

ORAL COMMUNICATION



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*It is said that it does not matter
what you say, what matters is
how you say it*

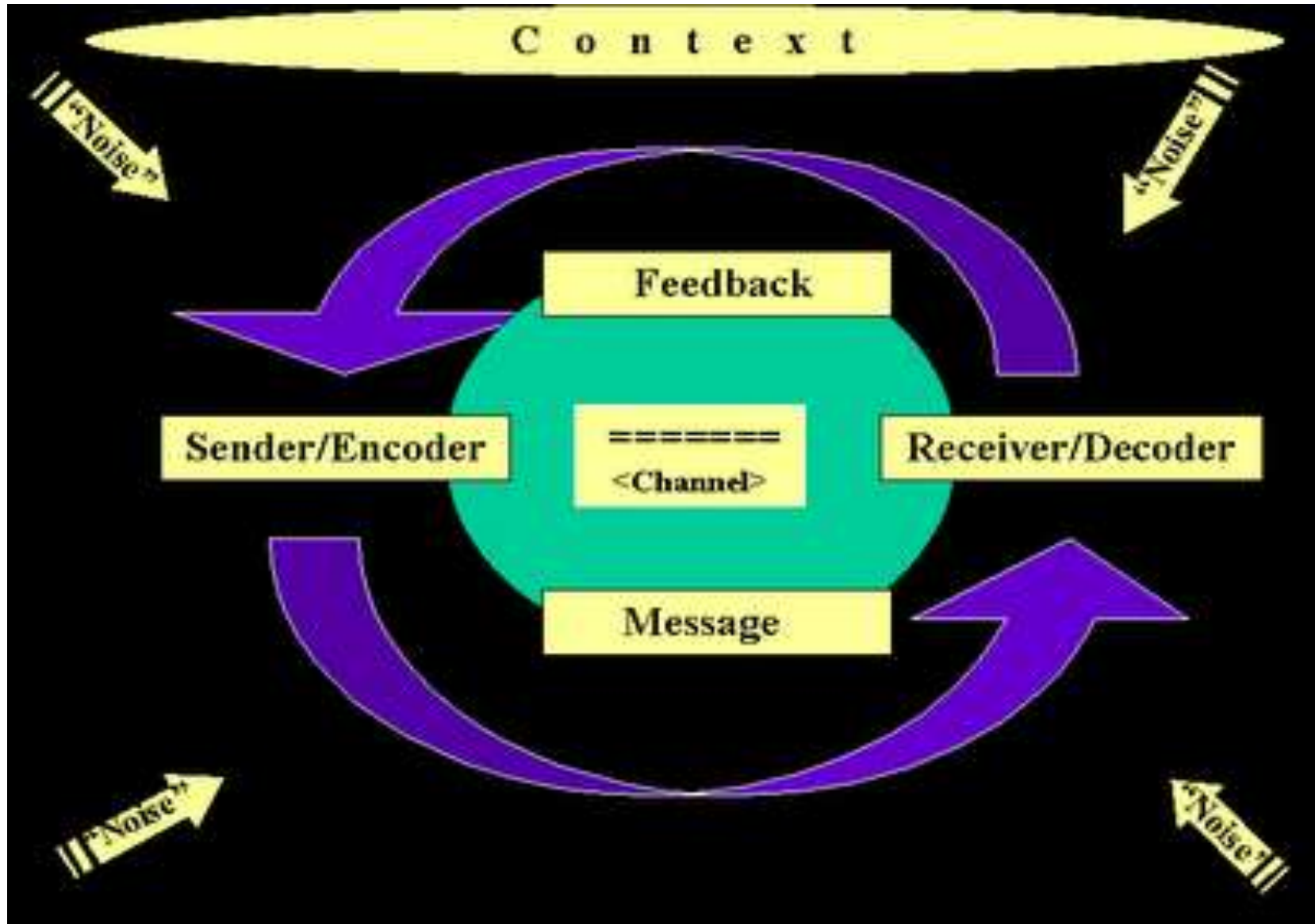


ORAL COMMUNICATION

Oral communication describes any type of interaction that makes use of spoken words. It implies communication through mouth.



COMMUNICATION MODEL



MERITS OF ORAL COMMUNICATION

- Saves time
- More forceful
- Shades of meaning are conveyed
- Immediate feedback
- Immediate clarification
- Promotes informal communication
- More effective with groups
- Better for conveying feelings & emotions



LIMITATIONS OF ORAL COMMUNICATION

- Distance a hurdle (in absence of mechanical device)
- Unsuitable for lengthy messages
- Message cannot be retained for long
- Word once uttered cannot be taken back
- Hard to control voice pitch & tone
- Demands thinking coherently as one speaks
- May lead to misunderstandings



BARRIERS

- Status
- Halo
- Complexes
- Closed & all knowing mind
- Poor retention
- Premature evaluations
- Abstracting
- Cognitive dissonance
- Language barrier



ESSENTIALS OF EFFECTIVE ORATION

- Clear pronunciation
- Brevity
- Precision
- Conviction
- Logical sequence
- Appropriate word choice
- Avoid hackneyed phrases & cliches
- Natural voice
- Finding the right register



WAYS TO IMPROVE ORAL COMMUNICATION

- Read
- Listen
- Speak



TYPES OF ORAL COMMUNICATION

- Face To Face
- Video Conferencing
- Telephone
- Active-Passive Communication
- Interviews
- Group Discussion
- Presentations
- Grapevine



Conclusion



Thank
You!

