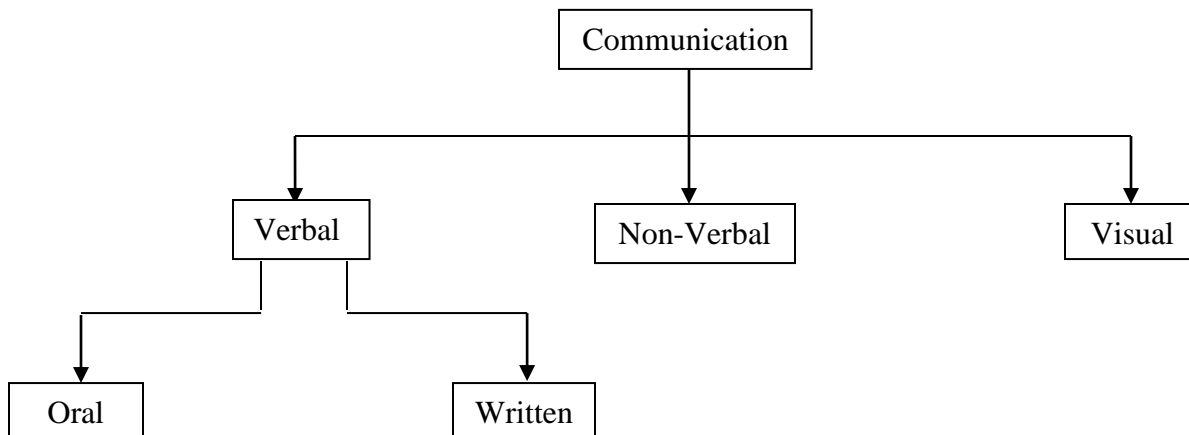


Communication: Communication is the process by which a message or information is transmitted from a source (speaker) to a receiver (listener). In other words we can say that it's a process of exchanging or sharing ideas, thoughts, feelings, experiences, information etc. among people.

Communication takes place through three basic methods-Verbal, Non-Verbal and Visual.



1) **Verbal Communication:** The type of communication in which we pass on information or knowledge through speaking or writing. There are two means of verbal communication – Oral or Written.

a) **Oral Communication:** The verbal communication in which a message or information is transmitted to the listener via speaking or through word of mouth. Communication through phone, video conferencing, voice chatting, lectures, conferences, speeches fall under oral communication. The effectiveness of oral communication depends on clarity of language, speech, voice modulation, tone, pitch, volume, speed etc.

Characteristics of Oral Communication: (Advantages)

- i) One gets an immediate response/ feedback on using oral communication.
- ii) It is convenient, quick and direct.
- iii) Allows immediate clearing of doubts between the speaker and listener/s.

Disadvantages of Oral Communication:

- i) Once a message is communicated orally it can't be edited, deleted, changed or revised.
- ii) The receiver may quickly forget the message.
- iii) The receiver has difficulty in recalling the message unless a remainder is evoked in some way.
- iv) It is ineffectivite for people with hearing disabilities.

Do's and don'ts in Oral communication

- i) Be calm and composed.
- ii) Be mindful of your tone and mood while communicating.
- iii) Be a good listener by paying attention when others speak.
- iv) Be open to construtive criticism and suggestions.
- v) Keep the listener in mind while communicating.
- vi) Seek clarification if you have any doubt.
- vii) If you feel there is scope for doubt then repeat what you are communicating.
- viii) Think before you speak as your words have an impact on the listener.
- ix) Do not show negative body language while speaking as this also gets conveyed.

- b) **Written Communication:** The type of communication in which we pass on information or knowledge through written form. Communication through emails, letters, memos, circulars, newspaper fall under written communication. The effectiveness of the written communication depends on the writing style, grammer, vocablary and clarity of expression.

Characteristics of Written Communication: (Advantages)

- i) It is effective when we want to convey the same message to a large number of people.
- ii) Written communication can be preserved for future reference.
- iii) Due to advancement in technology this can be communicated speedily.

Disadvantages of Written Communication:

- i) Once a message is communicated in written it can't be edited, deleted, changed or revised.
- ii) If a message is poorly drafted then it can create misunderstandings.
- iii) The receiver may quickly forget the message.
- iv) The receiver has difficulty in recalling the message unless a remainder is evoked in some way.
- v) It is ineffectiv for people who are not able to read and write

Do's and Don'ts of Written Communication:

- i) One should have good writing skills.
- ii) Keep your reader or receiver in mind while drafting the message.
- iii) Use simple and precise words.
- iv) Avoid using difficult words and flowery language.
- v) Keep the message breif.
- vi) Use short paragraphs.
- vii) Give facts to support

2) Non-Verbal Communication: