Communication
(Module I)
Communication: Sharing of meaningful information

Two essential aspects of communication are:

• “transmission of messages”
• “meanings associated messages”
Levels of Communication

(5 levels)

1. Intrapersonal Communication
2. Interpersonal Communication
3. Group Communication
4. Public Communication
5. Mass Communication
1. Intrapersonal:

- **Communicating with oneself**
- Happens when a person is trying:
  a. To make a decision by reflection
  b. to introspect
  c. to analyse a situation
  d. to make oneself comfortable with a situation
Levels of Communication
1. INTRAPERSONAL (contd)

Thinking .......

Meditation

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2. Interpersonal:

• *A communication that happens between two people*

  • can be planned or unplanned

  • effectiveness depends on the understanding between the parties and proper articulation of the message
Levels of Communication

2. INTERPERSONAL (contd)

Manager-Employee Interaction
Levels of Communication

2. INTERPERSONAL (contd)

Interaction between two Friends
Levels of Communication

2. INTERPERSONAL (contd)

Interaction between a Couple
## Comparison

<table>
<thead>
<tr>
<th>Intrapersonal communication</th>
<th>Interpersonal communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requires only one person</td>
<td>Requires more than one person</td>
</tr>
<tr>
<td>Takes a form of thinking and analysis</td>
<td>Takes a form of exchanging ideas</td>
</tr>
<tr>
<td>Does not require media</td>
<td>May require media</td>
</tr>
<tr>
<td>Information is circuited</td>
<td>A flow of information</td>
</tr>
<tr>
<td>May not be visible</td>
<td>Visible</td>
</tr>
</tbody>
</table>
3. Group:

- **Communication that happens between three or more members in a group**

  - can be formal or informal
  - used to discuss and finalise an outcome, based on shared objectives
Levels of Communication

2. GROUP (contd)

Meeting of the Board members of a Company
Levels of Communication

2. GROUP (contd)

Cabinet meeting of Ministers
4. Public:

- The sender broadcasts a message to a select audience

  - can be formal or informal

  - used to discuss and finalise an outcome, based on shared objectives
Levels of Communication
5. MASS COMMUNICATION

- Addresses a larger audience
- No personal connect
Summarising……..

Levels of Communication

(5 levels)

1. Intrapersonal Communication
2. Interpersonal Communication
3. Group Communication
4. Public Communication
5. Mass Communication