

# Verbal Communication

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# “Verbal Communication.”

- Verbal communication means communication through spoken and written words. It implies use of words which makes language.
- It is the ability to communication by using words.

# Verbal Communication



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graph TD; A[Verbal Communication] --> B[Oral Communication]; A --> C[Written Communication]
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Oral  
Communication

Written  
Communication

# Oral Communication

- Oral communication implies communication through mouth. It includes individuals conversing with each other, be it direct conversation or telephonic conversation. Speeches, presentations, discussions are all forms of oral communication.



# Advantages

- → Immediate Feedback
- → Time Saving
- → Economical
- → Personal Touch
- → Secrecy
- → Group Communication

# Disadvantage

- → Poor Retention
- → No Records
- → Time Consuming
- → Misunderstanding
- → Unsuitable for Lengthy messages
- → Lack of Responsibility

# Forms of Oral Communication

- Face to face communication
- Interviews
- Telephone conversations
- Grapevine
- Negotiations
- Meetings
- Lecture / speech
- Presentation
- Conferences / seminars / workshops

# Written Communication

- A medium for communication that entails the written word. Letters, emails, and manuals are forms of written communication. Need for written of communication, the old style of communication did not have public relationship, advertising, technology and many aspects of modern day communication.



# Advantages

- → Wide Access
- → Accuracy
- → Lengthy Messages
- → Permanent Record
- → Legal Evidence
- → Fixed Responsibility
- → Convenience

# Disadvantages

- → Time Consuming
- → Costly
- → Lack of Secrecy
- → Rigidity
- → Impersonal
- → Delayed Feedback

# Forms of Written Communication

- Email (Electronic mail)
- Website
- Memorandums
- Letters
- Reports (both business and academic reports)
- Notices
- Minutes
- Circulars
- Manuals
- Handbooks
- Orders
- Enquiries
- Complains
- Quotations
- Others like sales contracts, newsletters, bulletin-board notices etc.

Thanks

