**Types of Communication :**

Communication takes place through different methods and channels.

The three main types of communication are :

1. **Oral or Verbal**

It includes different **modes** :

1. Talks
2. Speeches
3. Discussions
4. Meetings
5. Seminars
6. Counseling
7. Interface
8. Telephone
9. Loudspeaker
10. Tape recorder
11. Radio

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| Merits | Demerits |
| It can readily be used  | It is not effective when the target audience is spread out |
| It is instantaneous  | It is constrained by language, accent and vocabulary |
| It is persuasive  | It is also constrained by noise and other physical barriers |
| It is cost effective  | It is normally recorded or documented  |
| It works very well in small groups . | It cannot be erased. |
| It can be supplemented by non-verbal messages  | It is often dependent on memory. |

1. **The Non- verbal**: It takes place through body language.

It includes different modes :

* 1. facial expressions,
	2. the tone and pitch of the voice ( intonation ) ,
	3. gestures displayed through body language ( kinesics)
	4. and the physical distance between the communicators ( proxemics) .
1. **Written** : It is carried out through different modes :
2. Letters
3. Memos
4. Circulars
5. Notes
6. Reports
7. Mail / email
8. Fax
9. Telegram
10. Photocopier
11. Books
12. Print

MERITS AND DEMERITS OF WRITTEN COMMUNICATION

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| --- | --- |
| Merits | Demerits |
| It has an extremely wide reach | It takes time to reach its target |
| It creates a record and is easily documented | It is less interactive |
| It can be erased and rewritten | It depends on word power |
| It is agreeable to a high level of planning and structuring. | It takes more time to get feedback. |
| It provides repeated references | It depends on the messenger and mode of transmission |
| It depends less on memory since facts and figures can be mobilized beforehand  | It is constrained by language, handwriting and efficiency of the tools used. |

[ **Students , this book primarily focuses on this Written communication only. The rest of the chapters discuss the written communication in detail**. ]

 **Forms of Communication** :
 Communication can be categorized in many ways. Fir the sake of convenience , we have taken it to be ten as follows :

1. Personal Communication :

It takes place between any two individuals. It may be in a family, group, community or even an organization. Such communications are informal. Element of privacy is also found in it.

It can take the form of personal calls, personal e- mails or letters, sms or the like.

1. Business Communication :

Business communication targets to support the goals of business. It takes place among business enterprises , market, within organizations and between various groups of employees, owners ,buyers and sellers, sales executives, staff , press persons. Communication with all precision gives a new impetus to any business.

1. Internal Communication :

It takes place within an organization or group. It could be oral or written, visual or audio- visual, formal or informal.

1. **External Communication** :

Unlike internal communication, external communication flows outward. It addresses people outside the organization, like the potential customers, competitors, public, press , media and the government.

External communication can take place in various ways and through different channels like :

* Letters
* Notices
* Brochures
* Demonstrations
* Telephone calls
* Business Meetings
* Press Releases
* Press Conferences
* Audio- visual presentations
* Publicity films
* Product launch events
* Advertisements

And all other methods of external communication.

1. Formal Communication :

 To ensure communication on regular basis, every organization develops a kind of formal systems. Staff meetings, union –management meetings, different conferences are some forums to delve into a formal kind of communication.

Also we do formal communication with office bearers , civil courts , government establishments or private organizations .

Memos, circulars , instructions , guidelines , clarifications, agreements and reports are some of the channels that facilitate anisatthe flow of formal communication in business organizations.

( **This book concentrates exclusively on this formal communication** )

1. Informal communication :

This type of communication takes place in an unrestricted manner . Spontaneous are they. It is generally used where no strict hierarchy or order of seniority is decided.

It takes place through chats , informal talks, personal letters and so on.

1. Lateral Communication :

It takes place in an organization and is neither upward nor downward. It proceeds in a horizontal manner and takes place among equals and at peer level.

1. Mass Communication : Mass communication is distinctive in view of its scale. Essentially, it addresses a large mass of people. Public speaking, newspapers, magazines and journals, radio, television and dotcoms and public hoardings are channel of mass communication.

 Main branches of study relating to mass communication are public relations, advertising and publicity, journalism and digitally media.