

# Communication

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# Origin

- From the Latin word *communicare*, meaning *to share*

Sharing of meaningful information between two or more people.

Exchange of ideas.

Social process.

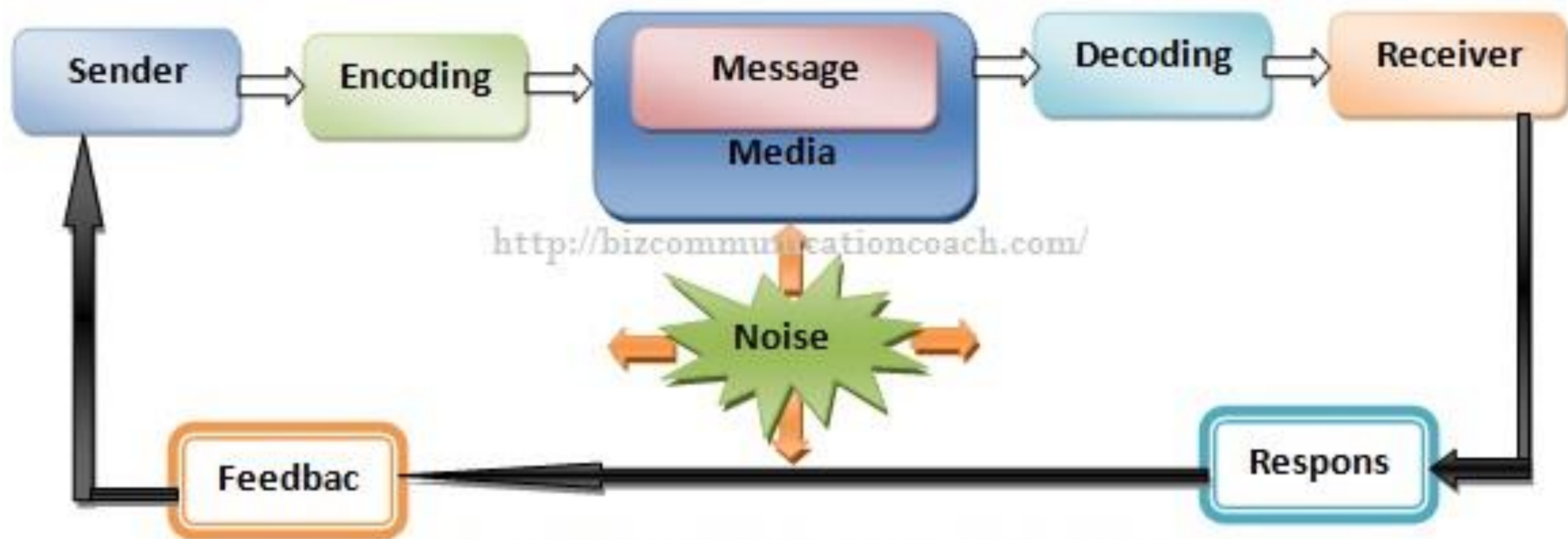


Figure: Elements of Communication Process

# Need for effective communication

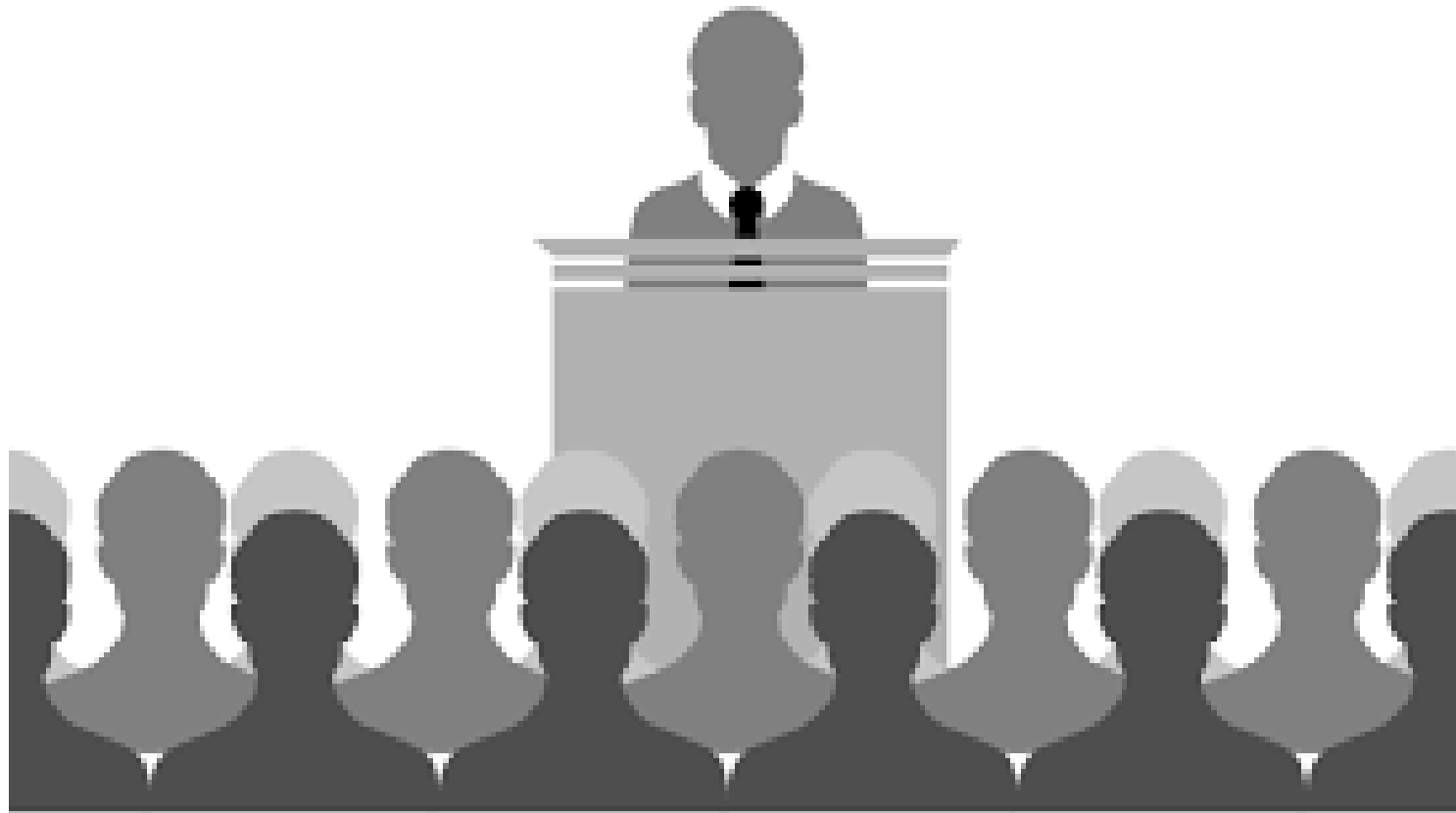
- To maintain social order
- To maintain harmonious relationship with others
- Flow of knowledge
- Work culture

# Levels of communication

- Intrapersonal
- Interpersonal
- Group
- Public
- Mass







A. Oral Communication



# Meeting





# Channels or Flow of communication

- One-way or two-way
- Upward
- Downward
- Horizontal
- Diagonal
- Grapevine

# Use of language in communication

- Observation
- Thought
- Feeling
- Need

# Communication networks

## **1. Vertical Network**

It is the communication happens between superior and subordinate. It is formal in nature and the feedback is fast.

## **2. Circuit Network**

Messages and feedbacks are sent to and from two persons; not necessarily be superior and subordinate.

## **3. Chain Network**

This has the downward movement of communication as a chain of commands to the subordinates.

# Communication networks

## **4. Wheel Network**

This is highly centralised. Everyone receives commands from the superior and the feedback is fast.

## **5. Star Network**

In this all members communicate with each other and it is ideal for team communication.

# Barriers to communication

- Physical
- Psychological
- Semantic
- Organizational
- Interpersonal
- Cultural
- Miscommunication
- Noise

# Listening

- Types of Listeners
  - Detached
  - Involved
  - Passive
  - active



# Types of Listening

- Superficial
- Appreciative or Entertainment
- Focused
- Evaluative
- Attentive
- Empathetic
- Intensive