

CHAPTER 2 – TYPES OF COMMUNICATION

2.1 Categories of communication

1 – Interpersonal communication

Interpersonal communication is the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages: it is face-to-face communication.

Interpersonal communication is an exchange of information between two or more people. It is also an area of study. Communication skills are developed and may be enhanced or improved with increased knowledge and practice. During interpersonal communication, there is message sending and message receiving. This can be conducted using both direct and indirect methods. Successful interpersonal communication is when the message senders and the message receivers understand the message.

2 – Mass communication

Refers to imparting or exchanging of information on a large scale to a wide range of people.

It is the study of how people and entities relay information through mass media to large segments of the population at the same time. It is usually understood to relate newspaper, magazine, and book publishing, as well as radio, television and film, even via internet as these mediums are used for disseminating information, news and advertising. Mass communication differs from the studies of other forms of communication, such as interpersonal communication or organizational communication, in that it focuses on a single source transmitting information to a large number of receivers. The study of mass communication is chiefly concerned with how the content of mass communication persuades or otherwise affects the behavior, attitude, opinion, or emotion of the person or people receiving the information.

Difference between Interpersonal and Mass Communication.

The most basic difference between mass communication and personal communication is the size of the audience and the source of the message. By which we mean that in personal communication the sender as well as the receiver is a person while in mass communication the sender as well as the receiver maybe a person ,a group or a huge chunk of population of a country.

The other important difference between them is the reason why the message actually originated and the conditions under which it is been communicated. For instance in personal communication the expression of certain emotions could be a reason while in mass communication it might be to induce the audience of the message to buy or try a product or service.

The tools or rather the medium in both are also different, mass communication will have print, audio visual, internet etc. but personal communication will have mobile, mail or internet as a tool to communicate.

Basis of formality

1 – Formal

The communication in which the flow of information is already defined is termed as Formal Communication. The communication follows a hierarchical chain of command which is established by the organization itself. In general, this type of communication is used exclusively in the workplace, and the employees are bound to follow it while performing their duties.

Example: Requests, commands, orders, reports etc.

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The formal communication is of four types:

- **Upward or Bottom-up:** The communication in which the flow of information goes from subordinate to superior authority.
- **Downward or Top-down:** The communication in which the flow of information goes from superior to subordinate.
- **Horizontal or Lateral:** The communication between two employees of different departments working at the same level.
- **Crosswise or Diagonal:** The communication between the employees of two different departments working at different levels.

2 – Informal

The communication which does not follow any pre-defined channel for the transmission of information is known as informal communication. This type of communication moves freely in all directions, and thus, it is very quick and rapid. In any organization, this type of communication is very natural as people interact with each other about their professional life, personal life, and other matter.

Example: Sharing of feelings, casual discussion, gossips, etc.

The informal communication is of four types:

- **Single Strand Chain:** The communication in which one person tell something to another, who again says something to some other person and the process goes on.
- **Cluster Chain:** The communication in which one person tells something to some of its most trusted people, and then they tells them to their trustworthy friends and the communication continues.
- **Probability Chain:** The communication happens when a person randomly chooses some persons to pass on the information which is of little interest but not important.
- **Gossip Chain:** The communication starts when a person tells something to a group of people, and then they pass on the information to some more people and in this way the information is passed on to everyone.

Key Differences Between Formal and Informal Communication

1. Formal communication is also known by the name of official communication. Informal Communication is also known by the name of grapevine.
2. In formal communication, the information must follow a chain of command. Conversely, the informal communication can move freely in any direction.
3. In formal communication full secrecy is maintained, but in the case of informal communication maintenance of secrecy is a very tough task.
4. Formal communication is written, whereas Informal communication is oral.
5. Formal communication is time-consuming as opposed to Informal communication, which is rapid and quick.
6. Formal communication is more reliable than Informal communication.
7. Formal communication is designed by the organization. Informal communication starts itself due to the urge of 'human to talk'.
8. In formal communication, the documentary evidence is always available. On the other hand, in the case of informal communication the supporting documents are not available.

Basis of bearing

1 – Internal / Intraorganizational

Internal communication is the transmission of information between organizational members or parts of the organization. It takes place across all levels and organizational units of an organization. Eg. Memo, circular, appreciation letter, leave application, log book etc

2 – External / InterOrganizational

Definition of **External Communication**. **External communication** is the transmission of information between a business and another person or entity in the company's **external** environment. Examples of these people and entities include customers, potential customers, suppliers, investors, shareholders, and society at large.

Eg Annual General Meeting Report

Basis of Form / Medium

1 – Verbal

2 – Non Verbal

The major differences between verbal and nonverbal communication are as under:

1. The use of words in communication is Verbal communication. The communication which is based on signs, not on words is Non-verbal communication.
2. There are very fewer chances of confusion in verbal communication between the sender and receiver. Conversely, the chances of misunderstanding and confusion in non-verbal communication are very much as the use of language is not done.
3. In verbal communication, the interchange of the message is very fast which leads to rapid feedback. In opposition to this, the non-verbal communication is based more on understanding which takes time and hence it is comparatively slow.
4. In verbal communication, the presence of both the parties at the place of communication is not necessary, as it can also be done if the parties are at different locations. On the other hand, for an effective non-verbal communication, both the parties must be there, at the time of communication.
5. In verbal communication, the documentary evidence is maintained if the communication is formal or written. But, there is no conclusive evidence in case of non-verbal communication.
6. Verbal communication fulfills the most natural desire of humans – talk. In case of Non-verbal communication, feelings, status, emotions, personality, etc are very easily communicated, through the acts done by the parties to the communication.