

Role Of Paralinguistic Features in Business Communication

Paralinguistics →

Paralinguistic Features are non-verbal vocal cues that help you to give urgency to your voice. Your voice is the trademark; it is that part of yourself that adds human touch to your words. Voice gives extra life to your delivery. Therefore it is very useful to understand the characteristic nuances of voice, namely quality, volume, rate, pitch, articulation, pronunciation and pauses.

Quality —

Quality is a characteristic that distinguishes one voice from another. Each one has a unique voice and its quality depends upon its resonating mechanism. While the quality of one's voice cannot be changed, it can be trained for optimum impact. It may be rich and resonant, soft and alluring, thin and nasal, hoarse and husky or harsh and irritating. Everyone can improve upon the quality of the voice and develop it to its fullest potential.

Volume →

Volume is the loudness or the softness of the voice. Your voice should always project but need not always be loud. If the place you are speaking in is large and open, the volume should be high and if the place is small and enclosed, it should be

low. And according to the import of the speech, it should be changed. Sometimes it should be high, somewhere it should be low. In all, you should vary the volume so as to make your voice audible and clear.

Pace / Rate →

Rate is the number of words which you speak per minute. It varies from person to person and from 80 to 250 words per minute. The normal rate is from 120 to 150 words. Cultivate the pace so as to fit in this reasonable limit. If a person speaks too slowly and monotonously, he is to be considered as a dull speaker even though the contents of his speech may be highly interesting. Similar a fast speaker also causes discomfort because the listeners do not get time to grasp the thoughts.

Pitch →

Pitch refers to the number of vibrations per second of the voice. The rise and fall of the voice conveys various emotions. A well-balanced pitch results in a clear and effective tone. It helps to avoid being monotonous.

Intonation refers to the rising and falling pitch of the voice. By learning and adopting an appropriate intonation pattern, the speaker will be able to express the intention very clearly.

Articulation →

Articulation is the way you pronounce individual

sounds. Ideally even during person to person contact, the sounds of the speech are sharp and distinct. A clearly articulated message indicates competence and confidence. One should speak in such manner that all the words should be understood by the listener. If the speaker speaks sloppily or mispronounce the words, the listener easily gets distracted and sometimes meaning too change.

Pronunciation →

If articulation means speaking out all the sounds distinctly, then pronunciation requires to speak out the sound in the way that is generally accepted. One should be careful enough to pronounce individual sounds along with word stress according to the set norms.

Voice Modulation →

While intonation refers to the tonal variations, modulation pertains to the way the speaker regulates, vary or adjusts the tone, pitch and volume of the sound or speaking voice. Modulation of voice brings flexibility and vitality to the voice and the speaker can express emotions, sometimes like impatience, careful planning in the best possible way. Word stress and sentence stress also play an important role in voice modulation.

Pauses →

A pause is a short silence flanked by words. A pause in speaking lets the listener reflect on the message and digest it accordingly. It helps the listener

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Pauses →

A pause is a short silence flanked by words. A pause in speaking lets the listener reflect on the message and digest it accordingly. It helps to clarify

from one thought to another one. It embellishes the speech because it is a natural process to give a break. Be spontaneous. So use pauses thoughtfully. It helps not only the listener but the speaker as well.

Importance of Paralinguistic Features →

1. Delivery of Additional Information →
2. To Replace Verbal Components in Communication
3. Use in Combination with verbal

(P, T, O)
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Why is it important to use paralinguistic cues in delivering speeches?

They found that when speakers were trying to use paralinguistic cues, the properties of their speech were different. ... When using paralinguistic cues , the speakers had more variability in the volume of their voice and were louder overall, which made them seem more confident and, in turn, more positive about their review.

What is Paralanguage example?

Paralanguage is nonverbal communication such as your tone, pitch or manner of speaking. An example of paralanguage is the pitch of your voice. ... Nonverbal means of communication, such as tone of voice, laughter, and, sometimes, gestures and facial expressions that accompany speech and convey further meaning.

What is the difference between Paralanguage and oral communication?

Paralanguage is the meaning conveyed by how something is said. Oral communication is what is said. This is the distinguishing feature that makes paralanguage different from oral language and also indicates their inseparability. It is impossible to have paralanguage without oral communication.

What is the importance of Paralinguistic in communication?

Phonetic units, facial expressions, gestures, hand gestures, and more are used directly to facilitate communication. Paralinguistic studies the impact of communication tools on the listener and the communication process, their importance in communication. Pause and intonation are also important in communication.

Why is Paralinguistic important?

Paralinguistic cues are an important component of communication that can enhance or alter the meaning of verbal communication.

Paralinguistic devices such as facial expression, body language, tone, and gestures, help convey meaning.

How important are paralinguistic features face to face communication?

Paralinguistics are the aspects of spoken communication that do not involve words. Body language, gestures, facial expressions, tone and pitch of voice are all examples of paralinguistic features. Paralinguistic features of language are extremely important as they can change message completely.

What is the importance of Paralanguage in nonverbal communication?

Speech has nonverbal elements known as paralanguage . These include voice quality, emotion and speaking style, rhythm, intonation and stress.

Likewise, written texts have nonverbal elements such as handwriting style, spatial arrangement of words, or the use of emoticons, such as :).

How do Paralinguistic elements affect communication?

The inability to interpret and express the paralinguistic (nonverbal) aspects of communication such as prosody (voice inflection), facial expressions, gestures, caresses, body stances, and the other nonverbal subtleties of social discourse interferes with the development of interpersonal relationships and the ability ...

What is Paralanguage and why is it important?

Paralanguage makes the language communication to be more accurate, vividly and full of expressive force. It plays the role of make the words significance determined, beautification, substitution and deepened. 6

What are the features of Paralinguistic?

Paralinguistics is the part of communication outside of the words themselves – the volume, speed, intonation of a voice along with gestures and other non-verbal cues. Whenever there is confusion or stereotyping in cross-cultural communication, paralinguistic is most often responsible.

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