

المملكة العربية السعودية  
وزارة التعليم العالي  
جامعة المجمعة  
كلية العلوم و الدراسات الإنسانية برماح



توصيف المقرر الاتصال التجاري

رقم المقرر – دار 284

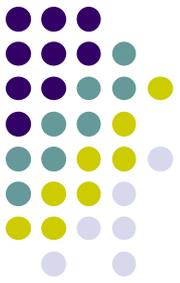
الأستاذ المشرف

د. منجي العرفاوي

السنة الجامعية 1435-1436هـ



# اسم الكتاب المقرر



« Management »

Roger Kreitner

Boston , 2000

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« Business concept for english practice »

Authors: Barbra Dowling & Marianna Arden

Xx<sup>th</sup> edition , 20xxx

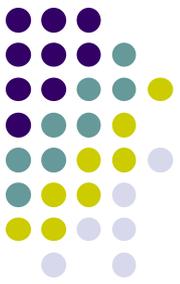
# Types of Communication



-Verbal communication

-Nonverbal communication

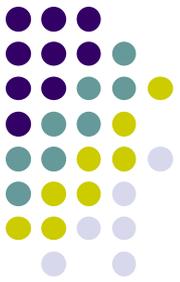
- Communication is the process of sharing ideas, information, and messages with others in a particular time and place.
- Communication can be defined as the exchange of ideas , information and knowledge between sender and receiver through an accepted code of symbols.



The exchange of information, ideas, thought, through the use of verbal or spoken words.

- - Speech communication
- - Written communication



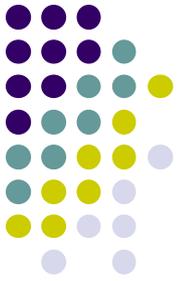


## Non-verbal Communication

communication not involving words: communication by other means than by using words, e.g. through facial expressions, hand gestures, and tone of voice

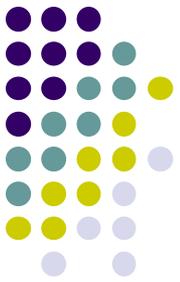
- Kinesics : Body Signals
- Artifacts : Object Signals
- Haptics : Touch Signals
- Proxemics : Space Signals
- Chronemics : Time Signals
- Personal Appearance

# Types of communication



- extrapersonal communication
- intrapersonal communication
- interpersonal communication
- organizational communication
- mass communication

# Types of communication



## Extra personal communication

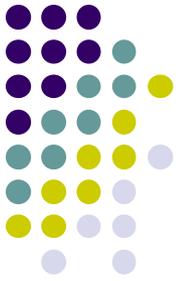
- Communication between human beings and non human entities is called as extra personal communication.

For e.g. Your parrot responding your greeting .

- In this type of communication understanding is required between sender and receiver.

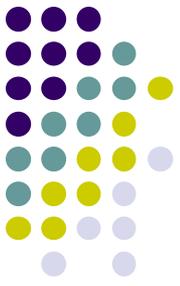
Receiver responds in sign language

# Types of communication



## Intrapersonal communication

- This takes place within the individual.
- Sender = Our relevant organ.
- Receiver = Our brain.
- Feed back by brain.

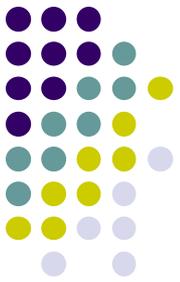


# Types of communication

## Intrapersonal communication

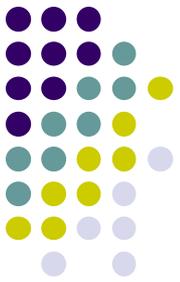
- Communication at this level refers to the sharing of information among people
- Intrapersonal communication can be formal or informal.
- For eg. The interaction with family members , friends and different kind of people.
- It depends upon variety of factors like , psychology of two parties , relation between them.

# Types of communication



## Organizational communication

- Communication in an organization takes place at different hierarchical levels.
- It can be divided into mainly two parts :  
internal operational & external operational...



# Types of communication

- **Internal-operational**

All communication that occurs in organization is classified as internal-operational...

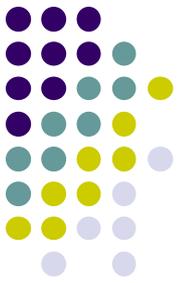
- **External-operational**

Work related communication with people outside the organization is called extra-operational.

- **personal**

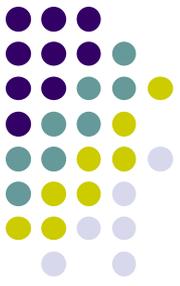
All communication in an organization without purpose is called personal communication..

# Types of communication



## Mass communication

- Communication through mass media like books , journals , TV , newspapers etc..
- For this kind of communication we require a mediator to transmit information.
- Characteristics



## ❑ Large reach

This communication reach audience scattered over a wide geographical area.

## ❑ Impersonality

Largely impersonal as the participants are unknown to each other.

## ❑ Presence of a gatekeeper

Mass communication needs additional persons , institutions to convey message from sender to receiver.