



“बेटी बचाओ, बेटी पढ़ाओ”

JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

(Format for Preparing E Notes)

Faculty of Faculty of Education and Methodology

Department of Fine Arts

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Program- 5 Semester / 3 Year

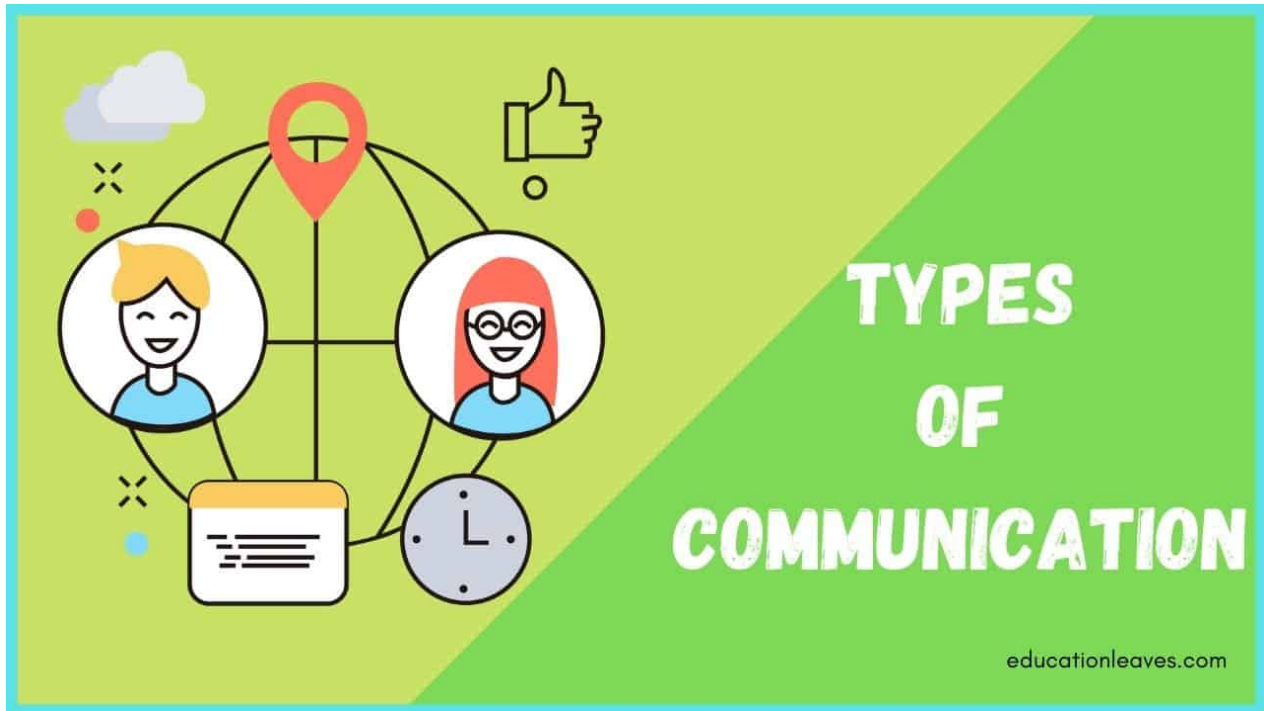
Course Name - Advertising Art Theory I

Session No. & Name – Types of Communication

Academic Day starts with –

- Greeting with saying ‘**Namaste**’ by joining Hands together following by 2-3 Minutes Happy session, Celebrating birthday of any student of respective class and **National Anthem**.

Lecture Starts with-Types of Communication.



Definition and Meaning of Communication

Communication is the process of transmitting information, ideas, thoughts, feelings, and data from one person or group to another. It is a fundamental aspect of human interaction and a vital component of everyday life. Effective communication is essential for conveying messages, building relationships, and achieving various personal and professional goals.

Key Elements of Communication:

Sender: The person or entity initiating the communication.

Message: The information or content being conveyed.

Medium: The channel or method through which the message is transmitted (e.g., spoken words, written text, gestures, facial expressions, images).

Receiver: The person or entity on the receiving end of the communication.

Feedback: The response or reaction of the receiver, which can be verbal or non-verbal, indicating whether the message was understood.

Types of Communication

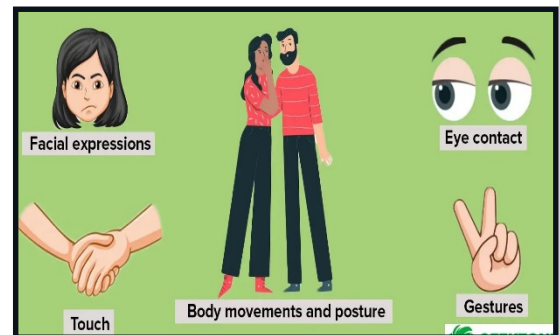
- 1. Verbal Communication:** This involves the use of spoken or written words to convey a message. It includes face-to-face conversations, telephone calls, emails, and other forms of written communication.

Example: A business meeting where participants discuss their quarterly goals using verbal communication.



- 2. Non-Verbal Communication:** Non-verbal communication involves conveying messages without using words. This can include body language, gestures, facial expressions, and tone of voice.

Example: A smile indicating happiness or a frown indicating displeasure.



- 3. Visual Communication:** This type of communication relies on visual elements such as images, diagrams, charts, and videos to convey information.

Example: An infographic displaying statistical data on a company's performance.



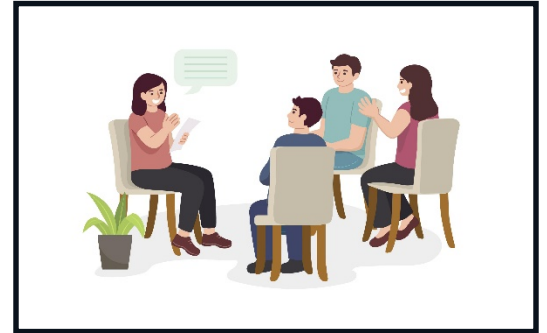
- 4. Written Communication:** This encompasses the use of written text to convey information. It can take various forms, including letters, reports, memos, and emails.



Example: A formal report detailing the results of a scientific experiment.

5. Interpersonal Communication: This is the exchange of information between individuals or small groups, often in a face-to-face or one-on-one setting.

Example: A conversation between friends discussing weekend plans.



6. Intrapersonal Communication: Intrapersonal communication involves self-talk and introspection, where an individual communicates with themselves to clarify thoughts, make decisions, or reflect on experiences.

Example: A person thinking about their career goals and aspirations.



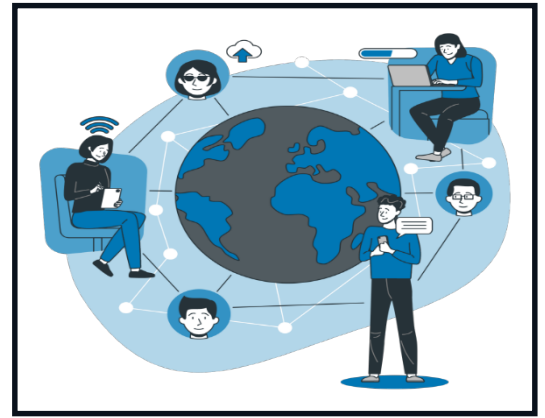
7. Mass Communication: Mass communication refers to the distribution of information to a large audience through media channels like television, radio, newspapers, magazines, and the internet.

Example: A breaking news report broadcasted on national television.



8. Digital Communication: This encompasses communication using digital technology, including social media, instant messaging, and video conferencing.

Example: Sending a text message to a friend or colleague to arrange a meeting.



9. Cross-Cultural Communication: This involves communication between people from different cultural backgrounds, requiring an understanding of cultural norms and sensitivities.

Example: A global company conducting cross-cultural training for its employees working in various countries.

