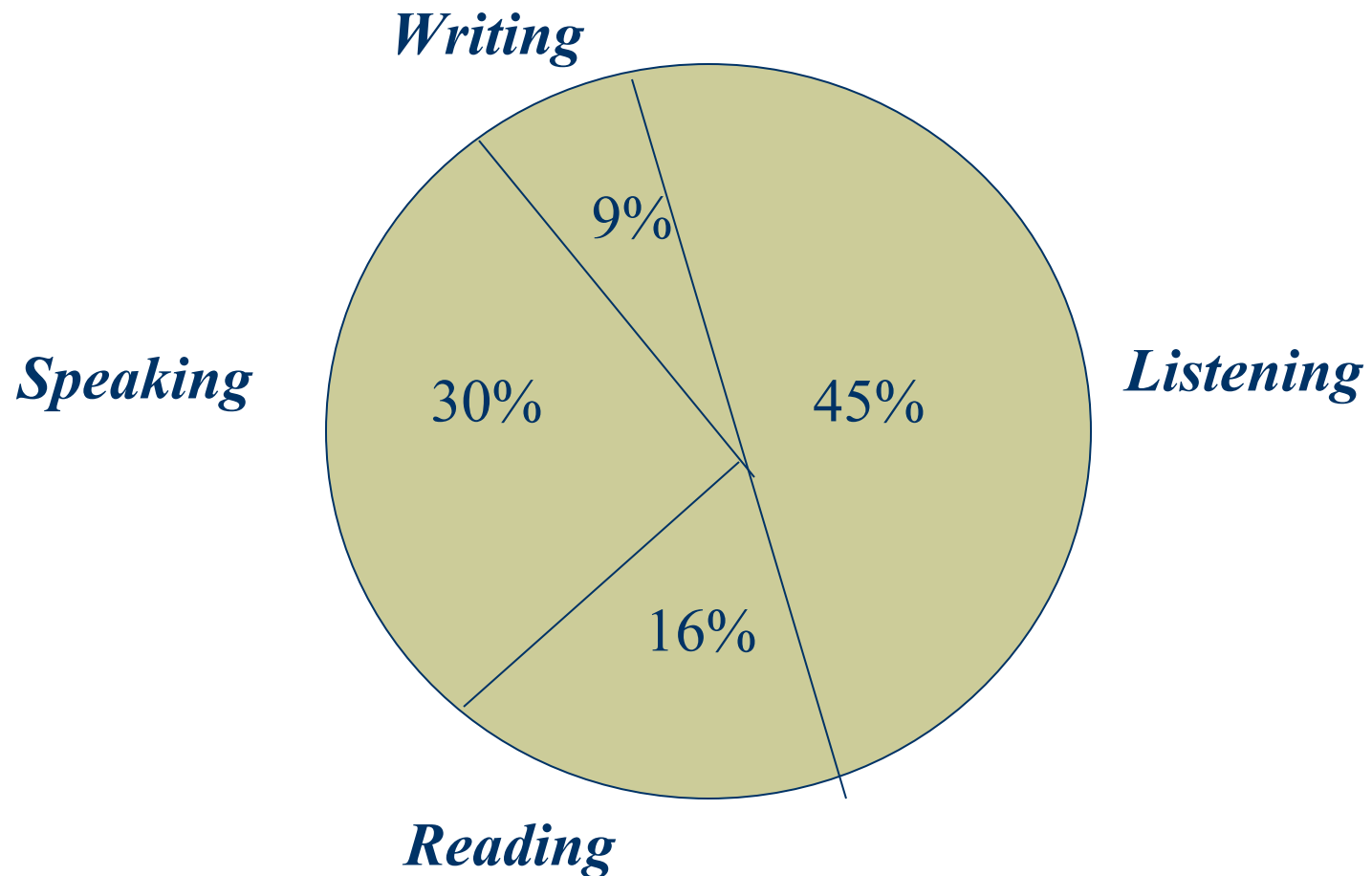


Verbal Communication

Verbal Communication

- *Verbal communications consists of **words** arranged in **meaningful patterns**.*
- *To create a thought with these words we arrange them according to the **rules of grammar**.*
- *We then transmit the message in **spoken or written form**, **anticipating** that someone will **hear or read** what we have to say.*

The Percentage of Communication Skills

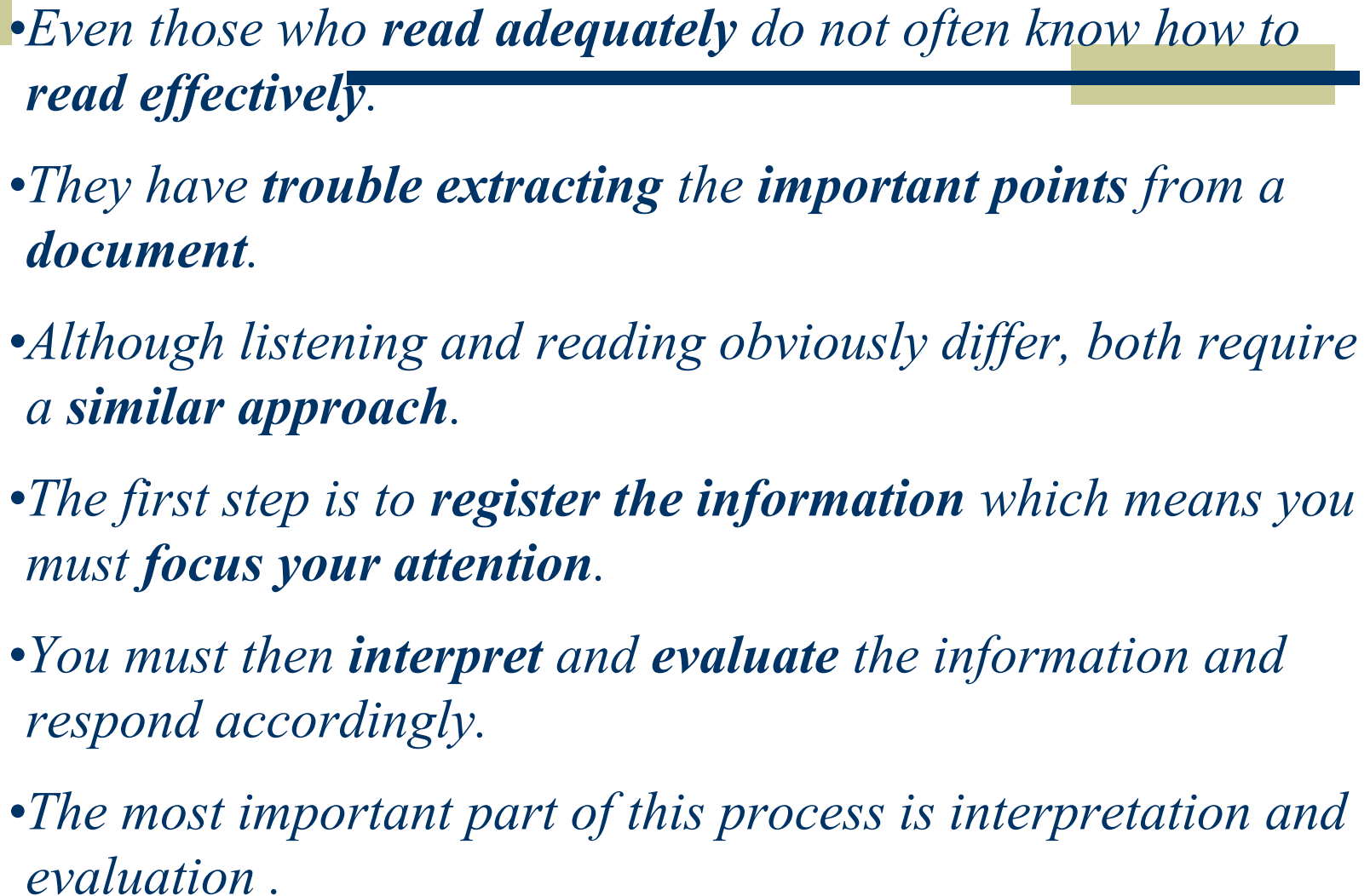




Speaking and Writing:

- *Business people tend to prefer oral communication channels to written ones.*
- *Oral is generally quicker and more convenient to talk to somebody rather than to write a memo, or a letter.*
- *You can also pick up added meaning from nonverbal cues and benefit from immediate feedback.*
- *They often put important messages in writing.*
- *For maximum impact, use both written and spoken channels.*

Listening and Reading:

- *Effective business communication depends on **skill in receiving messages as well as skill in sending.***
- ***Listening and reading** are every bit as **important as speaking and writing.***
- *Unfortunately most of us are not **good listeners.***
- ***Developing better listening abilities** is **crucial** if want to foster the **understanding and cooperation** so necessary for an increasing diverse work force.*
- ***Our reading skills** often leave a good deal to be **desired.***

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- *Even those who **read adequately** do not often know how to **read effectively**.*
 - *They have **trouble extracting the important points** from a **document**.*
 - *Although listening and reading obviously differ, both require a **similar approach**.*
 - *The first step is to **register the information** which means you must **focus your attention**.*
 - *You must then **interpret** and **evaluate** the information and respond accordingly.*
 - *The most important part of this process is interpretation and evaluation .*

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- *While **absorbing the material** you must decide what is **important** and what is **not**.*
 - *To absorb information, you must **concentrate**, **evaluate** and retain what you **read** or **hear**.*

Activity

Questions for Discussion:

- 1. How can nonverbal communication help you run a meeting? How can it help you call the meeting to order, emphasize important topics, show approval?*
- 2. Which communication channels are more susceptible to noise, written or spoken? Why?*
- 3. How can you as a receiver help a sender successfully communicate a message?*

Exercises:

- 1. Write a short description of your class room's communication potential. What furniture is in the room? Are the students seated in rows? In a circle? Where is the instructor's space? In the front or not? Are there any windows in the room? Are there any chalk boards or other visual aids that might affect communication? Is the temperature comfortable? Are heaters or air conditioners noisy? Conclude your description with a statement what kind of communication your classroom encourages? Like open communication or lecture forum.*
- 2. Describe the kinds of vocal signals and body movements you can use to highlight the key points of your speech.*

Home Work

Home Work

Without intruding, observe and analyze three face to face interactions (perhaps between a customer and a cashier at a super market check stand, between students in your college cafeteria, between your room mates or member of the family). Describe how the nonverbal behaviors you observe give the participants clues about what's being said.