

## FORMS OF COMMUNICATION

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**Abstract:** *THE TYPOLOGY OF THE COMMUNICATION FORMS CAN BE EXTENDED BY USING VARIOUS CRITERIA. FROM THE ORGANIZATIONAL POINT OF VIEW WE CAN DISTINGUISH VERTICAL COMMUNICATION (UP AND DOWN) AND HORIZONTAL COMMUNICATION (LATERAL AND SERIAL)<sup>1</sup>.*

**Keywords:**

*COMMUNICATION, INTERPERSONAL COMMUNICATION, VERBAL AND NON-VERBAL COMMUNICATION, METACOMMUNICATION.*

### Introduction

The communication acts and social processes, as a whole, can take place through the application of techniques and technologies, ranging from the simplest to the very complex ones. Communication requires the conscious manipulation of physical forces and objects in accordance with accepted rules and conventions (...) The means of communication are varied: they differ according to the society degree of development, and their use is subject to social and cultural regulations<sup>2</sup>.

In order to talk about a normal, efficient and complete communication, firstly, we must have a well-established plan, to know what we want to communicate and why, what we must communicate and when. Communication is important to realize some practical human relations, to ease, and also to develop human interaction.

Human communication is never realized without any intention to influence qualitatively, not only quantitatively. It aims to transform or preserve certain qualities.

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1 Ion-Ovidiu Pânișoară, *Efficient Communication*, 3<sup>rd</sup> Issue, revised and enlarged, Polirom Publishing house, Iași, 2006, p. 102.

2 Denis Mcquail, *Communication*, European Institute, Communication Series, translation by Daniela Rusu, Iași, p.70.

However, this is not done through quality transfer, but through something else, harder to define and measure. From a technical standpoint, the whole communication process can be achieved "without rest", but this is possible only for machineries that convey exactly what they are getting to other machineries, adapted to some devices of adequate reception<sup>3</sup> .

The outside world, nature in its variety, as the countless individuals, our fellows, and sometimes ourselves, we all emit signals, apart or to our own person (...) The conversion of the captured signals in signs, that put us on guard (and inform us) about certain possibilities or closed dangers involves their interpretation, by calling on a suitable code, tested in advance<sup>4</sup> .

The main means of human communication is the spoken language both in terms of historical priority, and because is the form most commonly used form of communication and provides the model for other forms of communication. Language is a universal fact of human society and has essentially the same features in all its manifestations. The origins of language remain obscure; it existed before any conscious attempt to study it, and there is little evidence of its evolution, although there is a history of methods that represent it<sup>5</sup> .

According to DEX (Explanatory Dictionary of Romanian Language), the language represents a communication system formed of articulated sounds specific to people, through which they express their thoughts, feelings and desires; tongue, speech.

Without being able to say many certainties about the origins of language, we can understand the process of its emergence by observing contemporary social life that allows us to see how variations and changes in language use occur and how language works in social interaction. Thus, we can assume that its origins lie in the interaction of people living in a common environment, on which they operate. To cooperate, or simply to cope with the environment, they must use conventional ways to show experience (...) The similarity of languages in time and space and their relative stability supports this perspective, according to which the language would have emerged as a response to a common environment. Human life events over the relatively short human existence are, generally, universal and give rise to the same processes of perception and reaction in different places and times<sup>6</sup> .

Over the time, helped by a more or less developed language, people were able to communicate. If, at the beginning, people communicated rudimentary, through sounds, but also using gestures, they communicate elevated, complex and efficient, at present, even using techniques and forms of communication depending on the level at which this is performed.

Communication is considered to be a process specific only for humans. Not nearly! (...) The animals communicate with each other; each species has its own language.

Communication with nature (or with some objects, called as transitional by Winnicott) cannot be neglected.<sup>7</sup> "The creek, the river, the waterfall all have a language that people understand naturally", states Gaston Bachelard.<sup>8</sup>

<sup>3</sup> Laurențiu Șoitu, *Communication and action*, European Institute, Iași, 1997, p. 6.

<sup>4</sup> André de Peretti, Jean-André Legrand, Jean Boniface, *Communication techniques*, translated by Gabriela

<sup>5</sup> Sandu, Polirom Publishing house, Iași, 2001, p. 7.

<sup>6</sup> Denis Mcquail, *cited work*, p.72.

<sup>7</sup> *Ibidem*.

<sup>8</sup> André de Peretti, Jean-André Legrand, Jean Boniface, *cited work*, p. 11.

Communication was defined by the means through which a spirit can “affect” another one, keeping sight of all the products of its activity generated by the assembly of human behavior. Thus, it can be distinguished between *the nature of communication* – carried out considering a certain objective, to achieve something – and *the function of communication* – to control and conduct the activity of a certain person or group<sup>9</sup>.

Considered as a process, communication represents the transmission and the exchange of information (messages) between people. In terms of formal aspect, communication is therefore a transfer (of quantifiable information) according to an analogic scheme regarding the message route from one individual/group to another individual/group.

TRANSMITTER – channel → RECEIVER → feedback TRANSMITTER

This is the simplest scheme of communication<sup>10</sup>.

### **The variety of forms of communication**

The literature distinguishes a wide variety of forms of communication, offered by the diversity of their classification criteria. A useful inventory can be encountered in the analysis taken by Luminita Iacob (Cucos, eds., 1998, p. 225), which lists six criteria. Thus, according to the partners’ criterion, we notice an intrapersonal communication, an interpersonal communication, one in a small group and a fourth one, a public one; according to the status of the interlocutors, we distinguish the vertical communication from the horizontal one; after the code used, there are verbal, paraverbal, nonverbal and mixed; after the finality of the communicative act, there are an accidental communication, a subjective one and a third, called instrumental; after autoregulation capacity, we can distinguish the lateralized / unidirectional communication from the not lateralized one; and after the nature of the content, we can categorize communication as being referential, operational-methodological and Attitudinal<sup>11</sup>.

Furthermore we will briefly present the following types of communication: the intrapersonal, the verbal and non-verbal, the written and the oral communication, the paralanguage, and the metacommunication.

The literature considers communication in organizations in terms of direction developed by the information flow. Thus, it can be distinguished vertical communication (up and down) and horizontal communication (side and in series). *Upward communication* refers to all the messages that are sent from the lower to the upper hierarchical levels (issues: sometimes the messages do not reach the target - “to get to God, the saints eat you!” - and the one who acts as filter person of the information (gatekeeper) can be extremely rigid – has ever happened to you to have a problem with the manager and you could not pass from the secretary?); *descendant communication* refers to messages sent from the higher levels of the hierarchy to lower ones (problems: sometimes managers simply do not know how to make themselves understood by their subordinates - many managers, for example, are more educated and use a specialized language that can be difficult to understand by subordinates<sup>12</sup>).

*Lateral communication* refers to messages sent from equal to equal (from manager to manager - the same hierarchical level, from worker to worker); this type of communication facilitates the sharing of understanding some phenomena, methods and problems, develops employees’ satisfaction about the workplace.

9 Gaston Bachelard, *L'Eau et les Rêves*, Corti, Paris, 1942, p. 260 cited André de Peretti, Jean-André Legrand, Jean Boniface, *cited work*, p. 11.

10 Laurențiu Șoitu, *cited work*, p. 7.

11. *Ibidem.* p. 8.

12 Ion-Ovidiu Pânișoară, *cited work*, p. 74.

On the other hand, an advantage of lateral communication - by contrast with the vertical one - is the fact that the members' motivation to share information and ideas tends to be natural and strong, because there is not expected any authority of the immediate response; (...) *serial communication* refers to messages sent along some rows of people (for example, I heard something and I pass it on to a friend, who says it to another known person etc.). Serial communication problems are connected with the emergence of rumors<sup>13</sup>.

Intrapersonal communication refers to thoughts, feelings and how we see ourselves; in this view – we are simultaneously transmitters and receivers of communication; "intrapersonal communication refers to thinking and information processing activities that are not observable external, although the interested persons may have access to data about this process. At this level of analysis, we focus especially on searching out, the reception, the interpretation, and furthermore, the processing of messages or signals received from the environment, from objects, events or others"<sup>14</sup>. Thus, we can state that the process of intrapersonal communication is influenced by all the other types of communication; in this connection it can be – at a primary level – the simplest way of communication, and – at a secondary level – when we take into account all the interpersonal influences, the group and the public ones, the most complex, including the referential of the goals<sup>15</sup>.

Verbal communication is based on the use of the word in communication. Verbal communication is the most advanced form of human communication, depending on the similarity of language between transmitter and receiver<sup>16</sup>.

Written communication has a significant number of advantages which we must consider: (1) durability compared with oral communication; (2) the text can be seen / read by many people; (3) it can be read at an appropriate time and can be reread etc.<sup>17</sup>

Oral communication is the most common method of communication; nonverbal communication accompanies the verbal one, defining itself in relation to this one in a special way, in the sense of support that it provides through elements of reinforcing, tinting and motivating the message (let us imagine, for example, the same message explained by a teacher in the classroom or broadcasted on the radio)<sup>18</sup>.

The paralanguage represent the way through which the message is sent; in literature, this one is inserted either in the field of nonverbal communication, or in the area of verbal communication<sup>19</sup>. For these reasons, and by observing its didactic importance, we found it necessary to introduce it as a distinctive way, located on the border of verbal and nonverbal communication, with direct impact on each of them. It includes speech rate, raising or lowering the tone, the volume, using the pauses, and the speech quality<sup>20</sup>.

Verbal communication and nonverbal one differ in several respects: continuity, the communication channel and the methods used; the measure they can be controlled, the structure and the way they are formed. Verbal communication has a clearly defined beginning and end defined by the words used, while nonverbal communication is continuous<sup>21</sup>.

<sup>13</sup> Ion-Ovidiu Pânișoară, *cited work*, p. 75.

<sup>14</sup> *Ibidem*.

<sup>15</sup> Berger, Chaffee, coord., 1987, p. 334 cited Ion-Ovidiu Pânișoară, *cited work*, p. 76-77.

<sup>16</sup> Ion-Ovidiu Pânișoară, *cited work*, p. 77.

<sup>17</sup> *Ibidem*, p. 103.

<sup>18</sup> *Ibidem*, p. 81.

<sup>19</sup> *Ibidem*, p. 84.

<sup>20</sup> Roberts, Hunt, 1991, p. 240-241 cited Ion-Ovidiu Pânișoară, *cited work*, p. 88.

<sup>21</sup> Ion-Ovidiu Pânișoară *Cited work*, pp. 89-90.

Metacommunication represents the emergence of some implications of the message that cannot be directly attributed to the meaning of words or to how they were told. Metacommunication rather refers to a suggested level than to a clear, direct one; therefore, pupils/students must distinguish between communication on three levels: what was said, how was said and why (level when the metacommunication appears)<sup>22</sup>.

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22. Ion-Ovidiu Pânișoară, *cited work*, p. 101.