

BUSINESS COMMUNICATION

VERBAL COMMUNICATION

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Skoltech

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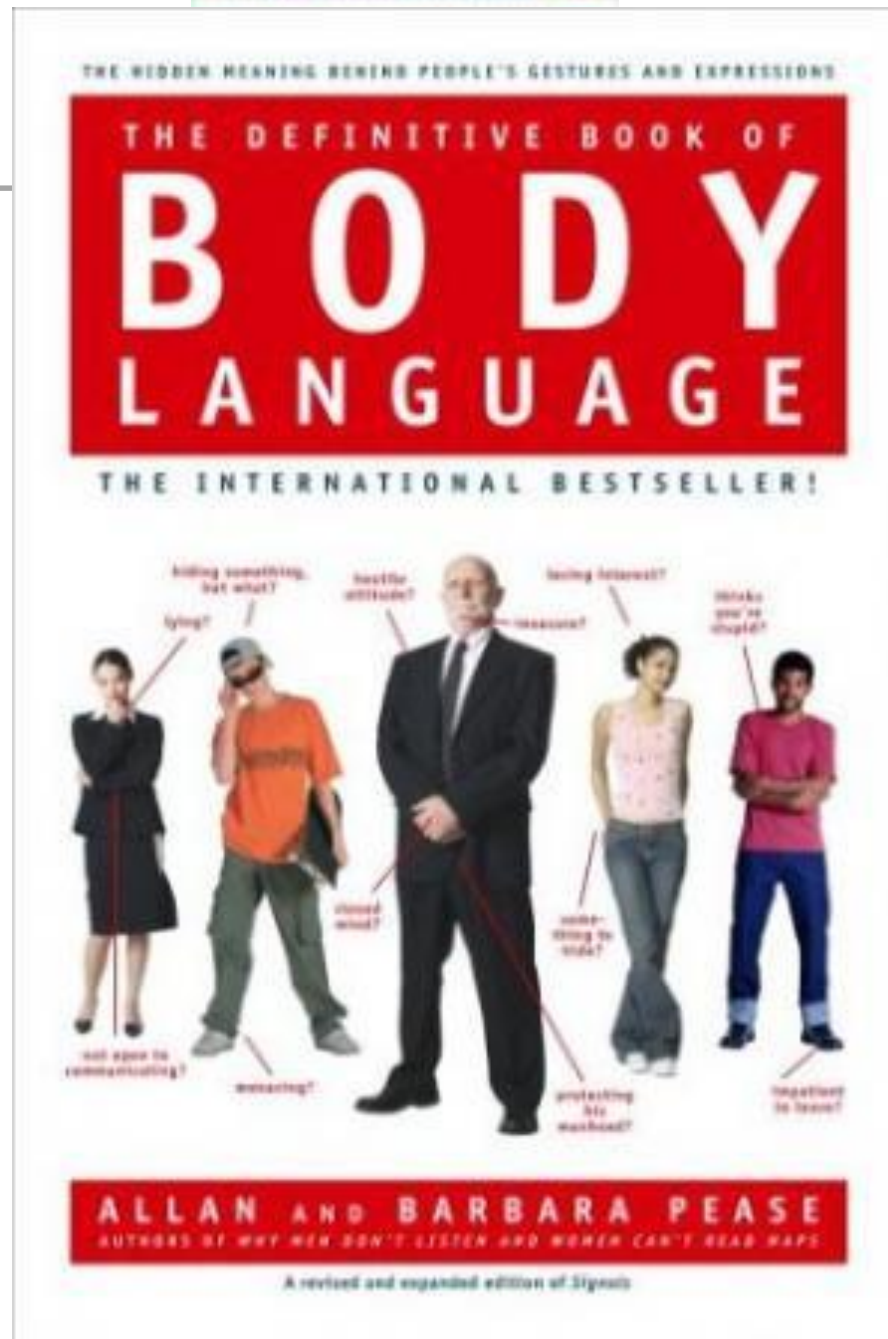
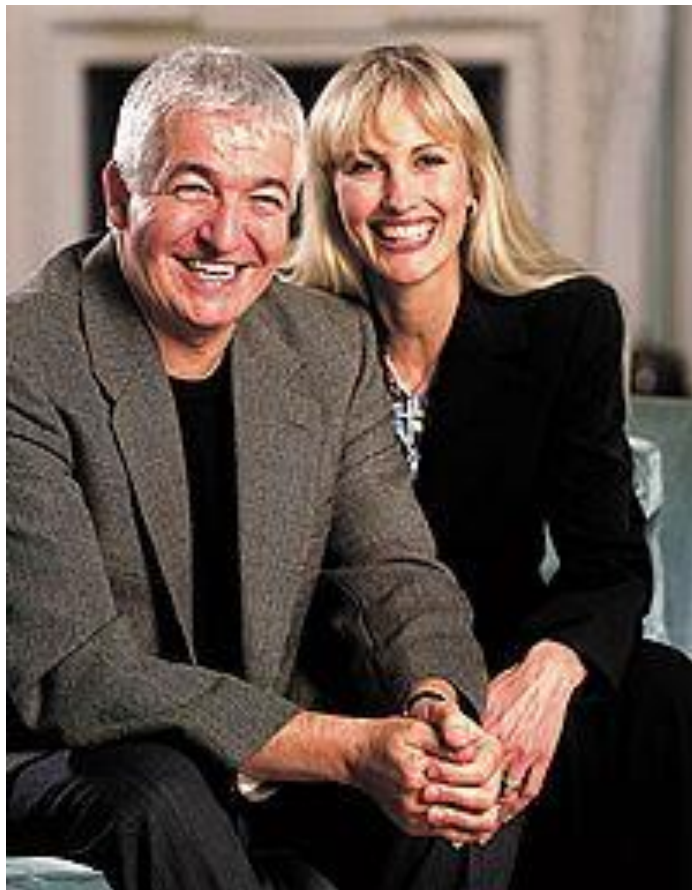
Nonverbal Communication/Body Language

What Is Verbal Communication?

About Language

About Speech

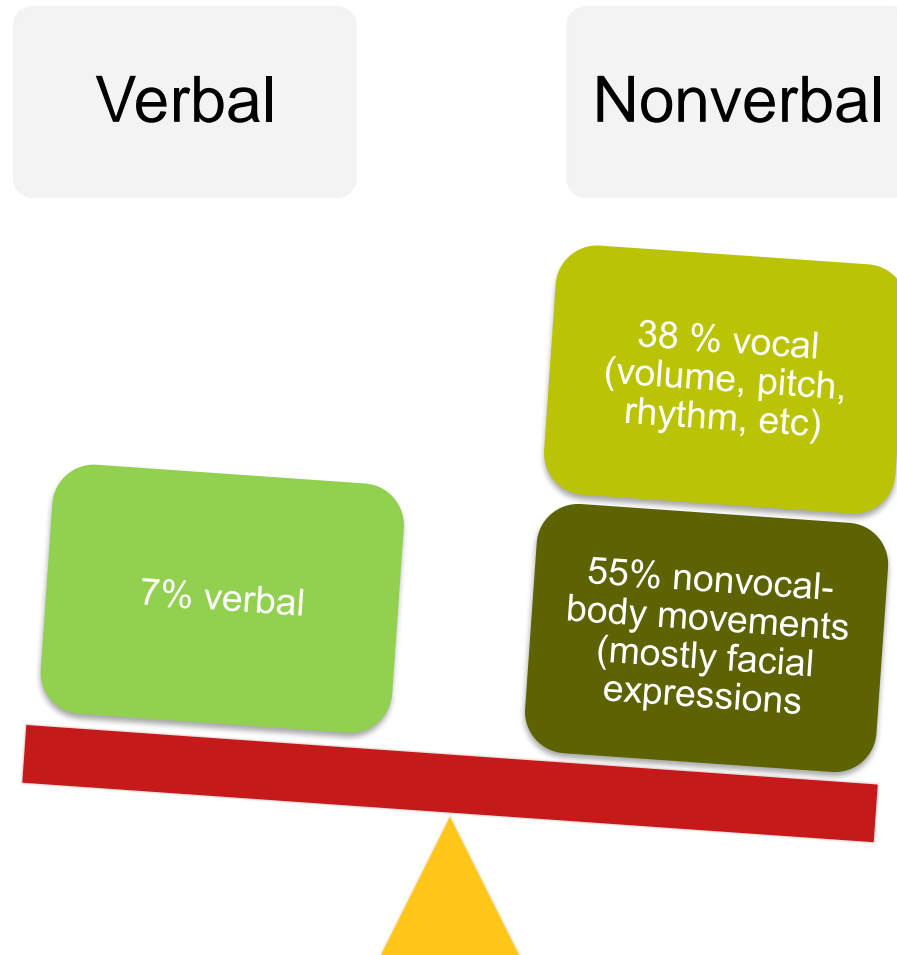




Types of Communication

	Vocal Com.	Nonvocal Com.
Verbal Com.	Spoken words	Written Words
Nonverbal Com.	Tone of voice, sighs, screams, vocal qualities, (loudness) etc	Gestures, movement, appearance, facial expression etc

Verbal vs Nonverbal



What is verbal communication?

Verbal communication is a verbal form of communication, a way of transmitting information through language.



WHAT IS LANGUAGE?



The definition of Language

❖ The generally accepted definition:

Language is a system of arbitrary vocal symbols used for human communication (Wardhaugh, 1972).

Design Features of Language

Design Features of Language refer to the quintessential characteristics of human language, which can distinguish any human language system from any non-human language system. They cover: **Arbitrariness, Duality, Creativity, Displacement, and Cultural transmission.**

Design Features of Language

Arbitrariness

- ☞ The forms of linguistic signs bear no natural (logical, intrinsic) relationship to their meaning.
- ☞ “Different sounds are used to refer to the same object in different languages.”

tree

дерево

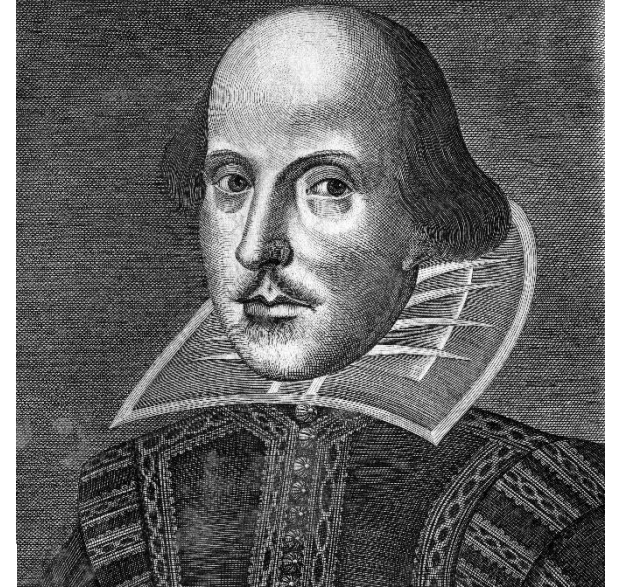


Design Features of Language

Arbitrariness

At lexical level:

A rose by any other name would smell as sweet (Shakespeare's Romeo and Juliet)



at the syntactic level

- language is not arbitrary at the syntactic level.
- *(a) He came in and sat down.*
- *(b) He sat down and came in.*
- *(c) He sat down after he came in.*

Design Features of Language

Duality

Language possess the property of having two levels of structures:

Sounds (lower or basic level)

Meaning (higher level)

Sounds are combined with one another to form meaningful units such as words. The secondary units sounds are meaningless and the primary units have distinct and identifiable meaning.

Design Features of Language

Creativity

- ◆ Language can be used to send messages we have never said or heard before.
- ◆ Creativity is unique to human language.
- ◆ Language is creative in that it makes possible the construction and interpretation of new signals by its users.



Creativity

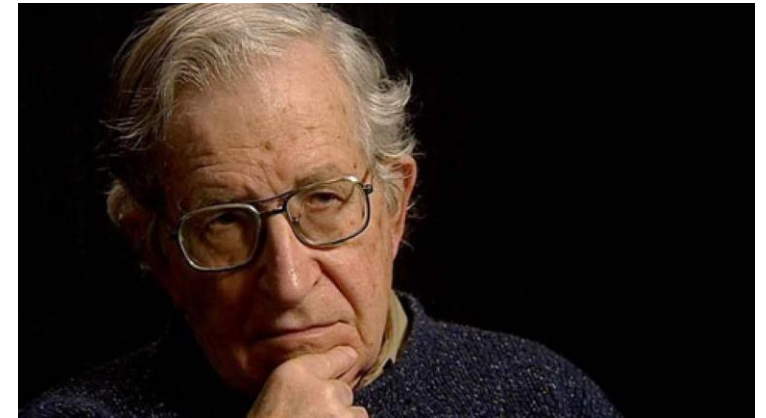
cool

- Words can be used in new ways to mean new things, and can be instantly understood by people who have never come across that usage before.



Creativity

- Language is resourceful because of its **duality** and its **recursiveness**.
- The recursive nature of language provides a potential to create an infinite number of /endless sentences.
- “Limited rules can produce unlimited sentences.” (Chomsky, 1958).



Design Features of Language

Displacement

- Human languages enable their users to symbolize objects, events and concepts which are not present (in time and space) at the moment of communication.



- Thus, we can refer to Confucius, or the North Pole, even though the first has been dead for over 2550 years and the second is situated far away from us.

Design Features of Language

Cultural transmission

- Animal call systems are *genetically* transmitted.
- Language is *culturally* transmitted. It is passed on from one generation to the next by teaching and learning, rather than by instinct.



Language Is Live

“A BOY GLUED A MODEL IN THE CLUB”

<https://www.youtube.com/watch?v=RKK7wGAYP6k>

How language shapes the way we think | Lera Boroditsky



Language performs the following functions:

Communicative
Informative
Interpersonal
Performative
Emotive



Communicative — direct dialogue, exchange of thoughts.



Appellative - influence on a person through words



Expressive - the transfer of emotions through language, the expression of feelings



Fatality — the establishment of social relations within the established norms. This is etiquette, which includes words of courtesy and other forms of culture.



Aesthetic — the ability to Express thought in different styles, unique forms, taking into account the author's individuality.



Verbal communication has a complex multifaceted structure and manifests itself in different styles:

- A literary or artistic work;
- Conversational-communication at home;
- Journalistic-media materials;
- Scientific - text of textbook materials;
- Official-business-language of documents, business communication;
- Epistolary (almost never used) is a style of writing letters;
- Confessional-religious sermons.

The art of speaking

Talking and Eloquence are not the same; to speak and to speak well are two different things.



Talking

Think about the best and worst speakers you can imagine. The contrast should give you the qualities of good talking

Elements of good talking

- Voice quality: it involves pitch, delivery, speed and volume
- Style : it refers to a set of voice behaviors that give each person a unique voice
- Word choice: choose words in your listener's vocabulary
- Adaptation : is filtering the message to the listener, it includes word selection.

Good talking is the foundation for other types of oral communication.

From personal meetings to conducting online and face to face meetings

LET'S LISTEN TO AN EXPERT



Think Fast. Talk Smart | Matt Abrahams | TEDxMontaVistaHighSchool

https://www.youtube.com/watch?v=o3K_HbpWNpg

Language and Meaning

Denotative Meaning

The objective,
dictionary-based
meaning of a word

Connotative Meaning

The personal feelings
connected to the
meaning of a word

Define the Word *pig*

Denotative Meaning

Pig: A mammal with short legs, cloven hooves, bristly hair, and a snout used for digging.

Connotative Meanings

→ A greedy and gross person

→

→

Levels of Meaning

Abstract Words

Refer to ideas or concepts that cannot be observed or touched such as *fairness, freedom, work*

→ Examples:
organism,
animal, pet

Concrete Words

Refer to specific things that *can* be perceived by the senses. Concrete words minimize misunderstanding.

→ Examples: dog, beagle, Fido

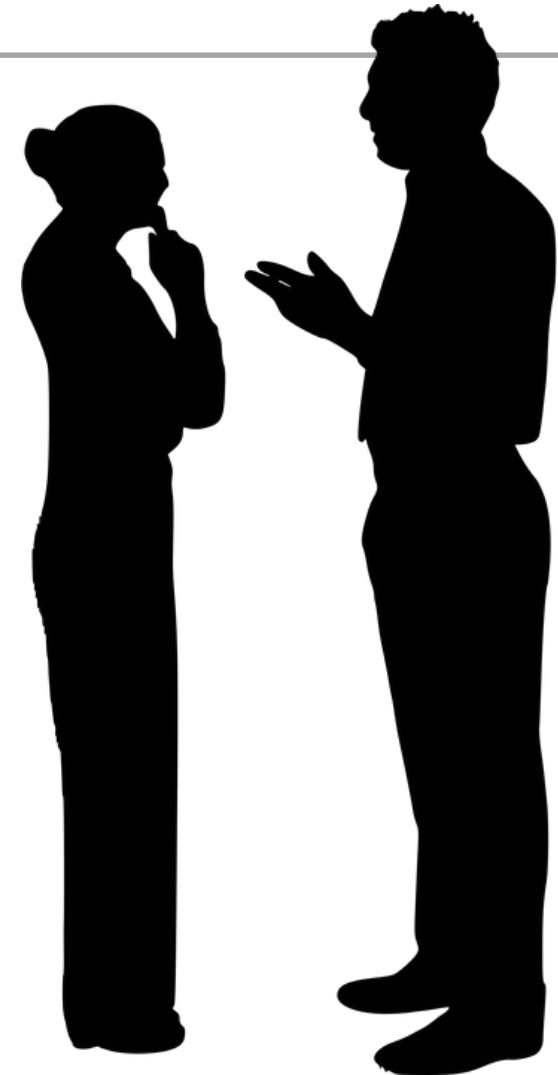
Language and Gender

- Females tend to use language to maintain relationships and cooperate with others.

Qualifiers – “maybe,” “perhaps,” “really,”

Tag questions – “The answer is 4. Right?”
“Let’s not meet tonight. Is that okay?”

- Males tend to use direct and forceful language to assert their ideas and compete with others.



Codeswitching

The ability to change from the dialect of your own culture and adopt the language of the majority in a particular situation

People may learn *codeswitching* to avoid negative stereotypes about them based on their dialect.

USING LANGUAGE

- A common accusation against scientists and technical people is that they are fairly normal in their social conversation, but as soon as they start talking about their work they become obscure and unintelligible to the nonspecialist.



USING LANGUAGE

Being too concise so that every word carries important meaning is dangerous. It is contrary to the natural mode of using language, and can lead to disaster.

For example, the pilot of a Boeing.747 at Tenerife airport said to the air-traffic controller 'We are now at takeoff. He meant 'We are in the process of taking off, but the controller thought he meant 'We are waiting at the takeoff point'.

As a result of this misunderstanding two aircraft collided, with the loss of 583 lives. For this type of specialist communication clear conventions need to be established, then learnt and adhered to.

thx.

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