



SNS COLLEGE OF NURSING
Saravanampatti (po), coimbatore.

DEPARTMENT OF NURSING

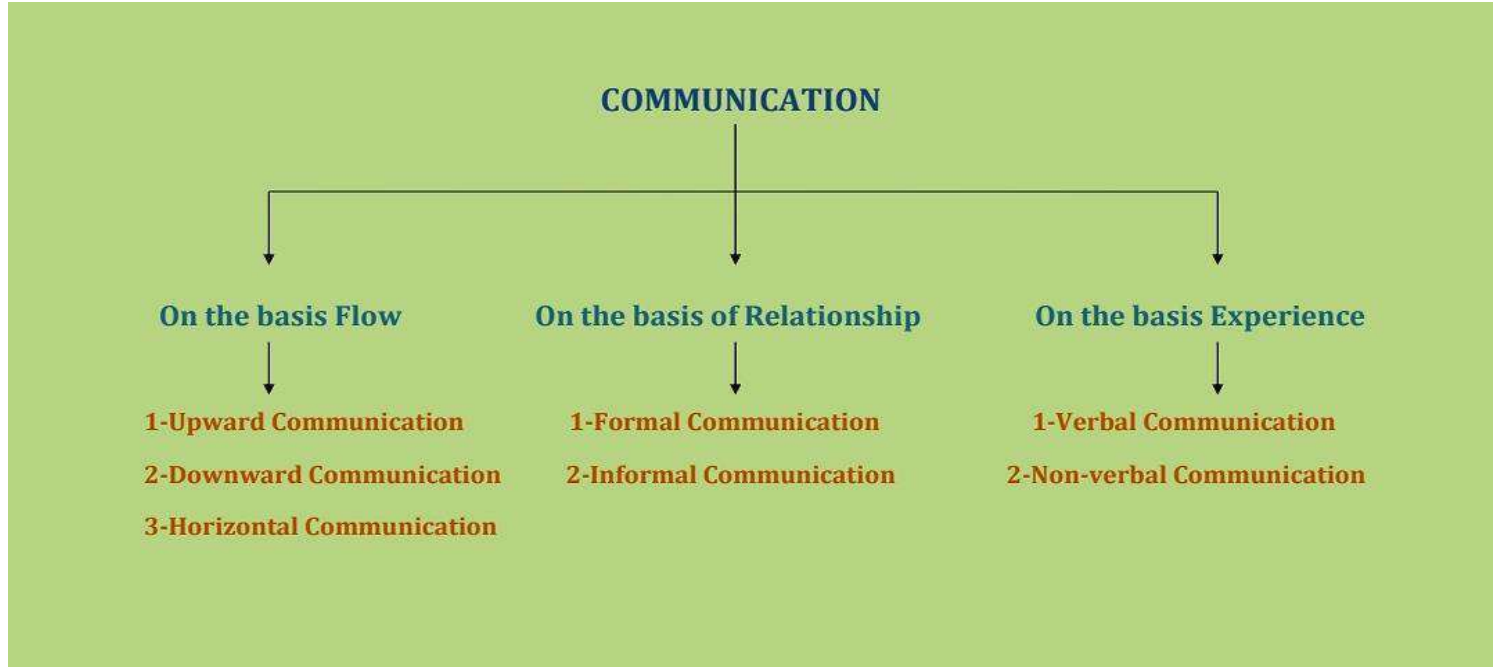
COURSE NAME : BSC (NURSING) II YEAR

SUBJECT : CET

UNIT I : REVIEW OF COMMUNICATION

TOPIC : TYPES OF COMMUNICATION

TYPES

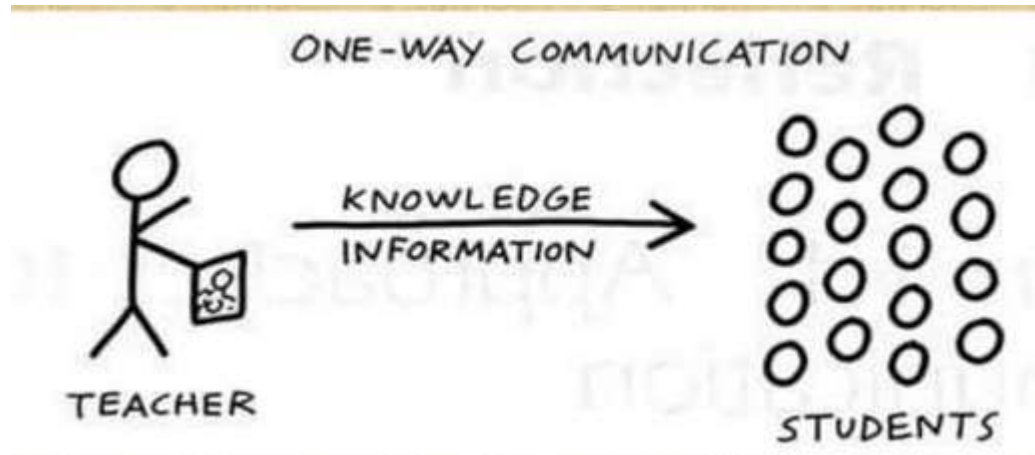




ONE WAY COMMUNICATION



- It is characterized by absence of feedback from the receiver.

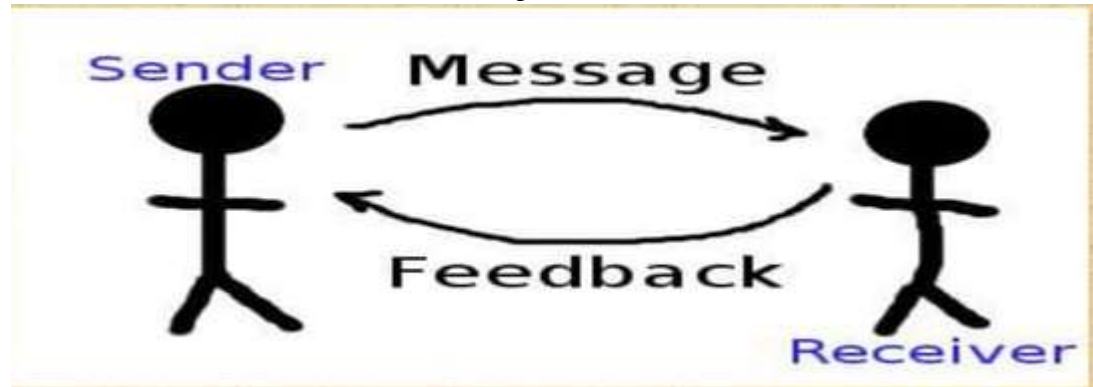




TWO WAY COMMUNICATION



- It involves active feed-back from the receiver to the sender to ensure that the receiver has understand the message in the same sense that sender intends to convey.





ON THE BASIS OF FLOW



Upward communication :

- Sending of message from Subordinates to supervisor





DOWNWARD COMMUNICATION

- It is the flow of information from superior to subordinate in the organizational hierarchy.



HORIZONTAL COMMUNICATION

- It refers to the horizontal flow of message among colleagues.



ON THE BASIS OF RELATIONSHIP

Formal communication :

It is the communication structured on the basis of hierarchy, authority & accountability.





INFORMAL COMMUNICATION



- It is relatively less structure & spontaneous communication arising out of day to day routine & meetings among people.



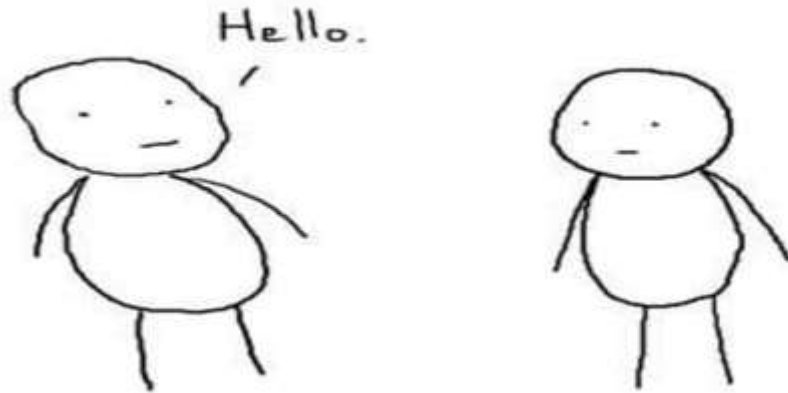
VERBAL COMMUNICATION

- It involves the use of symbols that generally have universal meanings for all who are talking part in the process.
- The types are oral and written communication.



ORAL COMMUNICATION

- It is that channel of communication in which message is transmitted in spoken form.





WRITTEN COMMUNICATION



- It is that in which information is exchanged in the written or printed form.





NON-VERBAL COMMUNICATION



- It means transmission of meaning other than oral or written words.
- This transmission can be through facial expression, body posture, eye contact, etc.



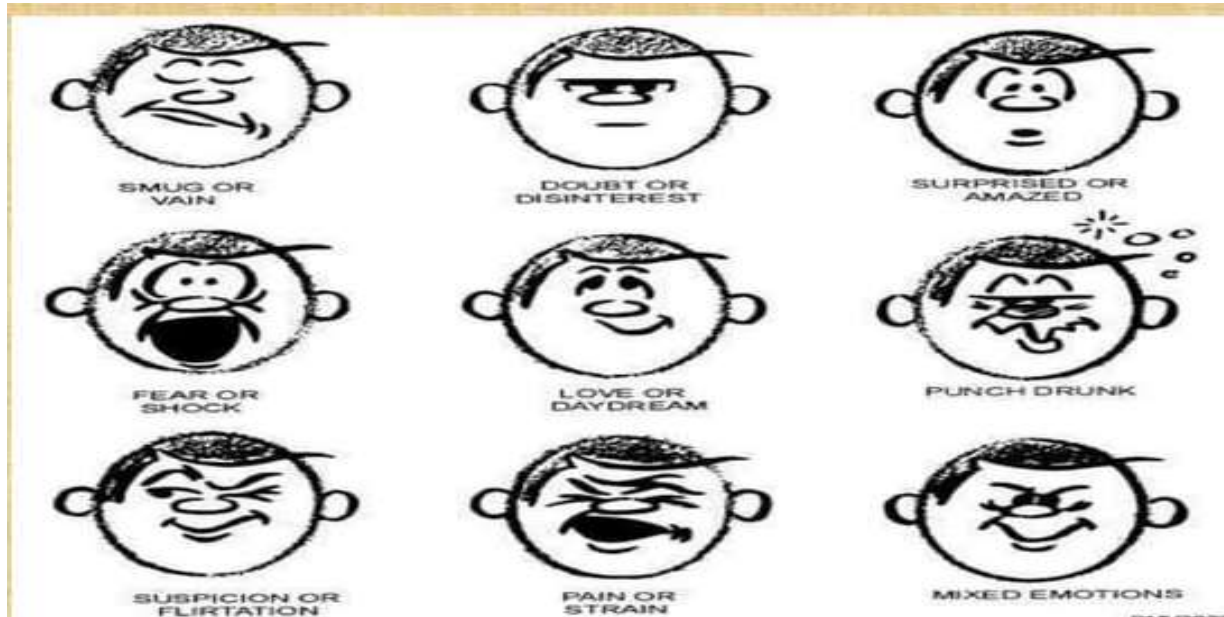
TYPES OF NON VERBAL COMMUNICATION

KINESICS :

- It is the study of body movements to judge inner state of emotions expressed through different parts of the body.



FACIAL EXPRESSIONS



GESTURES





ASSESSMENT



- Draw the flow chart of types of communication ?
- Explain the communication on the basis of flow?
- Explain the communication on the basis of relationship?





REFERENCES



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Thank
you