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B. Com Sem II

* Signals and symbols in communication:-

• Signals

Signals are non-verbal cues that convey meaning and facilitate communication. They can be intentional or unintentional.

→ Types of signals-

- ① Body language: Posture, facial expressions, eye contact, gestures and proximity.
- ② Paralinguistic cues: Tone of voice, pitch, volume, rate and pauses.
- ③ Proximity: Physical distance between communicators.
- ④ Touch: Physical contact, such as handshakes, hugs or pats on the back.

• Symbols

Symbols are arbitrary that represent concepts, objects or ideas. They require shared understanding and agreement among communicators.

→ Types of Symbols-

- ① Verbal Symbols: Words, phrases and sentences.
- ② Non-verbal Symbols: Logos, icons, flags and gestures with specific meanings.
- ③ Mathematical Symbols.