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Verbal Communication

(A) Advantages and Disadvantages of Verbal Communication

Communication by using language is called verbal communication. Verbal Communication refers to both oral and written communication. Oral communication should be as clear, specific, tactful, and precise as written communication should be.

So, verbal communication involves:

- Oral Communication
- Written Communication.
- Communication through listening and reading

Oral Communication

Oral Communication happens when we communicate with the help of spoken words. In this way, we can say that the conversations, meetings, conferences, interviews, training sessions, speeches, public announcements, radio speeches, telephone talk, public speaking, are all forms of oral communication. It can be used effectively to inform, satisfy, praise, criticize, please, inquire and for many other purposes.

Advantages:

- Oral Communication saves time.
- There is immediate feedback.
- Oral communication saves money.
- In Oral communication, there is less formality.

Disadvantages:

- Oral Communication can be misunderstood more easily compared to written communication.



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- If we consider the legal point of view, oral communication has little value as there is no permanent record or proof of what has been said.
- Oral Communication requires a good speaker otherwise it will not be meaningful.

Written Communication

Written communication is also a type of verbal communication. With the help of writing, we express ourselves. The human language is expressed by means of visible signs. Since long, letter writing is considered the only reliable means of communication. For a long time in the business world, it was believed that sending letters, memorandum and notices was the only proper way for businessmen to communicate.

Disadvantage:

- Written communication is slow and time consuming
- There is no immediate feedback.
- Written communication needs stationary and many equipment.
- Written communication is formal. It is only for literate people.

Advantages:

- Written messages are less likely to be misunderstood and the doubts can be removed by reading it again.
- Written communication is best for legal or financial matters. It acts as a proof.
- Written communication has provided a permanent record. It can be preserved for years.

Communication through Listening/Reading

Communication through listening and Reading is done in our day to day life. We communicate maximum through listening. Communication through reading takes place where the reader takes interest in reading.

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(B) **Seven C's of Communication**

The powerful seven C's of communication govern the composition of all our messages whether we speak or write. We cannot escape the influence of seven C's in our day-to-day life also and if we ignore we will be trapped by the inability to encode and process our messages, it may turn out to be either harsh or incomplete or incorrect.

The Seven C's are: 1) Courtesy, 2) Clarity, 3) Conciseness, 4) Concreteness, 5) Correctness, 6) Consideration, and 7) Completeness.

1) **Courtesy:**

As the word suggests, it expects the speaker / writer to be aware of the listener's/reader's feeling. Courtesy is not merely expressing perfunctorily the much used phrases 'thank you' and 'please', but it is a sincere and genuine expression that stems out of respect and care for others.

To achieve courtesy in communication we should be sincere, avoid anger or extreme rapture, use positive words, avoid negative words and avoid all discriminating words.

Example of use of courtesy in communication:

- "please sing here", said the counter girl quite surly (impolite)
- Sir/Ma'am, would you please sign here? (correct use of courtesy)

2) **Clarity:**

When we choose simple, precise, familiar, right words and short sentences to express our ideas, we succeed in expressing our thoughts well. Clear expression is a fine balance between familiar words and words that are precise.

It is necessary to remember that when we speak clearly, we impose listening on people. The factors that reduces clarity in verbal communication are

- Use of camouflaged words

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- Use of passive voice
- Use of long, convoluted, bureaucratic style of writing
- Use of unfamiliar words

3) Conciseness:

Conciseness is achieved by eliminating all redundant words. Only relevant words and phrases are permitted in conciseness. This is a prerequisite to effective business communication.

4) Concreteness:

Concreteness means opposite of being abstract or vague. Use of figures, facts names, examples and vivid nouns add a special touch to expressions.

5) Correctness

Correct use of grammar, message composition and appropriate words and adapting the right level of communication to suit the receiver's level determine the correctness of communication. Adapting the right tone for conveying a message is basic to the success of communication.

6) Consideration

It is an act of consideration. While sending a message the sender should look from the angle of the audience. The sender should understand the feelings and emotions of the receivers. It shows that in communication we should consider the audience.

7) Completeness

Effective communication depends on the completeness of the message. Incomplete messages create ambiguity in the audience.

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