

20  
2018

SEM-II  
TYPES OF COMMUNICATION  
SROTOSWINI DEY

FEBRUARY DEPT. OF ENGLISH  
UCC  
8th Wk • 051-314  
Tuesday

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Short answer type questions: [1/2 marks each]

1. What is Lateral Communication?

→ Lateral Communication the exchange, imparting or sharing of information, ideas or feelings between people within a community, peer groups, departments or units of an organization who are at or about the same hierarchical level as each other for the purpose of coordinating activities, efforts or fulfilling a common purpose or goal.

2. What is the One-way Communication?

→ In oneway communication, information is transferred in one direction only, from the sender to the receiver. There is no opportunity for the receiver to give any feedback to the sender.

3. Define Two-way Communication.

→ Two way communication is a form of transmission in which both parties are involved in transmitting information. Two way communication has also been referred to as interpersonal communication. Common forms of two way communication are Amateur Radio,



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chatrooms, instant messaging, computer networks, telephone conversation etc.

4. What do you understand by a written communication?

→ The written communication refers to the process of conveying a message through the written symbols. In other words, any message exchanged between two or more persons that make use of written words, is called as written communication. A written communication means the sending of message, order, instruction in writing through letters, circulars, manuals, reports, telegrams, office memos, bulletins etc.

5. Define Oral or Verbal Communication.

→ The verbal communication is a type of communication wherein the message is transmitted through the spoken words. Here the sender gives words to his feelings, thoughts, ideas and opinions and expresses them in the form of speeches, discussions, presentations and conversations. The effectiveness of the verbal communication depends on the tone of the speaker, clarity of speech, volume, speed, body language and the quality of words used in

Important Notes



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the conversation. In case of verbal communication, the feedback is immediate since there are a simultaneous transmission and receipt of the message by the sender and receiver respectively.

6. Mention two points of difference between Verbal and Written Communication.

→ Verbal Communication

i) Involves spoken words to transmit a message.

ii) Body language and articulation take a big role.

Written Communication

i) involves letters, memos, circulars, reports, manuals etc. for sending messages orders and instructions.

ii) Body language and articulation has play no role at all.

7. What is gestural communication?

→ A gestural communication is a form of non-verbal communication or non vocal communication in which visible body bodily actions communicate particular messages, either in place of or in conjunction with speech. Gestures include movement of hands, face, or other parts of the body.

Important Notes



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8. What do you mean by a Nonverbal Communication

→ Non verbal communication is the transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, posture, and the distance between two individuals. Nonverbal communication is the nonlinguistic transmission of information through visual, auditory, tactile, kinesthetic channels.

9. What is Grapevine Communication?

→ Grapevine Communication is basically an informal dialogue in the workplace, in its purest form. It is characterised by conversations between employees and the superiors that do not follow any prescribed structure or rule-based system. Grapevine Communication spreads rapidly and touches each person throughout the organisation.

10. Distinguish between formal and informal communication.

→ Important Notes → Formal Communication : —

i) Formal Communication is the transmission of information in formal organisational structure and in specific direction.



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- ii) The purposes of formal communication are to give orders, convey instructions and fulfill the objectives of the organisation through some pre-determined rules and regulations.
- iii) Letters, memos, reports, speeches, email, internet, website etc. are used in the case of formal communication.
- iii) In case of formal communication feedback requires some-time due to completion of formal procedure.
- iv) Formal Communication is time consuming.
- v) It is official in nature and requires sanction of the higher authority.
- vi) Flexibility is not found in it; it is generally rigid in nature.
- vii) Information is reliable, correct, factual and standard in it.
- viii) It is generally written.
- ix) Formally Formal Communication generally moves both upward and downward.
- x) Personal influence is nil in such communication.

🔗 Important Notes :

Sunday 25



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## Informal Communication

- i) Informal Communication is the communication on the basis of informal relations and understanding among the people at the same or different levels.
- ii) The purposes of informal communication are to build up informal relationship through personal contacts, sharing of informations, etc.
- iii) Usually verbal channels for example face to face conversation, telephone calls, gossip, ~~etc~~ chat, are used in the case of informal communication.
- iv) In informal communication feedback is immediate.
- v) Informal communication being verbal mostly, is less costly and immediate. Of course, gossip may ~~be~~ consume productive working hours.
- vi) It is unofficial and informal in nature.
- vii) No sanction of higher authority is required.
- viii) It is very much flexible in nature.
- ix) This type of communication is less transparent because gossip generates concealed



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stories, and rumors. It lacks reliability therefore.

\* Informal Information Communication moves towards any direction - upward, downward, sidewise, parallel etc.

SEM - II

BUSINESS COMMUNICATION

TYPES OF COMMUNICATION

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