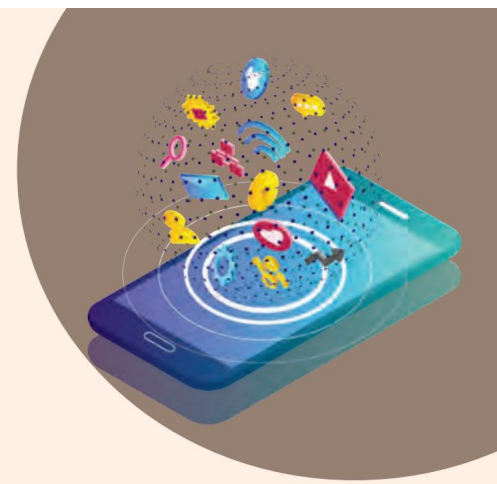


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Methods of Communication

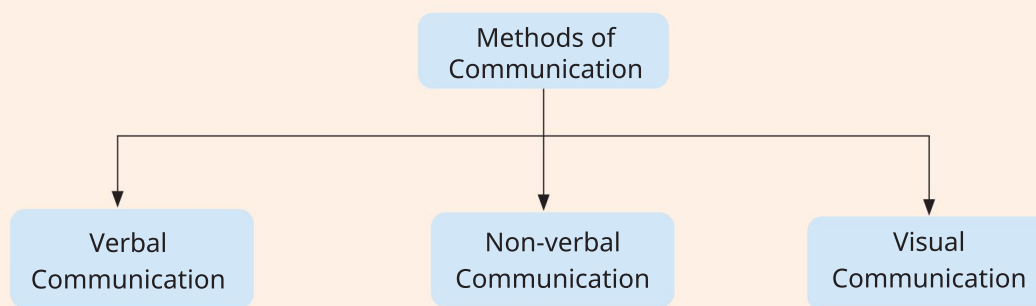
Communication is the essence of our interconnected world. It is the means through which information, ideas, and emotions flow from one person to another, from one organisation to another, and across the huge digital landscapes that define the 21st century. It is an essential aspect of human interaction and plays a fundamental role in our personal, professional, and societal lives.

The word 'communication' originated from the Latin word '*commūnicāre*', which means 'to share'. Therefore, communication can be defined as the way or process of sharing information, thoughts, feelings, or messages between individuals or groups using various methods, mediums, and channels. It functions as a bridge that links us through words, actions, and even visuals.

Methods of Communication

Imagine attempting to express oneself without words or trying to thrive in a world where one cannot convey ideas or understand the thoughts of others. Scary, isn't it?

Methods of communication are like the pipeline through which knowledge, emotions, and intentions are shared, allowing us to collaborate, learn, and connect at a deeper level. For effective communication to take place, mankind uses a balance of verbal, non-verbal, and visual forms of communication.



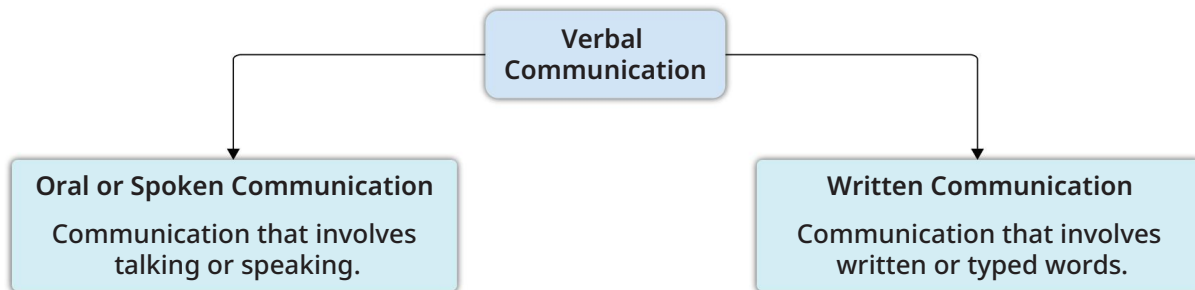
Error Alert!

Communication Methods Are Rigid: Communication methods keep evolving over time. Assuming that what worked in the past will always be effective can lead to outdated and inefficient communication strategies.



Verbal Communication

Verbal communication is a powerful and dynamic method of sharing ideas, thoughts, and information using spoken or written words. The use of language in verbal communication allows us to accurately and effectively express ourselves, engage in conversations, and convey messages to others. Verbal communication plays a pivotal role in our day-to-day interactions and interactions with the world around us.

There are two types of verbal communication: **Oral or Spoken Communication** and **Written Communication**.



Oral Communication Oral communication, a subset of verbal communication, refers to the exchange of information through spoken words. It involves conversations, discussions, presentations, and speeches that occur face-to-face or through various electronic devices like phones, video platforms, or radios. When we engage in oral communication, we depend on our voice, tone, pitch, and volume to convey meaning and emotion. From casual chats with friends to important business meetings, oral communication allows us to connect and share ideas directly with others.

Types of Oral or Spoken Communication		
Face-to-face conversations 	<p>It is when you can physically see and listen to the person/people you want to communicate with in front of you.</p> <p>It also includes small group communication when a group of people connect/collaborate to discuss a matter.</p> <p>Each participant contributes to the communication process.</p> <p>Public speaking, too, is a part of face-to-face conversations where one person talks to others while trying to persuade or convince them of something.</p>	<p>Rohan and Tina have met at Rohan's house to discuss a project.</p> <p>Rohan, Tina, Yogesh, and Shalu connect to discuss the roles and responsibilities for their group project.</p> <p>Kashika gives a speech on 'Green and Clean Environment' in school assembly.</p>
Video/phone conversations 	<p>It is when you communicate through a phone or any other device.</p> <p>Whether used for personal or professional reasons, phone or video conversations play a crucial role in maintaining connections, even when physical distance separates us.</p>	<p>Ms Sarika works as an Academic Content Developer for an EdTech firm. She connects with her colleagues working from another state through video-conferencing tools.</p>

Factor of Effective Oral Communication Effective oral communication involves several key parameters:

Pace	Speaking at a comfortable speed, neither too fast nor too slow.
Fluency	Speaking smoothly and without stumbling over words.
Choice of words	Using appropriate words and clear language for the audience.
Volume	Speaking at a suitable volume so that the listener can hear clearly.
Clarity	Pronouncing words clearly with proper stress to ensure understanding.
Tone	Using the right tone to convey emotions and intent. It can be friendly, formal, persuasive, and so on.


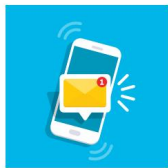
Think and Tell

1. Which one do you think is easier, small group face-to-face conversations or large group face-to-face conversations?
2. Are there any other examples of oral or spoken communication that you can think of?

Written Communication In contrast to oral communication, written communication entails utilising written language to share information. This form of communication includes various forms such as emails, letters, articles, social media posts, and text messages. When we use written communication, we put our thoughts into words that others can read and understand. Written communication is essential when the sender and receiver are in physically distant places or when documentation of the conversation is needed.



For written communication to be effective, one needs to use clear and concise language, organise information in a logical way, and tailor one's communication according to the preferences, level of understanding, knowledge, interests, and expectations of the audience.

The various types of written communication are explained below.

Types of Written Communication		
Letters 	Letters are written, typed, or printed messages that are enclosed in envelopes and sent through postal services. They serve as a formal or informal means of communication, suitable for various purposes.	Rashi lives in New Delhi. She wrote a letter to her grandmother living in Kerala to inform her of her life events.
SMS 	An SMS, or a short message service, is a modern way of communicating through text messages on mobile phones. These messages are usually quick and to the point, making them ideal for sending brief updates or information. They can be sent to multiple people at the same time.	Rohan is able to track the delivery of his new shirt through the SMS that he receives from the delivery company.

(continued...)

Types of Written Communication

Emails 	<p>Email stands for electronic mail, which is the electronic form of a letter. It is sent through a computer via a network.</p> <p>Emails can be used for official or personal purposes. They offer a convenient way to share personal or professional news, thoughts, documents, and more.</p>	<p>Rajneet works for Infotechnology Company. He sends emails to all the clients, wishing them 'Happy Dusshera'.</p>
Books, newspapers, and magazines 	<p>Books, newspapers, and magazines are written forms of communication intended for a large audience.</p> <p>They are used to inform, educate, and entertain people from various walks of life.</p>	<p>Rakesh reads newspaper to keep himself up-to-date with the events around the world.</p>

Advantages of Verbal Communication

Ease and speed	<p>Verbal communication is often quick and straightforward. It allows you to express your thoughts, ideas, and questions in real-time, and you can receive an immediate response.</p> <p>This is particularly beneficial in situations where prompt communication is essential.</p> <p>For instance, face-to-face conversations or phone calls can quickly convey important information or resolve issues.</p>
Adaptability	<p>Verbal communication offers flexibility in adapting your message based on the responses of the person you're communicating with.</p> <p>You can adjust your tone, words, and even your approach as the conversation unfolds.</p> <p>For example, if you're explaining a concept to someone and notice confusion, you can modify your explanation to make it clearer.</p>
Communicating to the masses	<p>Verbal communication is efficient when sharing ideas with a larger audience.</p> <p>Public speeches, classroom teaching, and media such as books, magazines, and newspapers enable dissemination of information to many people simultaneously.</p> <p>This allows for mass education, entertainment, and awareness campaigns.</p>
Emotional expression	<p>Verbal communication allows individuals to convey their emotions, feelings, and attitudes effectively through tone of voice, intonation, and choice of words. This emotional aspect can enhance the impact of a message.</p>

Disadvantages of Verbal Communication

Cultural barriers	<p>A significant challenge in verbal communication arises from cultural differences. Different cultures have their own languages, expressions, and accents.</p> <p>These distinctions can lead to misunderstandings, misinterpretations, and even offence.</p> <p>Therefore, it is crucial to navigate these barriers to ensure effective communication.</p>
Language and clarity	<p>Verbal communication heavily relies on choosing the right words. If words are not carefully selected or used incorrectly, the message's meaning can become unclear.</p> <p>Miscommunication can occur from using vague or unfamiliar terms, leading to confusion among participants.</p>
Non-verbal elements	<p>Although verbal communication involves spoken words, it's important to note that non-verbal elements (such as facial expressions, gestures, and tone of voice) play a significant role in conveying meaning.</p> <p>A mismatch between verbal and non-verbal cues can lead to mixed messages or misunderstandings.</p>
Limited to auditory sensory channel	<p>Verbal communication relies solely on the auditory channel, which means it may not be accessible to or effective for individuals with hearing impairments.</p>

Think and Tell

1. Can you list out the different types of oral, spoken, and written communication?
2. Give two advantages and disadvantages of verbal communication.

Non-verbal Communication

Non-verbal communication is a way of sending messages without using words. This implies the ability to interact with others without the use of spoken or written language. Instead, it involves using facial expressions, hand signals, body postures, stances, and various gestures.

Hence, we can define non-verbal communication as the type of communication that does not involve words. It involves sharing signals and messages with others through expressions, gestures, and body language.

Non-verbal communication involves **expressions, posture, gestures, touch, space, eye contact, and paralanguage**. Understanding the aspects of non-verbal communication can help us be better communicators. Using the right gestures and expressions while speaking helps us get our point across. Such understanding also aids us in understanding our audience's reaction and altering our behaviour or communication accordingly.

Being professional at work requires that we be aware of appropriate gestures and postures. If noise, distance, etc. interfere with spoken communication, we can communicate using hand gestures to get our message across. For example, putting a finger on the lips signals that silence is required.





Did You Know?




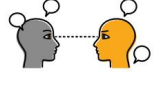

It has been observed that in our daily communication, information is constantly being shared and perceived through body movements (face, arm movements) and voice control (volume, tone, pauses), which are non-verbal in nature.

Think and Tell

1. Have you ever played a game of dumb charades? What are the various ways in which you communicate in the game? Discuss with your teacher.
2. Have you ever felt confused when someone's expression did not match their spoken words?

Types of Non-verbal Communication		How to Use Non-verbal Communication Effectively?
Facial expressions 	<p>Facial expressions convey the emotional state of a person to others.</p> <p>For example, people smile when they are happy or frown when they are upset.</p>	<p>Maintain a calm expression. Be subtle and neutral.</p> <p>Align expression to words being spoken.</p> <p>Maintain eye contact.</p>
Gestures 	<p>Gestures are a form of non-verbal communication used to express an idea or meaning through the movement of parts of the body, especially the hands or the head.</p> <p>For example, nodding of the head indicates agreement and understanding.</p> <p>Waving at others indicates a greeting.</p>	<p>It is important to keep in mind that it is considered impolite to use your finger to point at someone.</p> <p>Try placing your hands by your sides instead of in your pockets when you're having a conversation.</p> <p>Show that you are paying attention by nodding your head slightly when conversing or listening.</p>

(continued...)

Types of Non-verbal Communication		How to Use Non-verbal Communication Effectively?
Posture  <p>Postures refer to the stances individuals maintain while they are either standing or sitting. A posture often plays a role in conveying our confidence or mood. For example, a confident person stands with their back straight, and a person with hands on their heads suggests exhaustion.</p>		<p>Keeping your upper body relaxed and shoulders straight signifies confidence.</p> <p>Sitting cross armed can be perceived as defensive or closed off.</p> <p>Keep your arms relaxed and open to signal openness and receptiveness.</p>
Touch  <p>Physical contact such as a handshake or a pat on the back is a form of non-verbal communication. For example, as a kind of encouragement, sports coaches often pat their players on the back.</p>		<p>It is important to keep in mind that your touch does not make the other person uncomfortable.</p> <p>In professional settings, scratching your nose or hair is considered impolite.</p>
Space  <p>It is the amount of physical distance that exists between people when they are talking. It depends on their relationship with each other and the situation.</p>		<p>It is important to maintain proper distance with the person you are communicating with, depending on the formal or informal nature of your relationship with them.</p>
Eye contact  <p>Maintaining eye contact while conversing shows interest and makes the other person feel that you are paying attention. Avoiding eye contact can sometimes signal that you are not paying attention.</p>		<p>It is important to remember to maintain an optimum level of eye contact and have relaxed body language.</p> <p>It is important to not make the person you are communicating with uncomfortable.</p>
Paralanguage  <p>It is a form of non-verbal communication that includes things like volume, tone, and pace of speaking. Speaking too quickly can indicate anxiousness or eagerness. Speaking slowly might convey seriousness.</p>		<p>It is important to take care of our volume, tone, and pace while speaking in professional settings. It is especially important to maintain a moderate volume and pace.</p>

Advantages of Non-verbal Communication	
Gives clarity	It helps to give clarity and enhance understanding in communication as it makes the message clearer and more understandable.
Replacement to verbal communication	In situations where verbal communication is not possible or appropriate, non-verbal cues become the primary means of conveying information.
Tool for emotional expression	They are a powerful tool for expressing emotions. Facial expressions, body language, and tone of voice allow individuals to convey their feelings more clearly.
Help to handicapped people	Non-verbal communication can also be useful for handicapped people who cannot speak or hear properly. They use sign language and facial expressions instead of talking or hearing, respectively.




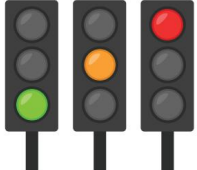


Disadvantages of Non-verbal Communication	
Lead to confusion	Non-verbal cues can be interpreted in many ways. A gesture or facial expression may have different meanings in different contexts and cultures.
Incomplete communication	Nonverbal communication cannot convey all types of information. Important details and facts need to be coupled with verbal means, which are more comprehensive.
Conflicting cues	In cases where verbal and non-verbal communication may conflict with each other, there may be room for confusion for the receiver.
Absent in distant communication	Non-verbal cues are less effective or absent in cases of long-distance communication, such as phone calls or online messaging.

Visual Communication Visual communication is when we use pictures, symbols, and designs to share ideas and information. It is like sending a message without using words but by using things like signs, logos, captivating writing styles, drawings, and even moving pictures or animations.

Imagine if you are taking a car ride and you see a sign of a man working. That indicates that there is some construction work going on ahead.

Therefore, visual communication can be defined as the use of visual components, such as signs, logos, drawings, graphic design, illustrations, animations, etc., to share ideas and information.

Following are some of the most common examples of visual communication:

A traffic sign that instructs drivers not to honk their horns.		A symbol for pausing a video or music file on a computer or smartphone.	
Sign for the women's and men's restrooms.		Traffic lights that signal Red for Stop, Yellow for Wait, and Green for Go.	
Sign for flammable substances.		Indication of a railway crossing.	

Think and Tell

Can you tell other examples of visual communication that you commonly see around you?

Advantages of Visual Communication

Makes meaningful	Use of graphics, diagrams, charts, or models makes communication effective and purposeful.
Easy comprehension	Support of visual aids makes information easy to understand.
Attention grabbing	Visual communication, when coupled with verbal communication, makes it more appealing and attention-grabbing.

Disadvantages of Visual Communication

Lack of details	Visuals may lack the depth and detail necessary to fully understand complex concepts or provide comprehensive information.
Costly	Some visual aids used for visual communication may be expensive.
Subjectivity	Interpretation of visuals can be personal and may vary from person to person. What is clear to one person may be ambiguous to another.

Differences Between Verbal, Non-verbal, and Visual Communication

Basis	Verbal Communication	Non-verbal Communication	Visual Communication
Meaning	Involves using spoken or written words to convey messages and information.	Conveys meaning through facial expressions, gestures, body language, and other non-verbal cues.	Relies on visual elements, such as symbols, images, and design, to communicate ideas and concepts.
Use of language	Requires the use of language, including grammar and vocabulary.	Does not use language directly but involves elements like tone, volume, and pace.	May or may not use language, but uses visual cues and elements to convey messages.
Forms	Face-to-face conversations, phone calls, speeches, and written documents.	Facial expressions, gestures, posture, eye contact, and touch.	Logos, posters, comics, product packaging, and illustrations.
Medium	Utilises spoken words, written documents, phones, and computers.	Utilises body language, facial expressions, gestures, and physical presence.	Utilises images, graphics, videos, and animations.
Example	Writing an email or giving a speech.	Nodding head or shaking hands.	Logo of a brand.

Activity Time

Activity 1: Pros and Cons of Verbal and Non-verbal Communication

(Group Work)

In a small group of 4-5 students, choose and discuss any one type of communication. Converse on the advantages and disadvantages of the chosen form of communication.

On an A3 size sheet, list the advantages and disadvantages discussed. You may make it creative and display it in the class.

Activity 2: Common Body Language Mistakes

(Group Work)

Form groups of 4-5 students and engage in discussion on the dos and don'ts of body language that should be followed in a formal and informal setting.

To make the presentation interesting, you can create a small skit displaying the good and bad body language in different scenarios.

Chapter Checkup

A Select the correct option.

- What is the medium of verbal communication?
 - To use pictures and symbols
 - To exchange information through spoken or written words
 - To communicate using only gestures
 - To convey emotions through facial expressions

- 2 Which of the following is an example of non-verbal communication?
- a Writing an email b Speaking on the phone
c Smiling, to express happiness d Sending a text message
- 3 Visual communication involves:
- a Using only written words
b Sharing information through spoken words
c Using pictures, symbols, and designs
d Using gestures and body language
- 4 Which of the following is not a form of visual communication?
- a Nodding head b Logo
c Poster d Charts

B Fill in the blanks with the most suitable words.

- 1 communication occurs when we talk or write using words.
- 2 Non-verbal communication involves expressions, gestures,, touch, space, eye contact, and paralanguage.
- 3 is a planned and organised act of talking to a large group of people to share information, influence, or entertain them.
- 4 Visual communication uses pictures, symbols, and to share ideas and information.

C State whether the following is True or False. Correct the statements that are false.

- 1 Verbal communication involves only written words.
- 2 Non-verbal communication includes facial expressions but not gestures.
- 3 Public speaking is a form of verbal communication.
- 4 Visual communication uses only spoken words to convey messages.

D Answer the following questions. (Solved)

Q1. Explain the difference between verbal and non-verbal communication, providing examples of each.

A1.






Basis	Verbal Communication	Non-verbal Communication
Definition	Verbal communication involves the use of spoken or written words to convey messages.	Non-verbal communication involves conveying messages without using words.
Example	Face-to-face conversations and written documents.	Facial expressions (e.g., smiling), gestures (e.g., waving), and body language (e.g., posture).

Q2. Give examples of how various types of non-verbal communication are used to convey messages in different situations.

A2. Non-verbal communication includes various types:

- **Facial expressions:** Smiles indicate happiness, whereas frowns may indicate sadness or displeasure.
- **Gestures:** Nodding one's head can signal agreement, whereas pointing can convey direction or emphasis.
- **Posture:** Standing upright may convey confidence, whereas slouching may indicate disinterest.
- **Touch:** A pat on the back can show encouragement, whereas a firm handshake may signify confidence.
- **Space:** Personal space varies by culture and context; standing too close or too far can send different messages.
- **Eye Contact:** Maintaining eye contact can show interest and attentiveness, whereas avoiding it may convey discomfort.
- **Paralanguage:** This includes tone, volume, and pace of speech. Speaking slowly may indicate seriousness, whereas a fast pace can signal excitement.

Q3. Meenal sat for a written test for the role of a communication trainer. The test paper included a question asking her to identify the type and form of communication taking place in different situations. Look at the scenario and help Meenal identify them.

S. No.	Scenario	Type of Communication
1.		
2.		
3.		
4.		
5.		

A3.

S. No.	Scenario	Type of Communication
1.	A person sending a text message on a smartphone.	Written communication through text messages under verbal communication.
2.	A teacher giving a lecture in a classroom.	Oral communication under verbal communication.
3.	A person using sign language to communicate with a deaf individual.	Non-verbal communication through sign language.
4.	A group of coworkers having a video conference call.	Oral communication (through video conference) under verbal communication.
5.	A group of protesters holding signs with slogans.	Visual communication.

Answer Key

A 1. b 2. c 3. c 4. a

B 1. Verbal 2. posture 3. Public speaking 4. designs

C 1. False. Verbal communication involves both written and oral words.
 2. False. Non-verbal communication includes facial expressions, gestures, postures, and eye contact.
 3. True.
 4. False. Visual communication uses charts, designs, logos, signs, and symbols to convey messages.