

COMMUNICATION AND TYPES OF COMMUNICATION

Presented By

Santosh Gutte

ASST. PROF. AND HEAD DEPT. OF PUBLIC
ADMINISTRATION
SHRI SHIVAJI COLLEGE, KANDHAR



Communication



Introduction

- * Communication is a process of exchanging information, ideas, thoughts, feelings, and emotions through speech, signals, writing or behavior.
- * Message sending and receiving in the process of communication.
- * Coding and decoding



Types of Communication

- * Verbal communication
- * Non-verbal communication

- * Verbal communication: words transmitted orally or in writing.
- * Non-verbal communication: wordless messages- other than oral or written.



I. Verbal Communication

1. Oral Communication:

Spoken words are used.

Face to face conversation.

Telephonic conversation.

2. Written communication:

written signs or symbols are used.

vocabulary and grammar is strictly observed.

sent through e-mail, letter etc.



Advantages and Disadvantages of oral communication

- * Advantages:
 - * Quick feedback
 - * Reading facial expression
- Disadvantages:
 - * Unable to collect his ideas
 - * May be misinterpreted



Advantages and Disadvantages of Written communication

- * Advantages:

- * Can be edited and revised many times
- * Provide record –can be referred afterwards
- * Receiver understands fully and appropriately

- * Disadvantages:

- * Doesn't receive instant feedback
- * More time for composition



II. Non-verbal communication

- * Non-verbal communication is the sending or receiving of wordless messages.
- * Gesture, body language, posture, tone of voice, or facial expressions is called non-verbal communication.
- * eg. Nodding of the head



Types of communication based on purpose and style

- * Formal communication:
 - * In formal occasions and situations. eg. office
 - * Certain rules, conventions and principles are followed
- * Informal communication:
 - * Informal occasions and situations eg. Birthday party
 - * No rules, conventions and principles.
 - * Slang words, foul language is allowed.



Barriers to Effective communication

- * Lack of attention, interest, distractions, or irrelevance to the receiver.
- * Differences in perception and viewpoint.
- * Physical disabilities such as hearing problems or speech difficulties.
- * Physical barriers to non-verbal communication.
- * Language differences and the difficulty in understanding unfamiliar accents.



THANK YOU !!!

