

Forms Of Communication

1. Verbal n non-verbal Communication
2. Internal n External Communication
3. Formal n Informal Communication



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Verbal Communication

☞ Is an act of conveying messages through the use of mouth



☞ Key components are words, sound, speaking, and language

☞ Widely used to convey the information



☞ Most important aspect of our interaction with other people

☞ Influence listener or audience

❧ May be Oral and Written communication

➤ Oral Communication

➤ Written Communication



❧ Majorly used by cultures in language and religion

Advantages

❑ More precise in organisation's

❑ Most efficient way of explaining intangible ideas

❑ Quick and efficient (reply)

❑ Immediate Feedback

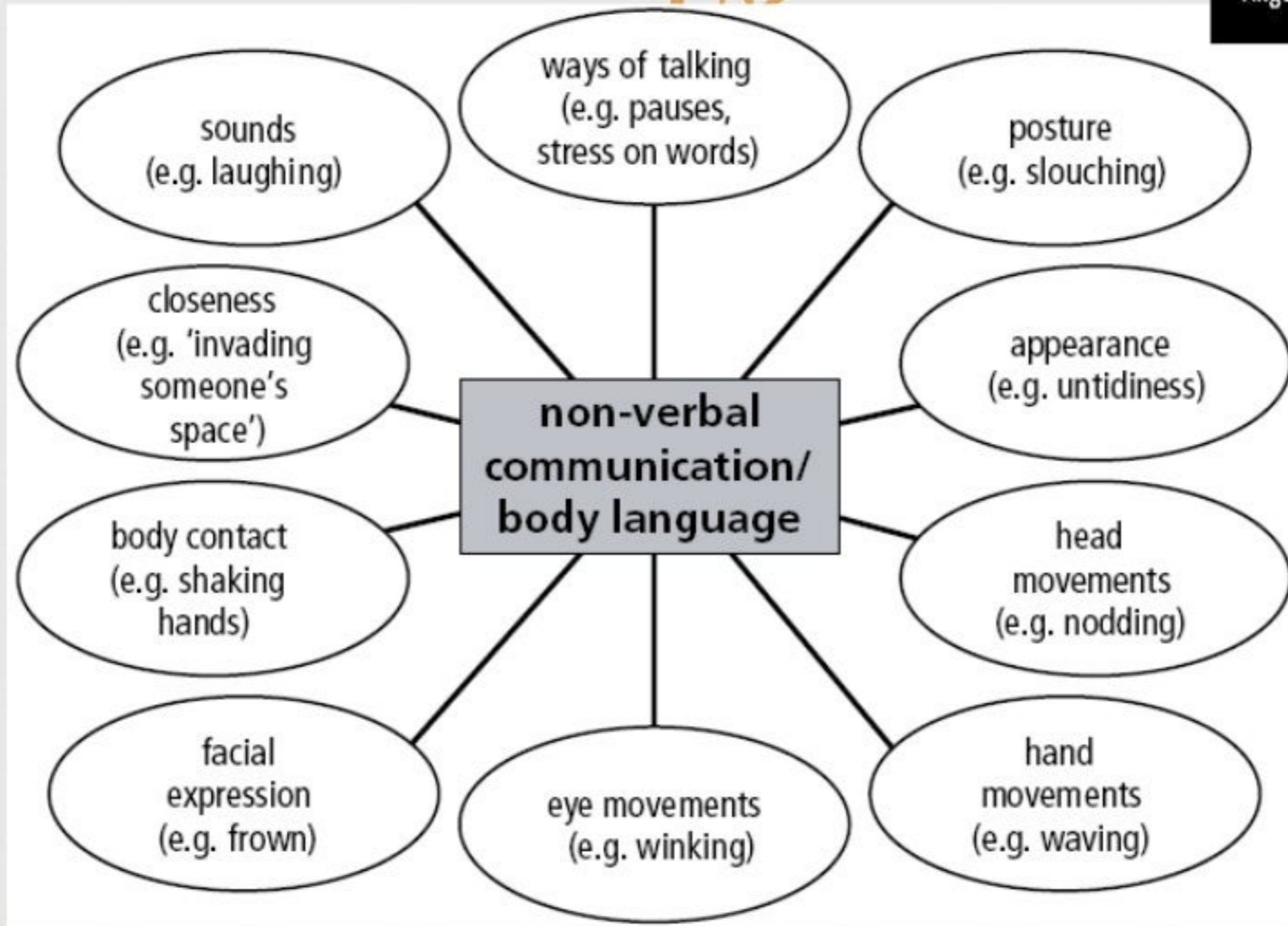
❑ Easy to Express and Exchange ideas

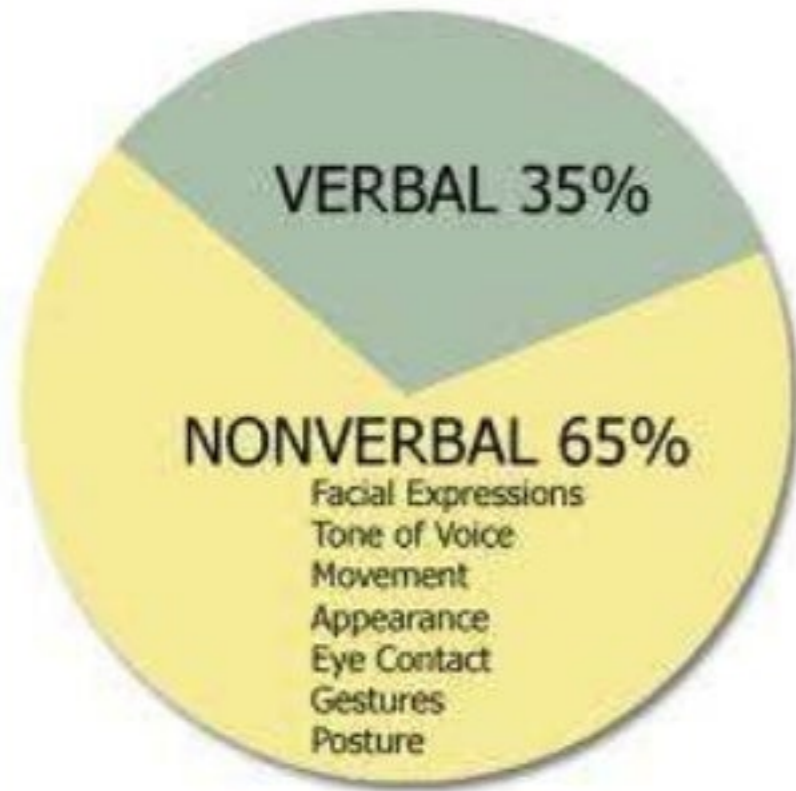


Non Verbal Communication

Through sending and receiving wordless cues between people.

Wordless Message Conveyed through gestures (signs), Movements (Action Languages), and object languages (pictures, clothes)





- Nonverbal communication represents two-thirds of all communication

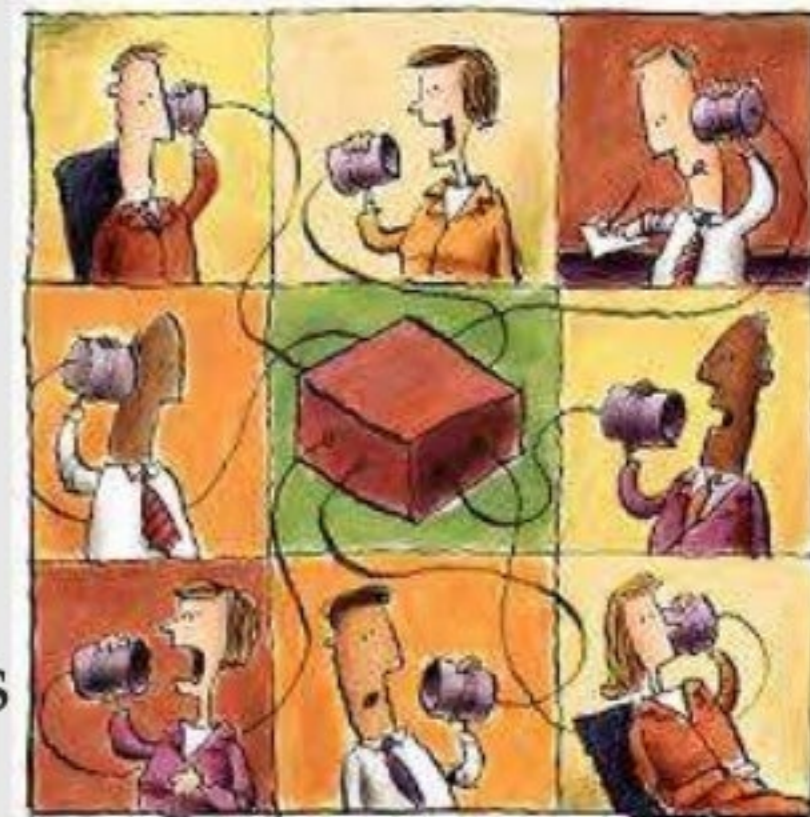


- Nonverbal communication strengthens a first impression in common situations like attracting a partner or in a business interview

Internal Communication

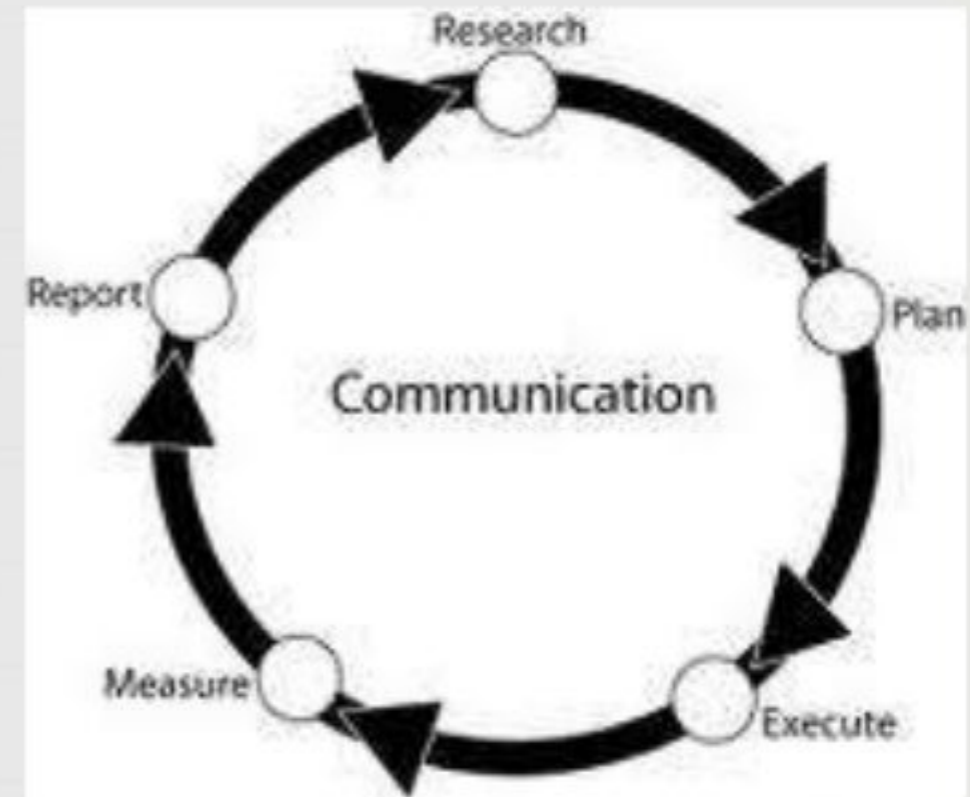
☞ Effective communication or trade among participants within an organization

☞ Employees and employer & managers sub-ordinates



Techniques and technologies used to communicate, both up/down and side-to-side within an organization

- ❧ One-on-one meetings
- ❧ Staff/team meetings
- ❧ Speech
- ❧ Emails
- ❧ Voice mails
- ❧ Video broadcasts
- ❧ Intranets
- ❧ Audio files
- ❧ Corporate newsletters
- ❧ Annual Reports



- ❑ Sharing Of information within an organisation for Business puposes

Four essential elements of successful internal communications

- ❧ Assured that message will have a very high chance of not only being noticed, but actually achieve its communication goal
- ❧ Is focused specific strategic business issues
- ❧ Has an outcome that is specific and measurable
- ❧ Is delivered in a timely manner and in a medium that the receiver is willing and happy to receive it in

Formal Communication



- ☞ Refers to interchange of information officially
- ☞ Also known as “Through Proper Channel Communication” because the information to reach the desired place without any hindrance, at a little cost and in a proper way
- ☞ Formal relations may established between managers and employees

❧ May take any of the forms; policy; manuals: procedures and rule books; memoranda; official meetings; reports, etc.

❧ Types of formal communication within a business are

- 1) Downward where information moves from higher management to subordinate or employees
- 2) Upward where information moves from employees to management
- 3) Horizontal where information is shared between peers

Advantages

- ❧ Prescribed Path
- ❧ Maintenance of Authority Relationships
- ❧ Clear and Effective
- ❧ Easy Knowledge of Source of Information
- ❧ Orderly Flow of Information
- ❧ Help in the Fixation of Responsibility



Disadvantages

- Time consuming
- Overload of work
- Distortion of information

Doesn't allow emotional bonds between employees



Informal Communication

❧ A casual form of information sharing



❧ This communication is based on informal relations and free from all the organizational formalities

❧ Sometimes its call as “grapevine” due to involvement of gossiping which is not officially

☞ Such communication is oral and may be expressed by simple sign or silence and face-to-face interaction is the primary way people communicate informally

☞ Builds relationship among staff members and volunteers

☞ May occur for advice lines where people call in for help for personal issues

☞ Moves like zig-zag manner



Advantages

- ❖ Fast and Effective
- ❖ Free Environment
- ❖ Better Human Relations
- ❖ Satisfying the social needs of workers
- ❖ Easy solution of the difficult problems



Disadvantages

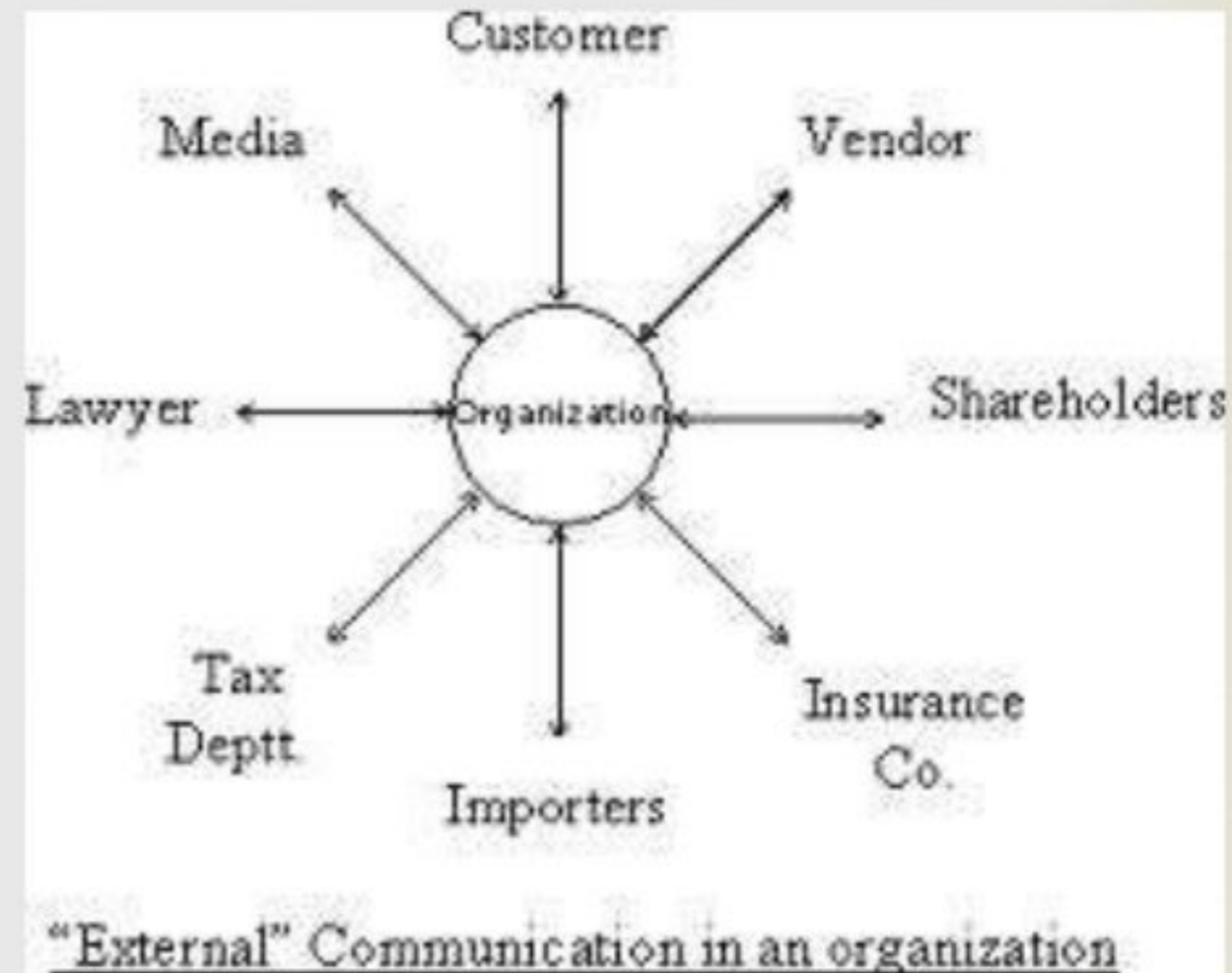
- Unsystematic
- Unreliable Information
 - No Restrictions
 - Difficult to control
- Misunderstandings and Rumors

External Communication

- ❧ Communication that takes place outside the organisation
- ❧ Main Expression is through Public relations, Media Relations, Marketing and Advertising
- ❧ Facilitate co-operation with groups ex: suppliers, investors and stockholders
- ❧ Present a favourable image of an organisation
- ❧ Provides information about products & services to customers

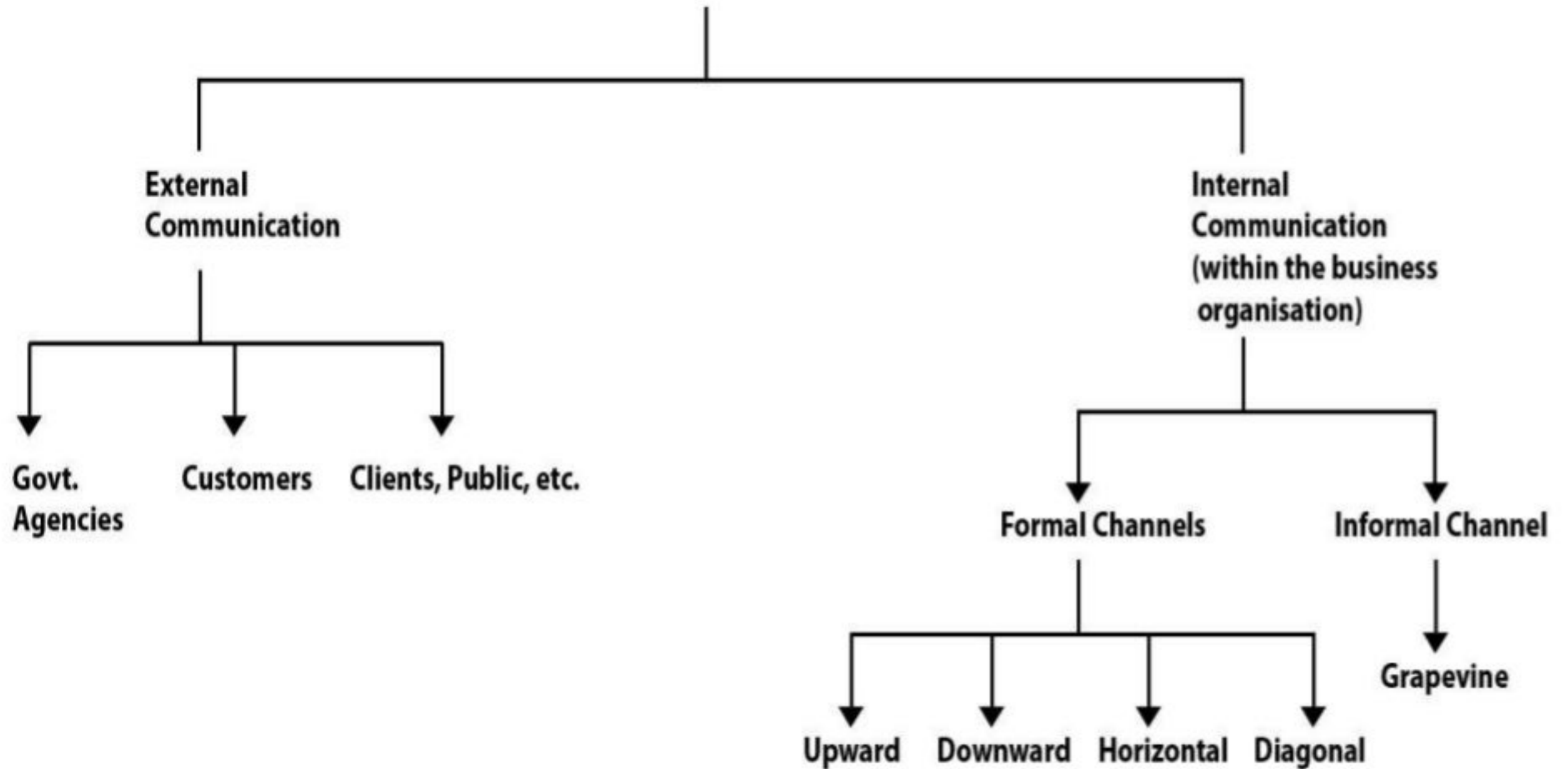
☞ Typically includes email, brochures, newsletters, posters, advertisements and other forms of multimedia marketing designed to attract customers, partners and suppliers to conduct profitable business transactions

☞ Promote sales and publicity
And support branding



- ❧ Its about building the company's image through its relationship
- ❧ Used formal and controlled Communication though that they control its image in outside world and his good relationships.
- ❧ Ex: Press releases
 - Product orders
 - Advertising
 - Pamphlets
 - Press conference
 - Annual Reports
 - Print and Broadcast Media (posters n brouchers)

Kinds/Types of communication Employed in Business Organisations



Thank
you

