

Types of Communication

Purposive Communication

Objectives

- . Identify the types of communication mode context, purposes, and style,
- . distinguish between verbal, nonverbal, and visual communication, as well as their sub-forms, in terms of communication modes,
- . in relation to the communication context, assess the differences between intrapersonal interpersonal, extended, organizational, and intercultural communication,

- . Explain the differences in purpose and style between formal and informal communication, and
- . Discuss the benefits and drawbacks of various communication styles in various communication settings.

Definition of Communication

- . Communication Communication is defined broadly as the exchange of thoughts, ideas, concepts, and points of view between or among two or more people. In communication, various contexts come into play.

Context

- . Context is the circumstance or environment in which communication takes place, this includes the following:
 1. The actual or physical setting
 2. A speaker's or listener's value position
 3. The relevance or appropriateness of the message

Types of Communication according to Mode

- . Effective communication requires the blending of verbal and non-verbal communication.

Verbal Communication

- . Verbal Communication is a communication that uses oral or written language.

Non-Verbal Communication

- . Non-verbal communication uses gestures, facial expressions, body movements, actions, and others. Effective communication requires the blending of these two types.

Visual Communication

- . Visual communication uses pictographic information to convey a message.

Ex. Signs, symbols, imagery, maps, graphs, charts, diagrams, pictograms, photos, drawings, illustrations and electronic communication symbols like emojis, emoticons, animations.

Types of Communication according to Context

1. Intrapersonal Communication

- . The Latin prefix INTRA means “within or inside.” In other words it is considered as self or inner talk, inner monologue, inner dialogue, self-verbalization, and self-statement.

2. Interpersonal Communication

- . Inter is a Latin prefix that means "between, among, and together. the objective of the conversation is to achieve something in the end.

3. Extended Communication

- . This type of communication involves the use of electronic media.

4. Organizational Communication

- . A type of communication that establishes set of rules, standards, and patterns for efficient and structured flow of communication.

Types of Formal Structure in Communication

1. Downward Communication
2. Upward Communication
3. Horizontal Communication
4. Crosswise Communication

Organizational Culture

- . Organizational culture is critical because it dictates the type of behavior that employees should exhibit as well as the level of commitment that the organization expects from them.

5. Intercultural Communication

- . This is communication between or among people having different linguistic, religious, ethnic, social, and professional backgrounds.

Style in Communication

- . Formal
- . Informal
- . Neutral

Purpose in Communication

- . To inform
- . To persuade
- . To entertain
- . To express