

# The Types of Communication

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## ABSTRACT

*The main objective of this research paper is to understand the types of communication. It is apparent that when communication takes place among individuals, belonging to various categories and backgrounds, they put into operation various types of communication. These are, the formal types of communication, informal types of communication, oral communication (face-to-face), oral communication (distance), written communication, non-verbal type of communication, grapevine communication, feedback communication, visual communication and active listening. Sign languages are the languages of the deaf community. When the individuals suffer from speech disabilities and hearing impairments, they make use of sign languages in communicating. While communicating, it is necessary for the individuals to keep normal facial expressions. The individuals need to be well-aware in terms of types of communication. Furthermore, they need to be aware that what types of communication will be appropriate and suitable in various settings and environments. The types of communication that is put into operation is dependent upon the needs and requirements of the individuals and the purposes that need to be acquired through implementation of types of communication. The main areas that have been taken into account in this research paper include, understanding the meaning of types of communication, types of communication, communication through sign languages and communicating through facial expressions.*

**Keywords:** Communication, Facial Expressions, Formal, Informal, Information, Individuals, Sign Languages

The individuals are constantly communicating with each other through various forms, gestures, expressions and channels. Communication is not all the time conscious. In some cases, it is voluntary as well. There are cases, when the individuals are communicating with each other information, which is misinterpreted and even enable them to form false expressions of their own-selves. If one can stay aware on a regular basis in terms of the types of communication, they are able to understand that types of communication will render a significant contribution in enabling the individuals to communicate in a well-organized and suitable manner. Clear communication is regarded as indispensable. When the individuals need to ensure that they are able to convey the necessary ideas, perspectives, viewpoints and information to the individuals in an appropriate manner, which can be easily understood and one would be able to implement the tasks and functions successfully, they will augment their knowledge and understanding in terms of types of communication.

The understanding of the types of communication enable the individuals to develop communication skills. Communication skills are regarded as indispensable for leading to success of any business. The individuals are different from each other in terms of ways of communication. All the individuals have different traits which have an impact upon the communication processes. In some cases, one may willingly communicate with others, whereas, there are cases, when individuals possess an introvert nature and do not depict interest and enthusiasm in communicating with others. In accordance to the research studies, subordinates usually communicate with their superiors willingly. Whereas, superiors in some cases may not communicate with their subordinates willingly. The major cause is, their busy schedules. Therefore, the job duties, routine and mood of the individuals are also vital factors that have an influence upon the communication processes and the types of communication. All types of communication initiates with the generation of information and the information is put into the data or medium of

transmission towards the intended audience (Types of Communication, n.d.).

### **UNDERSTANDING THE MEANING OF TYPES OF COMMUNICATION**

When understanding the meaning of different types of communication, it is vital to understand that communication is the key to the success of any organization. Furthermore, the individuals are able to enrich their lives when they augment their communication skills. The two essential forms of communication are internal and external. External communication is the communication that reaches out to the customers, clients and other individuals outside the organization. It is the job duty of the employees to impart information to the customers in terms of benefits of products and services, so they are able to increase productivity and profitability. This type of communication includes, brochures, various forms of advertising, contact letters, telephone calls, websites, pamphlets and so forth. In external communication, image is regarded to be of utmost significance. Logo is vital in representing the organization, letterhead is regarded as the selling tool and how the individuals communicate with each other face-to-face or over the phone should reflect professionalism. Furthermore, formal as well as informal contacts with the outsiders is also regarded as an important feature of external communication (Unit: 1 Communication. n.d.).

Internal communication is the communication that takes place among individuals within the organizations. When individuals are recruited within the organizations, it is apparent that they need to possess adequate information in terms of their job duties. Apart from possessing suitable information in terms of one's job duties, they need to communicate effectively with the other members of the organizations. These include, superiors, subordinates and colleagues. Internal communication involves motivating and stimulating the mind-sets of the individuals towards learning and achievement of organizational goals. The internal communication takes place through meetings, organization of seminars and workshops, giving of rewards, notices, emails, newsletters and so forth. This communication can be formal as well as informal. When the superiors are communicating with their subordinates with the purpose of guiding,

leading and motivating the employees, they need to ensure they make provision of help and assistance to them to achieve organizational goals and enhance the structure of the organizations. Furthermore, there should be proper grievance redresser procedures as well, which would enable the employees to redress their grievances. Therefore, these aspects signify the meaning and significance of internal communication.

The formal communication network is regarded as the official structure of the organization. It is shown in the organization chart. Information may travel up or down, up or across the hierarchy of the organization (Unit: 1 Communication. n.d.). In the present existence, it is vital for the individuals to augment their skills and abilities in terms of English language. Within various types of organizations and educational institutions at all levels, it is essential for the individuals to be well-equipped with English language. As when the individuals are implementing written as well as oral communication, it is indispensable for them to be well-equipped with English language. Research studies have indicated that individuals, belonging to rural communities and deprived, marginalized and socio-economically backward sections of the society are not well-equipped with English language. Therefore, they get enrolled in educational institutions and training centres to improve their knowledge and competencies. Effective communication is facilitated through the utilization of tools and planning. Therefore, it can be stated, in order to achieve personal and professional goals and enhance one's career prospects, it is vital for the individuals, belonging to all categories and backgrounds to be well-equipped with English language skills.

### **TYPES OF COMMUNICATION**

The types of communication is classified into two categories, first form of communication is based on the communication channels, whereas, another form is based on the style and purpose. Communication channels are referred to as the medium, means, manner and methods through which communication takes place between individuals. The senders of information need to ensure that they make selection of the suitable channels of communication, so the information gets conveyed to the individuals satisfactorily. Another form of communication is based on style and

purpose. The individuals put into operation, various types of communication, taking into account the traits of style and purpose. Furthermore, the communication based on the channels are non-verbal and verbal. Verbal can be oral and written. Oral communication can take place among the individuals face-to-face or when they are located at a distance. Whereas, the communication types based on style and purpose can be formal and informal (Types of Communication, 2020). The other types of communication are grapevine communication, feedback communication, visual communication and active listening. These have been stated as follows: (Types of Communication, 2020).

### **FORMAL TYPES OF COMMUNICATION**

The formal types of communication is also known as official communication. This type of communication is conducted through the pre-determined channel. Within one's profession, the individuals need to communicate with number of individuals. These include, employers, supervisors, colleagues, clients etc. Formal communication forms the core of the professional lives of the individuals. In the effective implementation of this type of communication, there are various factors, which need to be taken into account. These include, purpose of communication, following the well-defined structure of knowing one's audience, keeping the tone open and professional, taking into consideration the time limit and thanking the audience for listening. When the individuals are giving presentations or speeches, then they need to thank their audience for listening. Formal types of communication leads to adequate performance of job duties. Therefore, it is vital for the individuals to be well-aware of this type of communication in order to augment their professionalism and achieve organizational goals.

### **INFORMAL TYPES OF COMMUNICATION**

Informal communication is put into operation within the organizations among colleagues as well as among superiors and subordinates. This type of communication is also known as unofficial or grapevine communication. The word-of-mouth information is regarded as the primary characteristic of this type of communication. The main features of this type of communication are, it is spontaneous and free-

flowing without any formal protocol or structure. Hence, the level of accuracy and reliability is less in this type of communication. The individuals do not have to follow the rules or take into consideration, the time limit. In most cases, it is carried out orally and does not require document evidence. Informal communication is considered user-friendly and is advantageous to the individuals, when it is put into practice wisely. Within the organizations, when the individuals are carrying out this form of communication, they encourage positive ideas and expressions. As a result, they develop motivation towards their work. Therefore, informal types of communication are important in creating an amiable and pleasant working environmental conditions.

### **ORAL COMMUNICATION (FACE-TO-FACE)**

Oral communication that takes place face-to-face is regarded as most common and recognized type of communication. When the individuals are communicating with each other face-to-face, they aim that through words, they are able to express directly to others. This communication can be formal as well as informal. The individuals communicate face-to-face within the organizations with other members and outside the organizations, it takes place with family members, friends, relatives, community members etc. In face-to-face oral communication, there are various factors, which need to be taken into account. These include, maintaining eye contact, keep the tone and expressions decent, they need to suit the message that needs to be conveyed, one should not depict any negative feelings such as, anger and frustration and develop confidence. When the individuals are delivering lectures, speeches and presentations, they need to be confident and not depict any kind of vulnerability and apprehensiveness. When these factors are put into operation, the individuals are able to hone their oral communication skills, when communicating face-to-face.

### **ORAL COMMUNICATION (DISTANCE)**

Oral communication can take place among the individuals in an appropriate manner, when they are located at a distance. This communication is common and is an integral part of the lives of the individuals. In communicating orally with individuals, who are located at a distance, there are number of methods and technologies, which are

utilized. These include, mobile phones, VOIP, video-conferencing, 2-way webinars and so forth. These are regarded as modern and innovative methods, through which oral communication can be promoted among individuals, when they are located at a distance. In the effective implementation of this type of communication, tone of voice and pace of delivery are regarded as crucial. The important factors that need to be taken into account in promoting oral communication at a distance are, listening, speaking slowly, reiterating the information that is understood and keeping the tone of voice open and receptive. In some cases, when the individuals are unable to understand the concepts and other information clearly through oral communication, they may ask to send them through email.

### **WRITTEN COMMUNICATION**

Written communication is the type of communication that takes place in a written form. The common forms of written communication are letters, notices, emails, messages, advertisements and so forth. When the information is lengthy and comprise of images, pictures, charts, graphs, statistical data and so forth, then it cannot be imparted orally to the individuals. In such cases, written communication is regarded as one of the indispensable ways of imparting information. When the individuals are to send documents and reports, then they simply get them scanned and send them through email. When the individuals are communicating with each other in a written form, they need to take into account various factors, these include, addressing appropriately, making use of decent words, stating the information in a clear and understandable manner, stating all the necessary concepts and concluding well by saying thank you and putting the name and signatures. In order to implement written communication in an effective manner, it is vital for the individuals to up-grade their skills in terms of various forms of technologies. When they are well-equipped in terms of usage of computers, lap-tops, I pads and mobile technologies, they will be able to carry out written communication satisfactorily.

### **NON-VERBAL TYPE OF COMMUNICATION**

Non-verbal type of communication is more subtle. It takes place in the daily lives of the

individuals as well as within organizational structures. In the implementation of this form of communication, there are number of factors that need to be taken into consideration. These include facial expressions, gestures, body language, eye contact, touch, space and the personality of the individuals. In this type of communication, there are three important features, which need to be identified. These are, what is said with words, what is shared with postures and gestures and the feelings of the individuals influence the messages and information that is imparted. The non-verbal information cues, the way one looks, listens, moves and reacts convey to the individuals that one is communicating with whether or not they are concerned. Furthermore, it is vital for the individuals to impart truthful information. The five roles of non-verbal communication are, repetition, contradiction, substitution, complementing and accenting (Nonverbal Communication, 2019). In order to bring about improvements in non-verbal type of communication, one of the significant aspects is, the individuals need to curb the psychological problems of anger, stress, frustration, depression and anxiety. Furthermore, they need to form a constructive approach and possess an approachable nature. When the individuals are able to augment these factors, they are able to enhance non-verbal types of communication.

### **GRAPEVINE COMMUNICATION**

Grapevine is regarded as the form of informal communication. It takes place both in the internal as well as external informal channels, which lead to effective functioning and benefit of the organization. Research has indicated that in various types of organizations, the individuals do not follow any systematic process of communication, but it takes place among individuals without following any prescribed or predetermined rules. Through the grapevine, information flows in different directions, establishing connections between various aspects of the organization. This type of communication is governed by social and personal relationships, rather than any recognized rules and formalities. Grapevine operates in internal and external informal channels. Through this form of communication, the individuals pass rumours, opinions and suspicions that generally do not move through formal channels. Pleasant and amiable environmental conditions

within the organizations are essential in developing the sense of belongingness among the individuals. In this manner, they are able to work in collaboration with each other, obtain support and assistance and incur the feeling of job satisfaction. Within organizations, there are number of situations, issues and concerns, regardless of their size and nature. The presence of grapevine is more a product of the situation than it is to the person (Grapevine Communication, 2017).

### **FEEDBACK COMMUNICATION**

When the individuals, who are in leadership positions in educational institutions and in various forms of organizations, such as, instructors, supervisors, heads, directors, employers and so forth, put into operation various types of assessment methods to evaluate the performance of the individuals. After evaluating the performance, they provide them feedback in terms of their performance. Hence, the communication that takes place is termed as feedback communication. The main objective of feedback communication is to make provision of support and assistance to the individuals to overcome the limitations and bring about improvements. In the implementation of feedback communication in an efficient manner, these individuals need to take into account various factors, these include, inculcating the traits of morality and ethics, being honest and truthful, following the standards and principles and giving constructive criticism. When the individuals experience set-backs in their performance, then limitations need to be identified in a constructive manner. Furthermore, the individuals, in leadership positions need to make provision of help, support and assistance to their students and employees to identify the inconsistencies and bring about improvements. Therefore, within educational institutions at all levels and various types of organizations, this type of communication is regarded as crucial and beneficial.

### **VISUAL COMMUNICATION**

Visual communication is also the type of communication that is common in the daily lives of the individuals. The main areas through which visual communication takes place is through televisions, radios, social networking and so forth. When the individuals are watching television or listening to

radio programs, then also they are engaged in a form of communication. In some cases, they are not only utilising these for leisure and recreational purposes, but they are also augmenting their knowledge and understanding in terms of various aspects. When the individuals are communicating with others, then in most cases, their objective is to enhance their knowledge and understanding. Therefore, through some television shows and radio programs as well, the individuals are able to augment their knowledge and understanding. Facebook is visual with the use of memes, videos, images and so forth. Instagram is the only image platform, and the advertisers make use of this platform to market their products (Five Types of Communication, 2018). The images that are posted on social media have the major purpose of conveying the meaning and communicating the message. The individuals are engaged in communications throughout the day. In other words, it takes place on a continuous basis. Therefore, visual communication is also one of the important types of communication.

### **ACTIVE LISTENING**

Active listening is regarded as one of the types of communication that is of utmost significance. It is regarded as the type of communication and it is also an important characteristic that needs to be put into operation in order to make the communication processes effective and meaningful. When the individuals are implementing this form of communication, they are able to benefit in number of ways. These include, acquiring an efficient understanding of the concepts, providing solutions to problems that one experiences in the implementation of job duties, clarifying doubts, augmenting awareness, and able to achieve the desired goals. In addition, when one actively listens to others, they are able to create amiable terms and relationships with them and generate the feelings of pleasure and contentment. Within educational institutions, when the instructors are imparting information in terms of lesson plans and academic concepts, when the supervisors and managers are imparting information in terms of job duties, when there are organization of workshops, seminars and conferences and when the individuals are engaged in oral communication, whether face-to-face or distance, then it is vital for them to promote active listening. Therefore, it can be stated,

when one satisfactorily puts into operation this form of communication, they are able to benefit in number of ways.

### **COMMUNICATION THROUGH SIGN LANGUAGES**

Sign languages are the native languages of the deaf community and make provision of complete access to communication. Although, the sign languages are made use of in most cases by the individuals, who suffer from hearing impairments. When they cannot hear others, then communication takes place with them through the use of sign languages. On the other hand, the individuals, who are mute, they can hear but cannot speak also make use of sign languages. In fact, there are about 138 to 300 different types of sign languages, used throughout the world. New sign languages frequently evolve among the groups of deaf children and adults. Sign languages are regarded as verbal as they contain words and sentences. When the individuals are making use of sign languages, they are communicating, just like others, who use their voices to speak. When the individuals, who suffer from hearing impairments and are mute make use of sign languages, they are able to communicate efficiently with others. Therefore, this language has been regarded as beneficial to these individuals.

Sign languages are regarded as the visual means of communication. These involve making use of gestures, hand movements, body language and facial expressions to communicate with other individuals. Through these traits, the individuals give and receive information. When oral communication is not possible or desirable, then the individuals make use of sign languages in communicating. The practice of using sign languages is older than speech. Sign languages may be expressed as mere indicating or they may take into consideration, combination of coded manual signals reinforced by facial expressions and perhaps augmented by the words spelled out in manual alphabets. Wherever, vocal communication is not possible between the individuals, they communicate with each other through sign languages. The main objective of sign languages is to ensure that the individuals are able to facilitate giving and receiving of information. The individuals can communicate with each other through sign languages, in which

one observes and traces the mutually understood characters in his or her palm (Sign Language, 2020).

The Indian sign language was codified by use into an explicit vocabulary of gestures, representing or depicting objects, actions and ideas, but it made an attempt to spell out or otherwise represent the words that cannot be conveyed by gestures. Several forms of sign languages were developed to enable the individuals to spell out the words and sounds. In most cases, these are regarded as complicated and flexible as compared to spoken languages. National Sign Language, such as, ASL have more in common with one another as compared to the spoken languages of their country of origin. The signs represent the concepts and not the words in any language, i.e. English, Japanese, French, German and so forth. Members of the religious orders, who have taken vows of silence, the other individuals, who for the reasons of piety or humility have forsworn speech, need to make use of sign languages. When the individuals ask for something, it is common that they may point to the objects and there is less use of sign languages (Sign Language, 2020).

### **COMMUNICATING THROUGH FACIAL EXPRESSIONS**

The human face is expressive to a major extent. Through facial expressions, one can express various kinds of feelings, without saying a word. Unlike some forms of non-verbal communication, facial expressions are universal. The facial expressions for happiness, sadness, anger, worry, stress, anxiety, fear and surprise are the same for all the individuals, irrespective of their categories and backgrounds. A facial expression is regarded as one or more emotions or positions of the muscles beneath the skin of the face. These are regarded as the form of non-verbal communication. They are regarded as the primary means of conveying information among individuals. Apart from human beings, facial expressions also occur in some animal species. The individuals usually form their facial expressions depending upon the situations that they are experiencing. It is recommended and vital for the individuals to keep normal and pleasant facial expressions, even when they are experiencing unfavourable situations.

It is necessary for all individuals to generate information in terms of aspects that need to be implemented to control one's facial expressions. These are, ensuring that the face is relaxed and neutral, one should not possess any kinds of ill feelings against anybody, one should form positive thinking and a constructive approach towards life, when one is serious, one should not frown, learn to control the feelings of anger and frustration, possess an approachable nature, obtain feedback from others regarding facial expressions, reinforce positive aspects and eliminate limitations and negative aspects, implement agreeable attitude and put into practice the traits that are necessary to have normal facial expressions on a regular basis. There are individuals, technologies and various kinds of reading materials, through which individuals acquire information in terms of aspects needed to control one's facial expressions. When the individuals learn to control facial expressions, they will be able to communicate effectively.

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## **CONCLUSION**

The understanding of the types of communication enable the individuals to develop communication skills. The types of communication are, the formal types of communication, informal types of communication, oral communication (face-to-face), oral communication (distance), written communication, non-verbal type of communication, grapevine communication, feedback communication, visual communication and active listening. Sign languages are the native languages of the deaf community and make provision of complete access to communication. Although, the sign languages are made use of in most cases by the individuals, who suffer from hearing impairments and the individuals, who are mute. The facial expressions of the individuals influence the communication processes to a major extent. Therefore, it is vital for the individuals to develop positive thinking and keep normal and pleasant facial expressions. Finally, it can be stated that it is essential for the individuals to ensure they should not let any negative viewpoints and perspectives to become barriers within the course of all types of communication.