



## **MEANING OF MEDIA:**

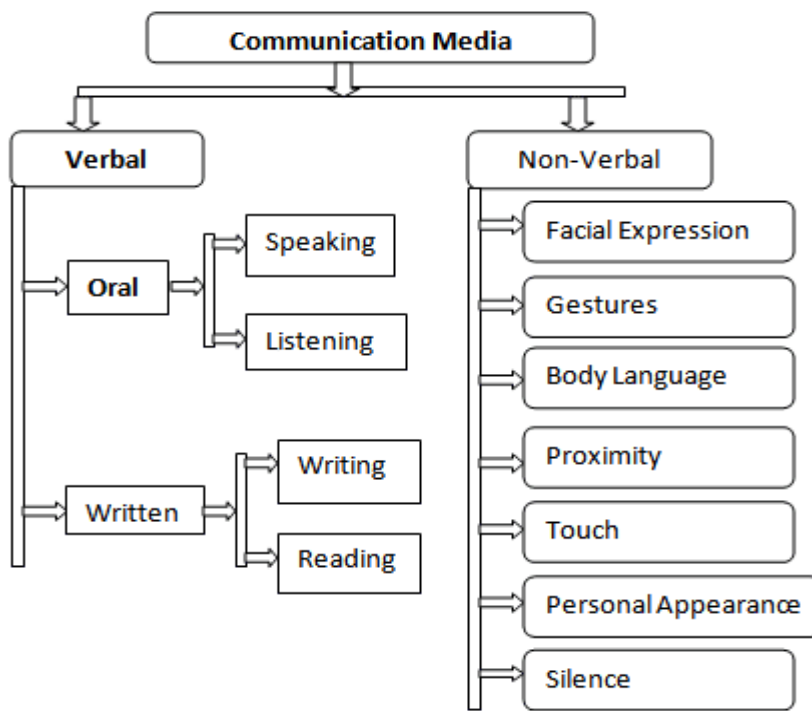
Media are the communication outlets or tools used to store and deliver information or data. The term refers to components of the mass media communications industry, such as print media, publishing, the news media, photography, cinema, broadcasting (radio and television), and advertising.

## **MEANING OF COMMUNICATION MEDIA:**

Communication media refers to the means of delivering and receiving data or information. In telecommunication, these means are transmission and storage tools or channels for data storage and transmission.

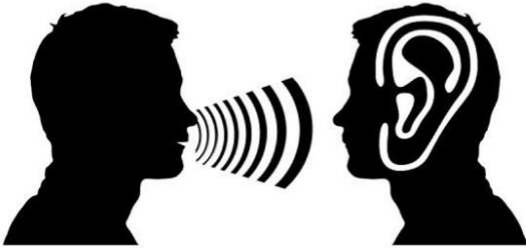
The communication media acts as a channel for linking various computing devices so that they may interact with each other. Contemporary communication media facilitate communication and data exchange among a large number of individuals across long distances via email, teleconferencing, internet forums and many other forms of communication.

## **TYPES OF COMMUNICATION MEDIA:**



# Verbal

# Non-verbal



Vs



# Communication

## VERBAL COMMUNICATION:

Verbal communication is the expression or exchange of information or messages through written or oral words. Forms of verbal communication are as follows:

1. **Oral communication:** Oral communication is the process of communication in which messages or information is exchanged or communicated within sender and receiver through the word of mouth. It can be divided into two ways:
  - a. Speaking
  - b. Listening
  
2. **Written communication:** Written communication is the process of communication in which messages or information is exchanged or communicated within sender and receiver through written form. It can be divided into two ways:
  - a. Writing
  - b. Reading

## **NON-VERBAL COMMUNICATION:**

Nonverbal communication is the expression or exchange of information or messages through without using any spoken or written word. Some of the forms of non-verbal communications are as follows:

- 1. Facial expression:** Facial expressions include smiling, frowning, eye rolling, making eye contact, scowling, and appearing bored or interested. Other facial expressions might indicated excitement or even shock, like opening one's eyes or mouth widely.
- 2. Gestures:** A gesture is a form of non-verbal communication in which visible bodily actions communicate particular messages, either in place of or in conjunction with speech. Gestures include movement f the hands, face, or other parts of the body.
- 3. Body language:** Body language is a type in which physical behaviors as opposed to words are used to express or convey the information. Such behavior includes facial expressions, body posture, gestures, eye movement, touch and the use of space.
- 4. Proximity:** Proximity is a kind of non verbal communication resting in the distance between participants of communication. Usually we speak of horizontal distance, posture signals for definition of communicative situation, it tells us what is happening inside the person and in concrete social interaction.
- 5. Touch:** Haptic communication is a brand of non verbal communication that refers to the ways in which people and animals communicate and interact via the sense of touch. Touch is the most sophisticated and intimate f the sir sense. Touch is the earliest sense to develop in the fetus.
- 6. Appearance:** Whether you are speaking to one person face to face or to a group in a meeting, personal appearance of the surrounding convey non verbal stimuli that affect attitudes even emotions towards the spoken words.
- 7. Silence:** Silence generally means absence of any kind of noise but in communication it is seen as absence of speech. So, absence of speech doesn't mean that the person is not communicating with the other person. Silence is very powerful form of communication.
- 8. Paralinguistic:** Paralanguage also known as vocalic is a component of meta- communication that may modify meaning give nuanced meaning or convey emotion by using techniques such as prosody, pitch, volume,

intonation etc. It is sometimes defined as relating to non phonemic properties only.

9. **Eye Gaze or eye contact:** Eye contact occurs when two animals look at each other's eyes at the same time. In human being eye contact is a form of non verbal communication and is thought to have a large influence on social behavior.

## Functions of Nonverbal Communication

Emphasis's the Message

Contradicts the Spoken Word

Restates Oral Communication

Regulates Communication

Complements the Message

**ADVANTAGES AND DISADVANTAGES OF VERBAL COMMUNICATION:**

<b>ADVANTAGES</b>	<b>DISADVANTAGES</b>
<ul style="list-style-type: none"><li>• Instant</li><li>• Easy</li><li>• Can be repeated or rephrased until the message is understood</li></ul>	<ul style="list-style-type: none"><li>• Can be easily forgotten</li><li>• No physical evidence of the message</li><li>• Might be changed unintentionally</li><li>• More than one language may be spoken on site.</li></ul>

**ADVANTAGES AND DISADVANTAGES OF NON-VERBAL COMMUNICATION:**

<b>ADVANTAGES</b>	<b>DISADVANTAGES</b>
<ul style="list-style-type: none"><li>• Reliability</li><li>• Efficiency</li><li>• Understanding attitudes</li></ul>	<ul style="list-style-type: none"><li>• Lack of secrecy</li><li>• Lack of written proof</li><li>• Gestures may be misunderstands</li><li>• It fails to reveal past events &amp; ideas</li><li>• Face-to-Face interaction are essential</li><li>• More difficult to study</li></ul>