DEPARTMENT OF COMMERCE

D. P. VIPRA COLLEGE

Communication

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Communication

- What is Communication
- Process of Communication
- Types of Communication
- Levels of Communication
- Communication Barriers

Communication

It is a process of exchanging

- Information
- Ideas
- Thoughts
- Feelings
- Emotions
- Through
- Speech
- Signals
- Writing
- Behavior

- Types of People communicate with each other in a number of ways that depend upon the message and its context in which it is being sent.
- Types of communication based on the communication channels used are –
- Verbal Communication
- Nonverbal Communication

Verbal Communication

- It refers to the form of communication in which message is transmitted verbally
- Communication is done by word of mouth and a piece of writing.
- In verbal communication remember the acronym "KISS" (keep it short and simple).

Verbal Communication is divided into:

- Oral Communication
- Written Communication

. **Oral Communication**

In oral communication, Spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet. Communication is influence by pitch, volume, speed and clarity of speaking.

Advantages – It brings quick feedback. In a face-to-face conversation, by reading facial expression and body language one can guess whether he/she should trust what's being said or not.

Disadvantages – In face-to-face discussion, user is unable to deeply think about what he is delivering, so this can be counted as a fault

Written Communication

- In written communication, written signs or symbols are used to communicate.
- In written communication message can be transmitted via email, letter, report, memo etc. Written Communication is most common form of communication being used in business.
- **Advantages** – Messages can be edited and revised Written communication provide record and backup. A written message enables receiver to fully understand it and send appropriate feedback.
- **Disadvantages** – Written communication doesn't bring instant feedback. It take more time in composing a written message as compared to word-of-mouth and number of people struggles for writing ability.

THANK YOU