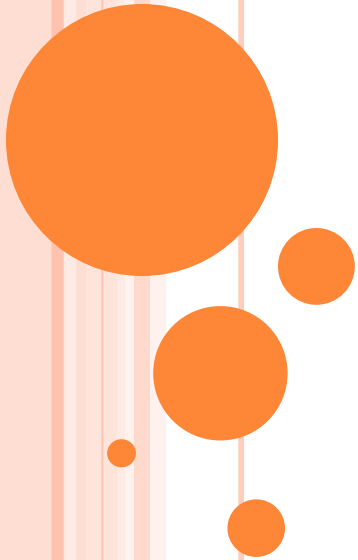
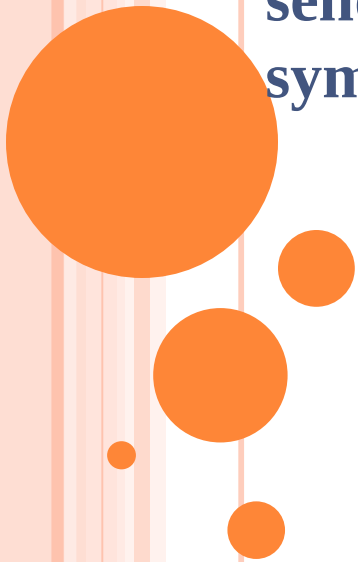


TYPES OF COMMUNICATION



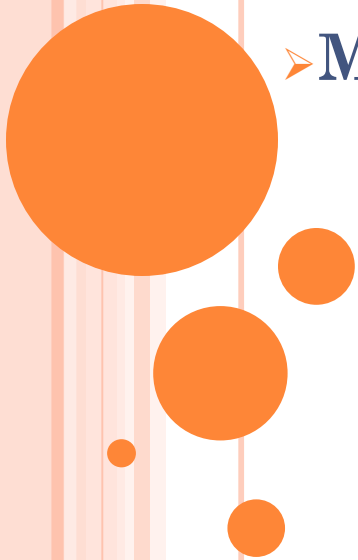
DEFINATION OF COMMUNICATION

➤ Communication can be defined as the exchange of ideas , information and knowledge between sender and receiver through an accepted code of symbols.



TYPES OF COMMUNICATION

- **EXTRAPERSONAL COMMUNICATION**
- **INTRAPERSONAL COMMUNAICATION**
- **INTERPERSONAL COMMUNICATION**
- **ORGANIZATIONAL COMMUNICATION**
- **MASS COMMUNICATION**

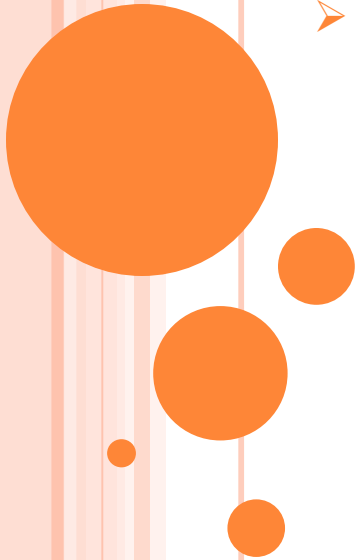


EXTRA PERSONAL COMMUNICATION

- Communication between human beings and non human entities is called as extra personal communication.
- For e.g. Your parrot responding your greeting.
-
- In this type of communication understanding is required between sender and receiver.
- Receiver responds in sign language

INTRAPERSONAL COMMUNICATION

- This takes place within the individual.
- Sender = Our relevant organ.
- Receiver = Our brain.
- Feed back by brain.



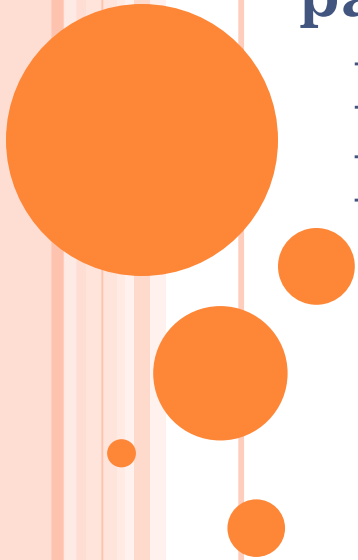
INTRAPERSONAL COMMUNICATION

- Communication at this level refers to the sharing of information among people
- Intrapersonal communication can be formal or informal.
- For eg. The interaction with family members , friends and different kind of people.
- It depends upon variety of factors like , psychology of two parties , relation between them.

ORGANIZATIONAL COMMUNICATION

- Communication in an organization takes place at different hierarchical levels.
- It can be divided into mainly two parts

INTERNAL OPERATIONAL &
EXTERNAL OPERATIONAL...



➤ **Internal-operational**

All communication that occurs in organization is classified as internal-operational...

➤ **External-operational**

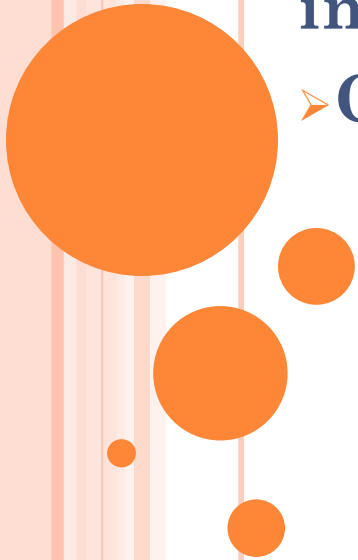
Work related communication with people outside the organization is called extra-operational.

➤ **personal**

All communication in an organization without purpose is called personal communication..

MASS COMMUNICATION

- Communication through mass media like books , journals , TV , newspapers etc..
- For this kind of communication we require a mediator to transmit information.
- Characteristics



- ❑ Large reach

This communication reach audience scattered over a wide geographical area.

- ❑ Impersonality

Largely impersonal as the participants are unknown to each other.

- ❑ Presence of a gatekeeper

Mass communication needs additional persons , institutions to convey message from sender to receiver.



THANK YOU

