

भारतीय ज्ञान परंपरा में शिक्षा के समाजशास्त्रीय आधार

सम्पादक :
डॉ. दिनेश चन्द्र शर्मा

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Communication and Its Major Types

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Communication is simply the act of transferring information from one place, person or group to another. Every communication involves one sender, a message and a recipient. This may sound simple, but communication is actually a very complex subject.

The transmission of the message from sender to recipient can be affected by a huge range of things. These include our emotions, cultural situations and even our location also. The complexity is, why good communication skills are considered so desirable by employers around the world. Because accurate, effective and unambiguous Communication is actually extremely hard.

Categories of Communication

There are a wide range of ways in which we communicate and more than one may be occurring at any given time.

Communication-

Communication refers to the way of process to conveying information, ideas, feelings or opinion between two or more persons either verbally or non-verbally, using a medium.

The Different Categories of Communication include:-

Spoken Verbal Communication - It includes face to face, telephone, radio or television and other media.

Non-Verbal Communication - It Covers body language, gestures, how we dress or act, where we stand and even our ascent. There are many subtle ways that we Communicate with others. For example the tone of voice can give clues to mood or emotional state, whilst hand signals or gestures can add a spoken message.

Written Communication - which includes Letters, E-mails, Social Media, Books, Magazines, the Internet and other Media. Until

recent times ,a relatively small numbers of writers and publishers were very powerful when it came to communicating the written words.Today we can all write and publish our ideas,online which has led to an explosion of information and communication.

Visualizations - Charts, Maps, logos and other visualizations can all communicate Messages.

Process of Communication

Sender->Encoding->Message->Channel->Receiver->Feedback
->Channel->Sender

Types of Communication

Verbal- This involves the use of language and words for the purpose of passing on the intended message.

In General Terms Verbal communication means communication in the form of spoken words only. But, in the context of types of communication, verbal communication can be in the spoken or the written form.

The verbal form may be oral or written as discussed below:-

Written Communication

This kind of Communication involves any kind of exchange of information in the written form. For Example E-mails, texts, letters, Reports, SMS, Posts on Social Media Platforms, Documents, Handbooks, Posters, Flyers, etc.

Oral Communication

This is the communication which employs the spoken word either direct or indirect as a communication channel.This Verbal Communication could be made on a channel that passes information in only one form for example- sound. You could converse either face to face or even the phone or via voice notes or chat rooms, etc.All of these comes under the Oral Communication. This form of communication is an effective form.

Verbal Communication

It refers to the form of communication in which message is transmitted verbally. Communication is done by word of mouth and a

piece of writing. Verbal Communication is divided into two parts-

- * Oral Communication
- * Written Communication

Non-Verbal

In this type of communication, Messages are relayed without the transmission of words. The Messages here are wordless messages. This form of communication mainly aids Verbal Communication. It supplements it with gestures, body language, symbols and expressions.

Through these, one may communicate one's mood or opinion or even show a reaction to the message that are replying. One's non-verbal actions after set the tone for the dialogue. You can control and Guide the communication if you control and guide the non verbal communication.

Physical Non-Verbal Communication

This is the sure total of the physically observable for instance, hand gestures, body language, facial expressions, the tone of one's voice, postures, touch, gaze and others. Several researchers have revealed that physical non verbal communication constitute about 55% of our daily communication.

These are subtle signals that are picked up as part of our biological writing. For example if you rest your head on your palms, it will mean that you are very disappointed or angry. Similarly other subtle hints will convey your reaction to the presenter or your audience's reaction to you.

Paralanguage

This is the art of reading between the lines. The main kind of such communication is done with the tone of one's voice. This kind of communication amounts to almost 38% of all the communication that we do every day. Along with the tone of voice, the style of speaking, voice quality, stress, emotions or intonation serves the purpose of communication and these aspects are not verbal.

Aesthetic Communication

Art is an important means of communication. Through the

paintings or other forms of art an artist can convey the strongest messages several times in the history of the world, art has been used as a effective form of non verbal communication.

Appearance

The first impression sets the tone. People will react to your appearance and this is a fact of life. Your clothes, the colour of the fabrics etc. All determine the reaction of your audience .

Visual

This is communication through visual aids like drawings, placard and illustrations etc.

Formal & Informal Communication

Apart from the above types, we have formal and informal types of Communication. Formal Communication is of following types:-

1) Vertical: The information or data flows up and down the organizational Structure

2) Horizontal: This is the communication across the cross functional level of employees between Two similar levels of Organization

3) Diagonal:- This is the communication across functional levels of employees from various department of the organization.

Human Language

Human language consists of a lexicon and a grammar.

Features of Human language

- * Semantics
- * Pragmatic function
- * Interchangeability
- * Cultural Transmission
- * Arbitrariness.
- * Discreteness
- * Displacement
- * Productivity

Animal Language

Animals can Convey various message to each other such as:

- * Feelings (Anger, fear)
- * Warnings
- * Location of food sources.

Nonetheless animals lack anything like Human language.

Primates and Human Language

Primates are physically unable to produce human speech sounds. They are known to use communicative gestures in the wild manner. For these reasons ,modern studies with Non-Human Primates rely on sign language or other visual communication system

Some general issues with primate studies

- * Primates need extensive training.
- * Their training focuses on very specific templates.Trainers sometimes add their own interpretation.
- * Primates Results are sometimes anecdotal rather than experimental.
- * Claims that Primates have learned or acquired human language are greatly exaggerated.

In conclusion, communication is a essential part of human interaction and understanding.It allows individuals to express thoughts, share ideas, and build relationships.There are various types of communication, including verbal, non-verbal, written, and visual.Each type serves a unique purpose in different contexts and settings.By mastering different forms, we can communicate more clearly and confidently in all areas of life.

