

Communication



Prepared By

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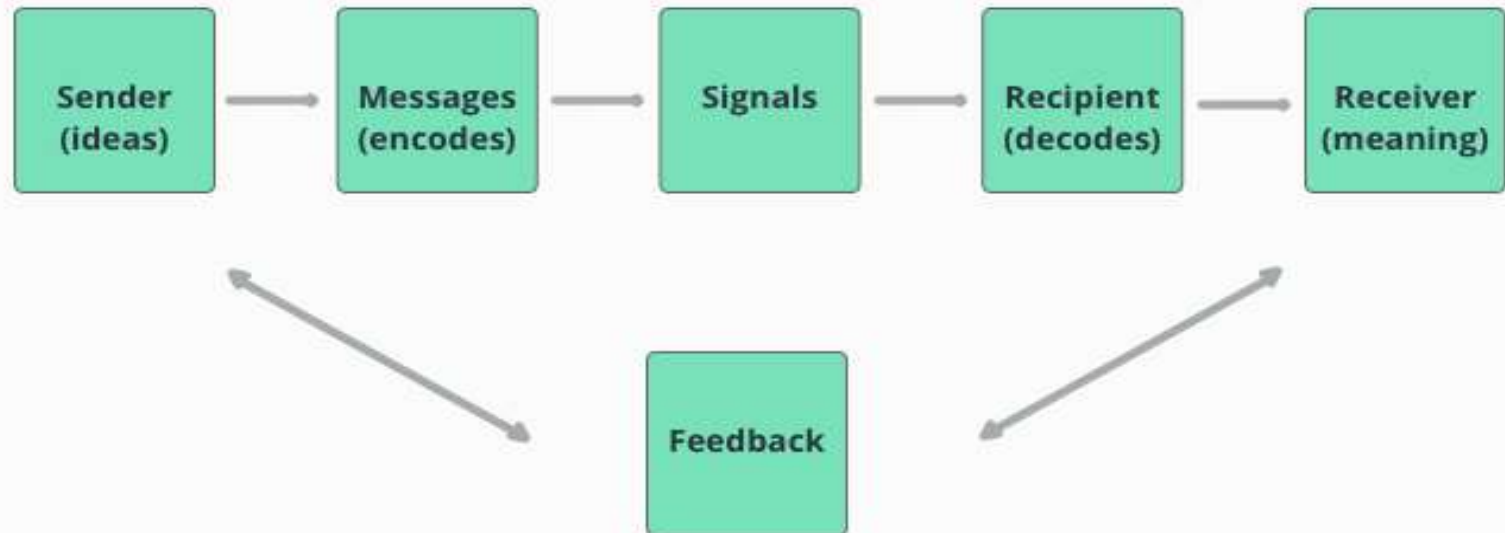
Communication

Significance:

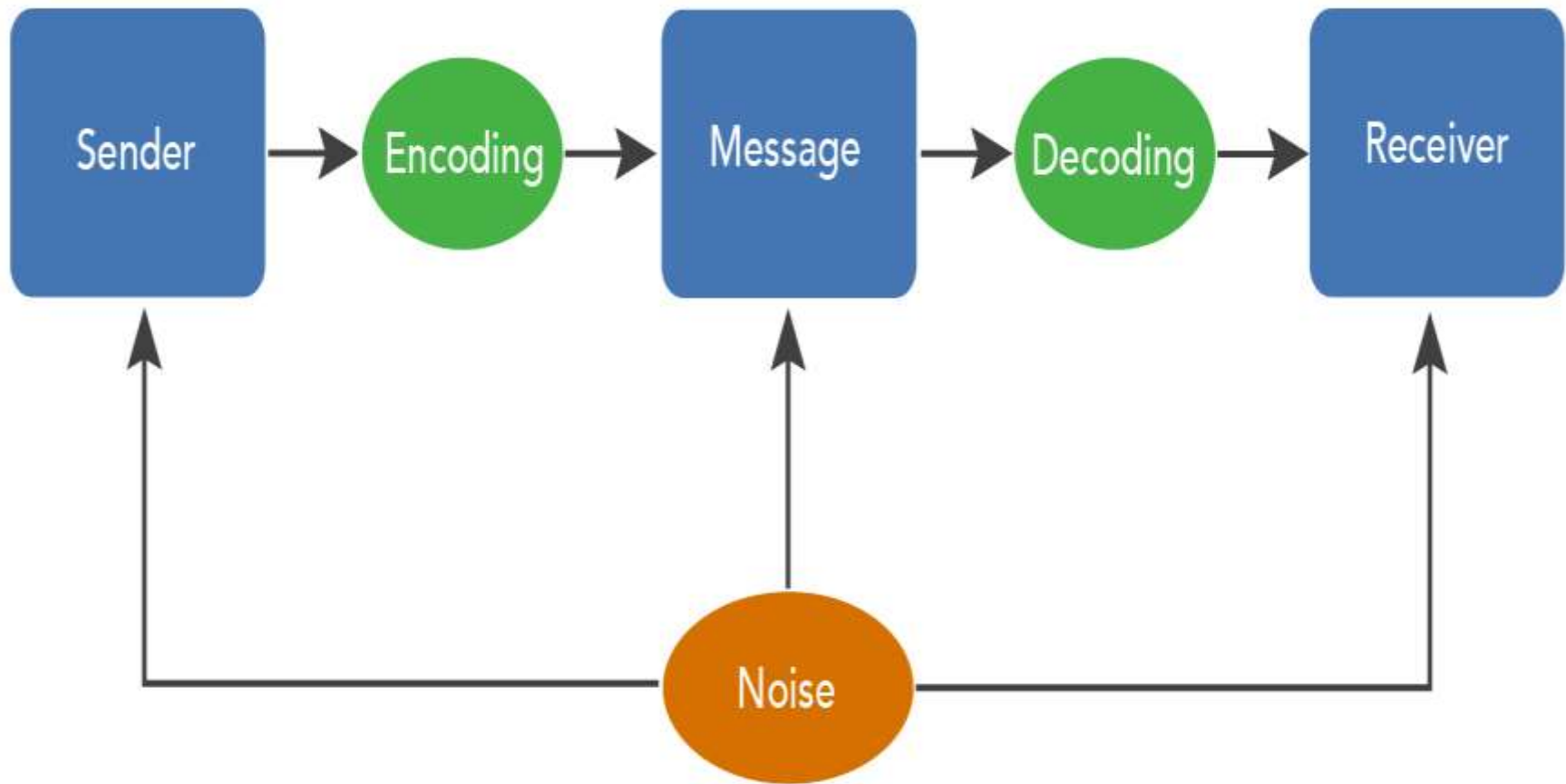
1. Act as a basis of co-ordination
2. The basis of decision making
3. Increases managerial efficiency
4. Boosts morale of the employees.
5. Basis for decision making & planning.
6. Increase Mutual cooperation
7. for organizational peace.
8. Facilitates co-ordination
9. For Smooth working
10. For Effective control
11. Promotes motivation
12. Increases productivity
13. Effective leadership
14. Maintains public relation
15. To eradicate doubts & misunderstandings

Steps

Transfer of the message to one person to another.



Communication



Methods

1

Verbal Communication

- Oral Communication
- Written Communication
- Face-to Face Communication

2

Nonverbal Communication

- Body movement
- Facial expressions
- Posture
- Gestures
- Eye contact
- Hap tics (Touch)
- Space
- Tone of Voice

3

Sign language communication



Channels

In communications, a channel is the means of passing information from a sender to a recipient. Determining the most appropriate channel, or medium, is critical to the effectiveness of communication. Channels include oral means such as telephone calls and presentations, and written modes such as reports, memos, and email.

- A. **Richest channels:** face-to-face meeting in-person oral presentation
 - B. **Rich channels:** online meeting; video conference
 - C. **Lean channels:** teleconference; phone call; voice message; video
 - D. **Leanest channels:** blog; report; brochure; newsletter; email; phone text; social media posts (e.g., Twitter, Face book)
- ❖ **Audio:** Audio such as radio
 - ❖ **Video:** Video such as film, Television etc.
 - ❖ **Meetings:** Meeting including teleconferences & video conferences.
 - ❖ **Conversations:** Telephone call etc.
 - ❖ **Events:** Public speaking
 - ❖ **Publications**
 - ❖ **Messages**
 - ❖ **Social Media etc.**



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