

# **Certificate in Computer Applications (CCA)**

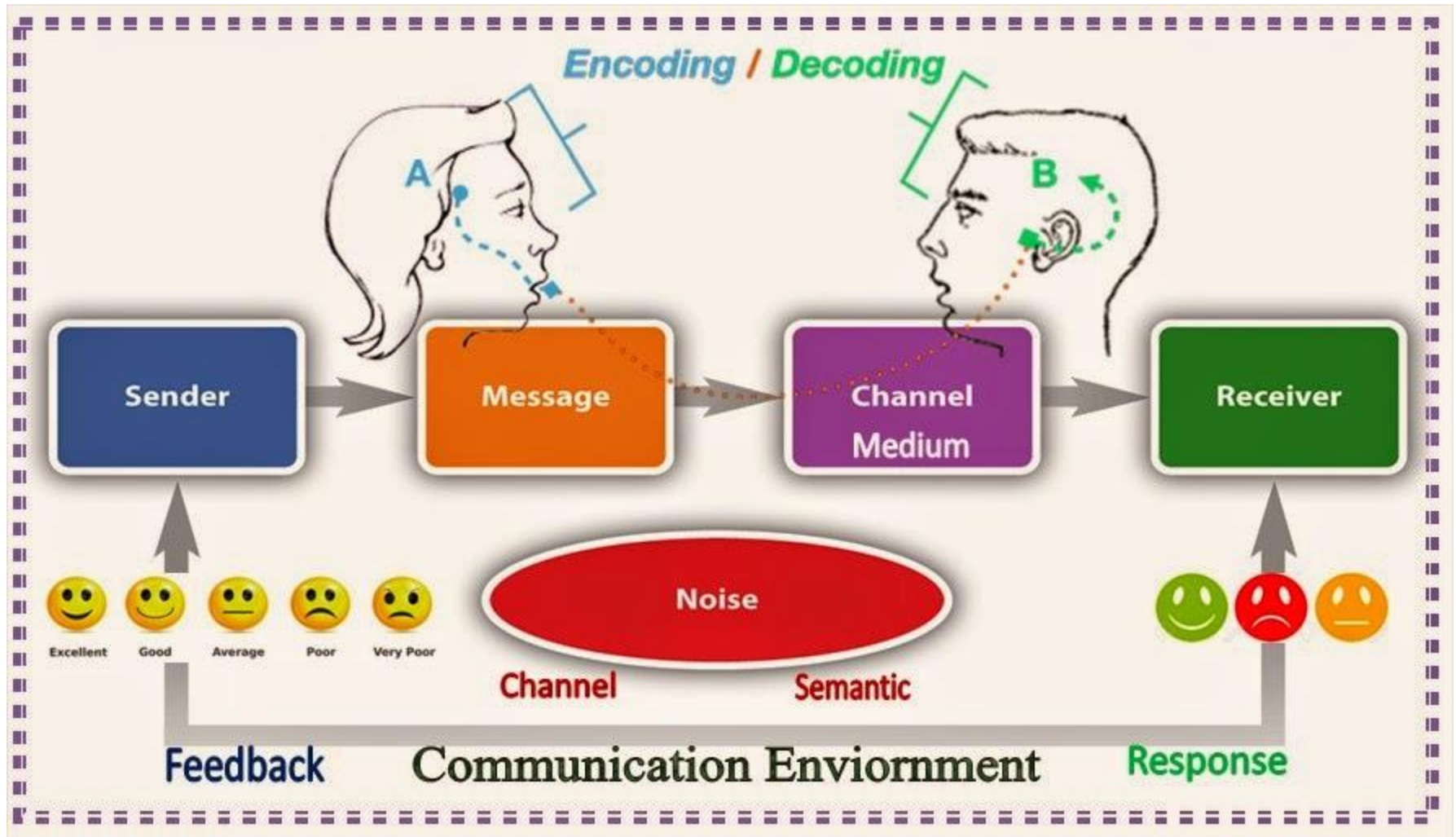
## **CCA-103: Communications & Soft Skills**

### **Unit 2.1: Levels of Communication**



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# Process of Communication



# Elements of Communication

Sender- Who sends information

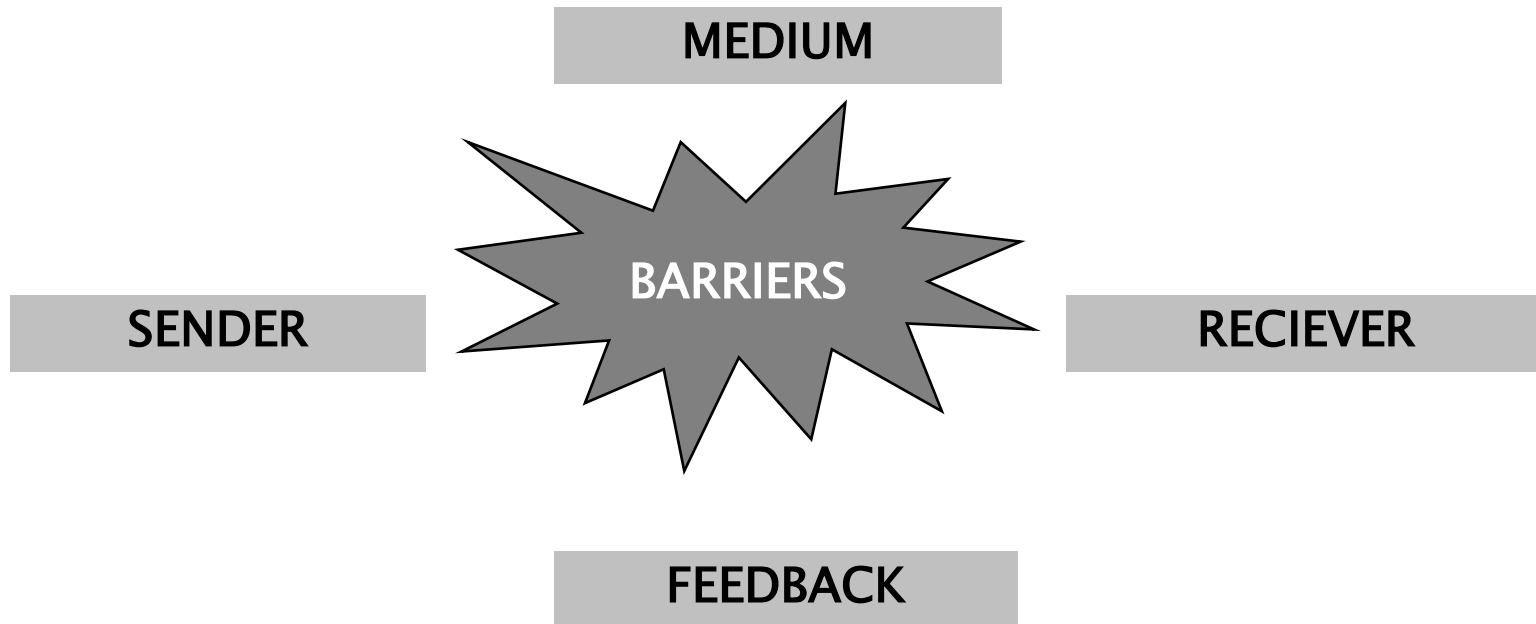
Receiver- Who receives information

Message- The piece of information to be shared or transmitted

Medium- The channel or the way to share information

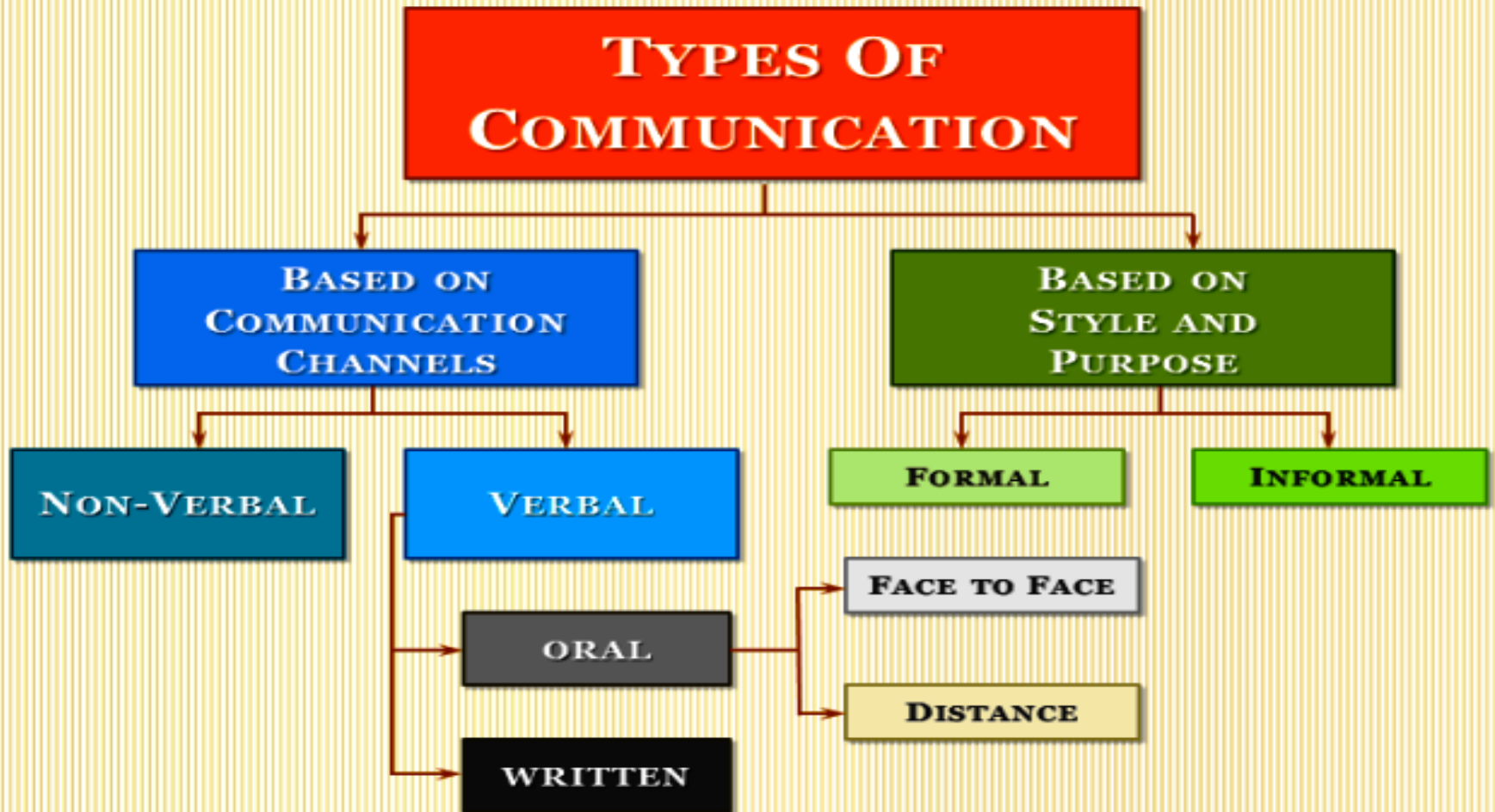
Feedback- Reply or result (It can be positive or negative)

# Process of Communication



*Studies tell 70 % of mistakes in the workplace are a direct result of poor communication.....*

# Types Of Communication



# Forms of Communication

Formal

Downward  
Communication

Upward  
Communication

Horizontal  
Communication

Informal

Grapevine

Casual  
Gathering

Lunch Time  
Gathering



# Formal Communication



# Formal Communication

1. Downward Communication: It involves the transfer of information, instruction, advice, request, feedback and ideas to subordinate staff.
2. Upward Communication: Communication from subordinate to superiors. Its main purpose is to provide feedback on several areas of Organizational functioning.
3. Horizontal or Lateral Communication: It takes place between professional peer or group of people working on the same level of hierarchy.



Diagonal Communication occurs between sub ordinate of one department with the senior person of another department.



# Formal vs Informal Communication

## Formal Communication

1. Purely Practical Motives
2. Involve intellect
3. Precise and direct
4. Always impersonal
5. Deals with facts
6. Objective Style
7. Related to specific purpose

## Informal Communication

1. Artistic, aesthetic aim
2. Can be an affair of heart
3. Inflated and roundabout
4. Can be personal
5. Deals with emotions & fancy
6. Subjective Style
7. Related to life in General

E.g: Report, proposal, novel etc. E.g: Poetry, novel, short story etc

Grapevine is an informal system of information flow which feeds on rumour and gossip.



# Levels of Communication

Human Communication takes place at various levels:

- *Extrapersonal Level*
- *Interpersonal Level*
- *Mass Level*

- *Intrapersonal Level*
- *Organizational Level*

Extrapersonal Level: Communication between human being and non-human entities.

For e.g: Your pet dogs come to you wagging its tail.



# Levels of Communication

Intrapersonal Level: Within the individual.

For e.g: You come home annoyed after a meeting with your boss.



Interpersonal Level: Sharing of information among two or more people.



# Levels of Communication

Organizational Level: It takes place at different hierarchical Levels.

This can be divided into:

- a) Internal
- b) External

Mass Level: Communication that reaches the audience scattered over a wide geographical area.

It is largely impersonal as participants are unknown to each other.

It requires a mediator to transform information.

For e.g.: Journals, books, Television, Newspaper.

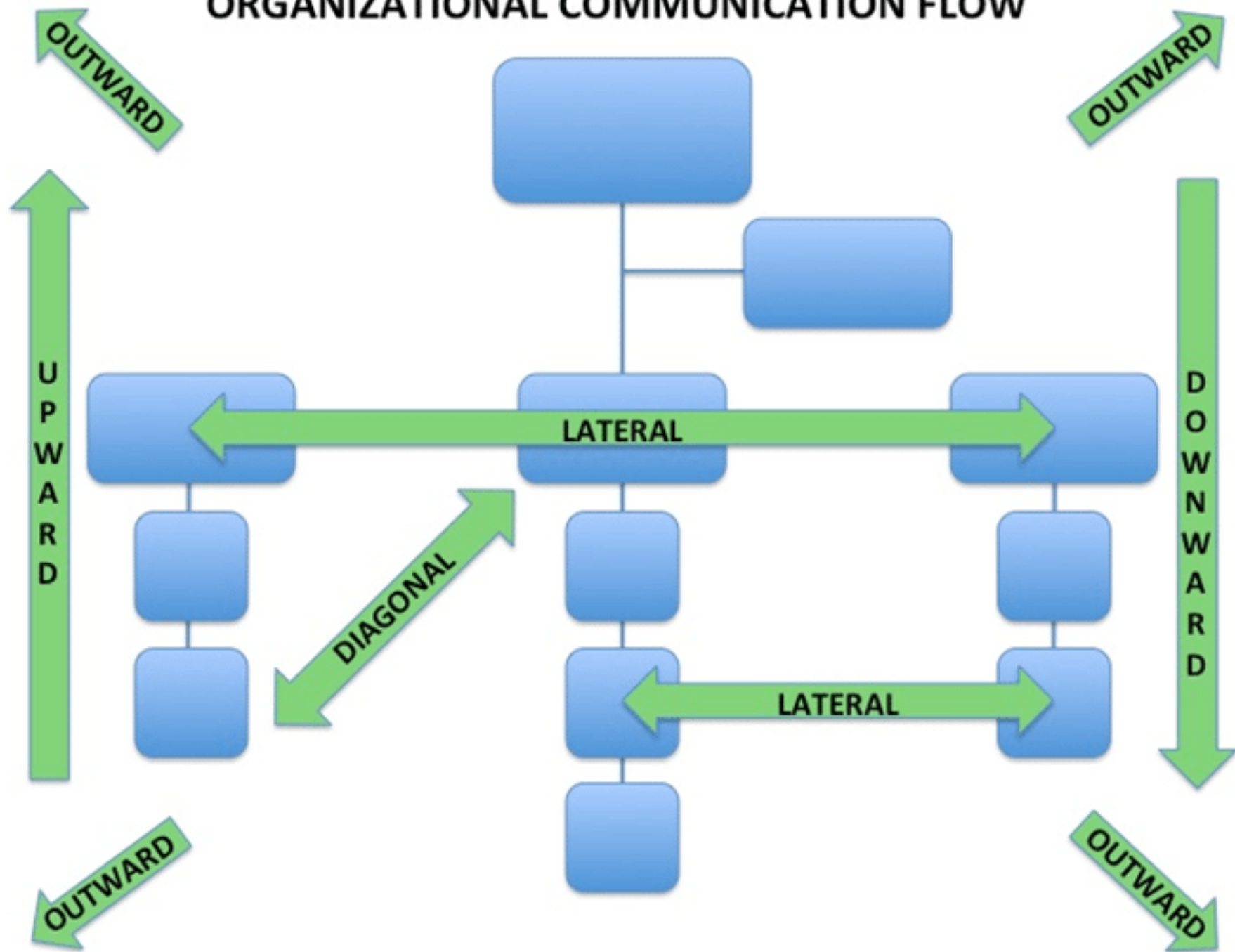
# Flow of Communication

In an organization, communication flows in different directions, which are as follows-

- Vertical:
  - a. Downward
  - b. Upward
- Lateral/ Horizontal
- Diagonal/ Spiral

In slide no 6 it is shown clearly with the help of a flow chart.

# ORGANIZATIONAL COMMUNICATION FLOW



# Downward Flow of Communication

- Communication that flows from a higher level in an organization to a lower level is a downward communication.

Examples :

- Providing feedback on employees performance
- Giving job instructions
- Orientation Programmes
- Organizational publications, circulars etc





**Figure: The flow of vertical communication**

# Upward Flow of Communication

- Communication that flows from junior level to a higher level in an organization is called upward communication.

Examples :

- Grievance System
- Complaint and Suggestion Box
- Job Satisfaction surveys

# Lateral / Horizontal Flow of Communication

- Communication that takes place at same levels of hierarchy in an organization is called lateral communication, i.e., communication between peers, between managers at same levels .
- Example : Feedback
- Suggestions and advice
- Emails etc.

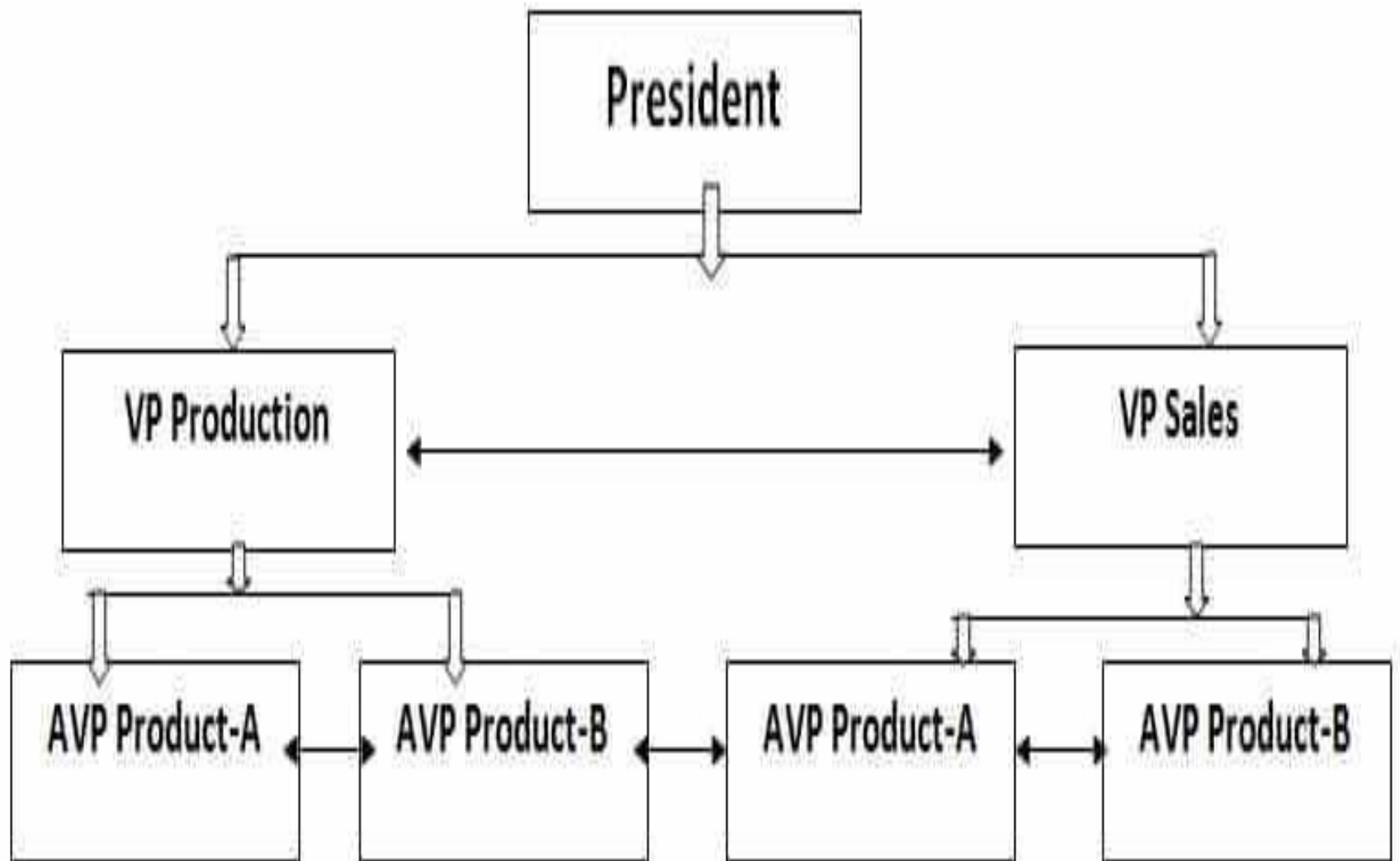


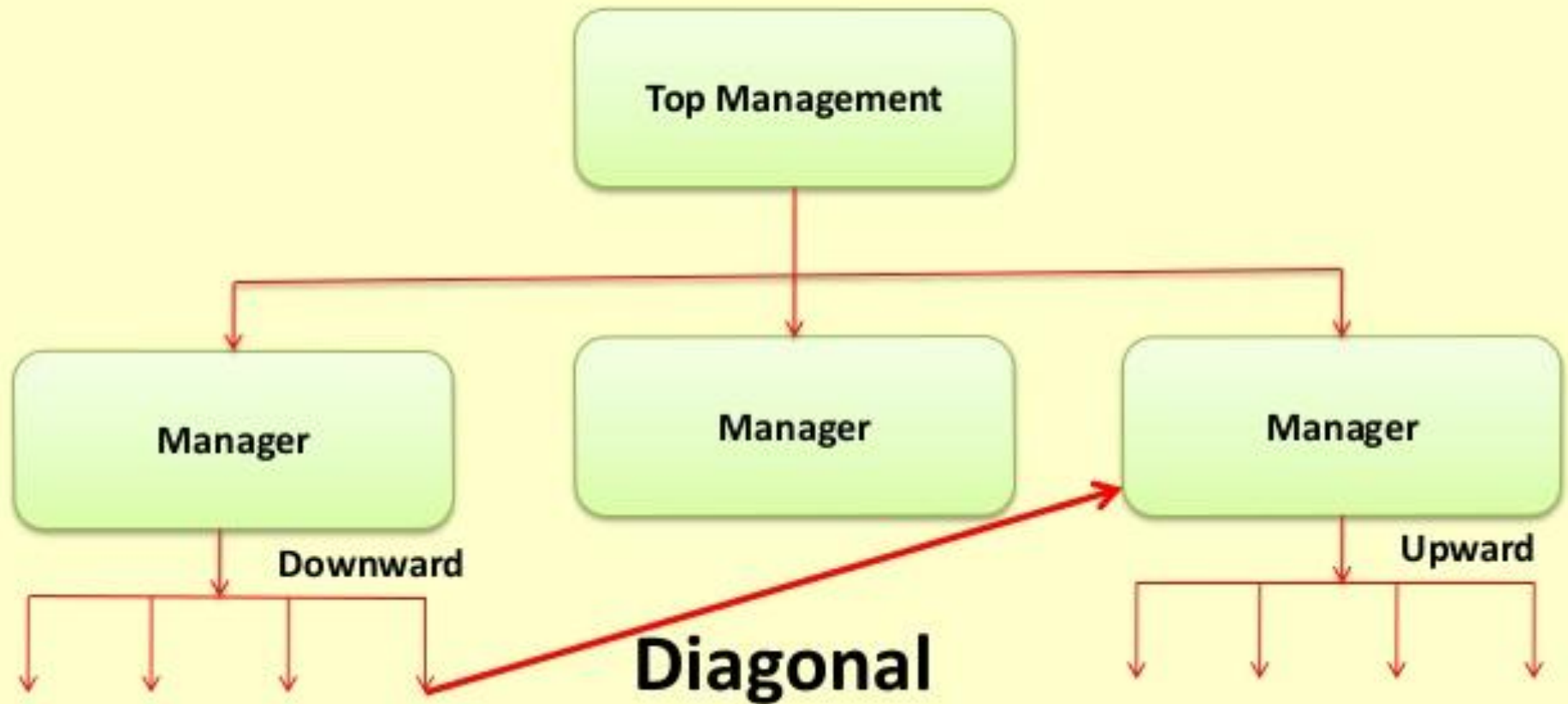
Fig: Horizontal Flow of Communication

# Diagonal Flow of Communication

Communication that takes place between a manager (Senior) of one department with the employees (junior) of other department is called diagonal communication. It generally does not appear on organizational chart. For instance - To design a training module a training manager interacts with an Operations personnel to enquire about the way they perform their task.



# Diagonal Communication



# WHAT IS COMMUNICATION ???





**COMMUNICATION IS THE ART OF TRANSMITTING  
KNOWLEDGE, IDEAS, INFORMATION AND THOUGHTS  
FROM ONE PERSON TO ANOTHER.**

**THE TRANSFER SHOULD BE SUCH THAT THE  
RECIEVER UNDERSTANDS  
THE MEANING AND THE INTENT OF THE MESSAGE  
AND GIVE PROPER FEEDBACK**



Thank You