



According to David Berlo, basic communication process includes S-C-M-R model which includes:

1. **SENDER (ENCODER):** One who sends or provides a piece of information
2. **MESSAGE :** The information that is transmitted from the Sender to the Receiver(s)
3. **MEDIUM (CHANNEL):** The link that transmits the Message between Sender and Receiver
4. **RECEIVER (DECODER):** One who receives the piece of information
5. **RESPONSE & FEEDBACK:** The reactions made by the Receiver

FEATURES OF COMMUNICATION

1. Transmitting and Receiving information
2. Brings people closer and creates bondages
3. Helps to transfer ideas, feelings and emotions

OBJECTIVES OF COMMUNICATION

1. Creating Awareness
2. Imparting Knowledge
3. Projecting an Image
4. Shaping Attitude
5. Stimulating a Desire
6. Effecting Outcome
6. Good Decision Making
7. Maintaining Workflow
8. Developing Relationship
9. Educational Requirements
10. Providing Counselling
11. Moral Development

TYPES OF COMMUNICATION

1. **Intrapersonal Communication**
 - When a person communicates with himself, it is called Intrapersonal Communication ('intra' means within)
 - It does not require a receiver and hence, it can take place any time
 - There will be no feedback available due to the absence of receiver
 - Self-awareness, perception and expectations are various parts of Intrapersonal Communication
 - Examples: Diary Writing, Daydreaming, Teachers planning lectures, Rehearsing a message before delivering etc.
2. **Interpersonal Communication**
 - When interaction between different persons take place, it is termed as Interpersonal Communication ('inter' means between)
 - It could take place when there is a listener or more than one listeners; it could be formal or informal
 - There will be response and feedback from the listener
 - It can be verbal or non-verbal in form; messages once conveyed cannot be reversed
 - Examples: Classroom teaching, speaking to friends, writing letters to authorities etc.

3. Impersonal Communication

- It is referred to short-term interactions in day-to-day life
- Examples: Our enquiries at shops and counters

4. Formal Communication

- Also called Official Communication
- The kind of communication that takes place in organisations for transmitting orders, instructions, plans, policies etc
- There are prescribed channels, thus making it reliable
- Time-consuming but effective due to systematic flow of information
- Usually in written form; secrecy is maintained if needed
- It can be horizontal, vertical and occasionally diagonal in form

5. Informal Communication

- Also known as 'Grapevine Communication'
- The kind of communication between friends, family members and peer groups
- No prescribed channel for the flow of information; comparatively less reliable but efficient and fast
- Can be in verbal or gesture form
- Secrecy is difficult to be maintained; source of origin is difficult to trace
- It can be multidirectional

6. Contiguous Communication

- The type of communication in which sender and receiver are in direct touch
- It is a continuous form of communication and takes place among limited number of participants
- It is time consuming and expensive, but there is a need of direct contact
- Examples: Chat sessions and face-to-face interactions

7. Non-Contiguous Communication

- The type of communication in which the sender and receiver are not in direct touch
- It is not always continuous
- It is not limited among few participants, rather gets a wider reach
- Examples: Reading a book of an author, listening to a broadcast etc

8. Direct Communication

- The face-to-face interaction among the sender and receiver

- There is no medium present to convey a message
- Examples: Casual talks and interviews among different people

9. Mediated Communication

- Not the direct or face-to-face interaction between sender and the receiver
- There will be a medium or channel present in between, like a third-person, document, telephone, social media or other forms of technology
- Examples: Official announcements through newspapers and radio

Based on flow of information:

1. Horizontal Communication

- The exchange of information among people of same rank in different departments or organisations
- Also known as lateral communication
- Example: An Assistant Professor in English Department communicates with another Assistant Professor in Mathematics department

2. Vertical Communication

- The exchange of information between persons of different ranks, among whom one would be superior in rank within the same department or organisation

- It can be further classified into

1. Upward Communication
2. Downward Communication

Upward Communication

- Messages flow from subordinates to the superiors
- **Examples:** Suggestions, Feedback, Complaint Box system and similar reports

Downward Communication

- Messages flow from a higher level of the authority to the lower sections of the hierarchy
- Special care is required--time-consuming process – chances of loss of information or diversion to unintended persons
- Examples: Official announcements, instructions, directions and performance analysis reports

Diagonal Communication

- The kind of communication that takes place among the persons of different ranks from different organisations or departments
- **Example:** Programme notifications from a department to the students of a different department

Questions:

- Based on the nature & characteristics, identify the odd one out:
 1. Horizontal Communication
 2. Upward Communication
 3. Vertical Communication
 4. Downward Communication
- Which of the following is the feedback in newspaper communication?
 1. Articles
 2. Editorials
 3. Letters to the editor
 4. News
- In which communication context does communication occur within an individual's mind, involving self-talk and reflection?
 1. Intrapersonal communication
 2. Interpersonal communication
 3. Small group communication
 4. Mediated communication
- Which communication context involves the use of technology or an intermediary platform to transmit messages between the sender and receiver?
 1. Mediated communication
 2. Interpersonal communication
 3. Intrapersonal communication
 4. Mass communication
- A political leader giving a speech to a large crowd would be an example of which context?

1. Mass communication
 2. Interpersonal communication
 3. Intrapersonal communication
 4. Public communication
- Which communication context involves the exchange of information, ideas, and opinions between different cultures and ethnic groups?
 1. Intercultural communication
 2. Intrapersonal communication
 3. Small group communication
 4. Mass communication

From Previous Q.P

- Imagine you are working in an educational institution where people are of equal status. Which method of communication is best suited and normally employed in such a context? [July 2016]
 1. Horizontal Communication
 2. Vertical Communication
 3. Corporate Communication
 4. Cross Communication
- The term 'grapevine' is associated with [June 2015]
 1. Downward Communication
 2. Informal Communication
 3. Upward Communication
 4. Horizontal Communication