**UNIT – 4**

**Oral Communication :**

**Oral communication** is the process of verbally transmitting information and ideas from one individual or group to another. Oral communication can be either formal or informal. Examples of informal oral communication include:

* Face-to-face conversations
* Telephone conversations
* Discussions that take place at business meetings

More formal types of oral communication include:

* Presentations at business meetings
* Classroom lectures
* Commencement speeches given at a graduation ceremony

With advances in technology, new forms of oral communication continue to develop. Video phones and video conferences combine audio and video so that workers in distant locations can both see and speak with each other. Other modern forms of oral communication include podcasts (audio clips that you can access on the Internet) and Voiceover Internet Protocol (VoIP), which allows callers to communicate over the Internet and avoid telephone charges.Skype is a good example for VoIP.

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| **Advantages of Oral Communication**   * There is high level of understanding and transparency in oral communication as it is interpersonal. * There is no element of rigidity in oral communication. There is flexibility for allowing changes in the decisions previously taken. * The feedback is spontaneous in case of oral communication. Thus, decisions can be made quickly without any delay. * Oral communication is not only time saving, but it also saves upon money and efforts. * Oral communication is best in case of problem resolution. The conflicts, disputes and many issues/differences can be put to an end by talking them over. * Oral communication is an essential for teamwork and group energy. * Oral communication promotes a receptive and encouraging morale among organizational employees. |  |

**Disadvantages/Limitations of Oral Communication**

* Relying only on oral communication may not be sufficient as business communication is formal and very organized.
* Oral communication is less authentic than written communication as they are informal and not as organized as written communication.
* Oral communication is time-saving as far as daily interactions are concerned, but in case of meetings, long speeches consume lot of time and are unproductive at times.
* Oral communications are not easy to maintain and thus they are unsteady.
* There may be misunderstandings as the information is not complete and may lack essentials.
* It requires attentiveness and great receptivity on part of the receivers/audience.
* Oral communication (such as speeches) is not frequently used as legal records except in investigation work.

## BARRIERS TO EFFECTIVE oral COMMUNICATION AND PERSUASION:

### 1. PHYSICAL AND PHYSIOLOGICAL BARRIERS

These include distance, background noise, poor or malfunctioning equipment, bad hearing, poor eyesight, speech impediments.

### 2. EMOTIONAL AND CULTURAL NOISE

Emotions (anger, fear, sadness) and attitudes (having to be right all the time, believing oneself to be superior or inferior to others) affect objectivity, as do the stereotypical assumptions that people make about each other based on cultural background.

### 3. LANGUAGE

Speaking different languages, having strong accents, using slang or jargon can frustrate communication and negotiation efforts.

### 4. NOTHING OR LITTLE IN COMMON

Examples, stories and anecdotes can help get a point across, except when the audience cannot relate to any of these because they don’t share a common experience with the speaker.

### 5. LACK OF EYE CONTACT

Not making eye contact is a sure way of raising doubt in listeners and losing their attention and making them feel suspicious of you, not to mention invisible.

### 6. INFORMATION OVERLOAD AND LACK OF FOCUS

Too much information can confuse your audience and even make them wonder if you’re overwhelming them with details to avoid telling them something else they would rather know.

### 7. NOT BEING PREPARED, LACK OF CREDIBILITY

If you’re not prepared, if you lack the facts, if you rely on your Power Point presentation too much, your listeners will notice and feel let down, even disrespected–and they won’t believe you.

### 8. TALKING TOO MUCH

When you talk, you’re not listening, and you need to listen to the people you’re attempting to persuade.

### 9. TRYING TOO HARD, SEEMING DESPERATE

When you try too hard to persuade someone, you may seem desperate, and desperation smells like manipulation and turns people off before you can utter your next desperate word.

### 10. LACK OF ENTHUSIASM

If you don’t believe in your position, product, service, or whatever you’re trying to sell, they won’t believe in it either.

**(Dear Students,**

**NOTE:- Presentation part notes I have already given you all the notes before in class so the oral presentation carries the same matter as I have given you all for presentations. The meaning,benefits & factors even the kinds also. So the content will be same for oral presentation.Kindly go through that. )**