

# ASPECTS OF EFFECTIVE COMMUNICATION

Episode 6



# Aspects of Effective Communication

In this lesson will be discussed about the verbal and nonverbal communication and the principles of it.

Verbal and nonverbal Communication plays a vital role in communication because it will be easier for the receiver to understand what the sender or situation trying to convey.



# Aspects of Effective Communication



Let's have discuss first the verbal communication, Verbal communication is one of the most obvious and understood mode of communication. It is about two or more people sharing information using words.

To have an effective communication when conveying a message, the communicators must consider the aspects of effective communication, and these are:

- 1. APPROPRIATENESS** – It pertains to use suitable words to deliver message or speech. Using an appropriate word depends on the context or situation, it will make the communication easily to understand and avoid confusion.
- 2. BREVITY** – It is about the conciseness of the message, where the communicators used to deliver their speech in a short and direct to the point statement. It makes the communication more effective because the receiver will know what the communicator trying to say.

To have an effective communication when conveying a message, the communicators must consider the aspects of effective communication, and these are:

**3. CLARITY** – It is like a brevity, but clarity is pertaining of using simple word and gives a clear picture or statement to the receiver.

**4. ETHICS** - It is pertaining to moral standards that the communicators must consider. It is to avoid bias or to offend someone. Since we have different perspective and believes, the communicators must be careful on their statements in order for them to avoid conflict.

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**5. VIVIDNESS** – It is about using of flowering or creative words to describe something or in delivering speech. It is to make the communicators sounds lively as well as it attracts the attention of audience.

# NONVERBAL COMMUNICATION

It is also a communication where the communicators use body movements while delivering speech to make the conveying of message more effective. Nonverbal communication is a collaboration of facial expression, gestures, and actions.



The commonly used to nonverbal cues are the following:

- 1. BODILY KINESTHETIC**- It refers to the movement of your body such as the movements of your hands, eyes, head, facial expression, gestures, and posture.
- 2. ATTITUDE or BEHAVIOR** – It pertains to the attitude or the way the communicators makes themselves look appealing to deliver their message depends on the situation.



All those nonverbal cues are incorporated in verbal communication, It will make you more an effective communicator, you will be able to speak confidently and this will allow you to connect with your audience.



# Let's have a recap!

Remember that:

- Verbal Communication is one of the most obvious and understood mode of communication.
- The aspects of communication in verbal communication are:
  1. Appropriateness
  2. Brevity
  3. Clarity
  4. Ethics
  5. Vividness



# Let's have a recap!

Remember that:

- Nonverbal communication is a collaboration of facial expression, gestures, and actions.
- The cues that commonly used in nonverbal communications are:
  1. Bodily Kinesthetic
  2. Attitude or Behavior
  3. Tone of Voice

