

(2) Describe Different types of Communication.

⇒ Letters, telephones, telegrams and internet are some of the well-known means of communication. Telephone is the fastest means of communication. Internet is the latest means of communication. Newspapers, radio, television, magazines and books are other means of communication. In olden days people sent messages through pigeons.

These days communication is possible through a vast variety of media. The managing Director desirous of communicating with Sales manager can summon him to his room, talk to him over telephone, or send him memo. If he wants to consult all the departmental heads, he would most probably convene a meeting. If information is to be transmitted to all the employees, a notice may be put on the notice board or a person may circulate it among them, a senior officer may announce it over the public address system, or it may be printed in the office bulletin. Posters may be used

to issue warnings. Communication with government departments and other agencies is mostly conducted through written letters.

★ These are different types of Communication.

(i) Written Communication.

⇒ Written communication is usually formulated with great care. The very prospect of writing make people conscious. They give a serious thought to their ideas and try to organise them. Since written communication is upon to verification, and its authenticity can be easily challenged, the communicator has to be accurate and factual. Communication media having become very fast, written communication enjoys a wide access. If the communicator and the receiver are far removed from each other, an e-mail message will prove to be the fastest and the cheapest. Written communication is acceptable as a legal document. That is why some executives think that even if some messages have been transmitted orally, they should later be confirmed in writing.

(ii) Oral Communication:—

⇒ Oral communication saves time in a number of cases where action is required to be taken immediately, it is best to transmit a message orally. When the work load builds up, harassed executives stop writing they search for the telephone or call a snap conference, or just walk down the corridor and give oral instructions to somebody. It helps them to expedite work. In the most of the cases. When it is within the organisation oral communication saves money also. Oral communication is not possible if the communicator and the receiver are far removed from each other and no mechanical devices are available to connect them. In oral messages, responsibilities for mistakes, if any, cannot be specifically assigned. Oral communication is extremely useful while communicating with groups at assemblies, meetings, etc.

★ Face-to-Face Communication.

⇒ Face-to-Face communication may, at the first thought, appear to be identical with oral communication. However, it is possible to visualise certain situations in which the two get distinguished. Telephonic conversation is oral but we cannot call it Face-to-Face Communication. The presidents of two countries greeting each other with smile and warmly shaking each other's hand are engaged in Face-to-Face Communication, although for want of common language, their Communication cannot be described as oral. In most of the situations, however, all Face-to-Face Communications are oral also. but Facial expressions and gestures help to communicate better. Face-to-Face Communication provides the speaker with a much better opportunity for adjustment. A puzzled look indicates lack of Understanding; explain yourself better.

★ Visual Communication:-

⇒ Facial expressions and gestures, printed pictures, posters, slides, film, strips etc., fall under visual communication. Mime is an old art in which ideas and emotions are communicated through facial expressions and gestures. We are all familiar with the two pieces of bone put in a cross-wise fashion with a skull placed in between and we all know that they signify danger. In cinema houses are often see a slide showing a lighted cigarette with a cross mark on it. Again, the meaning is clear to everybody: no smoking. Communication through such visuals is very effective because it is sure and instantaneous. No words are uttered, no sign made, and yet the message gets across.

But visual communication alone is not enough. It can be used to transmit very elementary and simple ideas, orders, warnings. It can be effectively used only in combination with other media.