TYPES OF COMMUNICATION
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.

Verbal Communication:
- Formal
- Informal
  - Downward
  - Upward

Non-verbal Communication:
- Kinesic
  - Lateral
  - Diagonal
  - Grapevine
Non-verbal communication

- Through signs & symbols.
- Non-verbal can go without verbal communication.
- Verbal can’t go without non-verbal communication.
Face-to-Face Communication
The Way Your Message Is Conveyed

- **Body language** (50%)
- **Tone of voice** (40%)
- **Words** (10%)
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
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.
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.
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.
Thank You!