



TYPES AND LEVELS OF COMMUNICATION

INTRAPERSONAL COMMUNICATION



... is communication with ourselves, or self-talk.

NATURE & CHARACTERISTICS



Intrapersonal communication is the inner speech that includes the questions and comments you make to yourself. It is a powerful influence.

NATURE & CHARACTERISTICS



**Communicating with yourself is not craziness.
What we say to ourselves can enhance or diminish
self-esteem.**

USES/PURPOSES

- **Think** things through.
- Interpret **events**.
- Interpret **messages** of others.
- Respond to your own **experiences**.
- Respond to your **interactions** with others.



USES/PURPOSES

Research has shown that **positive INTRAPERSONAL COMMUNICATION** increases focus, concentration and performance.



SOME POINTS TO PONDER ...

We engage in internal dialogues.

If you believe you cannot do something, your brain will tell your body and it will shut down.

When you stay encouraged and positive, your body will also respond in a positive way.



INTERPERSONAL COMMUNICATION



Face-to-Face



Mediated

NATURE & CHARACTERISTICS

- **Person-to-person interaction with one other person or with a small aggregate of people**
- **Interaction with others influenced by one's ability to use communication skills**
- **Feedback is immediate.**
- **Total interaction is the rule.**



TYPES & EXAMPLES

FACE-TO-FACE

- Between two persons, or within a group, as long as the communicators are able to see and interact with each other as individuals
- **Examples:**
 - talking with a friend**
 - teacher-student discussion**
 - doctor-patient consultation**



TYPES & EXAMPLES

MEDIATED

- Occurs when a device such as a telephone or computer is placed between the participants in communication



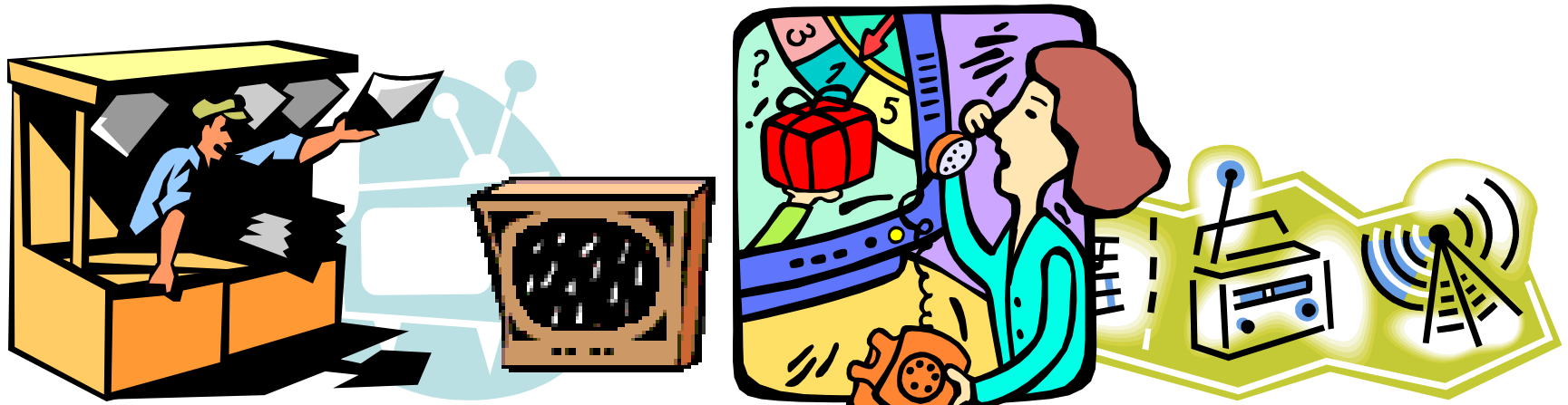
- Examples:
telephone conversation
online chatting
e-mailing

MASS COMMUNICATION



NATURE & CHARACTERISTICS

- Directed to the general public, and therefore, highly impersonal
- Allows large-scale dissemination of messages to audiences who are dispersed over a wide geographical area



FORMS OF MASS MEDIA

- **Print – newspapers, magazines, books**
- **Broadcast – radio, TV**
- **Film**
- **Social networking sites**
- **Musical recordings**
- **Advertising**

GROUP COMMUNICATION



NATURE AND CHARACTERISTICS

- **Small units whose members interact face-to-face while working toward a common goal**
- **Member-roles characterized by a combination of leadership and participation**

ORGANIZATIONAL COMMUNICATION



NATURE AND CHARACTERISTICS

- **Communication that occurs a particular social system composed of interdependent groups attempting to achieve commonly recognized goals.**
- **Verbal and nonverbal communication skills that enhance professional success and have traced the impact of various kinds of communication on morale, productivity, and commitment in organizations.**



FORMS OF GROUP & ORGANIZATIONAL COMMUNICATION

Group and organizational communication happens within and between groups, organizations and institutions, also in face-to-face or mediated situations.



FACE-TO-FACE & MEDIATED

- **Face-to-Face**

Group meetings, discussions, lectures, messages with or without the use of microphones



- **Mediated**

Some forms of media or communications technologies are used to disseminate messages depending on who are addressed by the messages

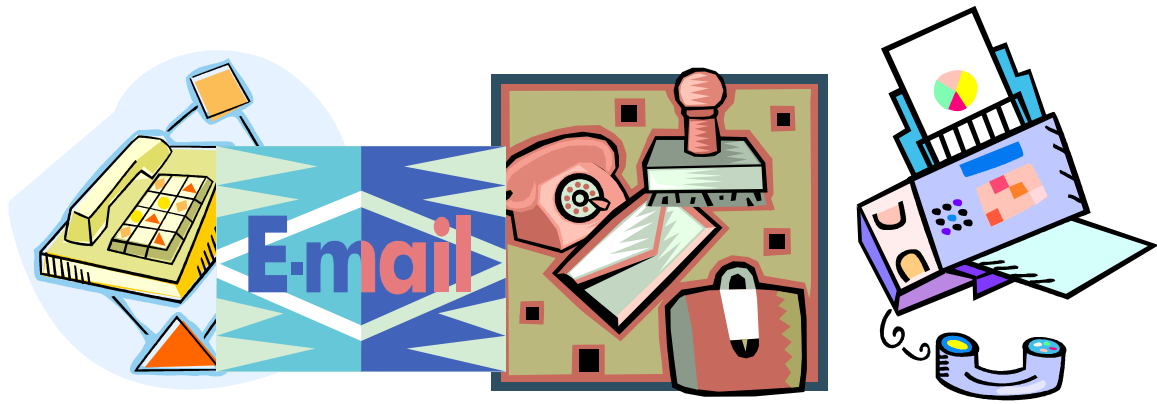


INTERNAL & EXTERNAL COMMUNICATION

Mediated group or organizational communication can be *internal* or *external*.

- **Internal**

Communication is limited to the members of the group or the organization. This happens when the members are provided with information through standard memos and organizational newsletters.

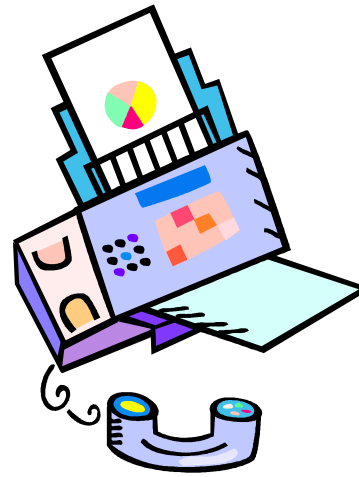


INTERNAL & EXTERNAL COMMUNICATION

- **External**

Communication is directed to non-members – other groups, organizations or general public.

For example, media announcements and press releases.



COMMISSION ON ELECTIONS
Iloilo, Manila

ANNOUNCEMENT

WHAT:

- ✓ Registration of NEW Voters
- ✓ Reactivation of Registration
- ✓ Transfer of Registration
- ✓ Correction of Entries / Change of Name
- ✓ Inclusion of Registration Records
- ✓ Reinstatement of Name in the List of Voters

WHEN:

- ✓ August 4-13, 2010 (Monday-Sunday)
- ✓ 8 A.M. - 7 P.M.

(Registration for Sangguniang Kabataan Elections:
August 6-10, 2010, 8 A.M. to 7 P.M.)

WHERE:

- ✓ At the Office of the COMELEC Election Officer in the City / Municipality where you reside.

Education and Information Department

FOR MORE INFORMATION, Please Call By Nos. 525-8295; 525-8302; 525-8345; 525-8296, 525-8297; 525-8361; 525-8335, 527-5575

PUBLIC COMMUNICATION



OTHER TERMS FOR PUBLIC COMM

AUDIENCE COMMUNICATION

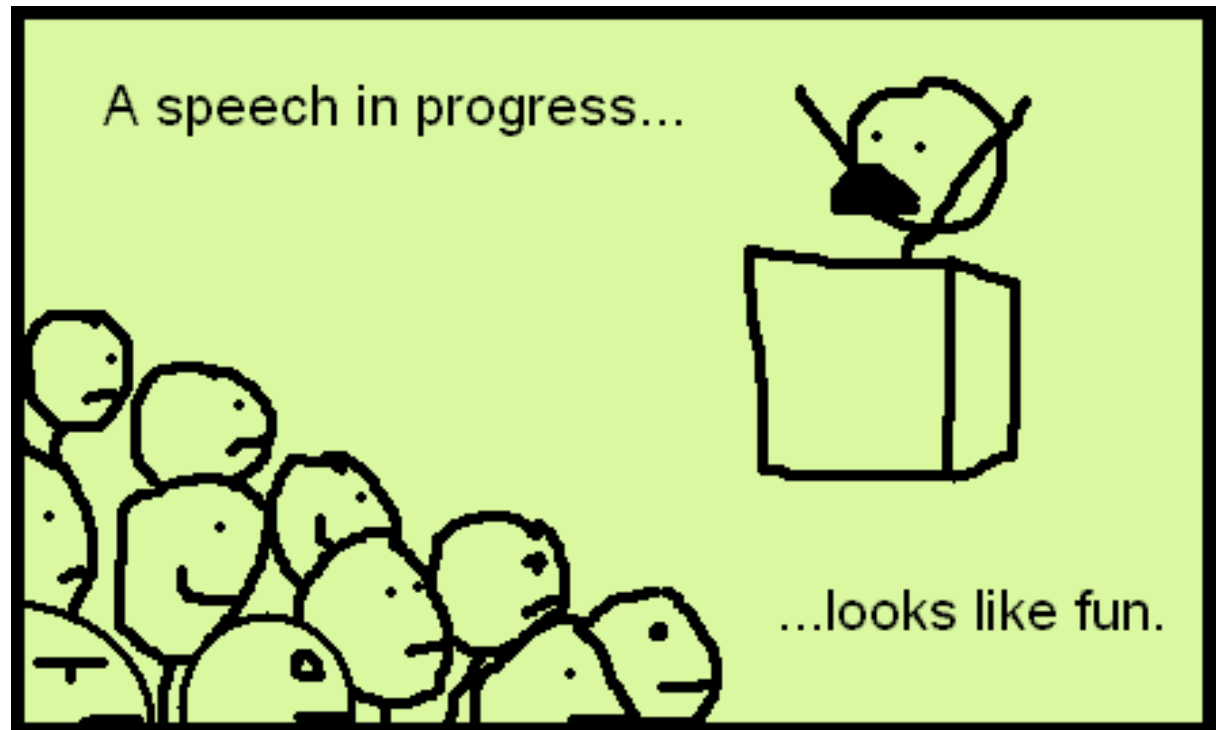
SPEECH COMMUNICATION

RHETORICAL COMMUNICATION

PUBLIC SPEAKING

NATURE AND CHARACTERISTICS

A speaker talking to an audience



NATURE AND CHARACTERISTICS

- **Elements are speaker, speech, audience**
- **Less immediate and fewer direct transactions with individual members of the group**
- **More monologic, speaker-speaking, audience-listening format**



EXAMPLES

Delivering an oral report, a briefing, a technical analysis, a nomination, a tribute, a sales promo, a sermon, a political oration, a lecture, a eulogy, a comedy routine, a jury plea, a debate, a new employee orientation, a commencement address, introducing a speaker, assuming a new post, etc.



CULTURAL COMMUNICATION



NATURE & CHARACTERISTICS

How people from differing **cultural** backgrounds communicate, in similar and different ways among themselves, and how they endeavour to **communicate** across cultures



USES & PURPOSES

- to establish and understand how people from different cultures communicate with each other
- to assist us in understanding the diversity which underlies not only our languages, but also our ways of constructing and organizing knowledge, and the many different realities in which we all live and interact

