

## Lecture 4

### Levels of Communication

There are 6 levels of communication:

#### **Informal communication**

1. Extra-personal communication
2. Intrapersonal communication
3. Grapevine

#### **Formal communication**

4. Interpersonal communication
5. Organizational communication
6. Mass communication

### Informal communication

#### **1. Extrapersonal Communication:**

**Definition:** Communication that takes place with human entities and non-human entities as well, it is called to be extra personal communication.

**For example,** the barking of a pet dog, dog wagging tail,  
chirping of birds when a stranger is at the door,  
Parrot calling the name  
Plant grows well if taking good care

#### **2. Intrapersonal Communication:**

**Meaning:** 'intra' means 'within' hence intrapersonal communication is 'self talk' or "talking with oneself".

**Definition :** Intrapersonal communication is about talking to ourselves, reflecting human self-awareness. The internal thought process which decides our behaviour, attitude, planning and controlling our day to day activities.

#### **3. Grapevine communication:**

**Definition:** An informal communication network which carries gossips and rumours or inaccurate communication in any organization is called Grapevine Communication.

**Example:** wise managers can take advantage of these grapevine communication and mould it to the benefit of their companies

## Formal communication:

### 4. Interpersonal Communication:

**Meaning:** Any communication which involves two parties, sender and receiver or a small group of people. Interpersonal means within the group, department or any institution.

**Definition:** The flow of communication which is inside the department or organization is called an interpersonal communication. It is an internal communication, can be formal or informal communication and is held with 4/5 people at a time. It can be face to face communication, telephonic or through emails.

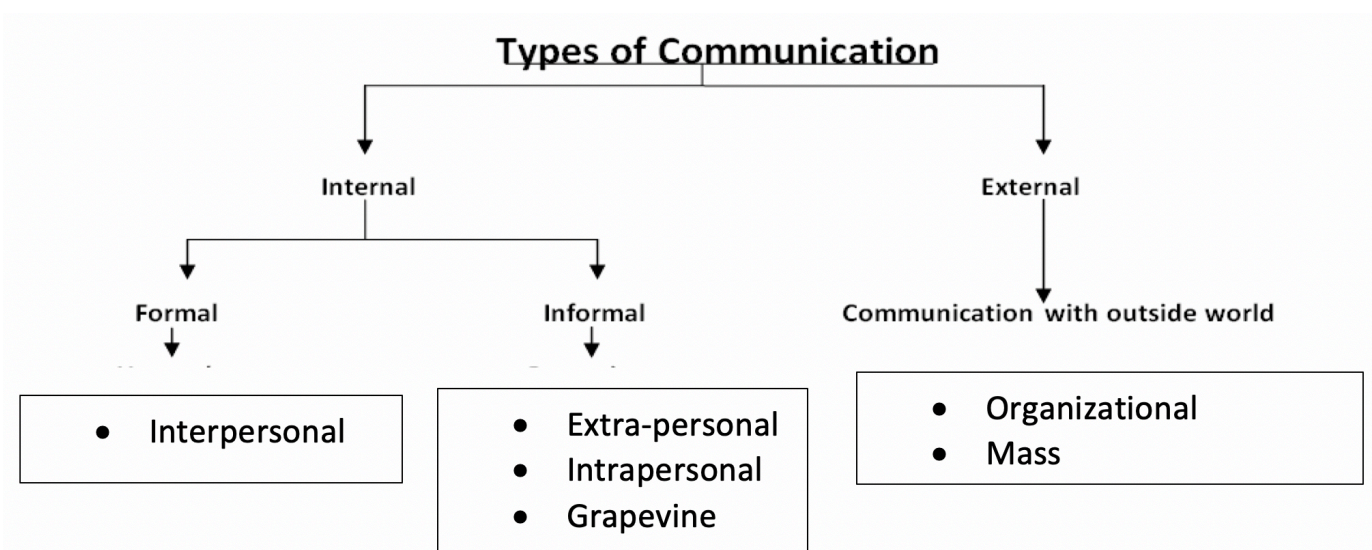
### 5. Organizational Communication:

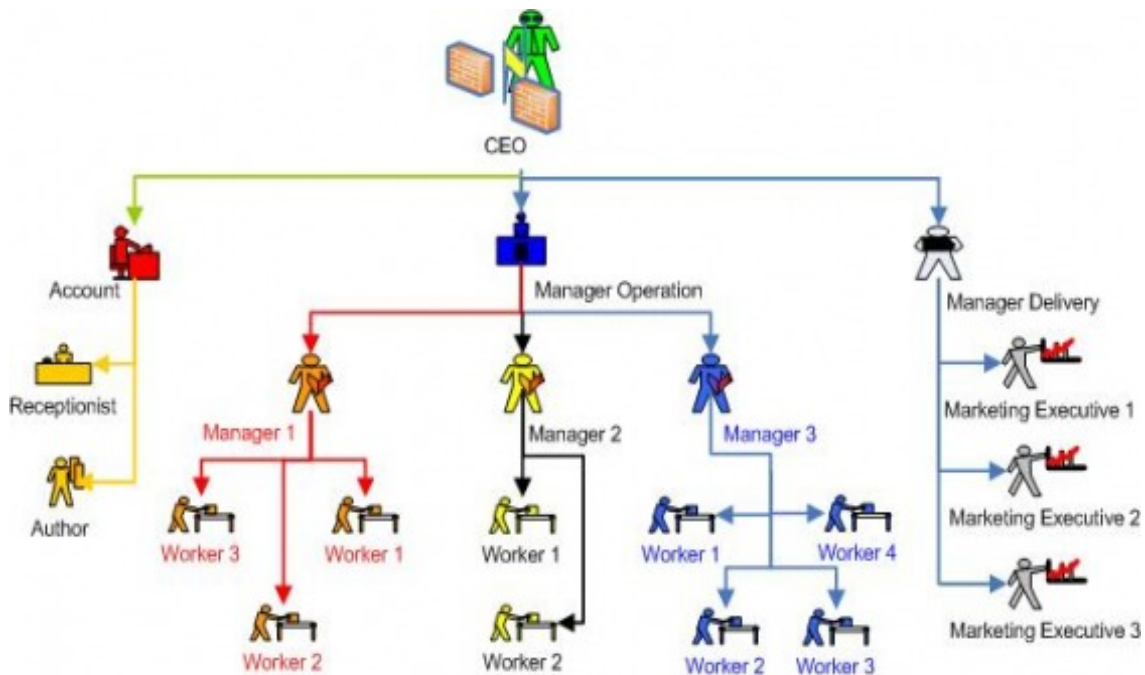
**Definition:** The flow of communication which is outside the department or organization is called an organizational communication. It is an external communication, it is formal communication and is held with the larger group of people.

In a larger network of any business organization, communication becomes its lifeblood where people communicate with one another through paper work, documents, conferences/ seminars and emails.

### 6. Mass Communication:

**Definition:** Any communication which is extended to a much larger segment of people and is conducted with the help of media, newspaper, telecast or broadcast etc then it is called mass communication





**Reach to the Level of communication**

| S.no. | Level of communication | Size of people                | Media of communication                   | Feedback                          | Type of communication     |
|-------|------------------------|-------------------------------|--|-----------------------------------|---------------------------|
| 1     | Interpersonal          | 2- 4                          | Face to face , telephonic                | Immediate, direct                 | Internal, mostly Informal |
| 2     | Organizational         | Upto100                       | Meeting/ conference, documents           | Slow and indirect                 | External, formal          |
| 3     | Mass                   | Large no of audience          | Speeches, newspaper, telecast/ broadcast | No feedback                       | External and formal       |
| 4     | Grapevine              | To all employee and outsiders | Rumours and gossips                      | Depends on the Wisdom of managers | Internal and informal     |

## Exhibit 14-4 Three Common Organizational Communication Networks and their Effectiveness

