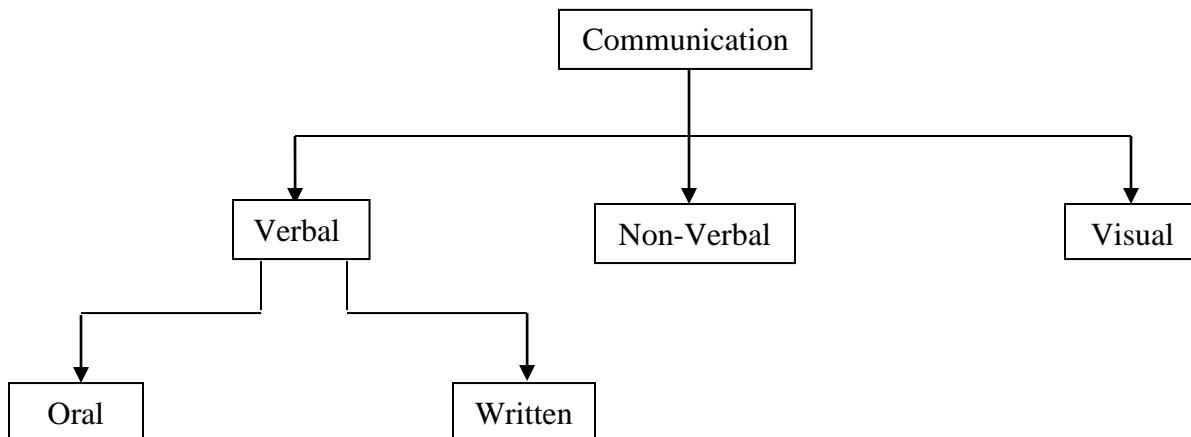


Communication: Communication is the process by which a message or information is transmitted from a source (speaker) to a receiver (listener). In other words we can say that it's a process of exchanging or sharing ideas, thoughts, feelings, experiences, information etc. among people.

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 ineffective 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 constructive 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, grammar, vocabulary 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 ineffective 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 brief.
- vi) Use short paragraphs.
- vii) Give facts to support

2) **Non-Verbal Communication:** The type of communication in which we pass on information or knowledge without speaking and through facial expression, touch, one's posture, eye contact, body language and hand gestures.

Characteristics of Non-Verbal Communication: (Advantages)

- i) It is effective in situations where verbal communication is not possible or not required.
- ii) It's more effective than verbal communication as we know actions speak louder than words.
- iii) It's a substitute for the verbal communication.
- iv) It is effective for people who are not able to read/write and speak.
- v) It reduces the wastage of valuable time of the communicator as the message of non-verbal communication reaches the receiver very fast.
- vi) Non-verbal cues of communication like sign and symbol can also communicate some messages very quickly than written or oral messages.

Disadvantages of Non-Verbal Communication:

- i) Non-verbal communication is quite vague and imprecise.
- ii) The meaning of non-verbal cues varies with culture, context and the degree of intension as well.
- iii) Long conversations and necessary explanations are not possible.
- iv) Issues of the messages can't be discussed.
- v) Sometimes non-verbal communications may become difficult to understand.
- vi) There is possibility of distortion of information.

Do's and Don'ts of Non-Verbal Communication:

- i) One should not rub hands, clasp them or fidget with them, change position while sitting or standing while communicating as it indicates nervousness.
- ii) Do not keep your arms crossed, rather keep them open and away from your body throughout as it communicates a sense of warmth and trust.
- iii) Do not keep looking here and there while communicating instead make a brief eye contact with the person communicating as it shows that you are confident.
- iv) A bad body posture conveys a careless attitude which may render our communication ineffective while a good posture portrays a confident attitude.
- v) Do not make annoying body movements (Such as moving your arms and legs quickly, pacing etc.) as they have a negative effect on people.

3) Visual Communication: The type of communication in which we pass on information or knowledge through pictorial or visual representation of information which can be seen or read by the receiver. Signboards, maps, pictures, displays, charts, graphs, television programs, hoardings, banners, etc are few examples of visual communication.

Characteristics of Visual Communication: (Advantages)

- i) It is often more effective and powerful than verbal and non-verbal forms of communication.
- ii) It has four design elements i.e. color, typography, imagery and content which make the communication more effective.
- iii) It act as a support tool for written and oral communication and help to make it more meaningful.
- iv) Complex information, data and figures can be easily presented very simply through graphs, pictures and diagrams.
- v) During a long communication session, the use of visual aids helps in gaining and retaining the audience's attention.
- vi) It can also break the monotony of verbal communication.
- vii) A message can be easily communicated to a large number of receivers at the same time through visual means.

- viii) It is effective for people who are not able to read/write and speak as the message is conveyed through visual means.

Disadvantages of Visual Communication:

- i) Visual communication is not cost effective as creating and using visuals (Such as maps, charts, diagrams, animation etc.) requires tools and techniques that cost a lot of money.
- ii) Complete and detailed information cannot be presented using this method.
- iii) Information displayed via visuals may be misinterpreted.
- iv) Every topic cannot be represented visually.
- v) Visual tools such as graphs and maps can be difficult to understand for people who have no knowledge of their usage.

Do's and Don'ts of Visual Communication:

- i) Do use a variety of visuals.
- ii) Do use words and pictures together.
- iii) Do use the right picture or photo or image.
- iv) Do use the best quality settings you can to get the best image quality.
- v) Do use a consistent image style throughout the course.
- vi) Don't overload your content with too many visual elements.
- vii) Don't use complex graphics nor add text to complicated images.
- viii) Don't include visuals just for the decoration purpose.