

LEVELS OF COMMUNICATION

Communication is a process that focuses on how people use messages within and across various contexts, cultures, channels, and the media.

Communication is absolutely necessary when building relationships, sharing ideas, delegating responsibilities, managing a team and much more.

There are *five levels of communication*, namely;

- 1) Intrapersonal Communication.
- 2) Interpersonal Communication.
- 3) Mediated Communication.
- 4) Person-to-group Communication.
- 5) Mass Communication.

Intrapersonal Communication:

- It is the internal conversation with individual own self.
- Intrapersonal communication is the sound of your thinking.
- Also known as *self-talk* or imagined communication. In imagined communication, individuals talk to someone else or to themselves as if they were another person, however the communication takes place in their minds.
- In this communication person play dual role of sender and receiver. Communication starts and processes within the person either consciously or subconsciously. Thus, the prefix *intra* mean *within*.
- Thinking, meditation, prayers, dreaming, providing feedback, affirmations are amongst the intrapersonal techniques.
- In this form of communication *self-concept* is created and alternatively *self-awareness*. It is an ***important aspect of training one's communication skill***.
- Self-concept is everything one thinks and feels about oneself. e.g. I am a good friend, a kind person. Self-concept of a person include his/her physiological, social, physical, spiritual and intellectual selves.

- Components of self-concept are; *self-image* (the image or picture one has of his/her self. And **self-esteem** (the value or worth one place on his/her self-image).
- Risk-taking behavior largely depends upon our interpretation of past experiences.
- It is the base of all other levels of communication. Our understanding of and response of what we hear and read depends on our intrapersonal communication. Thoughts and ideas that flow within the mind are influenced by person's needs, temperament, emotions, experiences, knowledge, opinions, views, values and attitudes.

For Example: 1) A person may use self-talk to calm down himself in a stressful situation.

2) When at night a person thinks about all his day passed good or not. Has he learnt anything new?

Interpersonal Communication:

- Talking with another individual, exchanging information, ideas, and feelings through text messages or emails, video conferencing, even nonverbal like a shrug of the shoulders or a meaningful glance are all interpersonal communication forms.
- It can be formal or informal, e.g. interaction with family or friends (informal), interaction with boss or colleague in an office setting (formal).
- It depends upon variety of factors like, psychology of two parties, relation between them.
- This communication level is also called Dyadic Communication.
- Interpersonal communication is important in maintaining good relationship within family, workplace, and with friends.
- Interpersonal communication is constant, contextual, inherently rational and complicated.
- Different types of interpersonal communication skills are:
Verbal communication is how and what words are used to communicate with individuals. It is the ability to communicate through words with correct tone and manner.
Non-verbal communication consists of facial expressions, body language, and hand gestures.

Listening skills are the ability to hear attentively and process information correctly.

Negotiation is the next type of interpersonal skill that is important to effective business communication. This term means having the ability to discuss and reach an agreement in a professional manner.

Problem-Solving is very important skill. It is the ability to find solution to a problem after a considerable thought.

Assertiveness means standing up for your personal rights in expressing thoughts, feelings and beliefs in direct, honest and appropriate way.

- Interpersonal communication skills are also known as *life skills*.

For Example: 1) A conversation on phone between two friends about current lockdown situation.

2) Boy continuously staring at his girlfriend.

Mediated Communication:

- Mediated communication is the communication carried out by the use of information communication technology.
- The mediated nature of communication allows greater control and more cautious material of personal information.
- Mediated communication need not to be computerized, as defined by Davis, it is the use of any technical medium for transmission across time and space. While nowadays the technology we use is often related to computers, giving rise to the popular term computer-mediated communication
- It can be contrasted to face-to-face communication.
- Compared to face-to-face communication, mediated communication engages fewer senses, transmits fewer symbolic cues.
- We also have **Computer-mediated communication** (CMC). CMC refers to human communication via computers and includes many different forms of synchronous, asynchronous or real-time interaction that humans have with each other using computers as tools to exchange text, images, audio and video conferencing.
- One of ways that mediated communication and face-to-face communication function similarly is that interpersonal coordination is present in both communications.
- However, mediated communication has vast differences and limitations compared with face-to-face communication. Writing in communication media

and speech in face-to-face communication are different in terms of their grammatical structures, varied connectivity between sentences, syntax, permanence, etc.

- Types of Mediated Communication:
 - ❖ Writings, Printing Press, Electronic mail, Text message.

For Example: 1) A person writing love letter with a pen and a piece of paper.

2) A religious text in printed form is presented to a person in order to influence his beliefs, attitudes towards certain phenomena.

Person-to-group Communication:

- In Person-to-group Communication one person speaks to a group of people. In this type of communication, the group members have common goal and work cohesively within supporting structure.
- A person or two have to generate ideas, strategies and must share those ideas with other group members.
- In this type of communication one sender is responsible for effectively delivering his message to many different receivers.
- The purpose of group communication is to exchange information in order to make decisions, resolve confusion, build rapport and get closer to attain the desired goal.
- This type of communication also has an effect on how the individuals in the group treat each other and feel about each other.
- For this communication to be successful, every member of the group needs to be present, aware, alert to the messages being sent and receive.
- Groups of this type often rely on documentation, such as meeting notes, agendas, presentations, and other meeting materials to help ensure everyone is on the same page.

For Example: 1) Class representator (CR) sent a book in pdf form to all of his fellows. Or a teacher communicates with his class through google meet.

2) A cricket team captain share information with team members about the game plan.

Mass Communication:

- Mass communication is the communication of information from a person, small group of people, or an organization to a large group of heterogeneous and anonymous people.
- It exchanging of information on a large scale (audience scattered over a wide geographical area) to a wide range of people.
- This communication is largely impersonal as the participants are unknown to each other.
- Mass communication needs additional persons, institutions to convey message from sender to receiver.
- Mediator is required to transmit information for this kind of communication.
- Common communication channels in mass communication include books, journals, newspaper, television, radio, and social media.
- *Objectives of mass communication is to inform, to raise public opinion, to play diplomatic role to exercise influence in international politics, to explain public policy, to fare emergencies, to implement educational programs, to entertain and socialize*
- Feedback is primarily absent at this level or is delayed.
- Major fields of Mass communication include Journalism (print media), Broadcasting (TV, radio, emedia), Advertising, Public relations (memo, circulars), Politics (campaigns)
- Mass communication is an expensive process.

For Example: 1) Public relations, which is communication intended to influence public opinion on a product or organization.

2) Music production and distribution is a type of mass communication.

3) A professional sports team that engages in public relations, advertising and broadcasting agreements.