**TYPES OF COMMUNICATION**

What is communication ?¬The word communication has originated from a Latin word “Communes” which means something common.¬Communication is a process of exchanging information, ideas, thoughts, feeling and emotions through speech signals, writing or behavior. In communication process, a sender encodes a message and then using a medium and send it to appropriate feedback using a medium

**Types of communication 1. Verbal, 2. Non-Verbal and Visual**

**1.Verbal Communication** -- Verbal communication is refers to the form of communication in which message is transmitted verbally, communication is done by word, mouth and a piece of writing. Objective of every communication is to have people understood what we are trying to convey.

 **Examples of verbal communication**

**A. Oral Communication** In oral communication, Spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, v oice over internet. In oral communication, communication is influence by pitch, volume, speed and clarity of speaking

**B. Written Communication** In written communication, written signs or symbols are used to communicate. A written message may be printed or hand written. In written communication message can be transmitted via email, letter, report, memo etc. Message, in written communication, is influenced by the vocabulary & grammar used, writing style, precision and clarity of the language used.

**2.Non-verbal communication**¬Through signs & symbols.¬Non-verbal can go without verbal communication.¬Verbal can’t go without non-verbal communication.

**Types of Non-verbal communication**•

 **BODY LANGUAGE**

 **FACIAL EXPRESSION HEAD EYE GAZE GESTURES POSTURES SHAPE OF BODY PERSONAL APPEARANCE ADORNMENT**

**FACIAL EXPRESSION** Face is the index of mind. Think how much information can be conveyed with a smile or a frown. By facial expressions we can show or we can understand happiness, sadness, anger and fear and much more

 **HEAD** If someone move his /her head up & down it means he/she is agree with you or Sideways movement of head means no or not understood.

If a person bring his head down and looking his feet or earth it is the symbol of humility & modesty.

**EYE GAZE** Looking at another person can indicate a range of emotions like anger, grudge and danger, a dangerous look can tell you someone is unhappy and not comfortable with

**GESTURES & POSTURES**

**SHAPE OF BODY**

**PERSONAL APPEARANCE ADORNMENT¬Appearance** can indicate our profession¬It shows your nature, interest and your taste¬It can also point out our religious and cultural values

**Haptics (Touch language)**

**Proxemics (Space language)** To communicate while keeping a distance is called proxemics The amount of distance we need and the amount of space we perceive as belonging to us is influenced by a number of factors including social norms, situational factors, personality characteristics and level of familiarity

3. **Visual Communication**: Visual communication is one of the most important ways that people communicate and share information. Through this lesson, we will define visual communication, explore its history, and gain insight into why it's important.

**Defining Visual Communication**

Imagine that you're on vacation in a foreign city, and you get lost while driving. If you were at home, you could stop and ask someone for directions. But here, you don't speak the language very well, so asking directions won't do much good. Instead, you can rely on a map, using landmarks, routes, and familiar signs, which successfully lead you back to your hotel. In this scenario, you have found your way back almost entirely through visual communication.

**Visual communication** is the transmission of information and ideas using symbols and imagery. It is one of three main types of communication, along with verbal communication (speaking) and non-verbal communication (tone, body language, etc.). Visual communication is believed to be the type that people rely on most, and it includes signs, graphic designs, films, typography, and countless other examples.

**Communicating with Images**

**Cave paintings**  is a primitive form of communication that were drawn or etched into cave walls and ceilings.

.**Pictograms** : are Though their exact purpose is not clear, these paintings include representations of, among other things, animals, landscapes, and sacred spaces, and act as a kind of prehistoric documentation