

Patrician College of Arts and Science

Department of Electronic Media

Communication Skills

SAY2C

EVEN Semester

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Communication

- communication as the process of generating meaning by sending and receiving verbal and nonverbal symbols and signs that are influenced by multiple contexts.

Types of communication

- **Intrapersonal Communication**
- **Interpersonal Communication**
 - **Group communication**
 - **Public communication**
 - **Mass communication**

Intrapersonal Communication

- Intrapersonal communication is communication with oneself using internal vocalization or reflective thinking.
- Like other forms of communication, intrapersonal communication is triggered by some internal or external stimulus.
- We may, for example, communicate with our self about what we want to eat due to the internal stimulus of hunger, or we may react intrapersonally to an event we witness.
- Unlike other forms of communication, intrapersonal communication takes place only inside our heads.

Interpersonal Communication

- Interpersonal communication is communication between people whose lives mutually influence one another. Interpersonal communication builds, maintains, and ends our relationships, and we spend more time engaged in interpersonal communication than the other forms of communication.

- *Interpersonal communication evolves in the following three stages:*

- ***Phatic Stage***

- ***Personal stage***

- ***Intimate stage***

- ***Phatic Stage***: this is the initial, introductory or exploratory stage of communication. It begins with greeting someone and the conversation in this stage is patterned on beliefs, cultural norms and values of the communicator.
- ***Personal stage***: Followed by phatic stage, the communication in the second stage is more personal e.g., discussions involving one's family, profession, health etc. Most of the formal communications end at this stage only.

Group Communication

- Group Communication involves 3 or more people, having some common interests or goals to achieve. The members of a group are known to each other. It helps to develop creativity.
- Quality group communication involves a facilitator and group members with a sense of belonging, common goals and mutual respect.
- Families, friendship circles, work teams, committees, and sports teams are all examples of groups. Individuals belong to many types of groups. The quality of people's everyday lives depends in important ways on the groups to which they belong.

- Demerits of communication within a group may be:
- Obsolete communication revolving around a single subject or purpose.
- Problematic participation of each individual.
- Decreased level of interaction and intimacy as the size of group widens.

Public Communication

- Public Communication is a larger form of group communication where, speaker initiates and controls the process of communication.
- Most of the messages sent by the sender (i.e., speaker) are verbal accompanied by his gestures & tonal quality.
- He addresses a large audience which either remains passive or responds through non-verbal cues like nodding, clapping, smiles, etc. This type of communication broadly revolves around a specific agenda.

Mass Communication

- Mass Communication on the other hand involves a heterogeneous and large group of people, who are anonymous to the source of message / communication.
- It heavily relies on mass media for distribution of message to the audience.
- The messages being addressed are impersonal in nature and may involve gatekeepers.
- Effects of such communication may be short lived as to become visible through the change in audience's attitude towards the subject of communication.
- Whereas, long term effects bring in a change in audience's actions. Adhering to its far and wide reach, it is very difficult to get an effective feedback.



Thank you

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