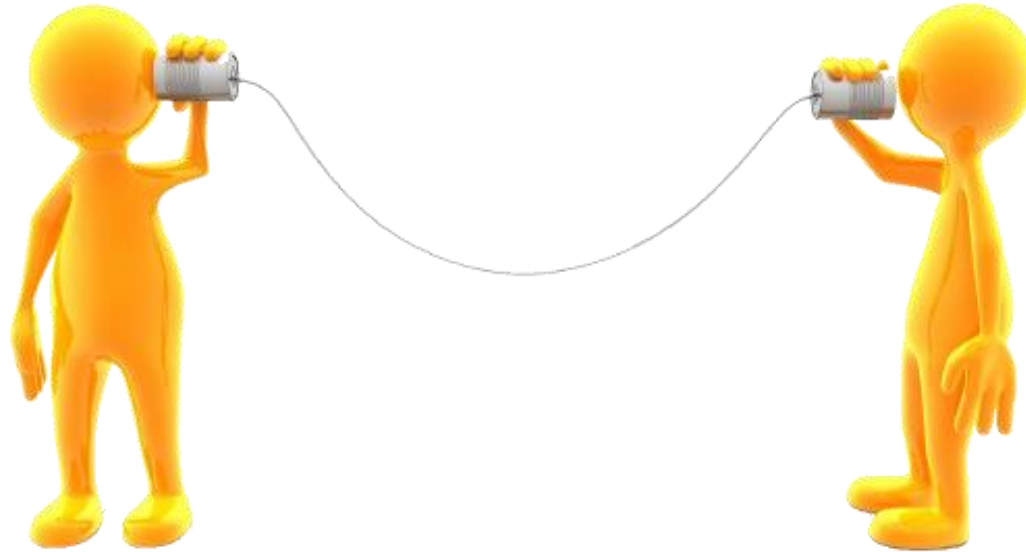


A decorative graphic on the left side of the slide. It features several vertical stripes in shades of brown, tan, and grey. Overlaid on these stripes are several orange circles of different sizes, arranged in a cluster that tapers towards the bottom.

PROCESS OF COMMUNICATION AND ITS TYPES

*- Compiled by Prof. Kavita Makhija, HOD,
BMM Department*

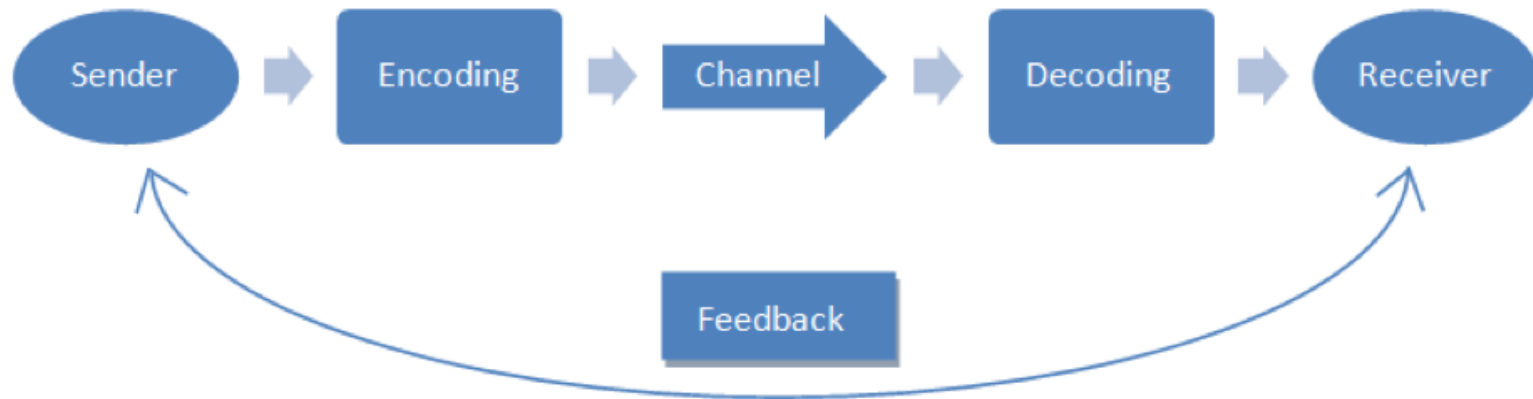
WHAT IS COMMUNICATION PROCESS?



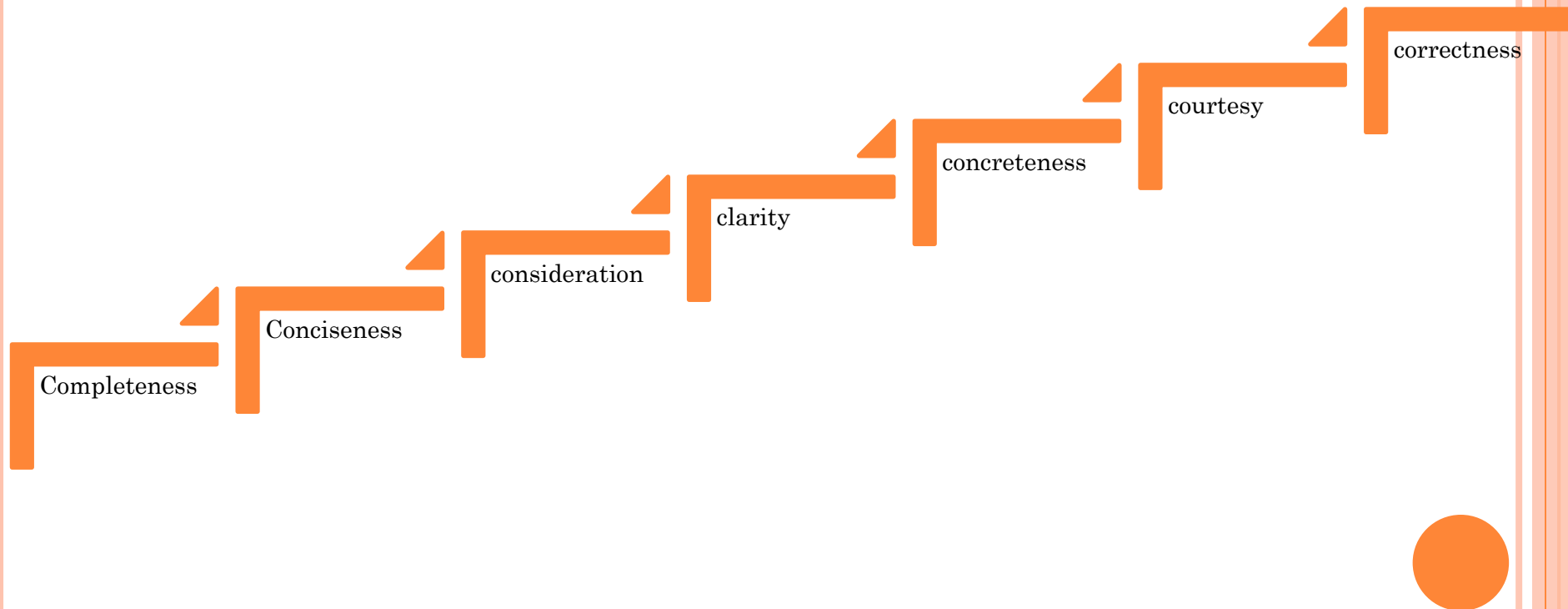
- The communication process is a guide toward realizing effective communication that aims at facilitating understanding



BASIC MODEL OF COMMUNICATION



7 C'S OF COMMUNICATION



FACTORS HINDERING COMMUNICATION

- No sense of belonging
- Rapport sharing
- Status Quo
- Education
- Experience
- Feelings/ Emotions
- Attitude
- Understanding



MEDIUM FOR COMMUNICATION

- Importance of choosing a right medium
- Who is the sender/ receiver?
- Requisitions of communication
- Understanding the strengths of one medium over other
- Importance for smooth process
- Enhances the probability to communicate effectively



7 FACTORS TO CHOOSE A MEDIUM

- Speed
- Accuracy
- Circumstances
- Confidence & Safety
- Records
- Expense
- Impression & Feedback





METHODS OF COMMUNICATION

1. Verbal Communication

VERBAL COMMUNICATION

- Using words to convey the message
- Coding and arrangements of units / symbols
- Of two types:
 - Oral Communication
 - Written Communication



ORAL COMMUNICATION

- Preferred mode of communication
- Listening and speaking
- Face to face communication
- Telephonic Chat
- Voice Chat
- Can be influenced through voice modulation, pitch, volume, clarity of speech and language
- Feedback can be instant
- Effective communicator = Good speaker + Good listener



FORMS OF ORAL COMMUNICATION

- Gossip
- Private chats
- Meaningful conversation over lunch / coffee
- Telephonic / internet chats
- Chance Meetings
- Informal gathering
- Formal meeting
- Training sessions
- Seminars and workshops
- Making presentations
- Interview
- Complaints and Grievances, etc



FACE-TO-FACE COMMUNICATION

- Identical / distinctive to oral communication
- Between two people or a small group
- Verbal + Non-Verbal
- Interviews, meetings, counseling, teaching

ADVANTAGES

- Facial Expressions, gestures and tone of voice facilitates communication
- Instant Feedback
- Suitable for Discussions



DISADVANTAGES

- Difficult to follow in a large organization / gathering
- Ineffective if the listener is not attentive



WRITTEN COMMUNICATION

- Form of verbal communication
- More effective and appropriate
- Letters, reports, memo
- Written communication is necessary when –
 - Information is complex
 - Maintenance of permanent record
 - Large & Geographically dispersed audience
 - No immediate interaction required
 - Information important for legal records



CHARACTERISTICS OF WRITTEN COMMUNICATION

- Creativity
- Time Factor
- Permanent Record
- Accurate & Precise
- Formal
- Clarity in understanding
- Feedback
- Wide Circulation



ADVANTAGES

- Legal Evidence
- Permanent Record
- Accurate & Precise
- Wide Circulation
- Fixing of Responsibility
- Less Chances of Misunderstanding
- Suitable for lengthy messages
- Corporate Image



LIMITATIONS

- Time Consuming
- Expensive
- Problem of Feedback
- Lack of Instant Clarification
- Writer's skills
- Communicating Secret Messages





METHODS OF COMMUNICATION

2. Nonverbal Communication

NONVERBAL COMMUNICATION

- Indirect
- Absence of verbal messages
- Face-to-face – posture, eye-contact, tone of voice, facial expressions
- 45% impact of message
- Takes place at both the sender's and receiver's end
- Involuntary response
- KINESICS – A science of body language
- Major elements – (a) KINESICS (b) vocal tone (c) Space and proxemics (d) Dress & Grooming (e) the sense and time



FORMS OF NONVERBAL COMMUNICATION

- Kinesics
 - Facial Expressions
 - Gestures
 - Posture
 - Eye Contact
 - Silence
 - Dress & Grooming
- Space and Proxemics
- Auditory Signals
- Visuals



KINESICS OR BODY LANGUAGE



KINESICS OR BODY LANGUAGE

- Everyone decoded body language – consciously or unconsciously
- Facial Expressions, using gestures, posture
- Expresses the unspoken feelings – sincerity, interest, honesty, ability & knowledge
- Speaks about the speaker and the attitude and feelings behind the message
- Speaks about the receiver's feelings
- Instant feedback
- Reflexive or non-reflexive movements
- Desmond Morris – 'Manwatching'



FACIAL EXPRESSIONS

- Communicates Emotions & Attitudes – Friendliness, Affection, Anger, dislike, etc
- Says more about the message than the words
- Reinforces the impact of the message
- Universal imparting of the message and emotion
- Peter Little rightly said, “One has to look and sound sorry as well as speak the words”
- Can’t be interpreted in isolation



GESTURES

- Movements of parts of body
- Earliest means of communication
- Adds to or support to communication in face-to-face communication
- Supplement or intensify speech
- Makes the communication more effective
- Gesture is like a word in language
- Difficult to understand in isolation
- To be read in harmony with the message



GESTURES

- Meanings conveyed using gestures –
 - Communicating Information
 - Communicating Emotions
 - Supporting Speech
 - Feedback
 - Expressing Self-Image



POSTURE

- Influences Communication
- A Gross Postural shift involving at least half the body is a position – *Dr. Scheflen*
- Position of body has adaptive, expressive and defensive functions
- Non-verbal clue
- Presentation in a conversation
- Postures adopted in group by *Dr. Scheflen* –
 - Inclusiveness or non-inclusiveness
 - Vis-à-vis or Parallel body orientation
 - Congruence – Incongruence



EYE CONTACT

- Study of eye contact – Oculistics
- Meeting of the eyes
- In the book, Eye to eye: How people interact, Dr. Peter Marsh says, *“How we look at people, meet their gaze and look away can make all the difference between an effective encounter and one that leads to embarrassment or even rejection”*
- Helps in building trust
- Significance varies amongst cultures
- Direction of gaze signifies your subject of attention
- Dilating pupils indicate interest



EYE CONTACT

- Can be learnt
- Using eye-contact
- Talking with eyes
- Can make others uncomfortable



SILENCE

- “*Speech is great but silence is greater*” Thomas Carlyle
- Silence speaks
- Ambiguous
- Can build invisible walls
- Can encourage communication
- Open feedback passage
- Adds emphasis
- Importance of pauses in speech
- More than the negation of speech
- Can be classified into many types – warm, cold, stony, natural, demanding, embarrassing, dead



DRESS AND GROOMING

- Closely allied to body language
- Indicates the kind of personality
- Problems we face – private role v/s business role
- Impression forming
- Can lead to misunderstanding
- Distortion in coding as well as decoding
- Transmits message about yourself



SPACE AND PROXIMICS



SPACE AND PROXIMICS

- Space affects communication
- Use of space to communicate
- Designated seating areas
- Spacious cabinets / cubicles in office arrangements
- Differs culturally
- “My space”
- Four distinct zones by Dr. Hall –
 - Intimate Space
 - Personal Distance
 - Social Distance
 - Public Distance



AUDITORY SIGNALS



AUDITORY SIGNALS

- Interpreted through sense of hearing
- Identification of command with the sound
- Eg. Factory Siren, Church Bell, School Bell



VISUALS



VISUALS

- Easily interpreted
- Quicker transmission of message
- Use of Signs and Symbols
- Posters
- Colours
- Charts, Maps & Graphs





CLASSIFICATION ACCORDING TO STYLE AND PURPOSE

1. Formal Communication

FORMAL COMMUNICATION

- Takes place within the line of authority
- Adherence to the norms
- Through prescribed channels
- Vertical flow
 - Downward Communication
 - Upward Communication
- Horizontal flow
- Consensus
- Informal Communication in formal setup –
Grapevine communication



VERTICAL COMMUNICATION

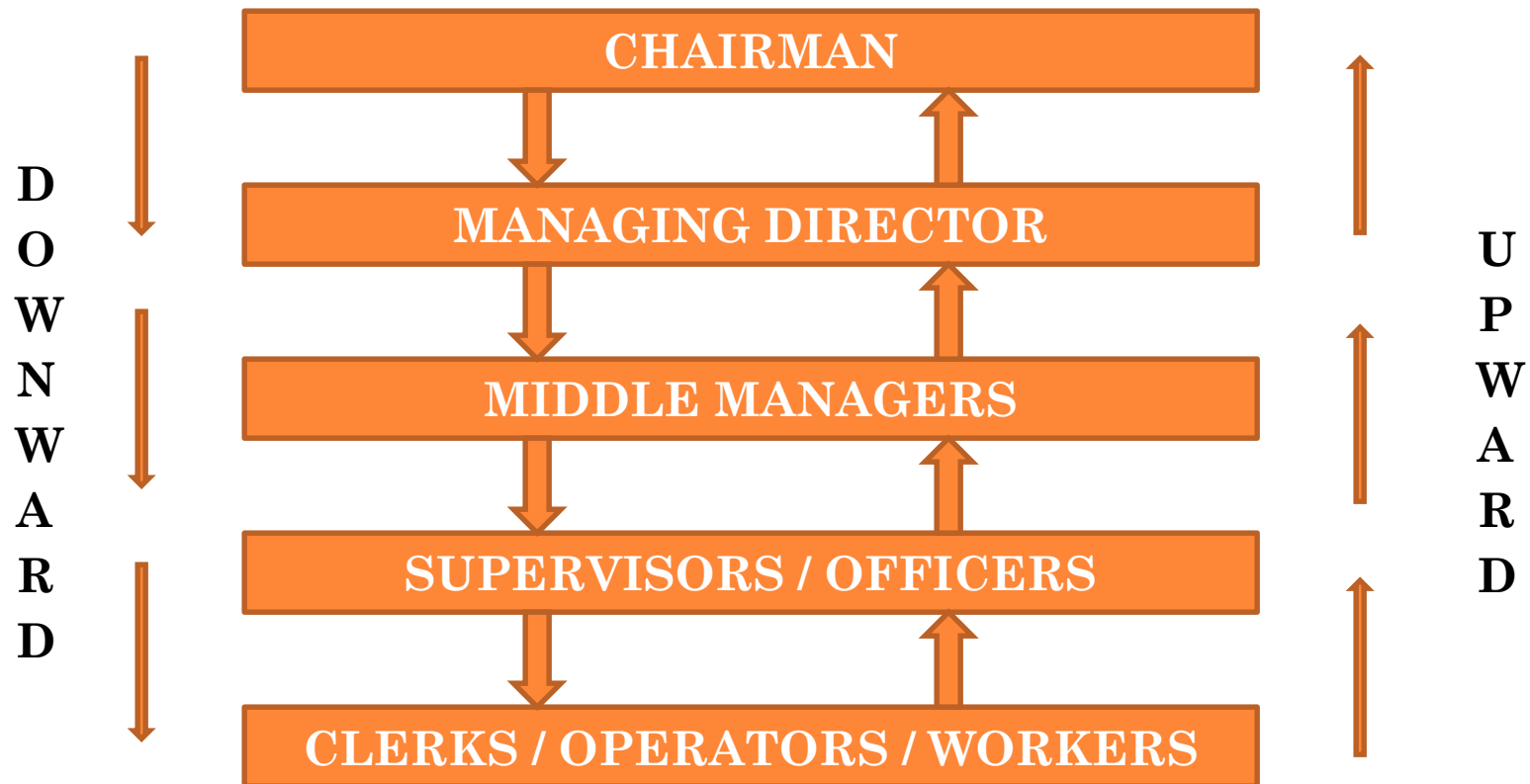


VERTICAL COMMUNICATION

- Communication taking place between people on different levels on line of authority
- Flows up-and-down the ladder
- Traditionally, downward – authoritarian approach
- Modern concept – two-way vertical communication
- Takes place in the organization at every level – inter-department as well as at the management level
- Increased burden on middle management



VERTICAL COMMUNICATION



DOWNWARD COMMUNICATION

- Down Stream Communication
- Higher authorities to lower levels
- It involves –
 - Top-level managers communicating to middle and lower level managers
 - Middle level managers communicating to lower level managers and employees
 - Lower level managers communicating to their subordinates



ESSENTIALS OF DOWNWARD COMMUNICATION

- The chain of communication should be short
- Management must convey right information at a right time
- In case of urgent matters, management should establish direct contact
- Provision of feedback
- Managers should learn skills of effective communication



ADVANTAGES OF DOWNWARD COMMUNICATION

- Provide Directions
- Control of Activities
- Motivate Employees
- Clarifications
- Labour-Management Relations
- Discipline



LIMITATIONS OF DOWNWARD COMMUNICATION

- Delay
- Distortion
- Filtering
- Resentment
- Problem of Over-emphasis
- Problem of Under and Over Communication



UPWARD COMMUNICATION

- Up Stream Communication
- Flow of information from lower to upper positions
- It involves –
 - Employees communicating to lower level or top level managers
 - Lower level managers communicating to middle level or top-level managers
 - Middle level managers communicating to top level managers



ESSENTIALS OF UPWARD COMMUNICATION

- The chain of communication should be short
- Managers should develop a positive attitude
- Suggestions should be regarded
- Complaints and Grievances must be sorted
- Superiors must adopt an open-door policy
- Managers must develop good listening skills



METHODS OF COMMUNICATION

- Open-door policy
- Social Gatherings
- Suggestion Schemes
- Complaints boxes
- Direct correspondence
- Reports
- Counseling
- Reviews and Opinions



ADVANTAGES OF UPWARD COMMUNICATION

- Feedback
- Complaints and Grievances
- Suggestions
- Schemes
- Harmony



LIMITATIONS OF UPWARD COMMUNICATION

- Distortion
- Affects Superior-Subordinate Relations
- Reluctance on the part of Subordinates
- Resistance from Traditional Managers



HORIZONTAL COMMUNICATION

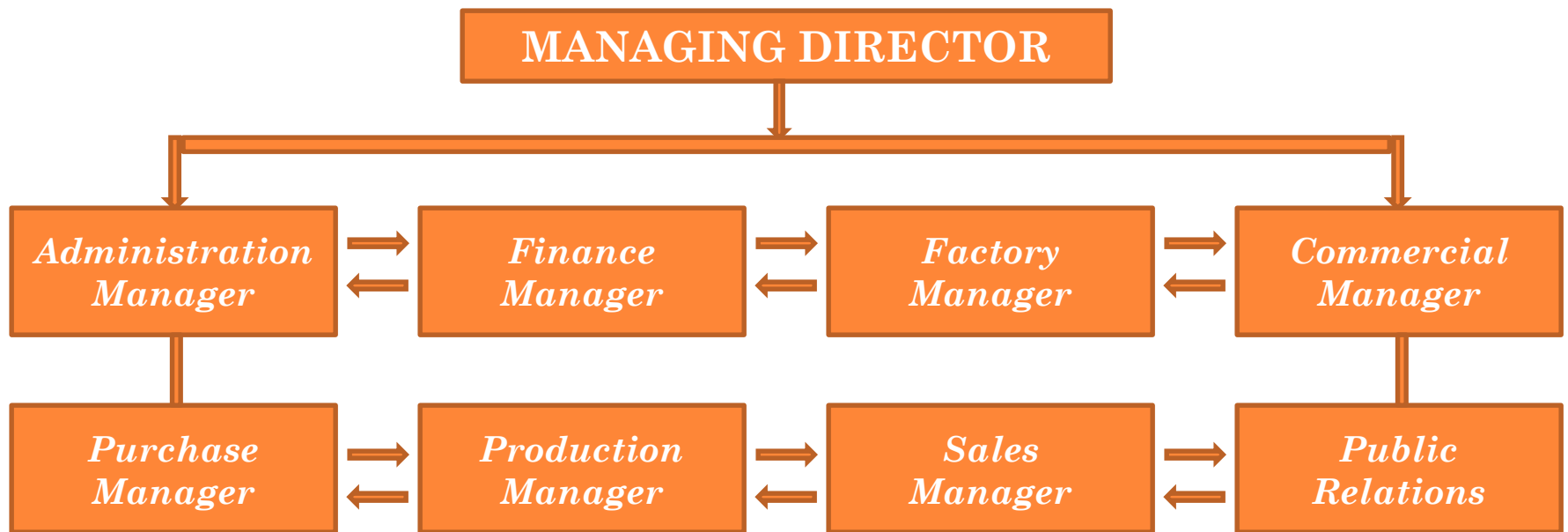


HORIZONTAL COMMUNICATION

- Communication between people on the same level
- Also known as lateral communication
- Communication across departments
- Essential for co-operation and coordination
- Uses both oral and written means of communication
- Face-to-face or telephonic communication is effective
- Planning and co-ordinating inter-departmental tasks
- Information sharing and problem solving



HORIZONTAL COMMUNICATION



HORIZONTAL FLOW OF COMMUNICATION



ADVANTAGES

- Improves understanding and co-ordination
- Eliminate misunderstandings, jealousies, ego-clashes, etc
- Time-saving device

DISADVANTAGES

- Conflict may arise when vertical communication replaces horizontal communication
- Communication suffers if the relation between two people is not cordial
- Possibility of wasting time when too friendly



DIAGONAL COMMUNICATION



DIAGONAL COMMUNICATION

- Encourages both horizontal and vertical communication
- Necessity in the large organizations
- Interdepartmental communication by people at different levels
- Usually verbal
- Direct method – formal or informal
- Strategic situations
- Quick transfer of information



ADVANTAGES

- Enables cross-departmental teams
- Enables selecting the right person
- One of the fastest method of communication
- Encourages friendliness and informality
- Ensure correct transmission of message by reducing filters
- Effective in critical situations



DISADVANTAGES

- It destroys line of authority
- Creates ego hassles
- Leads to confusion due to conflicting orders
- Accountability





CLASSIFICATION ACCORDING TO STYLE AND PURPOSE

2. Informal Communication

INFORMAL COMMUNICATION

- Instances of free unrestrained communication
- People who share a cordial relation and have similar wavelengths
- No rules and regulations
- No boundaries of time, place or at times even subject
- In an organization, informal communication is known as grapevine
- Follows no particular direction
- No line of command
- Compared to rumour mill



FACTORS RESPONSIBLE FOR INFORMAL COMMUNICATION

- Informal Relations
- Problem of Superiors
- Natural Tendency
- Lack of Self-Confidence



GRAPEVINE CHAIN OF OPERATIONS

- Keith Davis classifies grapevine into four basic types –
 - Single Strand Chain
 - Gossip Chain
 - Probability Chain
 - Cluster Chain

ADVANTAGES

- Quick Transmission
- Feedback
- Supplement to Formal Channels
- Promotes Team Spirit
- Informal Relations



LIMITATIONS

- Distortion
- Lacks Credibility
- Lacks Responsibility
- Incomplete Information
- Affect Corporate Image



GUIDELINES FOR EFFECTIVE USE OF GRAPEVINE

- Management should identify and well inform the group leaders
- Timely dissemination of correct information to combat rumours
- Involving employees in decision-making
- Feedback through informal channels
- Passing on sensitive information
- Managers should develop listening ear
- Discourage rumour-mongers
- Develop good labour relations





CLASSIFICATION ACCORDING TO LEVELS OF PARTICIPATION

PARTICIPATORY

- Emerged in 1950s when Brazilian adult educator Paulo Freire worked with adult literacy campaigns among the poor peasants in North-eastern Brazil
- Empower the stakeholders; Gives voice to marginalized groups
- Presenting an opportunity to be involved in the development process and determine the outcome
- Concerned with shift in power
- Role of media



NON-PARTICIPATORY

- Stakeholders are not involved
- Focus on imposing pre-established outcomes





CLASSIFICATION ACCORDING TO THE TYPE OF INTERACTION BETWEEN PARTICIPANTS IN COMMUNICATION PROCESS

CLASSIFICATION

- Intra-Personal Communication Skills
- Interpersonal Communication Skills
- Focused Interactions
- Unfocused Interactions

