

Unit III

Verbal and Non-verbal Communication

- Communication by using language is called **Verbal communication**. Communication through other symbols without using words is called **Non-verbal communication**.
- verbal communication is sub-divided into two,
 - (a) Oral communication
 - (b) Written communication

Verbal communication

- 'verbal' means connected with words and the use of words.
- The process of communication involves the use of a common set of symbols between the sender and the receiver.
- Words are the most accurate and powerful sets of symbols.
- All serious or formal communication is in written or spoken words.

Verbal communication

- Time factor is the difference between oral and written methods of communication.
- A written communication is slower, it takes time to draft, type, dispatch, receive and read a letter than it takes to speak, hear, listen and understand.

Oral communication

- There are certain situations in which oral communication can take place, as
 - Telephone/ cellphone, Face to face discussion, Presentation ,Radio ,Speech ,Interview ,Grapevine

Oral communication

- **Face to Face:** Through face to face situation feedback is immediate, which makes clarification possible.
- In this situation factors like facial expressions, gestures, other body movements also contribute to its effectiveness.
- Every facial muscle is an instrument of communication and plays an important role.
- A pleased or mocking smile, a puzzled frown, a look of surprise or displeasure can convey the reaction of communicants.

Oral communication

- **Gestures** mean movements of our arms, legs, hands, torso and head. These movements also communicate very meaningfully.
- Gestures are a natural supplement of speech, they do communicate effectively.
- The gestures of the speaker depend on the size and nature of the audience.

Oral communication

- **Voice** is the first signal that we receive.
- It tells about speaker's background, education, training and nature.
- Voice has qualities like tone, volume and pitch.
 - Tone is the quality of the voice.
 - Volume is the loudness or softness, which can be modified
 - Pitch is the high or low note of the scale.

Oral communication

- Another situation of oral communication is **public speech**.
- If distance is there then speaker can hardly see the facial expression of the audience. So feedback is limited.
- Visual aids can be used effectively to reach large audience.
- Public speech tends to one way communication.

Verbal communication

- **Telephone** talk doesn't have physical presence.
- Problems can arise due to mechanical fault in device.
- If the speaker has clear speech and the line is also clear then only communication is successful.
- It will be effective only when both the communicators follow telephone manners.

Advantages of oral communication

- It provides immediate feedback to the participants in the communication process.
- It is a time saving and economical communication.
- It builds healthy climate in the organization.
- By sounding personal, it becomes an effective tool for encouragement.
- Through this speaker can immediately understand the group's reaction and arrive at satisfactory conclusion.

Disadvantages of oral communication

- The biggest disadvantage is, it doesn't provide any legal proof. It doesn't have proper records or proof.
- The oral message can not always be retained in memory.
- It is not possible to convey lengthy message.
- In this communication responsibility can't be fixed.

Written communication

- While oral communication comes naturally, written communication requires a lot of efforts.
- It is used for many purposes like it is required for official work and record, needed for communication when person is not present.
- In this message is precise(shorter) and words chosen are clear.

Written communication

- There are many situations in which written communication is used.
- **Memo** – memorandums are written message by employees which relates to daily works.
- The memo forms may have co.'s name, space provided for date, sender's name and department, and the receiver's name and department.
- Memos are likely to be written in direct orders.

Written communication

- **Notice** – it is used when many people in the organization have to be given the same info.
- It is a common method of mass communication within an organization.
- Extra care must be taken while drafting so it can be easily understood by every one.

Written communication

- **Telegram** – it's used for communication between persons located in far away places.
- It's used for external communication, for contacting customers, suppliers, branches, offices etc.
- It's written by using few words as possible.

Written communication

- **Telex** – it's a device in which message is typed on a word processor and directly sent through telegraph lines to the recipient.
- A telex message operates on code numbers.
- In case of newspaper offices, share markets, airports, railway stations telex message can be received on a screen.

Advantages of written communication

- It provides us records, references and proofs.
- It is permanent.
- A written communication is usually shorter than oral.
- In this responsibility can be easily fixed.
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Disadvantages of written communication

- It's time consuming. Immediate feedback isn't possible.
- It's slow and costly.
- In this receiver can not ask questions directly on a particular point.

Non-verbal communication

- Communication is a process in which people exchange messages/meanings through mutually understood signs/symbols.
- There is a vast range of visual and audio signs. Pictures, drawings, sounds are used to convey the message.
- Visual methods are those which are seen and auditory methods are those which are heard.
- Signs, pictures, colours etc. are visual whereas bells, horns, whistles are auditory.

Types of Non-verbal communication

- Although there are many ways to classify non-verbal communication but **body language, space, time and paralanguage** are more common types.

Body language

- Much of what we send to others without using words is sent through physical movements of our bodies, that is called body language.
- Body movements of person is guided by feelings and thoughts.
- When one expresses feelings, it's said that
 - 55% of communication consist of body language
 - 38% is expressed through tone of voice
 - 7% is communicated through words

Body language

- Body language is a communication of personal feelings, emotions, attitudes.
- The way we sit, stand, walk, use our hands can tell people what kind of person we are.
- Gestures also communicate very meaningfully.
- Another area of body language is physical appearance – our clothing, hair and adornments (beautification)

Body language

- **Facial expressions** – the face and eyes are the most important features of body language and non-verbal communication.
- Happiness, surprise, fear, anger and sadness are accompanied by definite facial expressions.
- Thus, face plays a vital role in communicating various messages.

- **Posture** – posture means the way in which we present our body while sitting or standing.
- It shows confidence, lack of confidence, anxiety, fear and other emotions.

Space

- It is the type of communication which shows how we communicate with the space around us.
- Here space means the distance between the sender and the receiver in oral communication.
- There are four type of space :
 1. Intimate 2. Personal 3. Social 4. Public
 2. In each of these spaces our communication behavior differs and convey different meanings.

Space

1. Intimate : 18 inch. (family members)
2. Personal : 18inch to 4 ft. (friends)
3. Social : 4ft. to 12ft. (other people)
4. Public : 12ft. to 25ft. (public speech)

Time

- Just as body and space language there's time language that is how we give time to other for communication.
- It includes how you manage your daily schedule for communication.
- Do you arrive early for most appointments?, do you prepare agendas for meetings? How you respond to time when you communicate with others is time language.

Paralanguage

- The non-verbal aspects of the spoken words known as **Paralanguage**.
- It includes the quality of the voice, sound, accent, stress.
 - Have you seen my new **book**?
 - Have you seen my **new** book?
 - Have you seen **my** new book?
 - Have you **seen** my new book?
 - Have **you** seen my new book?
- The sentence or the group of words is the same, but the stress on different word gives new meaning when it is uttered.

Paralanguage

- Silence can be a very effective way of communication.
- Short silences or pauses are very effective in giving emphasis to words.
- A skillfully placed pause has the power to make the listener more alert.
- A good communicator should know the usefulness of silence.

Other types

- Apart from above mentioned forms there are other forms also.
- For example colour. Different colours are associated with different patterns of behavior and feelings.
- Another type is physical context which includes physical arrangement of office, design, furniture, location, decorations all communicate meaning to us.