
Unit 401: Effective communication in business

Handout 9: Evaluating verbal communication

Evaluating verbal communication depends on the setting and the type of communication:

- classroom presentation
- boardroom presentation
- facilitation of small-group discussion
- participation in small-group discussion
- face-to-face (one-to-one) communication
- face-to-face (one-to-many) communication
- telephone conversation in private
- telephone conversation in public.

It also depends on the subject of the communication, for example:

- facts and figures
- thoughts and feelings
- personal information
- general information
- technical material
- requests for resources (e.g. a funding proposal)
- telling someone how much you love them!

The combination of setting, type of verbal communication and subject will require different and complimentary attributes as set out in the table below.

Speed	<ul style="list-style-type: none">• Words per minute• Pauses between sentences
Range (monotone versus musicality)	<ul style="list-style-type: none">• Average person has a range of 7 to 11 notes when they speak• Speech that is interesting to listen to has at least 7 to 11 notes• Someone speaking with less than 7 notes had a monotone voice• Speech that is monotone is difficult to listen to and does not maintain attention
Pitch	<ul style="list-style-type: none">• Point within range where voice is placed for speaking• Deeper voices are easier to hear than high squeaky ones
Volume	<ul style="list-style-type: none">• Loudness or softness• Depends on location
Enunciation	<ul style="list-style-type: none">• Clarity of speech
Pronunciation	<ul style="list-style-type: none">• Importance of dialect
Inflection	<ul style="list-style-type: none">• Changing pitch to emphasise words
Tone	<ul style="list-style-type: none">• Conveys emotion and strength of feeling
Familiarity	<ul style="list-style-type: none">• Influences language used• Jargon, technical terminology, subject specific terminology

Punctuation	<ul style="list-style-type: none">• Appropriate pauses to allow for understanding or emphasis
Fluency	<ul style="list-style-type: none">• Stumble over difficult words and complex sentences• Having to repeat and correct oneself• Practice
Content	<ul style="list-style-type: none">• Subject specific• Audience specific• Correct level of audience understanding• Over simplified
Expression	<ul style="list-style-type: none">• Facial expressions• Body movement• Associated non-verbal communication