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TYPES OF COMMUNICATION AND THEIR PECULARITIES

There are many theories that have been proposed to try to explain the meaning and need for effective communication between two or more people in any society. It is the desire of every human to be properly understood whenever he or she communicates with other people. We all want to ensure that our communication produces the desired result. However, to be able to have an effective communication that yields results, it is important that we first understand what communication is and how it works. Now let's analyze the definition of communication.

The root of the word "communication" in latin is *communicare*, which means to share, or to make common [4]. Communication can also be defined as the process by which information is exchanged between individuals through a common system of symbols, signs, or behavior, written or sound [3]. There are three types of communication: verbal, non-verbal and written communication.

Verbal Communication: In this type of communication, the sender uses sound language to convey a message. The receiver has an opportunity to either contribute to the conversation or to ask questions for the purpose of clarity. For verbal communication to be effective the speaker has to be audible and clear enough for the receiver to be able to hear the message passed across. The receiver has to avoid any form of distraction and be focused; this will aid the process of verbal communication. Verbal communication takes place through face-to-face conversations, group discussions, counseling, interview, radio, television, calls etc.

Non-Verbal Communication: This kind of communication medium helps to exchange information between individuals through a common system of symbols, signs, or behavior etc. In this kind of communication, the receiver stands a chance of understanding the sender no matter the language that is obtainable in such an environment or country. Research also shows that 55% of in-person communication comes from nonverbal cues like facial expressions,

body stance, and tone of voice. According to one study, only 7% of a receiver's comprehension of a message is based on the sender's actual words; 38% is based on paralanguage (the tone, pace, and volume of speech), and 55% is based on nonverbal cues (body language) [2].

Written Communication: A written communication takes place through memos, letters, reports, notes, chats, newspapers, emails, blogs etc. Here the receiver has an opportunity to think through the conveyed message and take his time to reply. According to the National Commission on Writing, 67% of salaried employees in large American companies and professional state employees have some writing responsibility. Half of responding companies reported that they take writing into consideration when hiring professional employees, and 91% always take writing into account when hiring (for any position, not just professional-level ones) [1].

Conclusion: From the above discussion, it is therefore obvious that to have an effective communication which can produce a desired result, we must choose the right type of communication that our listeners can easily understand. An effective communication can improve relationships and business, increase trust between friends or partners, and also increase the efficiency of team work and the level of productivity in any firm or organization.

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