

## \* Methods of Communication \*

- i) Message cannot be directly sent from the mind of the sender to the mind of the receiver, hence some method is needed.
- ii) Verbal and Non-Verbal are two different methods of communication.

### \* Verbal Communication

→ Any communication that makes use of words, whether written or spoken, can be said to be verbal communication.

#### A) Oral Communication:

→ When we communicate with the help of the spoken word, we call it 'oral communication'.

→ Meetings, Conferences, Interviews, Training Sessions, Speeches, Addressing Public, Announcements, Telephone Talks, Radio Broadcast, etc. are examples of Oral Communication.

→ It offers immediate feedback and helps in making decisions.

→ It saves the time and cost. #

→ It is also flexible to allow changes in the decisions.

→ It is effective in problem-solving, many conflicts, disputes & differences can be solved by talking.

### B) Written Communication

→ Written Communication is a type of verbal communication.

→ Writing is the expression of human language by means of visible signs.

→ Before ~~modern~~ the invention of modern electronic devices, letter-writing was considered the only reliable means of communication.

→ Telegrams, Magazines, Newspapers, Booklets, Advertisements, etc. are examples of Written Communication.

→ It provides permanent records.

→ It is more formal in nature.

→ Information can be circulated or spreaded widely with the help of printing machines.

→ It can be understood better as the reader can take his own time to understand & go through it as many times as possible.

→ Messages of legal & financial documents are always in written form.

→ It is more accurate than oral communication.

## \* Non-Verbal Communication

1) Facial Expression :- Facial expressions communicate emotions. Researchers have discovered that people from all over the world even if they speak different languages, they use a common pattern of facial expressions to show expressions.

eg:- Raising eyebrows, smiling, etc.

→ Expressions are better indicators of meaning behind the messages than the words.

→ Facial Expressions that accompany ~~conversations~~ ~~conversations~~ conversation have a very important role to play.

→ It provides additional non-verbal information that enhance and changes the message and also provide feedback.

2. Eye Contact :- The ~~main~~ <sup>major</sup> feature of social communication is Eye Contact.

It is very powerful. It is a very important aspect of non-verbal communication and frequency of eye contact may suggest either interest or boredom.

→ Eye Contact develop trust, and improve relationships.

3. Gestures :- It means movement of the body or body parts which is also used to show emotion. It is the movement of hand or head to indicate an idea or feelings.

E.g. :- Thumbs Up, moving head up <sup>←</sup> or down / left <sup>← right</sup>

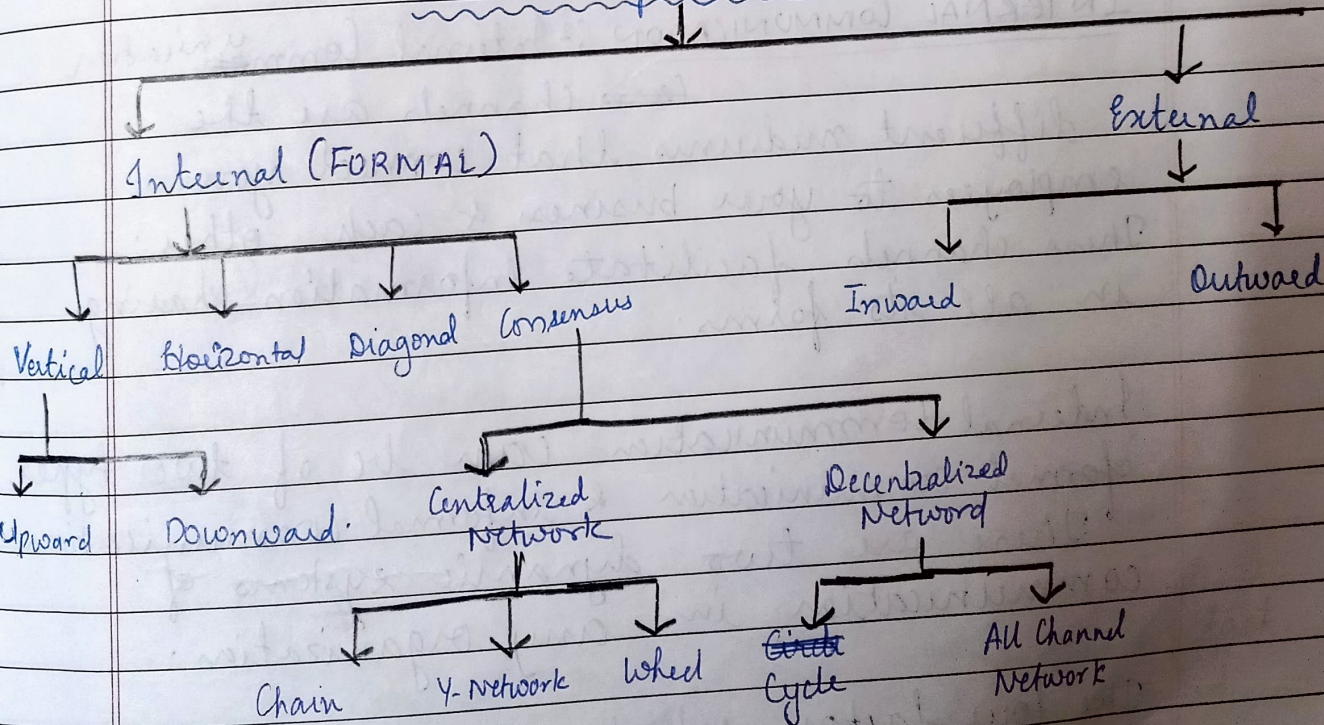
It becomes important when two people do not know a common language.

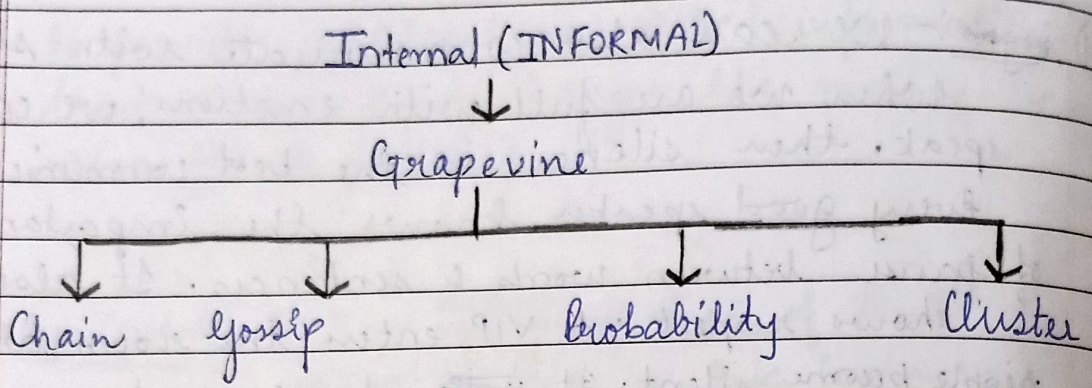
Silence

- 4) Signs :- We can also communicate with silence. When we are full with emotions, we cannot speak, then silence is the best communicator. Every good speaker knows the importance of pause between words & sentences. It also shows respect. A VIP enters the room and people become silent. It ~~is to~~ shows respect.

## ★ CHANNELS OF COMMUNICATION

### Channels of Communication





\* Channels of Communication can be broadly divided into two types, internal & external.

INTERNAL COMMUNICATION (- Internal Communication) channels are the different mediums that connect your employees to your business & each other. These channels facilitate information sharing in all its forms.

Internal Communication can be of two types formal communication & informal communication. These are two dynamic systems of communication in any organization.

The four factors which determine the importance of communication are :-

- I) The size and the structure of organization
- II) How much competition or conflict the organization has with its external environment?

- III) How much internal support & unity it has?  
 IV) How much stable is the internal or external environment is?

### \* Downward Communication

When the leaders and the managers share information with the lower level employee, it is called downward or top-down communication. This communication flow is used by the managers to transmit work-related information to the employees at lower level.

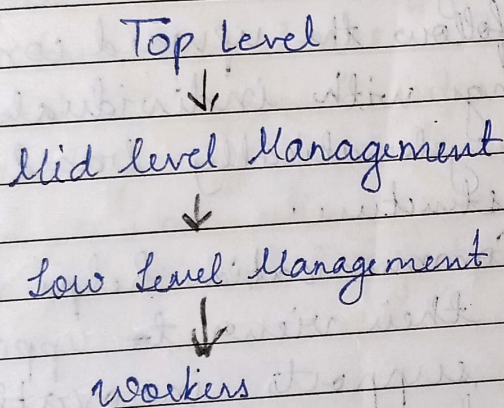


Fig:- Flow of Communication in Downward Communication.

- It includes:
- i) instructions about specific task,
  - ii) information about practices & procedures followed by organization,
  - iii) feedback about performance,
  - iv) information about the goals of the organization.

## \* Upward Communication:-

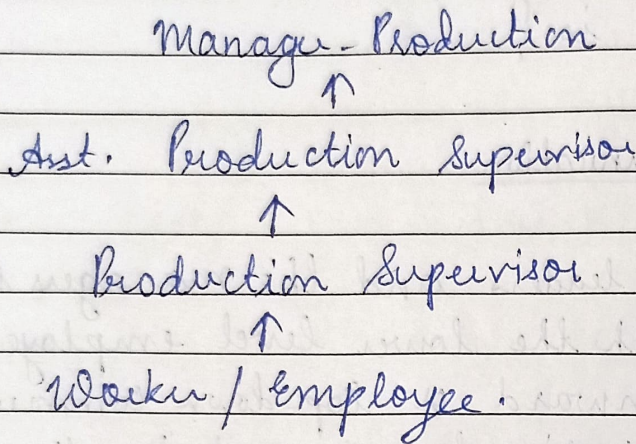


FIG:- Flow of Information in Upward Communication.

Regular reporting system exists in all organisations ~~which~~ which follow the upward communication. Periodical meetings with individuals & groups are arranged systematically based on this communication structure.

Upward Communication helps subordinate to communicate their views to upper management. It supports innovative ideas and suggestions from the juniors.

## \* Horizontal Communication

→ When communication takes place between two or more persons who are working at the same level, it is known as horizontal communication. This type of communication is found during a committee meeting or conferences.

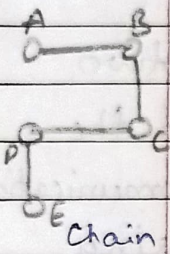
## \* Diagonal Communication :-

It is an exchange of information between the persons at a different levels across departmental lines. This type of communication is used to spread information at different levels of an organisation to improve understanding and co-ordination so as to achieve common organisational objectives.

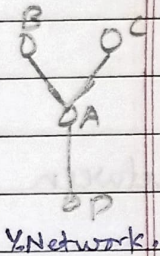
## \* Consensus Communication

i) Centralized Network :- It is a very common network within a business where several level of authorities & management are involved.

a) Chain:- Information is sent from the management to employee in a downward flow or upward flow but passing through various similar levels of people working in an organisation. This occurs as a set sequence of communication and is a centralized structure.

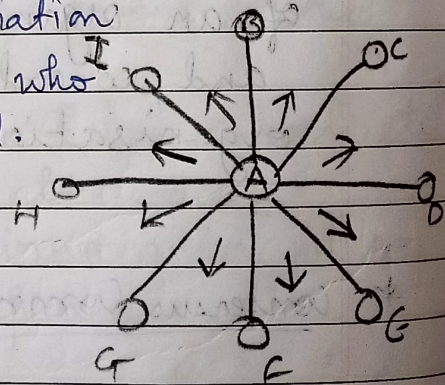


b) Y-Network:- It follows the formal chain of authority where the upward & the downward type of communication takes place.



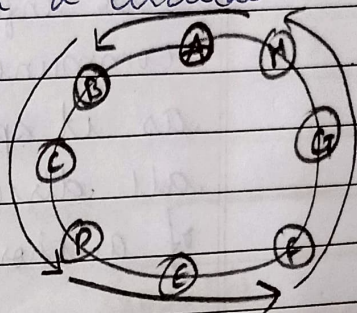
c) Wheel:- In this network, information flows through the sender who is at the center of the wheel.

~~It communicates~~ Members of the group like B, C, D, E, F cannot communicate with each other.



## 2) Decentralized Networks:-

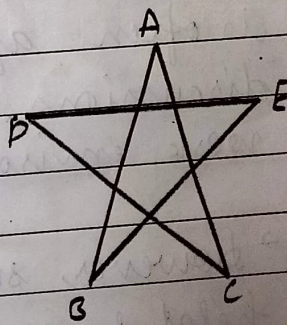
a) Cycle <sup>cycle</sup> :- The ~~circle~~ network is similar to a chain network except the information flows in a circular form. 'A' cannot communicate ~~which~~ simultaneously ~~with~~ with 'H' or 'B' together. But can communicate ~~with~~ ~~to~~ with 'C' for that he has to pass the information from 'B' to 'C'.



Cycle

## b) All Channel Network (- (Star))

All the individual in this network communicate with each other freely, permanently & regularly. It is used in small organisation.



## \* Internal (Informal/~~Grape~~ Grapevine)

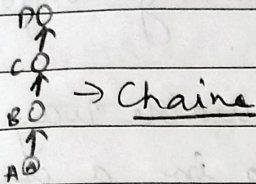
→ Any communication that takes place without following the formal channels of communication is said to be informal communication. The informal communication is often referred to as "grapevine" as it spreads throughout the organisation and in all direction without any regard to the levels of authority.

The informal communication spreads rapidly, often gets distorted and it is very difficult to detect the source of such communication. It also leads to rumors which are not true. People's behaviour is often affected by the rumors and informal discussions which sometimes may hamper the work environment.

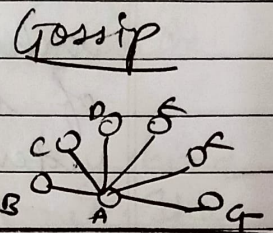
→ However, sometimes these channels may be helpful as they carry information rapidly and therefore, may be useful to the manager at times. Informal channels are also used by the managers to transmit information in order to know the reaction of his/her subordinates.

## \* Types of Grapevine:-

- 1) Chain :- In this network, each person communicates with the other in a sequence.

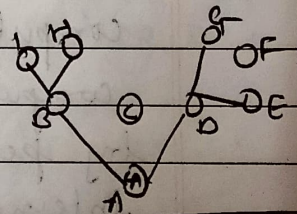


- 2) Gossip :- In this type of network, each person communicates with all other persons on a non-selective basis.



- 3) Probability :- In this network, the individual communicates randomly with other individuals.

### Probability



- 4) Cluster :- In this network, the ~~individual~~ individual communicates with only those people whom he trusts. Out of these four types of network, the cluster network is the most popular in organizations.

### Cluster

