



Unit-2 : Verbal and Non-Verbal Communication

Que-1: Explain the term “Verbal Communication”.

Differentiate between Oral Communication and Written Communication.

Communication by using language is called verbal communication. It is sub-divided into two :

- (a) Oral Communication
- (b) Written Communication.
- (c) Communication through listening and reading

ORAL COMMUNICATION

Oral Communication happens when we communicate with the help of spoken words. In this way, we can say that the conversations, meetings, conferences, interviews, training sessions, speeches, public announcements, radio speeches, telephone talk, public speaking, are all forms of oral communication. It can be used effectively to inform, satisfy, praise, criticize, please, inquire and for many other purposes.

Advantages :

- (2) Oral Communication saves time.
- (3) There is immediate feedback.
- (4) Oral communication saves money.
- (5) In Oral communication, there is less formality.

Disadvantages :

- (6) Oral Communication can be misunderstood more easily compared to written communication.
- (7) If we consider the legal point of view, oral communication has little value as there is no permanent record or proof of what has been said.
- (8) Oral Communication requires a good speaker otherwise it will not be meaningful.

WRITTEN COMMUNICATION

Written communication is also a type of verbal communication. With the help of writing, we express ourselves. The human language is expressed by means of visible signs. Since long, letter writing is considered the only reliable means of communication. For a long time in the business world, it was believed that sending letters, memorandum and notices was the only proper way for businessmen to communicate.

Disadvantage :

- (2) Written communication is slow and time consuming
- (3) There is no immediate feedback.
- (4) Written communication needs stationary and many equipment.
- (5) Written communication is formal. It is only for literate people.

Advantages :

- (6) Written messages are less likely to be misunderstood and the doubts can be removed by reading it again.
- (7) Written communication is best for legal or financial matters. It acts as a proof.
- (8) Written communication has provided a permanent record. It can be preserved for years.

COMMUNICATION THROUGH LISTENING /READING

Communication through listening and Reading is done in our day to day life. We communicate maximum through listening. Communication through reading takes place where the reader takes interest in reading.

Que-2 : Discuss advantages and limitations of Non-Verbal Communication.

(1) Non-verbal communication has to be observed carefully otherwise the idea or the presentation of the thought is wasted away. (2) It is particularly good for people who are uneducated or who have less education. (3) It can communicate small ideas but when the detailed message is to be given it may not be of much use. (4) It can be understood instantly and instant response can also be obtained but it cannot be preserved and recorded for further use. (5) Sometimes, due to cultural differences the same sign and signal may mean different thing to the person who is responding. (6) Nonverbal communication clarifies the verbal message.

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Que-3 : Explain main components /elements / types of Non-Verbal Communication.

Que-3 : Explain Kinesics components of Non-Verbal Communication.

Que-3 : Explains methods (Verbal – Non Verbal Method) of Communication.

God has gifted us with five sense organs. With the help of sense organs, we can communicate. Communication without using words is non-verbal communication. Basically there are two components of non-verbal (wordless messages) communication :

(I) Kinesics Communication (II) Meta Communication

(1) Kinesics Communication : Kinesics communication is a message conveyed through non-verbal acts in the form of body movements such as gestures, winking, smiling, style of dressing and grooming. This type of communication transmits the unstated feelings, attitude and hidden intentions of the speaker.

(II) Meta Communication : Meta communication includes a message communicated not through words, but along with words. It conveys an implied meaning by the selection and tone of words.

Kinesics Components of Non-Verbal Communication

(1) Facial Expressions : Facial Expressions include eye contact. Smiling, frowning, raising eye-brows, etc. are universal in their nature and application. The facial expressions are used to show the following emotions: happiness, surprise, fear, anger, sadness, determination etc. Facial expressions have to be understood in proper manner by the receiver of the message.

(2) Gestures : A gesture is the movement of the hand, head or body to indicate an idea or a feeling. There are some common gestures which are used by us in day to day life like, waving the hand to greet goodbye, upraised hand to request to remain silent, wagging the index finger, for scolding, pointing the index finger, to show the direction, moving the hand sideway to show refusal etc.

(3) Silence : Silence has its own unique language. A person can convey his ideas even with the help of silence. Sometimes, we are overcome by emotions that we cannot speak - our silence tells the other person of our strong feelings. Every good speaker knows the importance of the pause which is a short period of silence between words or sentences.

(4) Body Language : Posture is an important element in body language . From the posture , we can know whether a person is confident, diffident; old, young weak or strong. Body movements and postures appropriate for one person may not be considered suitable for another. Body movements and postures appropriate for one person may not be considered suitable for another. The style of walking and moving that we admire in a dancer may be unsuitable for a school teacher. The occupation and work of a person can affect his posture and body movements.

(5) Graphs, Maps, Charts and Colours : The chief advantage of Graphs, Maps and Charts is that plenty of information can be gathered at a glance. Colours are used to convey direct messages. Traffic lights turn red and green and in an operation theatre a red bulb is used to show that the theatre is in use.

(6) Para Language : It is often observed that sometimes our body language says something else and we speak something else. For example, when an unexpected guest arrives at our house, we have to smile and say, " I am very happy to see you", but our body language does not mention so. This is the use of Para language.

(7) Time Communication : Time is considered to be the most important aspect our life. We have to plan our time and work accordingly. Suppose we have short time to speak. It non-verbally indicates that we should be brief in our speech.

(8) Space Communication : An element of space plays an important part in our presentation of our personality. At the time of talking to others we do keep some distance from the person who is standing in front of us. While talking to seniors we keep some distance. This care gives a special effect to our communication. Distance between lovers and old aged couples indicates whether they are married or not.

(9) Sign Language : Sign language is normally used for deaf and dumb when they do not understand our language. Their teachers make effective use of such language. Sign language is also found when sign boards are fixed on the roads, near schools, near hospitals etc.

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Que – 4 : Explain Barriers / Hurdles / Obstacles to Effective communication.

Que – 4 : What is noise ? Explain Psychological Barriers in Communication.

The Purpose of Communication : The purpose of communication is to get a definite response and an immediate response. In other words, he must be interested in the message, and he must accept it. There are several things which can prevent the message from reaching the target (Receiver). Any interference in the message sent and message received leads to the production of “noise”. Noise here does not mean cacophony, but a break in the communication process. The term communication barrier is an expansion of the concept noise. A noise is a break in the communication process.

EXTERNAL OR MECHANICAL OR ORGANIZATIONAL BARRIERS

(1) Defects in the channel : Defects in the devices used for communication are purely external; and usually not within the control of the parties engaged in communication. The telephone, the postal system, the telegraph, the loud speaker and other channels may break down or suffer from disturbance and may not convey the message properly. A partial failure of the mechanical equipment is more dangerous than a complete failure, because a partial failure carries an incomplete or distorted message, which might cause a wrong action to be taken. The postponement of transmission, or communicating by an alternative method, is the only way to overcome the barrier.

(2) Noise : Even in face-to-face communication without a microphone, the air may be disturbed by noise in the environment such as traffic, construction work, or human sounds in the neighborhood; organizations which can afford soundproof rooms can overcome this barrier. Communication by word of mouth has to be kept to the minimum in a factory because of the noise of the machines

(3) Defects in the Organisation and System : Within the organization, orders and information are passing through too many levels of authority They are also likely to be distorted, because, at each level, they are edited, interpreted and explained before being passed on. This can result in communication gaps. In downward communication, the loss of information is said to be so great that many employees at the lowest level receive only 20 per cent of what they should get.

Circulars, bulletins, notices and even letters are not read carefully. Many employees even when they are literate are unable to read and understand long messages. Even among better educated employees at higher levels, all written communication does not receive the attention that it should.

PSYCHO-SOCIOLOGICAL/ INTRAPERSONAL BARRIERS

(1) Self-Centered Attitudes : We want to see and hear everything in the light of our opinions, ideas and views. We usually accept what agrees with our views, and reject or forget what goes against our opinions. The attitudes may come from religion, nationality, ideas of the community to which one belongs, place of living or family ideas.

(2) Group Identification : Our values and opinions are influenced by the group to which we belong. All persons belong to any group; we belong to many groups; for example, family, our city, our religion or language group, age group, nationality, locality, club, economic group etc. An idea which goes against the interests of the group may be intellectually understood but may be emotionally rejected.

Suppose, Students are going for mass bunk. Many students know the fact that this bunk is not good. But being a part of that group, they become a part of mass bunk. They will not accept any communication because they don't want to separate from this group.

(3) Snap Reactions : A listener or reader may quickly or prematurely respond to the message because he/she is hot tempered. Such reactions are called as 'snap reactions.' They may prove to be barriers to communication.

(4) Status Block : A "boss" usually doesn't accept any communication from his subordinates. People in senior positions often develop the feeling that they know everything about the business. They do not realize that a junior may have something useful to say about the business. Many good ideas go unheard and are wasted . This barriers seems to be connected with the feeling of “Superiority Complex” which is also one type of barrier.

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(5) **Closed Mind** : Limited intellectual background, limited reading and narrow interests cause a person's mind to be narrow. This limits his understanding of human nature and makes him incapable of receiving communications with sympathy.

(6) **Wrong Assumptions** : Many barriers originates from wrong assumptions. Wrong assumptions are made because the sender or the receiver does not have adequate knowledge about each other's background or entertains certain false notions. A skilled communicator keeps these issues in mind to prevent them from becoming barriers.

(7) **Poor Communication Skills** : Lack of skill in writing and speaking obviously prevents the Tx from encoding his ideas properly so as to get across to his audience. Both these skills can be developed by training and practice.

(8) **State of health** : Physical condition can affect one's efficiency both as Tx and as Rx. It is common experience that a person in pain or fever is not interested in communication; but even when there is no pain or fever, if the state of health is poor, communicating ability is reduced because the mind is not sufficiently alert .

(9) **Information Overloaded** : If a person is overloaded with much information, he cannot arrange it properly and during encoding , his communication cannot be resulted successfully before audience. For example, a person wants to talk about history of india. He has read many books. While speaking, he becomes confuse with much information about india and can't express his views properly.

SEMANTIC/LANGUAGE BARRIERS

Language is our most important tool of communication; First of all, words have multiple meanings; for example, a reference to the Random House Dictionary will show that the word "stall" has twenty-five meanings, including technical meanings used in specialised activities; similarly, the words charge, spring, check, suit, ring, have several meanings. Words in hindi like "Peti" , "Khokha","Sopari" indicates words connected with crime world. Words like minute and wind are pronounced in two different ways to mean two entirely different things. Even a concrete noun like table may suggest a statistical table, a writing table or a dining table; and a timetable.

position to occupy. Phrases can be more tricky; a red and a blue carpet means two carpets, while a red and blue carpet is one carpet in two colours. Hence it is said, "meaning is in people, not in words." Jargon and technical terms are limited to the group of persons who work together, or work in the same kind of occupation; they need to use technical terms which have special meaning and describe a process in their work.

CULTURAL (CULTURAL VARIATIONS) BARRIERS

Any language is the expression of thoughts, feelings and experiences in terms of cultural environment. The same language when used in different cultures, takes a different colour and conveys a different meaning. Sometimes, we modify our language according to person with whom we are speaking. There is a difference in the use of language for discussions, formal talks, informal talks etc. Language influences the behaviour individual and groups

HOW TO OVERCOME COMMUNICATION BARRIERS

(1) The sender has to take proper precautions to see that devices such as telephones, fax-machines, cell phones, computer, radios, loud speaker, microphones, TV sets, mobile phones , etc. are in proper order and would not create disturbances while in use. Even traffic noise, loud conversations, etc. should be avoided as far as possible. Organisation which can afford sound proof rooms can overcome this barriers.

(2) To overcome defects in the organization and communication system, the system of internal communication has to be checked constantly to make sure that there are no undue delays in the passing on of information. In an emergency, an urgent message may be communicated by an alternative system.

(3) The sender of the message should ensure that he is in proper health and physical order to function as the sender of the message.

(4) The personal barriers can be overcome only by making conscious effort to learn better methods and by training for better communication.

(5) Some managers personally try to overcome status block by developing friendly contact with their subordinates or by following an "open door" policy.

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Que-6 : Explain Communication across culture.	Extra Information : Important Classification of Barriers to Communication
<p>During the path of successful communication, 'culture' often becomes a challenge, as it influences our approach to problems and our participation in varied groups and communities. Culture indicates to group or community with which we share feelings and develop our understanding to see the world. It includes society and groups . If one defines culture in this way, we all belong to many cultures at once.</p> <p>Cross-cultural communicational flexibility is a major requirement for successful communication in our modern world. In the global arena workplace we tend to minimize or even to ignore our cultural differences while mythologizing that they no longer exist. But this is a dangerous myth for it greatly heightens the potential for miscommunication. The first step in addressing it is to name and accept our cultural differences. we can never really 'lose' our cultural identity but we can add on other identities. we can never really 'lose' our cultural identity but we can add on other identities. We communicate through language, symbols, gestures and our whole bodies. But just as we are able to communicate through all these means, there is always the potential to miscommunicate, or send unintended or false messages. Much of the conflict we experience in our global 'market place' today is due to the experience of unfulfilled culture-specific expectations. We can avoid the conflict by understanding what results cross-culturally, in other words by understanding what is 'acceptable' and what is not, cross-culturally. This process begins with recognizing the sources and contexts of cross-cultural miscommunication.</p> <p style="text-align: center;"><u>Rules for Communication across Cultures :</u></p> <p>(1) Assume differences with similarities are proved. Assume other are different from you instead of assuming similarities until differences are proved. (2) Emphasize description instead of interpretation or evaluation. (3) Try to know the background of your recipient before sending a message of communicating. (5) Treat your interpretations as working instruments and carefully assess the feedback provided by recipients.</p> <p>The purpose of cross cultural communication is to know how people from varying cultures mingle and communicate with one another.</p>	<p><u>External /Mechanical Barriers</u></p> <ol style="list-style-type: none"> 1. Defect in Channel 2. Noise 3. Defect in Organization and Communication System <p><u>Psycho-Sociological Barriers</u></p> <ol style="list-style-type: none"> 1. Self-Centered Attitude 2. Status Block 3. Group Identification 4. Closed Mind 5. Poor Communication Skills 6. Snap Reaction 7. State of Health <p><u>Intrapersonal Barriers</u></p> <ol style="list-style-type: none"> 1. Wrong Assumption 2. Different Background 3. Self-Centered Attitude 4. Closed Mind 5. State of Health 6. Wrong Interpretation <p><u>Interpersonal Barriers</u></p> <ol style="list-style-type: none"> 1. Poor Communication Skills' 2. Emotional Outbursts 3. Snap Reaction. 4. Limited Vocabulary 5. Status Block 6. Cultural Barriers 7. Noise 8 Group Identification <p><u>Organizational Barriers</u></p> <ol style="list-style-type: none"> 1. Defect in Channel 2. Noise 3. Defect in Organization and Communication System 4. Status Block 5. Information Overload 6. Inappropriate Media 7. Negative Tendencies 8. Fear of Superiors 9. Many Transfer Station <p><u>Semantic/Cultural Barriers</u></p> <ol style="list-style-type: none"> 1. Every word/ text suggests multiple meaning. Jargon and Technical term limited to group. 2. When we see same thing in different culture, it takes new shape.