

# The Levels of Communication

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## ABSTRACT

*The main objective of this research paper is to acquire an efficient understanding in terms of levels of communication. When the individuals are paying attention towards the up-gradation of their communication skills, they need to understand the levels of communication. Throughout the lives of the individuals, they need to communicate in terms of various levels. When they are communicating with others at various levels, they need to take into consideration various factors. These include, communicating in a polite and respectful manner, asking meaningful questions, imparting factual information and abiding by norms and values. The levels of communication normally have an objective. For example, when communication is taking place within organizations among superiors and subordinates or among colleagues, they have an aim to achieve. When they are communicating with each other, particularly related to work, they ensure they provide answers to the questions and solve all their problems and challenges. Whereas, when environmental level of communication is put into operation, the individuals need to generate awareness in terms of preservation of the environment. Therefore, it can be stated, all levels of communication have an aim or objective to achieve. The main areas that have been taken into account in this research paper include, meaning and significance of levels of communication, levels of communication, and measures to improve levels of communication.*

**Keywords:** Communication, Improve, Individuals, Interactions, Levels, Skills

Individuals have different ways of communicating with each other. This aspect is apparent and is comprehensively understood. The reason being, individuals are different from each other in terms of numbers of factors. These include, caste, creed, race, religion, ethnicity, gender, occupation, educational qualifications, competencies, natures, personality traits and socio-economic background. Hence, these factors have an impact upon the communication processes as well. In some individuals, one can easily find out, how they feel in a particular situation, whereas, in other individuals, it is difficult (A Great Communication Model, n.d.). There are number of ways through which the individuals can express their viewpoints and perspectives. Through various ways, the individuals can express, how they feel regarding other individuals, situations and circumstances. In some cases, the individuals are able to express themselves easily, whereas, in other cases, they experience problems, particularly when they are not well-resourced with communication skills. Therefore, in order to express oneself well, it is necessary to be well-equipped with communication skills.

It is apparent that individuals need to pay attention on a regular basis to up-grade their communication skills. In order to enrich their

communication skills, the individuals need to generate information in terms of levels of communication. The different levels of communication are, content, procedures, interactions and feelings. When the individuals are communicating with each other, they need to control the communication processes and be aware in terms of switching between different levels of communication. Content is referred to the topic being discussed, procedure is referred to the structural aspects in terms of the ways, the topic is discussed, i.e. sequence, time, duration, with whom, form and the like. Interactions are referred to the ways, in terms of how the participants deal with others. Dealing with others, takes into account various factors, i.e. expectations, each other's images, each other's behaviour and mood. Feelings are the mental state and approaches of the individuals in terms of various kinds of situations (A Great Communication Model, n.d.).

## MEANING AND SIGNIFICANCE OF LEVELS OF COMMUNICATION

One level, which forms the basis of communication is termed as the content level. When the individuals are communicating with each other, they need to ensure there is a valid and genuine topic, regarding which communication can take place. In this

level, the individuals express their ideas and perspectives, they put forward questions, clarify their problems and difficulties and ensure that they are able to generate awareness in terms of various aspects, which are necessary to generate the desired outcomes. When this level is implemented, it is vital for the individuals to ensure, they possess sufficient knowledge in terms of the content. Educational qualifications and employment settings have contributed effectively in enhancing the career prospects of the individuals. Furthermore, the individuals are able to understand that when they are communicating particularly with their instructors, supervisors, employers and other individuals, who are superior to them, they need to take into consideration the content, ask meaningful questions and ensure their problems are solved, so they are able to carry out their job duties in an appropriate manner.

Communication often takes place between different levels. But it is essential for the individuals to recognise those levels that they and others are using in communicating (A Great Communication Model, n.d.). The individuals need to up-grade their competencies and aptitude, which are used in switching between different levels of communication. When the individuals learn to switch in a smooth manner from one level to another and do not seek to communicate only on the content level, then they will focus well towards augmenting efficiency. Procedure level is regarded as another important level on the basis of which communication takes place. In educational institutions as well as within employment settings, when there are organization of discussion meetings, seminars, conferences, workshops etc. the individuals need to ensure they take into account various factors, these include, time duration, sequence, and the audience. Communication should take place in a systematic manner and should prove to be productive for the individuals as well as the organizations as a whole.

Interactions are referred to collaborations, dealings, contacts and connections between individuals. When the individuals need to work in collaboration with each other on an assignment or project, or when they are dealing with each other, or establishing contacts and connections, they need to communicate with each other. In all the above stated cases, the individuals, both senders and receivers of information aspire to benefit. The senders aim that receivers are able to understand the information well, put it into operation in an adequate manner and generate the desired outcomes. On the other hand, the receivers aim to obtain adequate information, clarify all their doubts and ensure they are able to make

use of the information in an appropriate manner to carry out their job duties satisfactorily. Feelings influence the mind-sets of the individuals. In order to achieve personal and professional goals, form appropriate terms and relationships with others and emerge into productive citizens of the country, it is essential for the individuals to possess positive feelings, which facilitate in the formation of constructive outlook. When the individuals experience challenges and problems, they need to ensure they possess a calm attitude and deal with these problems satisfactorily.

In the implementation of the communication processes, one should be able to act deliberately and augment one's ability to make a selection between four levels (A Great Communication Model, n.d.). The various factors that are considered vital in enabling the individuals to choose between the four levels are, topics, individuals, environmental conditions, approaches and resources. The topics, on which the communication is focused upon are regarded to be of utmost significance. Individuals are the ones, with whom communication is taking place. Environmental conditions are important and should comprise of materials, equipment and infrastructural facilities. Approaches are referred to as the methods that are necessary to make the communication processes worthwhile and meaningful. Resources are referred to as the materials, technologies, articles, other reading materials and so forth, which are necessary in making the communication processes expressive and valuable. Research studies have indicated, when the individuals are giving presentations, speeches or lectures, they make use of technologies. Hence, technologies are regarded to be of utmost significance in facilitating the communication processes and enriching one's knowledge in terms of all levels of communication.

In the present existence, the use of internet has acquired prominence and is made use of by the individuals to a major extent. The significance of internet is acknowledged, when the individuals need to generate awareness and augment their knowledge in terms of various subjects, topics and concepts. When the individuals are conducting research on the levels of communication, then internet is first made use of to generate information. Through internet, one is not only able to augment one's understanding in terms of communication, but all other areas as well. Furthermore, images and pictures can also be observed. Therefore, it has been stated above that technologies are regarded as significant in enriching one's knowledge and

understanding and facilitating the achievement of goals and objectives. When the individuals, particularly in organizations and especially in higher educational institutions are preparing assignments, reports as well as other documents, they make use of technologies. Efficient understanding of concepts and regular practice are regarded as significant factors that enable the individuals to be well-equipped with utilization of various forms of technologies.

The individuals need to generate awareness and augment their knowledge and understanding in terms of levels of communication on a regular basis. When the individuals do not possess adequate awareness and lack understanding in terms of levels of communication, they usually are unable to carry out the communication processes in an effective manner. In some cases, the individuals get enrolled in educational institutions and pursue long-term or short-term courses in terms of communication. Through these programs, they are able to understand not only the levels of communication, but all other concepts and factors. Furthermore, the individuals understand that how important it is to augment one's communication skills. The four levels of communication are regarded as more significant in formal communication. Whereas, it is less implemented in the case of informal communication. Therefore, it can be stated that meaning and significance of levels of communication are regarded as crucial in making the communication processes worthwhile.

### LEVELS OF COMMUNICATION

The various levels of communication have been stated as follows:

*Interpersonal Level* – Interpersonal level of communication is an exchange of information between two or more persons. It is an area of research that makes an attempt to understand how individuals make use of verbal and non-verbal cues to achieve a number of personal and relational goals. In this level of communication, apart from information and ideas, the individuals also get engaged in the exchange of feelings. Within the educational institutions and various forms of employment settings, this is regarded as one of the common levels of communication. In accordance to the research studies, when the individuals are working in one office, then within the course of implementation of their job duties, they get engaged in this communication. Furthermore, online conversations are regarded as indispensable in the present existence in making the large number of employees to get engaged in

interpersonal level of communication within the workplace. This communication is also regarded as vital, when the individuals are working together on various types of assignments and projects in teams. Teams may comprise of two or more individuals (Interpersonal Communication, 2020).

*Intra-personal Level* – Intra-personal communication is the communication with oneself. This level of communication usually takes place on regular basis. It is regarded as the communicator's internal use of language or thought. It can be useful to envision this level of communication, occurring within the mind-sets of the individuals, who are senders as well as receivers of information. This level of communication includes the acts of imagination, self-talk and visualization (Communication for Business Professionals, n.d.). When the individuals are overwhelmed or stressed due to some factors, then they usually get engaged in this level of communication. When the individuals aspire to achieve a purpose, achieve a goal, alleviate a conflicting situation, solve a problem, or make decisions, then they normally communicate with themselves in order to generate ideas and viewpoints to help them achieve the desired results. When they experience problems in coming to a conclusion or are unable to generate the desired outcomes, then normally they make use of resources, or materials and communicate with others. Therefore, it can be stated that this level of communication is vital and individuals get engaged into it on regular basis.

*Emotional Level* – The emotional level of communication is the level, which takes into account the emotions, feelings, sentiments and reactions of the individuals. Normally when the individuals are communicating with each other, they are not only expressing their ideas, information and knowledge, but they are also expressing their emotions. In expressing emotions, the important factors that are taken into account are, interest and enthusiasm. It is necessary for the individuals to ensure that they implement these factors, when they are communicating with others. When the individuals are performing one's job duties and need to communicate with other members of the organizations or when they are giving presentations and speeches or when they are engaged in informal communication with others, they need to ensure they communicate with interest. Furthermore, the individuals should express positive emotions such as, happiness and curb negative emotions, such as, anger, sadness, fear, apprehensiveness and anxiety. Therefore, it can be stated

that emotional level is an important level of communication.

*Organizational Level* – Organizational level of communication is referred to the level of communication, which takes place within organizations. Within various types of organizations, the individuals are in a form of a hierarchy. They are assigned various job duties in accordance to their educational qualifications, competencies and abilities. It is comprehensively understood that individuals cannot work in seclusion. They need to get engaged in communication with the other individuals as well. The communication takes place downward, upward and horizontal. Downward communication is from superiors to subordinates, upward communication is from subordinates to superiors and horizontal communication takes place among colleagues, who are employed at the same level. In the effective implementation of this form of communication, there are number of factors, which need to be taken into consideration. These are, providing factual information, providing support and assistance, working in collaboration and integration with each other in the implementation of job duties, in achieving organizational goals and implementing the traits of morality and ethics. Therefore, when these factors are put into operation, then organizational level of communication can be enhanced.

*Education Level* – The educational institutions throughout the country are from pre-schools to universities. In educational institutions at all levels, the members include, directors, principles, head mistresses, professors and teachers, students and other staff members. These individuals need to communicate with each other appropriately and render a significant contribution in the implementation of their job duties in an appropriate manner. The factors, which the individuals need to take into account in implementing communication at the educational level are normally the same as the organizational level. The individuals need to ensure they implement the traits of honesty, truthfulness and righteousness. In some cases among the members, there are occurrence of conflicting situations and disagreements. But it is vital for the individuals to augment their understanding in terms of approaches and strategies that need to be implemented in a peaceful manner to alleviate these situations and come to agreements. Conflicting situations and disagreements should be alleviated and prevented from assuming a major form. Furthermore, it needs to be understood that

all the members need to maintain amiable terms and relationships with each other.

*Environmental Level* – The environmental level of communication is related to the physical environmental conditions. From the level of pre-schools, individuals are communicated that they need to keep the environment clean. In keeping the environment clean, the individuals not only acquire information in terms of measures from educational institutions, family members and community members, but television, radio, internet, newspapers and other sources also impart information to them in keeping the environment clean. Apart from communicating information to the individuals in terms of factors that are necessary in preserving the environment, they are also made aware of the benefits of clean environment. Living in a clean environment is favourable and encouraging upon the overall lives of the individuals. Curbing various forms of pollution, i.e. land, water, air and sound are indispensable. The communication processes need to be effective in fulfilling this purpose. Whether it takes place through technologies or other individuals or various kinds of reading materials. Therefore, it can be stated, environmental level of communication is also an important level of communication.

*Public Level* – In order to enhance ones lives, the individuals need to communicate with other individuals, not only within the households, but in communities as well. Public level communication is the communication that takes place with the individuals, who make provision of various kinds of services. Within communities, there are number of individuals with which communication takes place. These include, neighbours, service providers, insurance agents, domestic helpers, bank employees and so forth. Communication with these individuals have an objective. For instance, when the individuals are to carry out any kind of repair work, painting, electric work, carpentry, plumbing work, gardening and so forth within their homes, then they need to communicate with the service providers. Whereas, when they need to make investments, carry out transactions of depositing and withdrawing of money, they need to communicate with the bank employees. Effective communication with these individuals is regarded as significant in facilitating the implementation of various tasks and functions and in generating the desired outcomes. Therefore, this level of communication is regarded as significant.

*Mass Communication* – Mass communication is referred to as the medium of imparting information to

large number of individuals. This term is not only limited to the field of journalism, but also is utilized in other fields, such as, newsgathering and reporting, film direction, production, event management, public relations, advertising, corporate communication and so forth. In the past period, this concept has been evolved into the interactive concept that influences every aspect of human life. In accordance to the research studies, there are number of individuals, who are making a career in this field. In educational institutions, there has been an increase in enrolment of individuals in programs related to mass communication. After the completion of programs related to mass communication, the individuals are obtaining employment opportunities and enhancing their career prospects. Through mass communication, the individuals are able to augment various skills. These are, creativity, problem-solving skills, analytical skills, critical thinking skills and interviewing skills (What is Mass Communication & Media? n.d.). Therefore, it can be stated, this level of communication has proven to be productive to individuals to a major extent.

*Small Group Communication* – As the name implies, small group communication is the communication that takes place in small groups. In this case, two or more persons are involved. The small groups are formed to achieve particular purposes, which include, making decisions, determining policies and procedures and submitting the reports (What is Small Group Communication? n.d.). The individuals communicate with each other in small groups formally as well as informally. In various levels of educational institutions, organizations, public places, parks, etc. Individuals form groups to communicate with each other. When there are organization of discussion meetings, then individuals usually communicate with each other in small groups. In educational institutions as well as employment settings, individuals form small groups to communicate with each other. The type of communication that is implemented is oral (face-to-face). In this communication, the individuals discuss with each other work-related concepts as well as other concepts, which are personal, community-based, recreational and so forth. When the individuals are communicating with each other, they need to ensure, they are able to achieve their purpose.

*Written Communication* – Written communication is regarded as the common level of communication. There are number of sources, through which written communication takes place. These include, letters, notices, advertisements, emails,

messages and so forth. The written communication is put into operation in formal as well as informal ways. When the individuals are communicating with each other related to their work, then it is vital that they implement various forms of written communication. On the other hand, when individuals are communicating with each other through informal ways, then too this communication is put into operation, particularly, when the individuals are sending each other messages, pictures, images, reports, articles and so forth. It is well-understood that in order to implement this form of communication in an appropriate manner, the individuals need to be well-equipped with technologies. In addition, they need to ensure that receivers are able to understand their messages and other information in a well-organized manner. Individuals need to hone their written communication skills on a regular basis. These enable them to implement tasks and activities suitably and enrich their quality of lives.

#### **MEASURES TO IMPROVE LEVELS OF COMMUNICATION**

The individuals need to generate information in terms of measures, which are necessary to bring about improvements in the levels of communication. The individuals are communicating with each other at different levels. Hence, the first and foremost measure is to generate information in terms of various factors of the different levels of communication in which they are engaged. For instance, when the individuals, are communicating with each other within organizations, educational institutions, public level, mass communication and so forth, they need to be well-aware in terms of concepts and fields. As when the individuals are communicating with each other, they need to make selection of the topic, on which the communication is focused upon. After the selection of the topic, they need to generate information, which needs to be imparted to the other individuals. Therefore, it can be stated that augmenting one's understanding in terms of topics and concepts is one of the important measures, which needs to be formulated to bring about improvements in the levels of communication.

Another important measure, which needs to be taken into account is, possessing positive feelings. When the individuals are communicating with each other, it is necessary that they should possess positive feelings and constructive outlook. In some cases, one comes across individuals, who are difficult to deal with. In some cases, the employers are demanding and individuals are required to complete the given target in limited time

period. In other words, they are overwhelmed due to work duties. But performing the task successfully is regarded as one of the indispensable goals of all individuals. Therefore, it is vital that they should not form negative viewpoints against anybody and possess positive feelings. Within the working environment, educational institutions, public places, and households, the individuals need to ensure they form positive viewpoints in terms of all individuals, especially with whom they need to communicate and deal with. Therefore, it can be stated that it is an important measure to form positive feelings regarding other individuals as well as job duties.

Another important measure is, normally, individuals inculcate the traits of diligence, resourcefulness and conscientiousness among themselves and work hard to retain their jobs. But in some cases, they do not feel motivated towards the implementation of their job duties. In other words, they do not appreciate their jobs and find them tedious. The individuals, who are in leadership positions need to ensure they put into operation the methods and strategies that are needed to create amiable and pleasant environmental conditions, make provision of all the necessary materials, technologies, tools and resources and develop motivation among the employees. Research studies have indicated that when the lesson plans do not sound much interesting to the students, the teachers make an attempt to implement ways to make them interesting. When work is interesting, then the individuals feel pleasurable in performing it. Furthermore, they will communicate effectively with others and enhance the levels of communication. Therefore, it can be stated, to bring about improvements in the levels of communication, the individuals need to feel motivated towards the implementation of their job duties.

It is comprehensively understood that individuals experience number of problems and challenges in their lives within the course of acquisition of education, performing one's job duties, carrying out various tasks and activities as well as in dealing with others. When they experience severe problems and

challenges, which are overwhelming, they need to obtain support and assistance from others. Therefore, within educational institutions as well as organizations, it is necessary to implement proper grievance redresser systems. Through these systems, the individuals are provided with the opportunities to redress their grievances and obtain solutions to their problems. In the present existence, these systems are online. When the individuals are able to provide solutions to their problems, they are able to enhance the levels of communication as well as carry out their job duties well. Therefore, it can be stated, implementation of proper grievance redresser procedures and providing solutions to problems are regarded as important measures to bring about improvements in the levels of communication.

## CONCLUSION

The individuals need to pay attention towards the up-gradation of their communication skills on regular basis. In order to hone their communication skills, the individuals need to generate information in terms of levels of communication. The different levels of communication are, content, procedure, interactions and feelings. Apart from generating information in terms of these levels of communication, it is vital for the individuals to be well-equipped in terms of other levels of communication as well. These are, interpersonal level, intra-personal level, emotional level, organizational level, education level, environmental level, public level, mass communication, small group communication and written communication. At all these levels, the individuals are required to communicate with each other. In order to communicate in an effective manner at all the levels of communication, it is vital for the individuals to ensure they inculcate the traits of morality and ethics. Furthermore, they need to follow the norms, values, principles and standards. The individuals are able to acquire efficient information in terms of levels from training programs as well as other sources and internet. Finally, it can be stated, augmenting one's understanding in terms of levels of communication has rendered a significant contribution in up-grading of the communication skills.

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