

Verbal And Non Verbal Communication

Communication:

Communication (from Latin *communicare*, meaning "to share"^[1]) is the act of conveying intended meanings from one entity or group to another through the use of mutually understood signs and semiotic rules or Communication is the process of sending and receiving messages to achieve understanding

❖ **Definitions:**

➤ **By Oxford Dictionary:**

“The action of conveying or exchanging Information and ideas is called communication.”

➤ **By George Terry:**

“Communication is an exchange of ideas, facts, opinions or Emotions, by two or more persons.”

There are two types of Communication:

- Verbal Communication
- Non Verbal Communication
- **Verbal Communication:**

When messages or information is exchanged or communicated through words is called verbal communication. Verbal communication may be two types: written and oral communication Verbal Communication is further divided into:

❖ Oral Communication:

In oral communication, Spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet. In oral communication, communication is influenced by pitch, volume, speed and clarity of speaking:

Advantages:

- It brings quick feedback.
- In a face-to-face conversation, by reading facial expression and body language one can guess whether he/she should trust what's being said or not.

Disadvantage:

- In face-to-face discussion, user is unable to deeply think about what he is delivering.

❖ Written Communication:

In written communication, written signs or symbols are used to communicate. A written message may be printed or hand written.

• Internal media:

Memos, reports, bulletins, job descriptions, employee manuals, and electronic mail are the types of written communication used for internal communication.

• External media:

For communicating with external environment in writing, electronic mail, Internet Web sites, letters, proposals, telegrams, faxes, postcards, contracts, advertisements, brochures, and news releases are used.

Advantages:

- Messages can be edited and revised many time before it is actually sent.
- Written communication provides record for every message sent and can be saved for later study.
- A written message enables receiver to fully understand it and send appropriate feedback.

Disadvantages:

- Unlike oral communication, written communication doesn't bring instant feedback.
- It takes more time in composing a written message as compared to word-of-mouth.

• Non-verbal communication:

When messages or information is exchanged or communicated without using any spoken or written word is known as nonverbal communication. Nonverbal communication is usually understood as the process of communication through sending and receiving wordless messages.

❖ Characteristics of non-verbal communication:

Non-verbal communication is any information that is communicated without using words. The important characteristics of non-verbal communication are as follows:

• No use of words:

Non-verbal communication is a communication without words or language like oral or written communication. It uses gestures, facial expressions, eye contact, physical proximity, touching etc. for communicating with others.

- **Culturally determined:**

Non-verbal communication is learnt in childhood, passed on to you by your parents and others with whom you associate. Through this process of growing up in a particular society, you adopt the taints and mannerisms of your cultural group.

- **Different meaning:**

Non-verbal symbols can have many meanings. Cross-culture aspects give various meanings to same expression in respect of non-verbal communication.

- **Vague and imprecise:**

Non-verbal communication is quite vague and imprecise. Since in this communication there is no use of words or language which expresses clear meaning to the receiver.

- **May conflict with verbal message:**

Non-verbal communication is so deeply rooted, so unconscious, that you can express a verbal message and then directly contradict it with a nonverbal message.

- **Largely unconscious:**

Non-verbal communication is unconscious in the sense that it is usually not planned nor rehearsed. It comes almost instantaneously.

- **Shows feelings and attitudes:**

Facial expressions, gestures, body movements, the way you use your eyes – all communicate your feelings and emotions to others.

- **Informality:**

Nonverbal communication does not follow any rules, formality or structure like other communication. Most of the cases people unconsciously and habitually engaged in *non-verbal communication* by moving the various parts of the body.

Advantages:

- You can communicate with someone who is hard of hearing or deaf.
- You can communicate at place where you are supposed to maintain silence.
- You can communicate something which you don't want others to hear or listen to.
- You can communicate if you are far away from a person. The person can see but not hear you.
- Non-verbal communication makes conversation short and brief.
- You can save on time and use it as a tool to communicate with people who don't understand your language.

Disadvantages:

- You cannot have long conversation.
- Cannot discuss the particulars of your message
- Difficult to understand and requires a lot of repetitions.
- Cannot be used as a public tool for communication.
- Less influential and cannot be used everywhere.
- Not everybody prefers to communicate through non-verbal communication.
- Cannot create an impression upon people/listeners.