

TYPES OF COMMUNICATION

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WELCOME



TO

THE

WORLD



OF



COMMUNICATION

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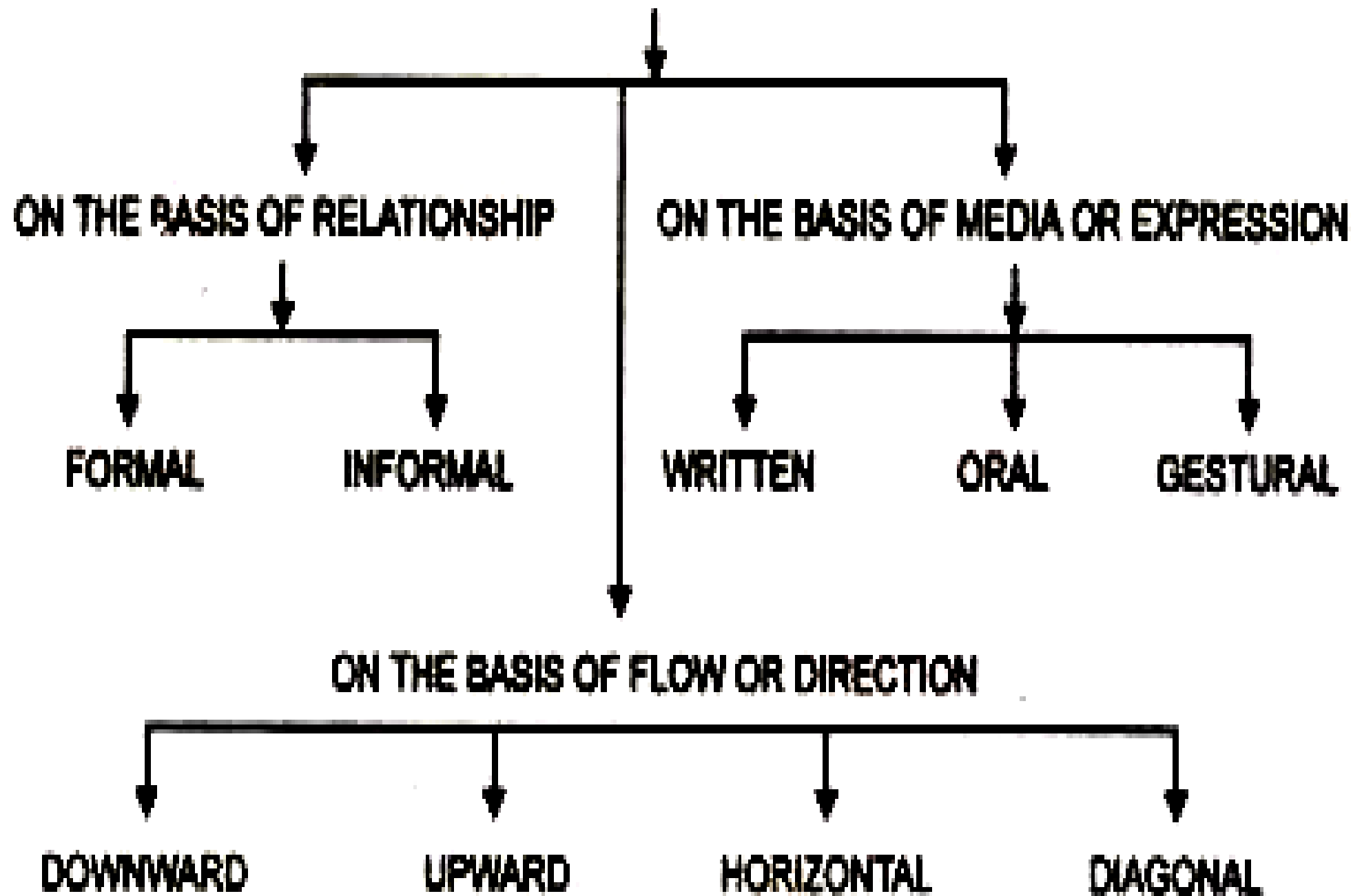
What is communication?

- ⌘ Communication has been defined as the transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver.”

Types of Communication



CLASSIFICATION OF COMMUNICATION



Direction of Communication



Upward

A light green circle containing two vertical arrows pointing in opposite directions, one pointing up and one pointing down.



Downward

An orange circle containing two vertical arrows pointing in the same direction, both pointing downwards.



Lateral


A dark green circle containing two horizontal arrows pointing in opposite directions, one pointing right and one pointing left.

Downward Communication


- Traditionally, the emphasis in business organizations has been on downward communication. It is the communication comes from supervisors and flows down to subordinates. It naturally flows from top to bottom.



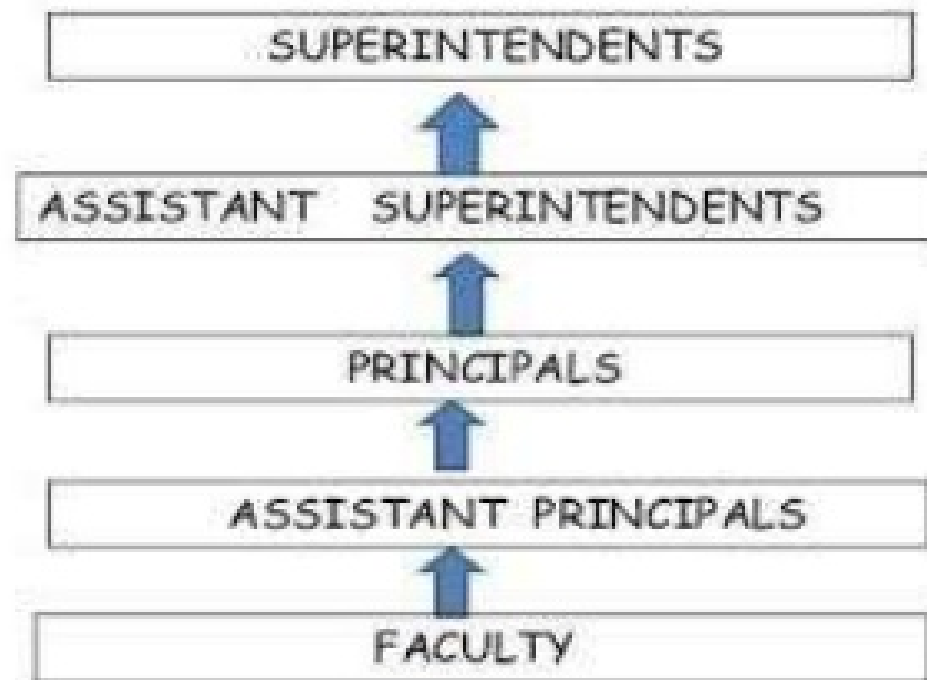
OBJECTIVES:

- ❑ To give specific directions about a job.
 - ❑ To explain procedures.
 - ❑ To explain the significance of a job given to a subordinate with respect to the organizations goals.
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UPWARD COMMUNICATION

- ⌘ The function of upward communication is to send information, suggestions, complaints and grievances of the lower level workers to the managers above.
 - ⌘ It is not encouraged in the past, but modern managers encourage upward communication.
 - ⌘ This type of communication is also called Up stream communication.
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UPWARD COMMUNICATION

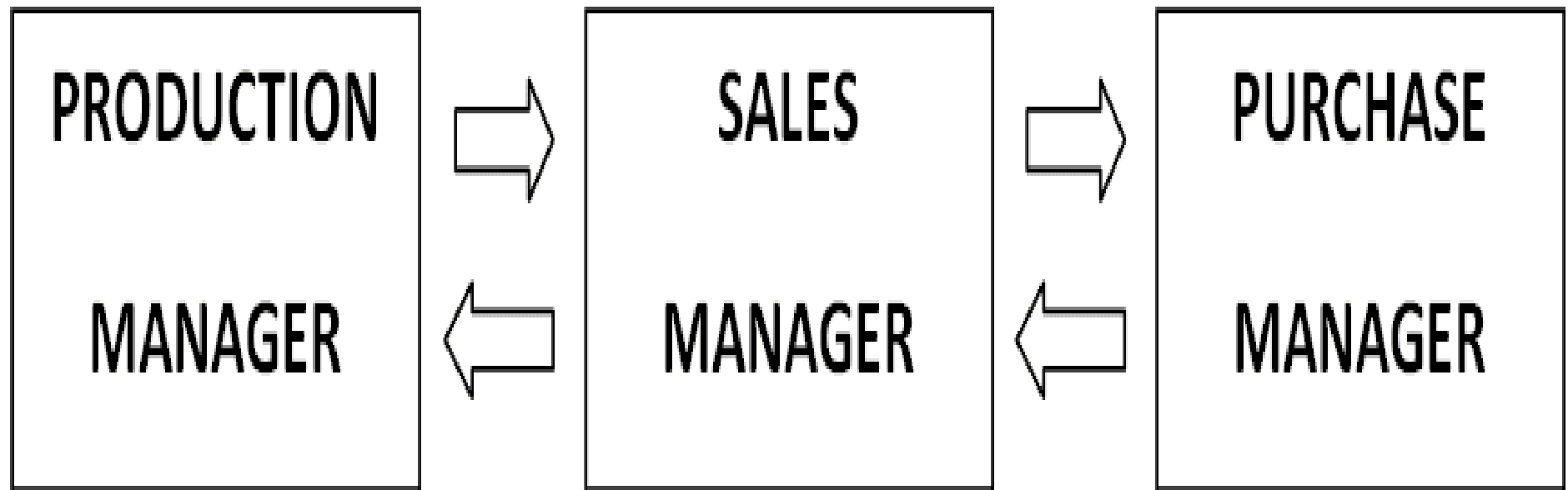


HORIZONTAL COMMUNICATION

- ⌘ This kind of communication takes place between departments or people on the same level in an organizational structure. It is one of the most frequently used channels of communication.
 - ⌘ Face to face discussions, telephone talks, periodical meetings, memos etc are the ways of carrying out this type of communication.
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OBJECTIVES:


- ⊠ To create friendly atmosphere in an organisation.
 - ⊠ To cut across departmental barriers.
 - ⊠ To ensure quick feedback.
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HORIZONTAL COMMUNICATION


WRITTEN COMMUNICATION

⌘ Meaning:


- A 'written Communication' means the sending of messages, orders or instructions in writing through letters, circulars, manuals, reports, telegrams, office memos, etc.
 - It is a formal method of communication and is less flexible.
 - A written document preserved properly becomes a permanent record for future reference.
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ADVANTAGES

- ⌘ It is less likely to be misunderstood.
 - ⌘ It is readily available for future reference.
 - ⌘ It is better drafted.
 - ⌘ With the help of printing and duplicating means, information can be disseminated widely to many.
- 


- ⌘ It is more suitable for transmitting lengthy messages containing financial, production and other data.
 - ⌘ It can also be used to provide tangible evidence of what has occurred or what was stated.
- 

DISADVANTAGES

- ⌘ It is difficult to keep the written material up-to-date.
 - ⌘ Merely sending written communication does not ensure that it is understood. In fact, if the receipt is absent, it is not possible to check back immediately whether the message has been conveyed properly.
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- ⌘ Written communication can encourage excessive formality and rigidity in personal relations.
 - ⌘ At times, written messages are not even read by the recipients.
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TIPS FOR IMPROVING WRITTEN COMMUNICATION

- ✉ Few guidelines suggested by Keith Davis may help to improve written communication:
 - Use simple words and phrases;
 - Use short and familiar words;
 - Use personal pronouns whenever appropriate.
 - Give illustrations and examples; use charts.
 - Use short sentences and paragraphs.
 - Use active verbs such as “The manager plans..”
 - Avoid unnecessary words.
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REFERENCES

- ❏ www.wikipedia.com
 - ❏ <https://study.com>
 - ❏ www.yourarticlelibrary.com
 - ❏ UGC COMMERCE – Business Management
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Thank you!

