ELE MENTS OF COMMUNICATION------

Introduction to Communication—

Meaning ,Definition and Concept

Language is a very peculiar gift of the Almighty to this human civilization and this language basically serves as the major medium to communicate. The very word communication has been derived from the root word "*Communicare*" which means "*to share*". Hence, communication means the act of conveying one's thoughts, feelings ,and emotions to others. Man is a social animal and without social interaction human civilization will come to a standstill position. For the development of society and to maintain social interaction communication is highly necessary.There are certain rules and regulations that are to be followed for an effective communication. That means one has to follow the linguistics principles and grammatical rules for a right kind of communication.

DEFINITIONS-----

According to William Scott- "Communication is a process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting actions which will accomplish organizational goals."

Fred G. Meyer says, "Communcation is the intercourse by words, letters, or messages."

Keith Davies defines communication as "the process of passing information and understanding from one person to another. It is essentially a bridge of meaning between the people. By using the bridge a person can safely cross the bridge of misunderstanding."

Good Communication and Bad Communication-----

Good communication is a process of exchanging ideas, thoughts, knowledge and information. In simple words it is nothing but the presentation of views by the sender in a way best understood by the receiver.

In effective communication or good communication only exchanging of information is not sufficient. It's about understanding the emotions and intensions behind the information.

Good communication is an important skill that requires certain principles. Learning those skills deepen one's connection with others and build greater trust and respect, improve teamwork and social and mental health..

Good communication requires certain skills. Those are---

1)To be a good listener

2)Focusing on the speaker fully.
3)Avoiding interrupting elements.
4)Provide feedback.
5)Respect the person and his opinions.
6)Pay attention to the non-verbal signals.
7)Avoid giving negative body language.

Bad Communication----

Bad communication restricts the flow of information; ideas from one side sometimes from both the sides .Bad communication elevates tension and undermines the confidence level of the sender. The action remains also incomplete due to bad communication .As the sender sometimes fails to covey the message properly due to semantic, physical, psychological barriers the receiver on the other hand may also suffer from such problems leading to create misunderstanding, non-clarity in the process of communication.

To avoid bad communication the sender and receiver should develop certain skills. Bad communication may be caused by certain reasons such as-

1) Objectives are not clear

2) Poor leadership

3) Cultural diversity in the workplace.

4) Demoralized employees.

5) Personal issues and challenges of speaker.

PROCESS OF COMMUNICATION

Communication is generally known as the process of sending and receiving information. Exchange of meaning is the nucleus of the communication process. Communication is always result oriented and intertactive. To make the communication process effective the following components are highly necessary-

1) The sender and the receiver.

2) Presence of an idea in the mind of the speaker.

3) Willingness of the sender to share his ideas.

4) Selection of a suitable medium or channel as a vehicle to his ideas.

5) The receiver and the sender have a common language intelligible to both of them.

6) The sender expects the receiver to act in a desired way.

7) Willingness of the receiver to listen and understand the ideas shared by the sender.

The process of communication not only involves a set of verbal words but also includes a huge gamut of non verbal elements which attach more information to the spoken or written words.

FACTORS RESPONSIBLE FOR COMMUNICATION PROCESS

The process of communication is a cyclic one as it begins with the sender and ends with the sender in the form of feedback. Within an organization it takes place upward, downward and laterally. Process of communication consists of certain steps where each step constitute the essentials of an effective communication.

SENDER

The first factor or the first element involves in the process of communication process is sender.He is the foundation stone of the process. A sender is generally a person or a group or an organization who has an idea or information which he wants to communicate to the others. The sender therefore is the initiator of the message thet needs to be transmitted.

Communication can not take place until the sender has an idea and a wish to communicate it with others.The idea also depends upon the the context and purpose of the situation. The sender should have a clear cut knowledge regarding the idea or information. The lack of clarity creates semantic noise in both the sender and the receiver.

MESSAGE

It is the second factor involving in the communication process.It is the information conveyed by words as in speech and writing, signs and symbols, depending upon the situations and the importance of the information desired to be sent .However the message is seldom delivered exactly as it is a mere indicative of meaning and much depends upon the receiver's own perception.

ENCODING

The process of translating the meaning of message into suitable words, symbols or gestures is known as encoding. The sender puts the message into aseries of symbols, pictures,or words which will be communicated to the intended receiver .Encoding is an important step in the communication process as the wrong and inappropriate encoding may defeat the true intent of the communication process. For example manager may write in an authoritative tone to his sub ordinate while hev willusev a respectable tone for his higher authority.

CHANNEL

Channel refers to the way or mode the message flows. The method or vehicle used to send the message is called channel. The message may be oral or witten or it may be transmitted through a memorandum, a computer, telephone, cell phone,, apps , or television. Since each channel has its advantages and disadvantagesvthe choice of proper selection of the channel is paramount for effective communication.

RECEIVER

Receiver is a person or a groupfor whom the message is meant for.. The receiver is as significant factor as the sender is.Any negligence on the part of the receiver may make the communication process ineffective.The extent to which the receiver interprets the message depends on his/her knowledge of the subject matter of the message, experience, trust, and relationship with the sender.

DECODING

Decoding refers to the conversion of the sent message into his/her own intelligible language by the receiver. He gets the message and attaches meaning to it. It is a very complex and dynamic process.. Sometimes the receiver may not get the same message as the sender wished to send due to inappropriate decoding. Inn our day today life we often explain our points as "I didn't meant that." Or "You have misunderstood me" or "I didn't intend to say that" etc. These things occur due to defective decoding.

FEEDBACK

Feedback is the ultimate aspect of the communication process. Through feedback the sender acknowledges how far his message has been understood by the receiver as it is the response of the receiver to his message.It is the final and last step in the process of communication. Feedback enhances the effectiveness of the communication as it permits the sender to know the efficacy of his message.. Analysis of the feedback helps to improve future messages.

NOISE

It is the obstruction that is caused by the sender, message,or receiver during the process of communication. Noise is the unwanted signals which interfere in the communication process leading to the message getting altered. In radio it is called static and in Television it is called as snow.

There are two main kinds of noise.

1) EXTERNAL NOISE OR PHYSIOLOGICAL NOISE

2) INTERNAL NOISE OR PSYCHOLOGICAL NOISE

The external noise is produced by the external sources. Such kind of noise can not be completely eliminated.The best way to avoid the external noise is to avoid the place or situation. The examples of this type of noise are-

A) Atmospheric noise (due to irregularities of atmosphere)

b) Extra terrestrial noise(solar noise, cosmic noise)

c) Industrial noise

INTERNAL NOISE

The absentminded receiver decodes the message differently. As expected by the sender the receiver due to different factors comprehends the message in other ways. Here the desired effect of communication is not produced.

The process of communication can be explained in a diagram.
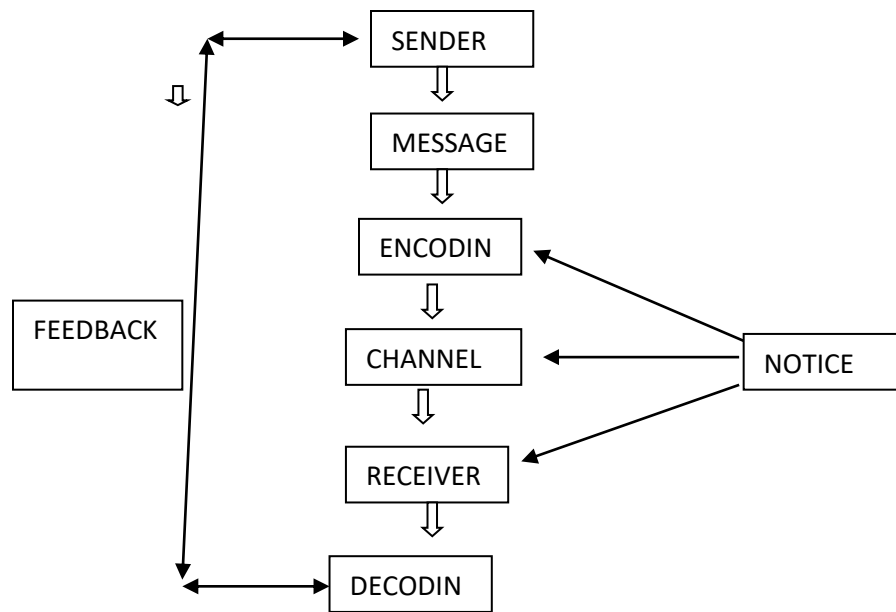
COMMUNICATION MODEL

ONE WAY COMMUNICATION MODEL

One way communication model is a one way traffic, where the flow of ideas is restricted to one side that is sender's side. In this type of communication sender delivers a message to a receiver but nothing flows back to the sender. Reading the printed materials like book, newspaper etc. are one way communication process. Here the information moves in one direction because time and space separate the sender and the receiver. Information flowing from Television and radio is also the example of one way communication. The sender uses one way communication to inform, entertain,or command the audience.

SENDER ──────────▶MESSAGE ──────── RECEIVER

This is the model of one way communication.

TWO WAY COMMUNICATION MODEL

Two way communication is a form of transmission in which both the sender and the receiver involved to transmit information. In this model of communication both the sender and the receiver play a great role. After sending the message the sender waits for the desired effect from the receiver and receiver also actively reciprocate to him in the form of feedback. The receiver then plays the role of sender and the transmission of information goes on.In the classroom when both the teacher and students participate in teaching-learning process, it becomes a two way communication.

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          ↗   │ MESSAGE  │   ↘
              └──────────┘
┌──────────┐                ┌──────────┐
│  SENDER  │◀════════════▶  │ RECEIVER │
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             │ FEED BACK│
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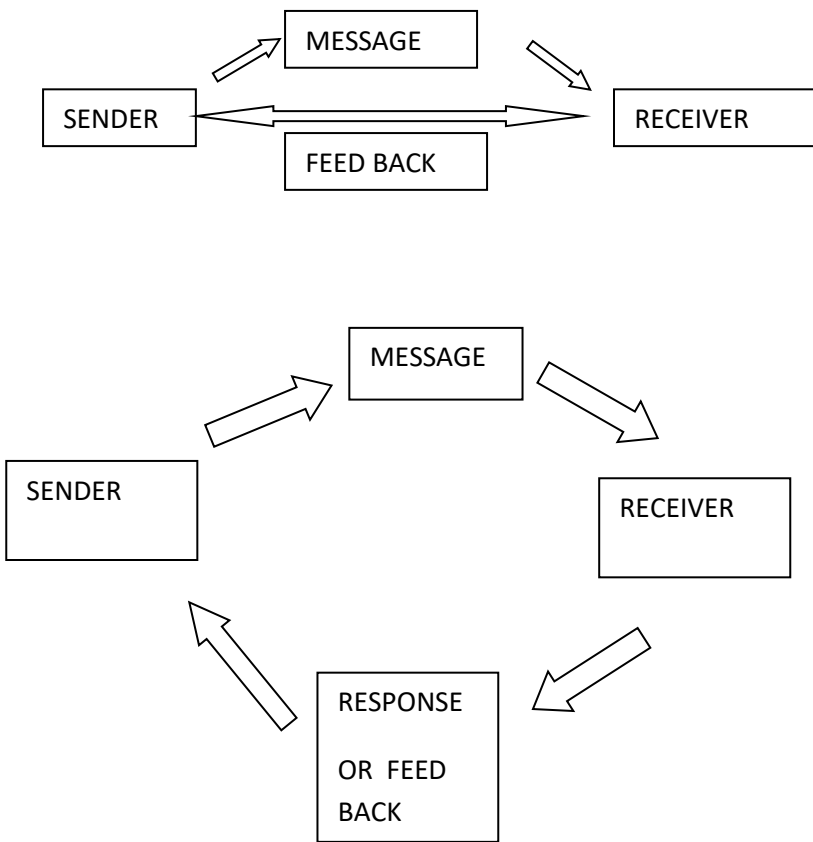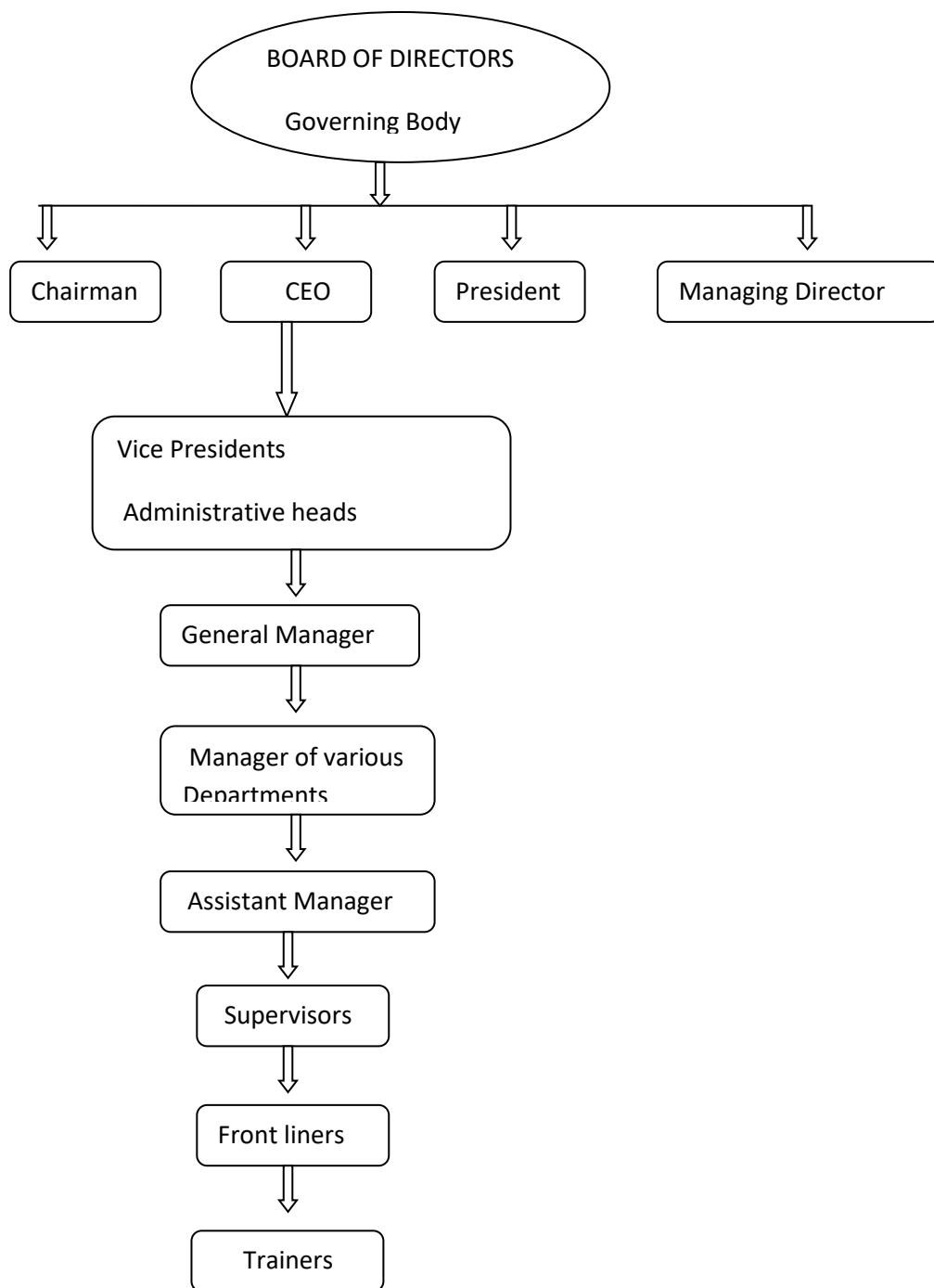
PROFESSIONAL COMMUNICATION

MEANING OF PROFESSIONAL COMMUNICATION

Professional communication refers to the oral, written, visual and digital forms of delivering information in a workplace. Effective professional communication is guided by professional ethics. From meetings and presentations to memos and emails to marketing materials and annual reports in business communication, it's essential to take a professional, formal,civil tone to make the best impression on the audience.Business organizations always deal with people both within and outside the organization. The employees of the organization need to be guided   about policies, aims and objectives of the company. To obtain the aims and objectives of the company the employees have to

communicate with each other within and beyond the organization. By becoming an active listener, asking for ffedback and learning from others one can develop his professional communi cation skill.

A set of hierarchical line of authority is established in accompany to regulate the flow of information.

DIAGRAM OF AN ORGANIZATIONAL STRUCTURE------

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                    ┌─────────────────────────┐
                    │   BOARD OF DIRECTORS     │
                    │                          │
                    │     Governing Body       │
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           ┌────────────┬──────────┴──────────┬────────────────┐
           ▼            ▼                      ▼                ▼
      ┌──────────┐  ┌────────┐          ┌───────────┐   ┌──────────────────┐
      │ Chairman │  │  CEO   │          │ President │   │ Managing Director│
      └──────────┘  └────────┘          └───────────┘   └──────────────────┘
                        │
                        ▼
                 ┌──────────────────────┐
                 │ Vice Presidents      │
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                 │  Administrative heads│
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Types of professional communication

Professional communication can be categorized into two types-

Formal Communication
Informal Communication

Formal communication can further be classified into three types-

1) Upward Communication
2) Downward Communication
3) Parallel Communication

FORMAL COMMUNICATION---

The communication process which is deliberately designed by the management to control the flow of information is known as formal communication. Formal communication are guided by certain rules and code of conducts. It follows a proper predefined channel of communication and is deliberately controlled. This makes it possible for the information to reach the desired place without any hindrance, at a little cost and in a specific way. So, it is also known as "Through proper channel communication".

ADVANTAGES

1) SMOOTH COMMUNICATION NETWORK-

Formal communication establishes a smooth network of communication. It provides each employees an opportunity to transmit their message by selection of a proper medium.

2] ESTABLISHES THE SUPREMACY OF MANAGEMENT-

As the flow of information is guided by certain prescribed rules, the management remain in safe position and controls the communication network.   3] ACCOUNTABILITY-

In formal flow of information all the officials and subordinates are accountable to follow the orders and directions. For example:the managing director issues a directive on loan facility to the employees, this directive will be issued to concerned managers of various departments. It is the responsibility of the managers to spread the information. So, a formal flow of information binds the executives to be accountable and enhances the efficiency.

4] CO-ORDINATION OF WORK AMONG VARIOUS DEPARTMENTS—

The formal flow of information binds all the employees of different departments together as they are abided by the rules of the same company. They work together maintaining and creating a good working environment.

5) STRENGTHENS RELAT IONS BETWEEN IMMIDIATE BOSSES AND JUNIORS—

As the formation is conveyed through proper channels, the immediate bosses are supposed to be in touch with their sub-ordinates to collect information from them and in turn disseminates intended message to them. In this way the employees develops the feelings of fellow-feelings and strengthen their relationship.

6) AUTHENTIC INFORMATION—

Since the information conveyed is routed through proper channel and is initiated by concerned authority, the employees rely on the information.

7] MAINTAIN PERMANENT RECORD FOR FURTHER DECISION—

In the formal flow of communication records are always kept for future references and as a source of proof . so, no one can deny the authenticity of the information.

DISADVANTAGES

  1] AUTHORITATIVE SYSTEM DOMINATE LOWER LEVEL EMPLOYEES—

In this flow of communication the higher authorities have all the rights to take decisions and formulate policies and give directions. The lower level employees only follow the instructions provided to them. Sometimes their opinions and grievances are unheard.

2] COSTLY AND TIME COSUMING—

    It is one of the costly network of communication as records are maintained ,copies are circulated. For this different electronics media rae in use. As it follows a step by step method it takes a lot of time to disseminate the information.

3] RED-TAPISM—

    This kind of formalized flow of information slows down the delivery of information since it has to be routed through many concerned executives. It creates an atmosphere of red-tapism in the organization which hampers the progress of the organization.

4} Widnes the gap –--

        Formal flow of information does not allow a direct interaction between authorities and sub-ordinate employees. The information is routed through a proper channel.So it widers the gap between the management and employees.

5] Distraction of information -----

        The information passes from higher authority has to cross so many level of employees to crto reach the lower level workers.So sometimes   when it reaches the intended person ,it might convey a message   that was never intended.

6] Lack of initiative & no creative ideas-----

        The subordinate employees feel hesitation to take initiative to fulfill a task and they seldom share their creative ideas which may sometimes genuine and interesting one out of fear of rejection.
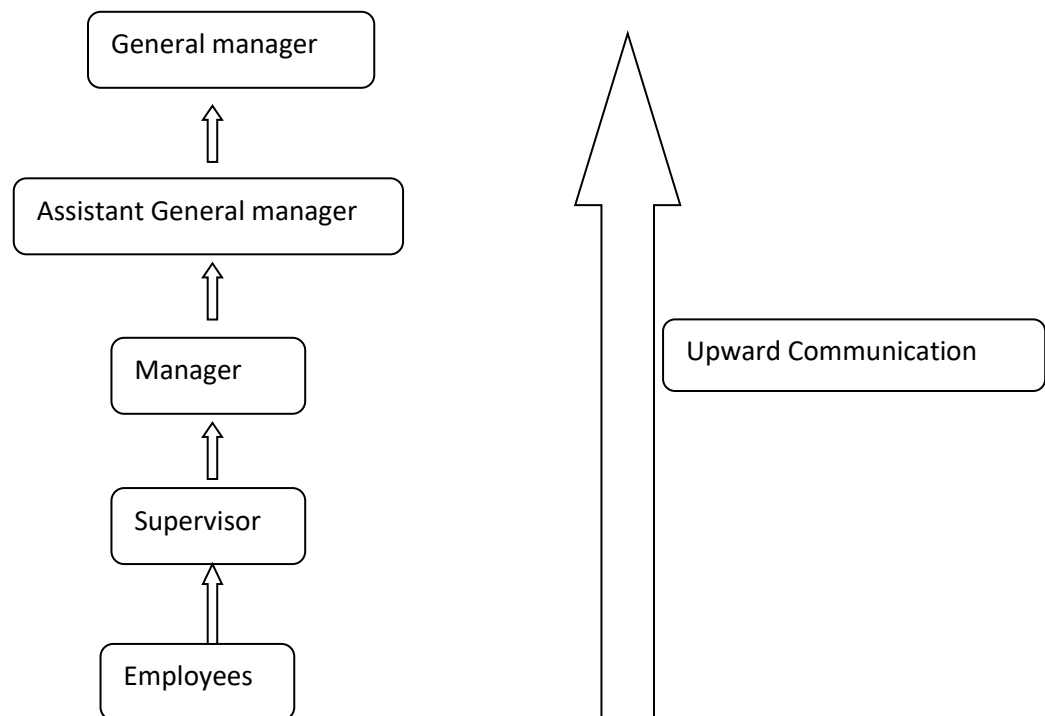
7] Delay in decision making

As it follows certain rules, it takes a lot of time for the transmission of message.Hence,decision making process also delayed.

UPWARD COMMUNICATION

Upward communication is the flow of information from the front line employees to managers, supervisors and directors.It helps the employees to express their requirements, ideas and feelings. Managers of the business organizations have to receive information continually from the levels below them to know about the progress of works. It occurs when the information flows upper,the hierarchy from subordinates to the superiors. Media of these types of communication are meetings, suggestions, direct letters, direct communications etc.

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        ┌─────────────────────────┐
        │     General manager     │
        └─────────────────────────┘
                    ⇧
        ┌─────────────────────────┐
        │ Assistant General manager │
        └─────────────────────────┘
                    ⇧
           ┌─────────────────┐                    ⬆
           │     Manager     │            ┌────────────────────────┐
           └─────────────────┘            │  Upward Communication  │
                    ⇧                     └────────────────────────┘
           ┌─────────────────┐
           │   Supervisor    │
           └─────────────────┘
                    ⇧
           ┌─────────────────┐
           │    Employees    │
           └─────────────────┘
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ADVANTAGES OF UPWARD COMMUNICATION---

1] FRAUD PREVENTION Tool---

In upward communication each employees is permitted to directly communicate with top management about the matters requiring examination or vigilance point of view. So, it is used as a fraud prevention tool.

2)SOURCE OF BUSINESS DECISION---

Upward communication is an important source for the top level employees to update them regarding different matters of the organization. It helps in alerting them about the requirements of changes. It is the core-contributor of business process re-engineering in many organizations.

3] FEEDBACK—

Managers get feedback from the employees that can help to improve organizational development. Employees are also encouraged toprovide feedback and feel respected.

4)MUTUAL TRUST—

Mutual trust brings employees and managers closer to each other. As trust grows, relationship becomes stronger.

5) FOSTER A SENSE OF BELONGINGNESS

  Upward communication gives a chance to each employees to share their observations and problems with his seniors. If the management responds to the positive suggestions of employees and resolves their conflicts and problems, the employees become satisfied and a sense of belongingness comes to their mind.

DISADVANTAGES
CHANGES OF INFORMATION---
In upward communication the subordinates may change their accurate information. So, the top executives can't *take an accurate decision. They fear if they tell the fact , they may face some problems.*

2) INDIFFERENT ATTITUDES OF BOSSES—

Sometimes the immediate bosses show hostile attitude to the employees who wants to give his feedback. This discourages him and in future he never thinks of sharing his observations. Employees fear to communicate their ideas, constructive suggestions and opinions with superiors.

2] INDISCIPLINE—

Sometimes employees communicate directly to superiors by avoiding proper or chain of command.
3] FLATTERY --------   In order to convince the superior bosses, subordinates can take the help of flattery and conceal the truth, which leads to incomplete information.
5) LACK OF INITIATIVE BY THE MANAGEMENT—
An effective upward communication has to be established by the managements to encourage the employees to share their feedback. They should provide adequate resources and chances to the employees to come forward with their suggestions and in this regard certain praise and reward is expected from employees. That should be provided as that serves as the booster for the employees.
6) BOSSES CONCEAL MORE THAN REVEAL—
If lower level employees give their feedback, their immediate bosses may conceal it from the management. They do not let any   piece of information that can put question mark on their sincerity and power.

DOWNWARD COMMUNICATION

Communication   that flows from a higher level in an organization to a lower level is called downward communication .In other words messages and orders start at the upper levels of the organizational hierarchy and move down toward the bottom level. Downward   Communication is used by the higher authorities for the following purposes:

⟹   Providing feedback on employee's performance.

⟹   Giving job instructions.

⟹   Providing a complete understanding on the employees job.

⟹   Communicating the organization's mission and vision to the employees.

Management may adopt an oral or written media to disseminate information to its employees. Oral communication may involve presentations, one to one interviews or phone calls. Written mode of communication takes place, circulars, notices, office memos or letters.

Downward Communication

Manager

⇩

Supervisor

⇩

Employees or Workers
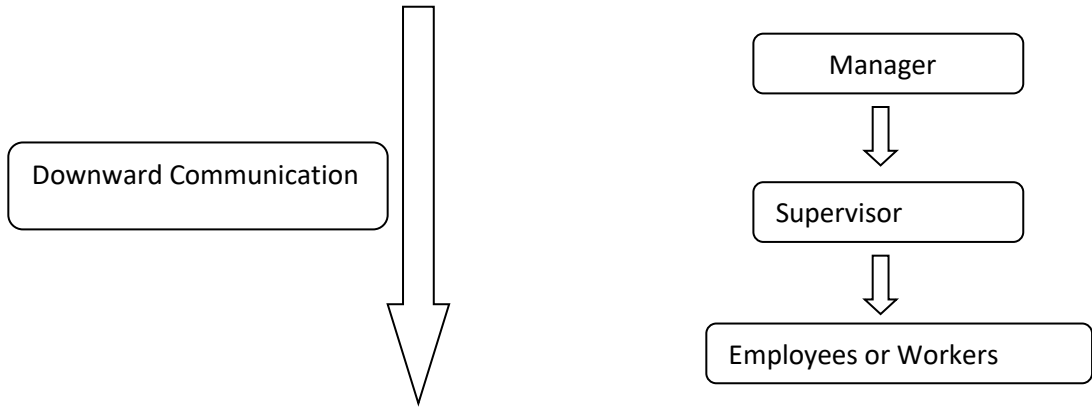
ADVANTAGES

I] Organizational Discipline ----

Downward communication flows hierarky, means organizational discipline and member compliance is much easier to maintain.

II] Efficiency -------

It offers efficiencies because instruction come from the sources in power that are able to co-ordinate activities from top of the organization .Employees receive feedback from the supervisors who manage them.

III] Control the Incompetent Employees ------

Incompetent , hostile and unwilling employees can be instructed by the management by issuing them necessary instruction s through downward communication .Management can educate, inspire,   order and direct their employees regarding the changes in work methodologies, innovation in technology.

IV] Ease of Delegation ---------

Delegation is much easier if the delegation comes directly from the vertical communication structure representing the chain and command.

DISADVANTAGES

I] Delay Delivery of Message --------

Downward   Communication involves a number of people disseminate message Employees intentionally cause delay in the delivery of message which leads to much loss for the organization.

II] Distraction of Messages -------

Downward   Communication can become distorted as it proceeds through middle levels of the organization .Filtering takes place of each level of organizational hierarchy.

III] Slow Feedback -------

It takes time to messages to go down the organization and then up the organization and then back down again..This means that feedback can be slow resulting in problems, especially in a dynamic environment.

IV] Interpretation   Of Problem ------

Downward Communion presents interpretation problems because of the distortion effect and the slow feedback for message clarification. Sometimes the management has to revise their decisions in short intervals of time. In this complex and competitive business world management produces a bulk of messages resulting confusion among employees.

INFORMAL COMMUNICATION

Informal communication is the casual and unofficial form of communication where the information is exchanged spontaneously between two or more persons without following   the prescribed rules of the organization. The informal communication network that exists in a workplace is   often termed as "the grapevine" communication. This is called so because it is very difficult to define the and end of the communication.

The grapevine is an unofficial channel of communication. It has no formal   structure   but very effective in conveying information, such as up and down the chain of command. The   communication moves in all different directions according to which employees know each other well. Due to the interconnected network structure of the grapevine, information flows quickly between individuals and can rapidly spread across an organization. Such communications arise out of social relations that an individual creates with others on the basis of common interest, likes and dislikes. It exists side by side with the formal communication network.
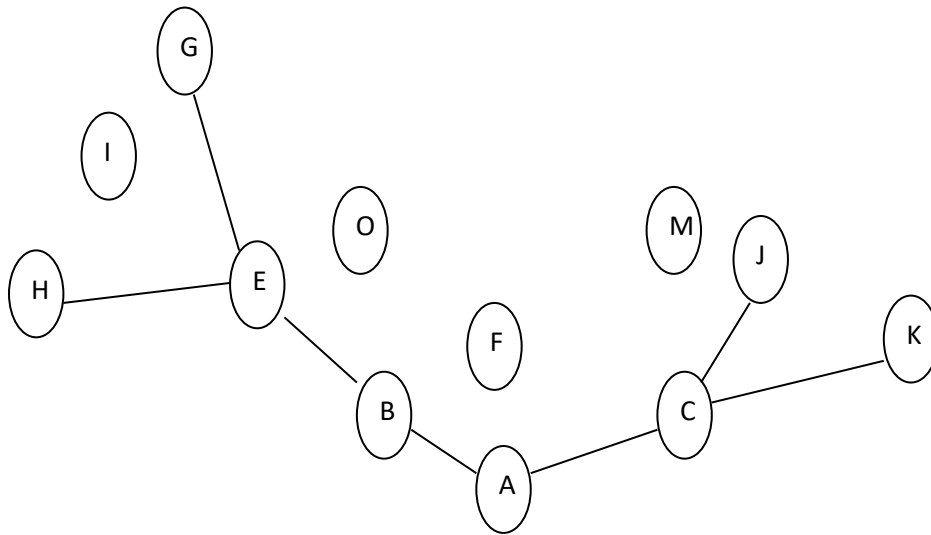
1) LOW COST AND ECONOMICAL----

The informal communication network is very liberal unlike the methodological pattern of formal communication. It is the most non-expensive method of transmitting information to a large number of people in a short time.

2) EMOTIONAL RELIEF----

Employees listen to each other and share a connection with each other .It provides them mental and emotional relief and they can share their views, ideas, grievances without any hesitations.

3] INCREASE EFFICIENCY---

Employees can freely exchange their opinions in terms of informal communication. They can ask any question without any hesitation. Thus a cordial communication environment is created to increase the efiiciency of employees.

4] INTERPRETATION---

Informations sent to subordinates sometimes requires explanation or interpretation and informal communication is the best means for this.

5) MEASURING REACTION---

Before releasing any new information, management wants to know the reaction of employees. In such a case, informal communication can be valuable in measuring the reaction of employees before any information is conveyed through formal channels .

6)SOLLUTION TO PROBLEMS---

With the help of informal communication, the management is able to know problems, conflicts and complaints of the employees. Therefore, management becomes confident to take any necessary action timely and effectively.

DISADVANTAGES—

1] NO ACCOUNTABILITY---
In informal communication no record is maintained as a source of proof. So, one can't n hold any person responsible for any kind of communication error. This sort of communication is subject to errors and mistakes because no official rules is followed.

2] MISLEADING---   Informations conveyed through a grapevine may be mis leading. There is no doubt in the fact that grapevine carries a vital and important message, but this message may not be error free. It may contain rumors and misleading information.

3) PERSONAL BIAS---

Every listener has a tendency to mould and colour the message according to his own perception. Thus, it may happen that intended messages are lost while travelling in an informal network of communication.

4] MISUNDERSTANDING—

Lack of conduct, decency, decorum, and rules cause misunderstanding in informal communication. As a result there may be conflict between employees.

5) SECRECY MAINTAINING IS IMPOSSIBLE---

In informal communication system maximum communication is made by open discussion. So, it is impossible to maintain the secrecy of information.

NON-VERBAL COMMUNICATION

Non-verbal communication is the non-linguistic transmission of information through gesture postures,facial expressions other paralinguistic features.This form of communication is charecterstics multiple channels and linguistic observed that 70 percent of human communication is non-verbal communication.

The study of non-verbal communication started in 1872 with the publication of "The Expression Of Emotion of Men and Animals"by Charles Darwin.Charles Darwin started to study the interactions between animals and concluded that animals also communicate through gestures and postures.

Proper non-verbal communication malice a normal vocal communication more attractive and effective.Wheather one is aware or not when somebody interacts with others he/she continuously give and receive wordless signal.These expression can put people at ease, build trust and draw others towords you or can offend, confuse and undermine what you are trying to say .Even someone is silent he is still communicating non-verbally.

When the non-verbal signals match up with the words somebody is saying they increase trust,clarity it fails they can generate tension,mistrust and confusion.

There are mainly seven types of non-verbal communication

1] Paralinguistics

2] kinesics ----

    I] Facial Expression

    II] Gestures

    III] Eye- beheaviour

3] Postures and Body language

4] Proxemics

5] Eye Gaze

6] Hapitics

7] Appearance

Paralinguistic ----------

　　Paralinguistic refers to vocal communication that is separate from actual language .This includes factors such as tone of voice, loudness, inflection and pitch.

Facial Expression ------

　　The human face is extremely expressive which is able to convey contless emotions without saying a word .Unlike some forms of non- verbal communication facial expressions are universal.The facial expressions for happiness ,sadness,anger,surprise,fear and disgust are the same across cultures.

Gestures -------

　　Gestures refers to visible ,bodily actions communicate particularly message which include movement of the hand ,face,eyes,head and other body parts.

Eye-behaviour ------

　　Eye can radiate non-verbal messages. The shift of eyes and eyebrows can convey different signals.

Eye Contact ------

　Eye contact indicates, looking, staring and blinking etc, which important in non-verbal behavior. Looking at another person can indicate a wide range of emotions .It defines power and status and has a central role in managing impressions.

Postures ------

The way one carry himself communicates a wealth of information to the world. It includes the manner of walking, standing subtle movement one makes.

Proxemics -----

　　The physical distance between people can give information about the level of intimacy and comfort.

Haptics ------

　　Communicating through touch is another important non-verbal behavior. There has been a substantial amount of research on the importance of touch in infancy and early childhood. Touching is culturally determined .Each culture has different outlooks on touching different body parts.

Appearance -----

　Our choice of color ,clothing ,hairstyle and other factors affecting appearance are considered as a means of non-verbal communication .Research on color psychology has demonstrated that different colors can invoke different modes .Appearance can also after psychological reactions ,judgment and interpretation.

Facial Expression

　　　　It is said that "Face is the index of mind "Face is the most visual part of our the body.Facial expressions are important parts of how we communicate and how we develop impressions of the people around us. It is responsible for a huge proportion of non-verbal communication continually and are constantly monitored and interpreted by the receiver

.Human can adopt a facial expression voluntarily or involuntarily.Voluntarily facial expression are often socially conditioned and follow certain rules where as involuntary facial expressions are believed to be innate.

Different expressions in the face shows different emotions.

For Example:

Angry --------   lower eyebrow and stare intensely.

Fear -------- a round eyes, open mouth.

Disgust -- --- wrinkled nose ,lowered eyelid and raised upper lip.

Surprise ------raised eyebrow, wide open eyes ,open mouth.

Happiness------ round eyes,smiles,raised cheeks.

Sadness ------- area around mouth and eyes.

Colour of face changes according to the mental state of a person.

A red colour face symbolizes anger. It is a clear danger signal. Some people's cheek goes red in some case neck turns red.

White face may be a sign of coldness. White skin is an indication of extreme fear.

Blue skin also indicates coldness and fear.

Sweating in face symbolizes nervousness.

The interpretations assigned to facial expression differ greatly .So,one should be very careful while using them.Our expressions are based on our own cultural family and business background and experience.

In business sector ,in an environment of work and stress one should be very particular about his facial signals.

Gestures & Postures

Gesture:

Gestures refer to visible bodily action to communicate particular messages which includes movement of hands ,face ,eyes ,head or other parts of the body.Common gestures include waving ,pointing and using fingers to indicate numeric amounts.This non- verbal activity is regularly used in oral discourse .If a body act requires no verbal accompaniment, it is called an "emblem".Examples are :hand signals such as waving good bye, the "V" for Victory sign.etc.

Gestures or MUDRA in Sanskrit is encoded with sophisticated information. Peter. A. Anderson's *NON VERBAL COMMUNICATION*: *FORMS AND FUNCTION*   says about three types of gestures. Those are adaptors, emblems and illustrators.

Adaptors are touching behaviors and movements that indicates internal states related to arousal of anxiety. Example – Clicking pens, shaking legs etc.

Emblems are gestures that have a specific agreed on meaning. Example are-High five signals representing cheerfulness.

Illustrators are the most common type of gestures and are used to illustrate the verbal message they accompany .Example- Using of hand of gestures to indicate the size and shape of an object.

Our gestures tells us our willingness to communicate. We can categorize the gestures into two types- Open gestures and Closed gestures. Open gestures represents the readiness and willingness of a person to communicate where as a closed gesture shows the disinterestedness of a person.

OPEN GESTURES	CLOSED GESTURES
1.Open hands 2.Palm up 3.Unbuttoning jacket 4.Spontaneous eye contacyt 5.Smile 6.Leaning forward 7.Hands away from face 8.Standing straight and feet apart	1.Hands covering mouth 2.Making fists 3.Peering over top of glasses 4.Glancing at exit 5.Frown 6.Leaning back 7.Looking at floor 8.Moving away and legs crossed or shaking foot

POSTURES

Postures is used to refer to the way a person stands or sits. The manner in which a person positions hi sbody while speaking conveys a lot about his attitude . Postures also differs from culture to culture like 1) Hands in pocket is disrespectful in Turkey.

2) Sitting with legs crossed is termed as offensive in Ghana and Turkey.

3) Showing soles of feet is regarded as offensive in Thailand and Saudi Arabia.

4] Not bowing is criticized in US but shows high rank in Japan.

Two forms of postures have been identified as open and closed which reflect an individual's degree of confidence, status or receptivity to another person.

Some one seated in aclosed position might have his/her arms folded, legs crossed,or be positioned at a slight angle from the person with whom they are interacting.in an open posture, you might expect to see someone directly facing you with hands apart on thearms of an chair. An open posture can be used to communicate openness or interest in someone and a readiness to listen where as the closed postures might imply discomfort or disinterest.

Some postures those are to be used while business conversation.

1) Don't lean towards the wall.

2) Don't take the support of a chair or a table.

3) Don't walk fast.

4) Don't stoop shoulders while walking.

5) Don't create noise while walking.

6) While sitting don't cross your legs always.

7) Don't rub your face, eyes , nose, ear,as it symbolizes nervousness.

8) Sit firmly.

9) Don't bow your head while communicating.

EYE CONTACT

There is an old saying that " Eyes are the reflection of your innerself."Eye is the mirror of mind and heart. Lips can lie but eyes never. Since the visual sense is dominant for most people, eye contact is an especially important type of non-verbal communication. The way you look at someone can communicate many things, including interest, affection, hostility or attraction. Eye contact is very important in maintaining the flow of conversation and for analyzing the interest and response of others. Our eyes speaks volumes about us and how we communicate. The study of eye contact is called as "Oculesics".

 Practicing good eye contact is a skill for effective and vital communication. Keeping eye contact with the person you are talking to indicates interest saying the person-"You are important and I am listening." It is one of the unseen tools used in any organizational communication. It gives immediate feedback.

In a professional communication the following principles are to be followed while communicating through eyes.

Look at your audience.
Don't stare continuously.
Keep moving your eyes while speaking.
Don't look down or up at something while speaking.

Sometimes people suffer from eye contact anxiety. Avoidance of eye contact could be related to shyness or a lack of confidence. So, the speaker should be more cautious and should practice to maintain good eye contact.

PROXEMICS

Anthropologist Edward T. Hall is attributed all the credit for his study of human use of space within the context of culture . In his book *THE HIDDEN DIMENSION* (1966) _he has developed his concept of space. We all need a physical space although that need differs depending on the culture , situation, and the closeness of relationship.Beside physical space we have certain speculations and preservative ideas about mental space. We want to be free both physically and mentally and that space if gets affected or intruded it creates dis –satisfaction and irritation. Just as body movements and facial expressions can communicate a great deal of non verbal information, so can this physical space between individuals. In todays multicultural society, it is important to consider the range of non-verbal codes as expressed in different ethnic groups.People feel offensive when someone violates an appropriate space distance. The study of space distance in relation to one's situation is called as PROXEMICS.This is the theory of non-verbal communication that explains how people perceive and use space to achieve communication goals. There are four kinds of space zones. Those are –Intimate Space, Personal Space, Social Space and Public Space.

1)INTIMATE SPACE—

Intimate space ranges from 15 cm to 45 cm. This level of physical distance often indicates a closer relationship or greater comfort between individuals. It usually occurs during intimate contact such as hugging, whispering or touching. Entering the intimate space of another person with whom we don't have a close relationship is extremely disturbing. This kind of space distance is shared by our parents lovers, children, best friends etc.

2)PERSONAL SPACE—

 The distance ranges from 46cm to 122cm. Physical distance at this level usually occurs between people who are family members or friends. The closer the people can comfortably stand while interacting can be an indicator of the level of intimacy in their relationship. At this distance it is easy to see other person's expressions and eye movements as well as their overall body language. Handshaking can occur within the bounds of personal distance.

3)SOCIAL SPACE—

The distance ranging from 1.2 m to 3.7 m is known as social distance. This level of physical distance is often used with individuals who are acquaintances like milkman, electricians ,plumber coming to our houses. This is the normal distance for impersonal business. For example, working together in the same room or a co-worker whom you see several times in a week. At a social distance, speech needs to be louder and eye contact should be proper.

4)PUBLIC SPACE—

Physical distance of 3.7 m to 7.6m is known as Public distance. Distance at this level is often used in public speaking situations. Talking in front of a class full of students or giving a presentation at work station are good example of such distance. At such distance non-verbal communication in a large basis play a great role. Subtle facial expressions are lost at such a distance so, clear hand gestures are often used as a substitute.