



Functions and Types of Communication

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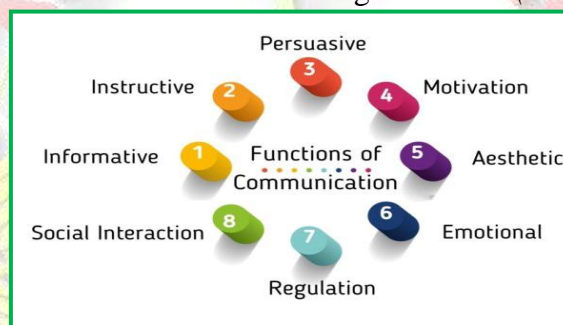
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1. Basic Function of Communication

Communication has four basic functions

- Information function:** The basic requirement of adapting and adjusting oneself to the environment is information. There must be some information which concerns the people. The getting or giving of information underlies all communication functions, either directly or indirectly.
- Command or instructive function:** Those who are hierarchically superior, in the family, society or organization, often initiate communication either for the purpose of informing their subordinates or for the purpose of telling them, what to do, how to do, when to do etc. The command and instructive functions of communication are more observable in formal organizations.
- Influence or persuasive function:** According to *Berlo (1960)*, the sole purpose of communication is persuasive function extremely extension in behavior in the
- Integrative function** of integration at the organizational maintain individual, societal or organizational stability and identity.



to influence people, of communication is important for changing their desirable direction. **function:** A major communication is interpersonal or at the level. This helps to

2 Types of Communication

2.1 Verbal communication

Communication through spoken words is called verbal communication. Past researches show that, on an average a person spends about 70 percent of his active time in communicating verbally.

2.2 Non-verbal communication

Non-verbal communication may be anything what people do on purpose, intentionally in order to get something across to others. It also includes what people do out of habit or because of spur of the moment feelings, sometimes without their being aware of it. Our dress, smell, physical appearance, hair style, facial expressions, home surroundings and office arrangements etc. communicate meaning to other people.

In day to day communication events, we exchange our ideas and thoughts verbally only to the extent of 35 %. In a face to face communication, the other person may receive 65% of our message by means, other than words we use by our tone or voice, our gestures even by the way we stand and dressed. Some of the researchers term the study of non-verbal

features of spoken communication related to voice productions and the articulation of sounds as 'para language'. 'Para' a prefix borrowed from the Greek language, means 'beyond language', so the term 'para language or paralinguistic' means "beyond language" and refers to that part of talking that goes beyond words, including extremely complex series of highly significance sounds, voice modifications and silences produced. Sebeok (1977) suggested the formula, 'communication minus language = non verbal communication'.

2.3 Intrapersonal Communication

It refers to communication that transpires inside a person; and this happens all the time. It is like talking to oneself, listening to oneself and relating one to oneself. Interpersonal or auto-communication, therefore, is important in contemplating. Conceptualizing and formulating our thoughts or ideas before we actually indulge in overt communication.

2.4. Interpersonal communication

Interpersonal communication occurs if one communicates directly with other people in a one to one situation or in small groups. Practically speaking these situations usually involve 2-8 persons. The deciding factor is not the number of people but the direct interaction in a face to face manner is the essential feature.

2.5. Group Communication

Group Communication is an extension of interpersonal communication where a group of individuals are involved in exchange of ideas, skills and interests. Groups provide an opportunity for people to come together to discuss and exchange views of common interest.

Group communication is considered effective as it provides an opportunity for direct interaction among the members of the group, it helps in bringing about changes in attitude and beliefs.

Group Communication has limitations too, as group interaction is time consuming and often inefficient especially in an emergency. Besides, imbalances in status, skills and goals, may distort the process and the outcome sharply.

2.6 Mass Communication

Any mechanical device that multiplies messages and takes it to a large number of people simultaneously is called mass communication. The media through which messages are being transmitted include radio, TV, newspapers, magazines, films, records videocassette recorders etc., and require large organizations and electronic devices to put across the messages.

2.7 Organizational Communication

An organization is a stable system of individual who work together to achieve through a hierarchy or ranks and a division of labour, common goals and objectives. Like human beings organization also establishes and maintains themselves through communication with their environments and amongst their parts.

Organizational communication is a distinct form of communication as it occurs in a highly structured setting It is supposed to be a two-way communication where in ideas should travel to and fro, without distortion or bias. It determines the quality and climate of human relationship in an organization.

2.7.1 Grape Vine Communication

In communication literature, organizational communication has been classified into first, formal (follow-lines of authority) and informal (grape vine) communication. Whether the authorities wish it or not, informal networks do exist in all organizations. They can be source of clarity or confusions, depending on how they are viewed and utilized by the management. The informal channels do not cater to the employee's information needs.

2.7.2 Cross communication

Incumbents in any organisation are naturally, as also professionally, required to interact with each other horizontally or diagonally within the administrative structure and are called cross communication. This is a basis for healthy cooperation and coordination at present.

Such communication takes place more at the lower levels and should be encouraged and utilized by the management. For adequate cross-communication an effective use of meetings, conferences, newsletters, special bulletins etc., can be made use of.

2.7.3 Downward Communication

The flow of information from top to bottom in the organization is called down ward Communication. The higher ups would like to send messages in the form of orders directions or general educational news either written or oral to different levels of the organization. Timeliness, quality and adequacy of communication are three important ingredients which must be kept in mind while communication down below the lines.

2.7.4 Upward communication

Two -way communication is an imperative in all types of interaction; the downward communication will be poor, incomplete and ineffective in the absence of proper and timely upward communications for many of the top-down communications are based on upward communications. In the context of the democratic decentralization concept in action, in our rural reconstruction efforts, upward communication occupies a still greater significance. But, unfortunately, upward communication has always been found wanting either due to the weakness of the lower staff, non-availability of facility or the discouragement of the higher-ups.

To enhance the upward communication, the administrators, managerial staff and supervisors should encourage counseling services, grievance systems, consultative decisions, opinion surveys, suggestion systems, informal get-togethers, formal and informal meetings and so on. Above all, all these devices will work when the superiors have an open door policy-open to facts, criticism and suggestions.