

Name: Sakina Saifuddin

ID: 14527

Subject: Communication Skills

## **FINAL EXAM**

---

Q: Write five level of Communication in your own words:

To live in harmony in society, we must share our thoughts and feelings with each other. But humans are not well equipped to properly read and understand the thoughts, needs, wants and desires of their fellow peers. For this reason, communication is used between people in a society so they can message with each other and cooperate.

There are five main types of communication an individual can partake in:

### **1) Intrapersonal Communication**

This is the communication a person has with themselves. Within each person, there is a tiny, barely detectable voice which advises a person on what to do and what not to do. That inner voice motivates the person or criticizes them.

For example, when a person is hungry, the body parts will communicate i.e. the stomach to the brain, signalling it to look for food: "I'll look in the fridge to see if there are any snacks". Or if an exam doesn't go well, a person may reaffirm to themselves on a future action: "I will work hard next time".

These are two examples of how a person may communicate with themselves in a particular scenario.

### **2) Interpersonal Communication**

Interpersonal communication is the exchange of feelings, thoughts, desires and information between two people. How a person communicates with another individual determines what kind of relationship the two will have, how it will progress and whether it will continue or end.

An example of interpersonal communication is when a parent talks to their daughter: “What would you like for lunch?” and the daughter replies “I would like a chicken sandwich, please.”.

Or when two friends get together and talk about where they want to go: “Are you interested in going for a hike?” and the friend replies. “No, it is too hot right now”.

These conversations in which information, feelings, and desires and being exchanged between two peoples are examples of interpersonal communication.

### **3. Group Communication**

When multiple people gather around and talk about a shared interest or a common goal to communicate with each other, it is called group communication. This involves a person sharing their thoughts, information and feelings to at least two other people at the same time.

For example, in a company, a CEO might ask their two managers: “How can we reach our sales goals this quarter?”, to which the two managers might share their strategies one by one.

Or, parents might ask their child: “What do you want to do on your birthday?” to which the child might reply with “Invite my friends and have a party” and the three start planning the birthday party by sharing their ideas.

These two are examples of group communication.

### **4. Public Communication**

When a person communicates with a large group i.e. an audience to inform, entertain, persuade or discuss regarding a common topic or issue, that form of communication is called public communication. In this type, not much information is exchanged, rather, the speaker supplies most of the conversation to the audience which may occasionally react with verbal or non-verbal signals.

Example of public communication can be:

When a comedian shares a funny story with an audience. Or when a teacher delivers a lecture to a class of students.

## **5. Mass Communication**

When a medium is used to reach a wide spectrum of people i.e. a subscriber base of 1000+ people, a city's residents, a country's citizens or even the whole world, then this type of communication is called mass communication. It is used to inform, educate and share thoughts, ideas and events with people without the need for face to face communication.

Example of mass communication is:

A comedy movie playing on a nationally viewed TV channel. Or a news article updating on the latest events between two warring countries on an internationally read newspaper.

---