

Mjmc 1:paper:1

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1:3 kinds of communication

Human beings are engaged in a variety of communication acts. These are:

1:3:1 Intrapersonal communication

It refers to communication that transpires inside a person, and this happens all the time. It is like talking to oneself, listening to oneself and relating one to oneself.

1:3:2 Interpersonal communication

This is the universal form of communication that takes place between two individuals. Since it is person-to-person contact, it includes everyday exchange that may be formal or informal and can take place anywhere by means of words, sounds, facial expression, gesture and postures.

1:3:3 Group communication

Group communication is an extension of interpersonal communication where more than two individuals are involved in exchange of ideas, skills and interests. Groups provide an opportunity for people to come together to discuss and exchange views of common interest.

1:3:4 Mass communication

Mass communication is unique and different from interpersonal communication

as is evident from the following definition: Any mechanical device that multiplies messages and takes it to a large number of people simultaneously is called mass

communication. The media through which messages are being transmitted include radio, TV, newspapers, magazines, films, records, tape recorders, video cassette etc, and require large organizations and electronic devices to put across the messages.