

## NTA-UGC JRF/NET/KSET

### Paper 1: Communication Crash Course

By

**Gopala K R**

Assistant Professor

3 time NET & KSET Cleared

**KSET/NET**  
**COMMUNICATION**  
ಕನ್ನಡದಲ್ಲೂ **CRASH COURSE**  
**Paper 1 Complete Guide**

**Video 15** ತಪ್ಪದೇ ವಿಡಿಯೋ ನೋಡಿ

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**Gopala K R**  
3 Times NET & KSET Qualified  
Assistant Professor

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**COMMUNICATION**  
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- The word **Communication** is Derived from Latin Word **“Communis”** & **“Communicare”**
- Means **“To Make Common & Sharing”**

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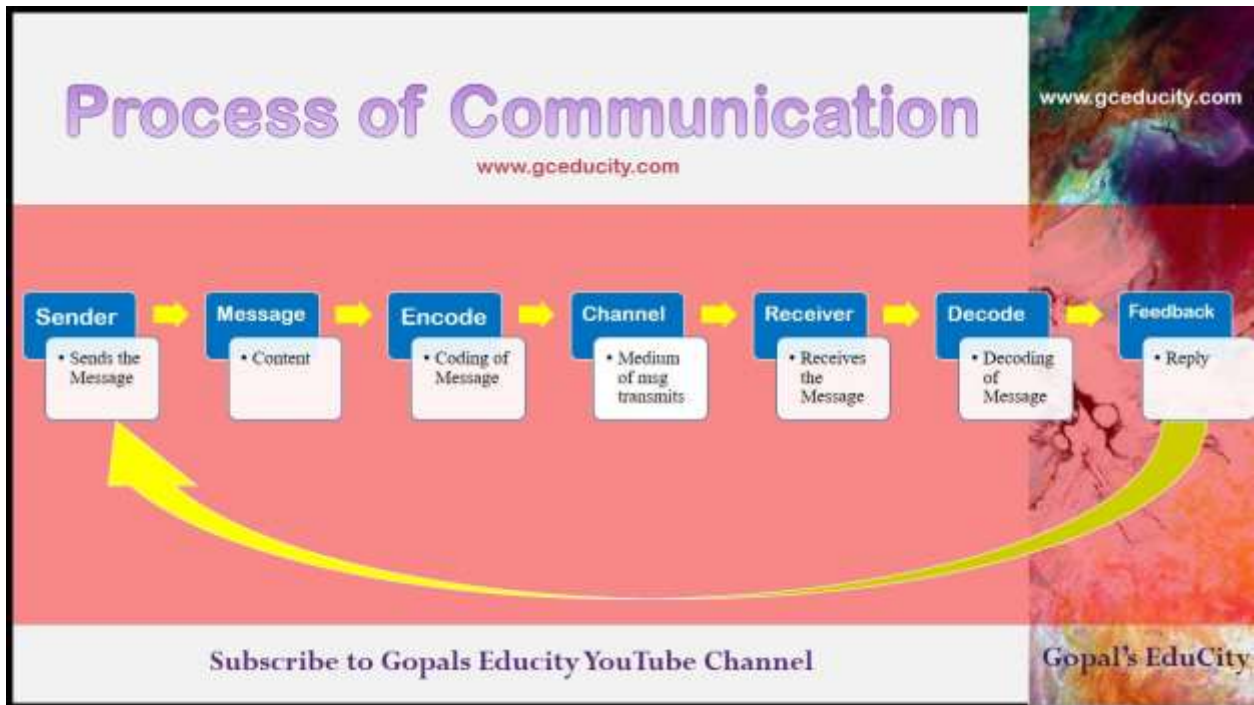


**Characteristics of Communication**  
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- **Universal in Nature**
- **Continuous**
- **Omnipresent**
- **Social Process**

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# Types of Communication

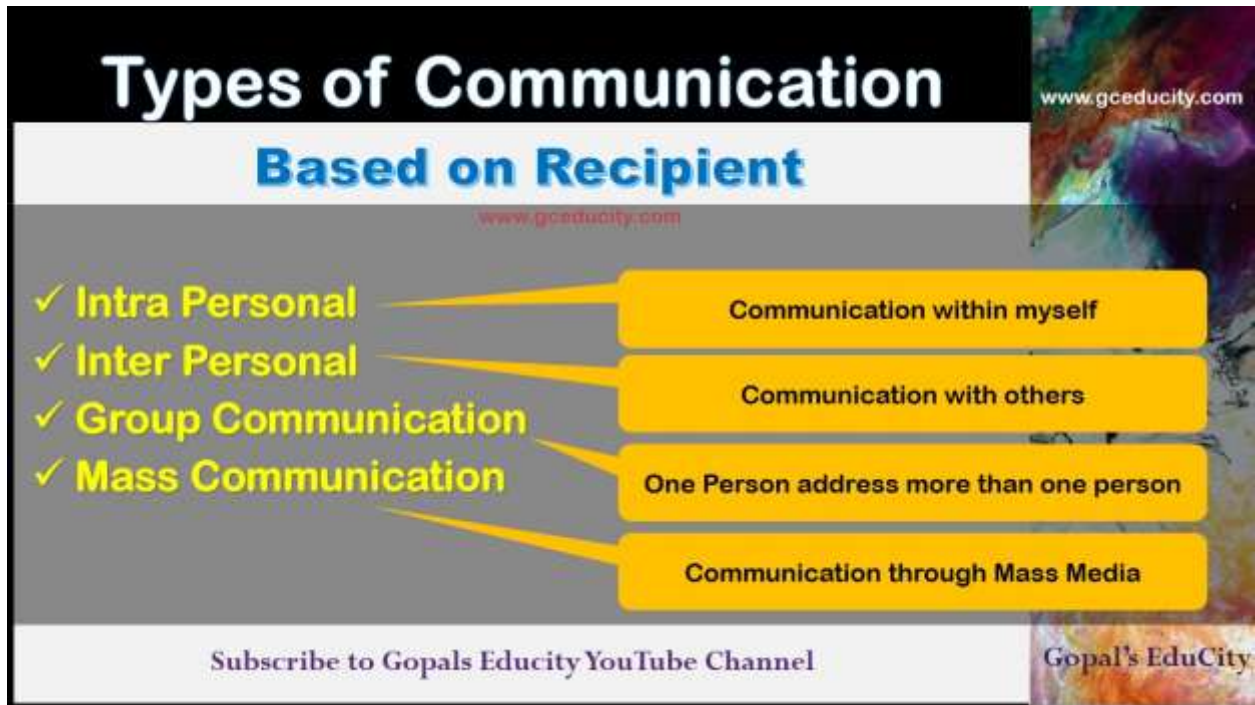
## Based on Recipient

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- ✓ **Intra Personal** → Communication within myself
- ✓ **Inter Personal** → Communication with others
- ✓ **Group Communication** → One Person address more than one person
- ✓ **Mass Communication** → Communication through Mass Media

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# Types of Communication

## Based on Direction

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- ✓ **Upward Communication**

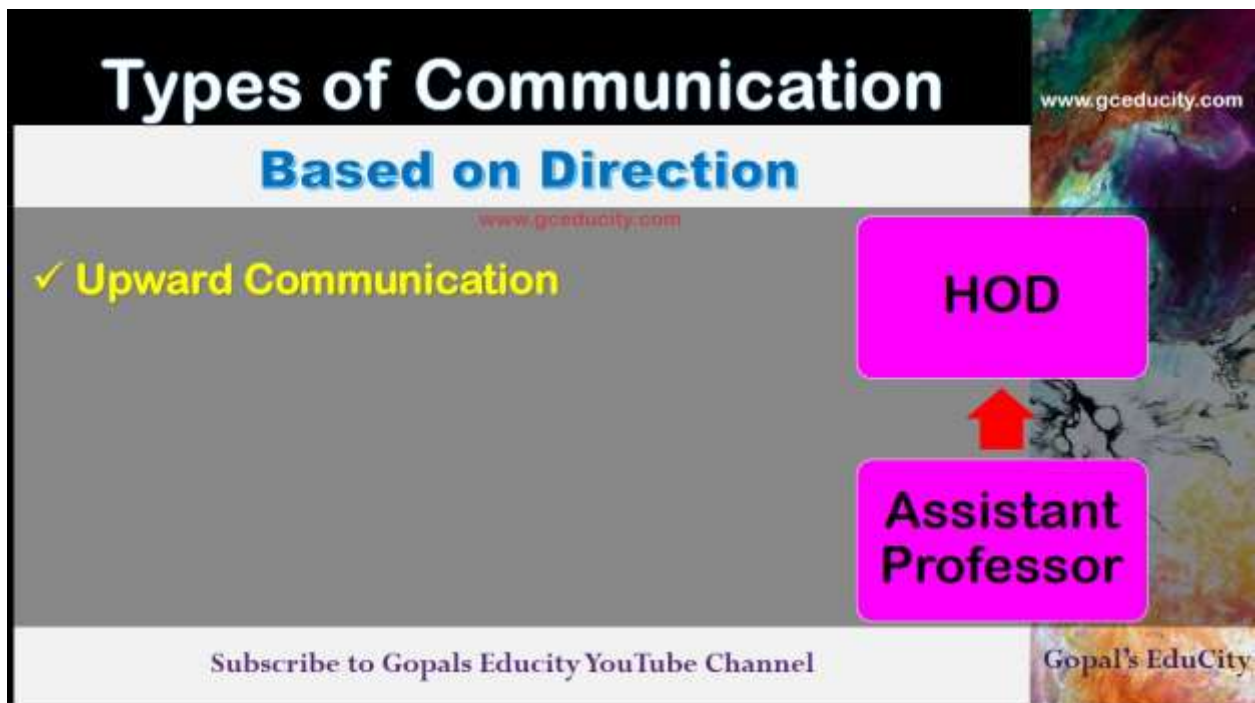
HOD

↑

Assistant Professor

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# Types of Communication

## Based on Direction

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✓ **Downward Communication**

```
graph TD; HOD[HOD] --> AP[Assistant Professor];
```

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# Types of Communication

## Based on Direction

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✓ **Horizontal Communication**

✓

```
graph LR; AP1[Assistant Professor] --> AP2[Assistant Professor];
```

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# Types of Communication

## Based on Direction

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✓ **Diagonal Communication**



The diagram shows a green box labeled 'HOD of Commerce' with a purple arrow pointing down and then right to a green box labeled 'Assistant Professor of Chemistry'. This illustrates communication between different levels and departments.

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# Types of Communication

## Based on Organizational Structure

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- ✓ **Formal Communication** — Official Communication In an Organization
- ✓ **Informal Communication** — Employees Chit chat In an Organization
- ✓ **Grapevine Communication** — Informal Communication / Gossip about the Official Matters

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# Principles of Effective Communication

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- ✓ Choice of Words
- ✓ Purpose Clarity
- ✓ Listen Intelligently
- ✓ Media
- ✓ Timing
- ✓ Feedback

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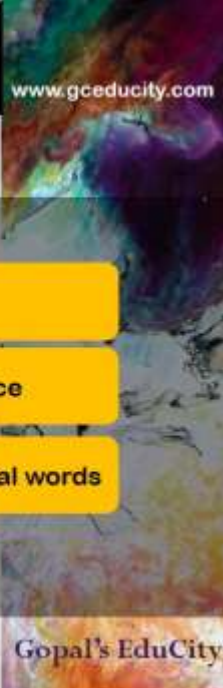
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# Barriers in Communication

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- ✓ Physical Barriers
  - Distance
- ✓ Psychological Barriers
  - Psychological Disturbance
- ✓ Language Barriers
  - Unknown Language or Technical words

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# Mass Communication


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- ✓ **Firsts of Communication**
- ✓ **Communication related organizations**
- ✓ **News Channels**

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# THANK YOU

**Gopala K R**

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