

Communication – Levels

Levels of Communication

- ▶ Extra Personal
- ▶ Intrapersonal
- ▶ Interpersonal
- ▶ Organizational
- ▶ Mass Communication

Intrapersonal Communication

- ▶ Communicating with oneself
- ▶ Thinking
- ▶ Self-talk

Interpersonal Communication is a very strong tool.

- ▶ It can be formal or informal depending upon the situation, and the nature of relationship.
- ▶ The tone, the expression, the gestures, the physical closeness or an occasional touching enhance the value

Extra personal communication

- Communication between human beings and non human entities is called as extra personal communication.
- In this type of communication understanding is required between sender and receiver.
- Receiver responds in sign language

Organizational Communication

- ▶ Internal Communication
- ▶ External Communication

Internal Organizational Communication

- ▶ Ordering the Staff
- ▶ Discussions of plans and problems
- ▶ Giving instructions & Guidance
- ▶ Modification Discipline
- ▶ Cheering up

External organizational Communication

- ▶ Communication with the governmental agencies
- ▶ Communication with authorities
- ▶ Application, Tender, Orders, Reports and Proposals

Mass Communication

- ▶ President Addressing the Nation
- ▶ A Cricketer or film star introducing a product
- ▶ A Chief Guest making his speech
- ▶ We begin our day with a newspaper and close the day with watching television