

# TYPES OF COMMUNICATION

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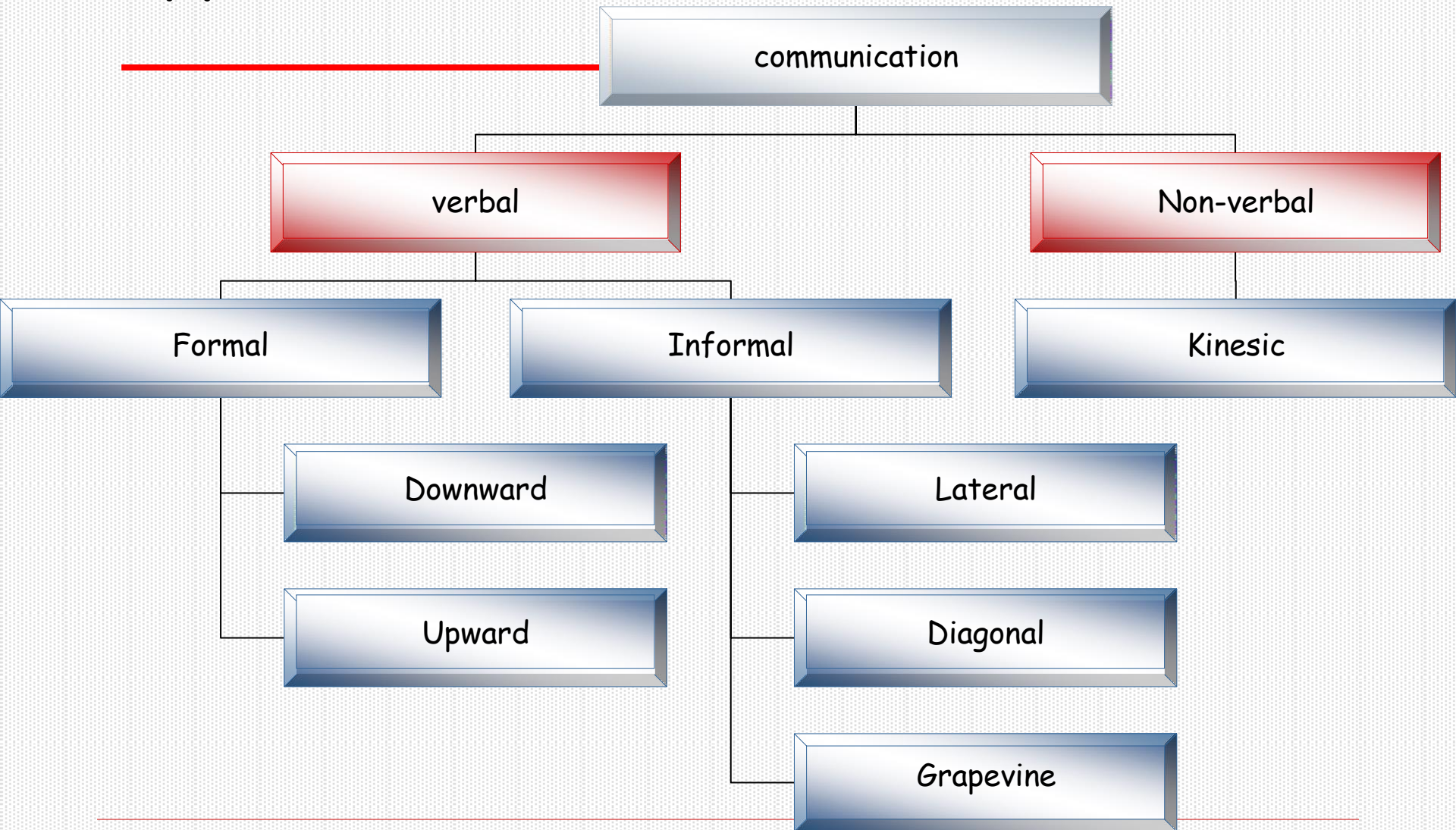


# What is communication ?

- Derived from the Greek word "communicare" or "communico" which means "to share".
- Community implies a group of people living in one place.
- Languages are the codes of communications.

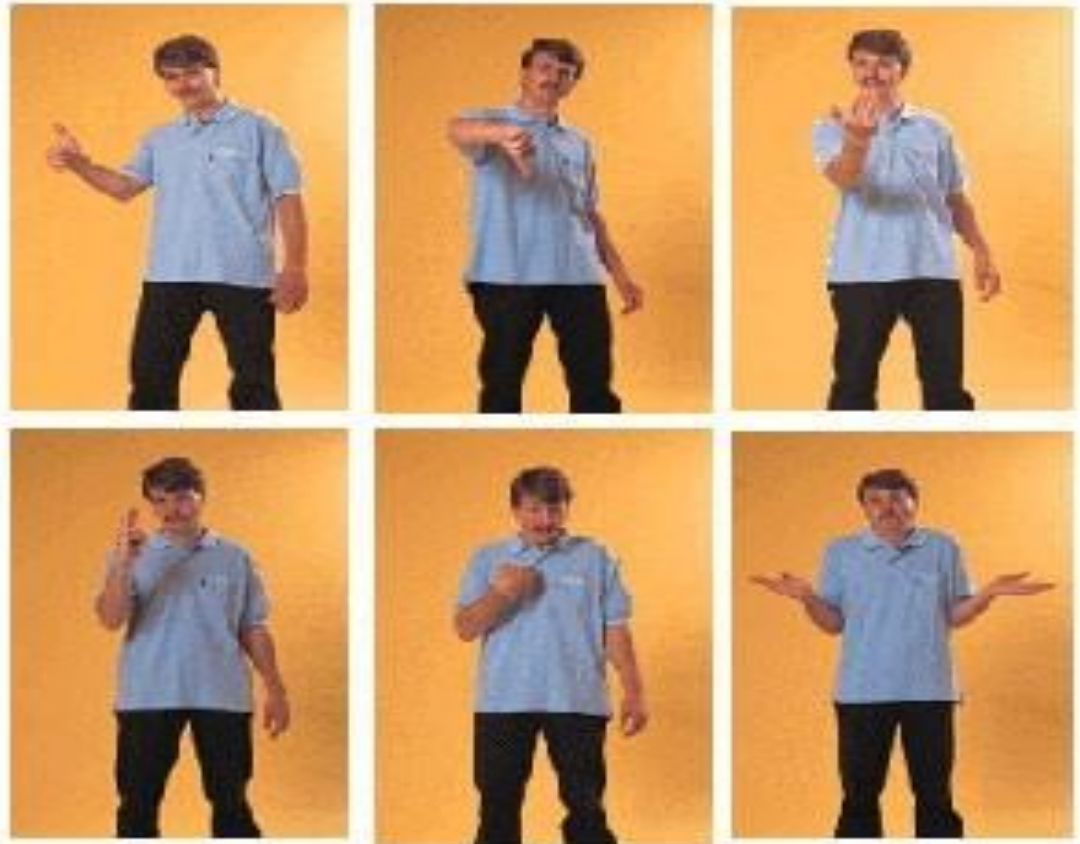


# Types of communication.



# Non-verbal communication

- Through signs & symbols.
- Non-verbal can go without verbal communication.
- Verbal can't go without non-verbal communication.



# Verbal communication.

- Two types of verbal communication.
- (1) formal communication.
- (2) informal communication.



# Formal communication

- We use this type of communication in offices and social gathering.
- Two types of formal communication.
  - (1) Downward
  - (2) Upward



# (1) Downward communication

- Higher designation to lower designation.
- Ex. Boss ordered his worker.
- Here effect of this type of communication is very much than upward communication.



## (2) Upward communication.

- Lower designation to higher designation.
- Ex. Worker request to his boss.
- Here the effect of communication is less than downward communication.





# Vertical & Horizontal Communication



# Informal communication.

- We use this type of communication with our family or friends.
  - Three types of informal communication.
    - (1) lateral
    - (2) diagonal
    - (3) grapevine
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# Lateral communication.

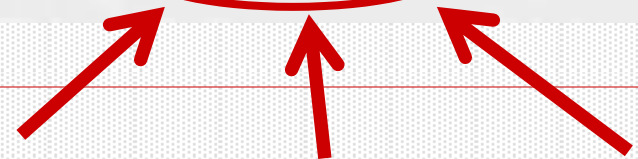
- Found among members working at the same level.
  - Ex. Peer group.
  - Most effective form of communication.
  - Barrier of subordinates or boss is not present here.
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# Lateral Communication



## **Lateral communication**

The horizontal information flow that occurs both within and between departments. The purpose of lateral communication is **coordination**.



# Diagonal communication.

- The path is mixture of vertical and horizontal movement.
- In large communications various departments need communication support from each other.



# RUMORS

## Grapevine communication.

- Also called as "backbiting" or "backstabbing".
- A backstabber is a colleague or an employee who acts like a friend in public but badmouth you in private.



