

# Introduction

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# Types of Communication

One way to classify communication is according to the number of persons who receive the message. They are as follows-

- ★ **Intrapersonal Communication:** Intrapersonal communication is talking to oneself in one's own mind. It serves several social functions.
- ★ **Interpersonal Communication:** Interpersonal communication is communication between people whose lives mutually influence one another. It occurs in various contexts.
- ★ **Group Communication:** Group communication is communication among three or more people interacting to achieve a shared goal.
- ★ **Public Communication:** Public communication is a sender-focused form of communication in which one person is typically responsible for conveying information to an audience. It is an important part of our academic, professional.

- ★ **Mass Communication:** Public communication becomes mass communication when it is transmitted to many people through print or electronic media. Print media such as newspapers, magazines continue to be an important channel for mass communication. Television, websites, blogs and social media are mass communication.
- ★ **Verbal Communication:** Verbal communication means communication with words, written or spoken. Its consists of speaking, listening, writing, reading and thinking.
- ★ **Non-verbal Communication:** Non-verbal communication includes the use pictures, signs, gestures and facial expressions for exchanging information between persons.
- ★ **Meta-Communication:** Meta communication is when the speaker's choice of words unintentionally communicates something more than what the words themselves state.

# Objectives of Communication

The objectives of business communication are wide and large. Management of any business organisation or firms want to achieve organisational goal or objectives. The numerous objectives of communication in the business are as follows-

- ❖ **To Exchange Information:** The prime objective of communication is to exchange information internally and externally i.e. to deal within the organisation and outside the organisation.
- ❖ **To direct:** The another objective of business communication is to direct. Communication is necessary to issue directions by the top management or manager to the lower level. Employee can perform better when he is directed by his senior.

- ❖ **To influence:** One of the most important objectives of business communication is to influence the receiver.
- ❖ **To maintain Coordination:** Coordination and cooperation among three levels i.e. corporate level, divisional level and functional level of an organisation are maintained through communication.
- ❖ **To Plan:** Planning decides what is to be done in future. All the information and data required to make a plan for business.
- ❖ **For decision Making:** Manager requires different types of data and information for decision making .
- ❖ **To obtain overall development:** The overall development of an organisation involves existence of efficient internal control structure. And it can be possible through effective communication system.

- ❖ **To solve problem:** Communication can remove the gap between employees and employer. It helps to build a communication network to solve the problem.
- ❖ **To create consciousness:** Communication helps both employer and employee to be conscious about their respective roles, duties and activities.
- ❖ **To teach:** Communication helps the organisation to train-up the employees through organised programs.
- ❖ **To achieve Efficiency:** Communication can provide information regarding past and present. It also helps to anticipate about future. So, communication increases efficiency of the workers by providing instant information.
- ❖ **To evaluate:** Evaluating the worth of a task or employee is achieved through communication. It is based on employee performance.

❖ **To improve employer-employee relationship:** To achieve the organisational objectives, there must be good relationship between employee and employer.

From the above all we can say that, the objectives of communication helps to reach goals of the organisation.