

VERBAL Vs NON- VERBAL COMMUNICATION



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Outline Of Presentation-

Communication-

- Definition.
- The communication chart.

Verbal communication-

- Definition.
- Importance.

Non verbal communication-

- Definition.
- Importance.

Final glance.

What is communication?

Communication is a process of exchanging-

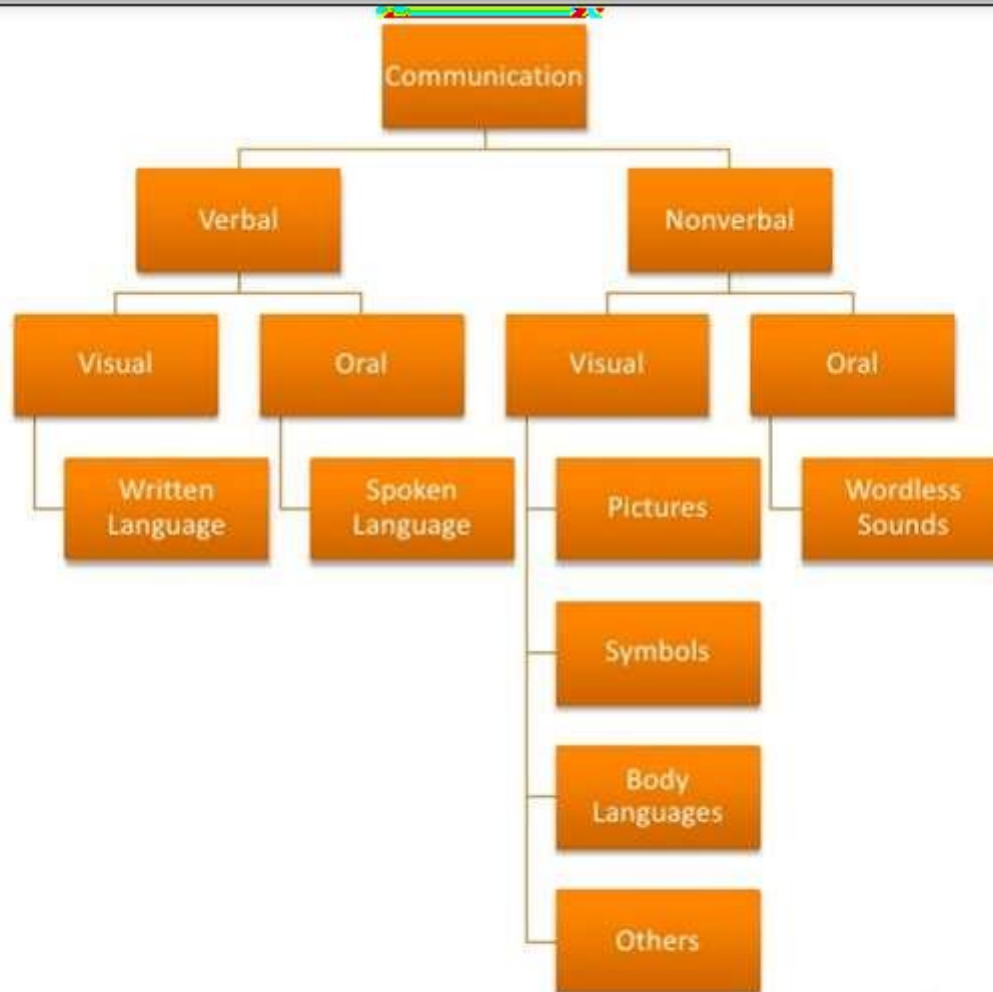
- Information.
- Ideas.
- Thoughts.
- Feelings.
- Emotions.

Through-

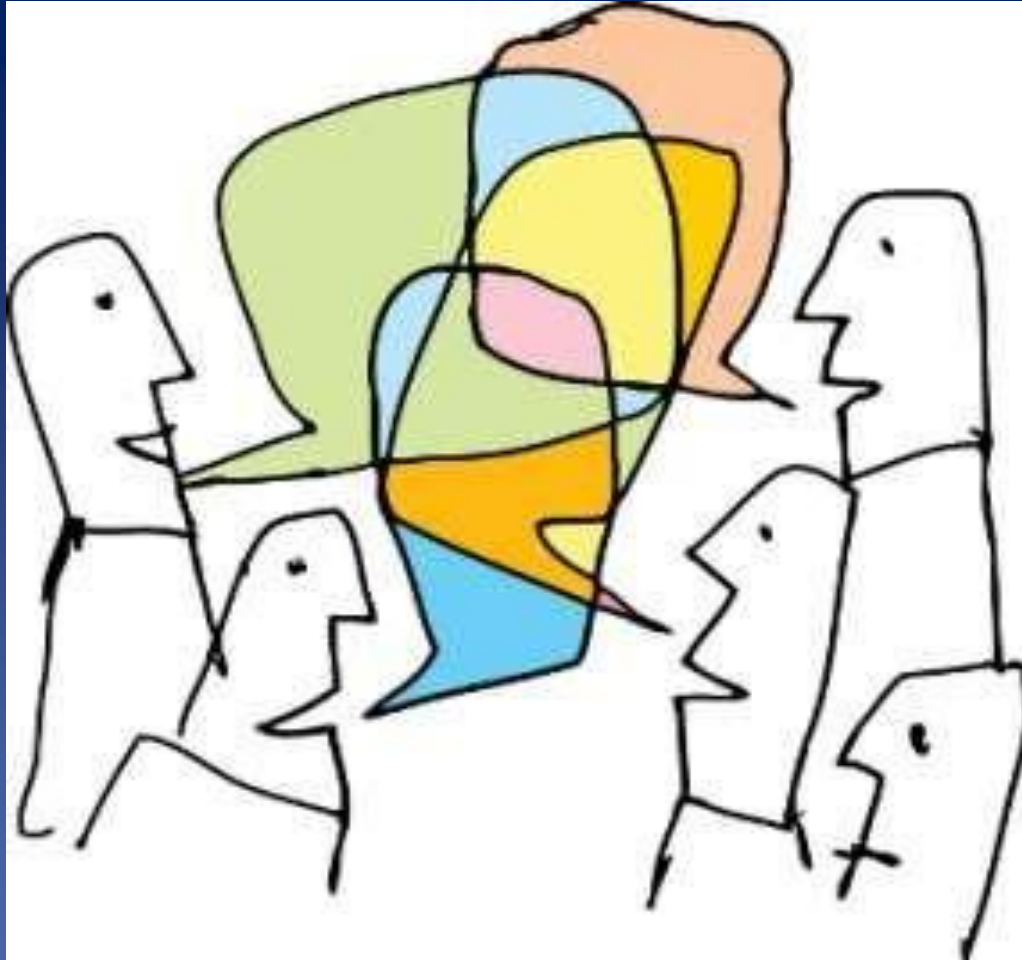
- Speech.
- Signals.
- Writing.
- Behaviour.



The communication chart.



Verbal Communication



What is verbal communication?

- ❑ Verbal communication is the process of communication through sending and receiving messages with the use of words.
- ❑ It is not always in spoken form, written form of communication is also considered as verbal communication.



Importance Of Verbal Communication

✓ MOTIVATION AND EXCHANGE OF INFORMATION.

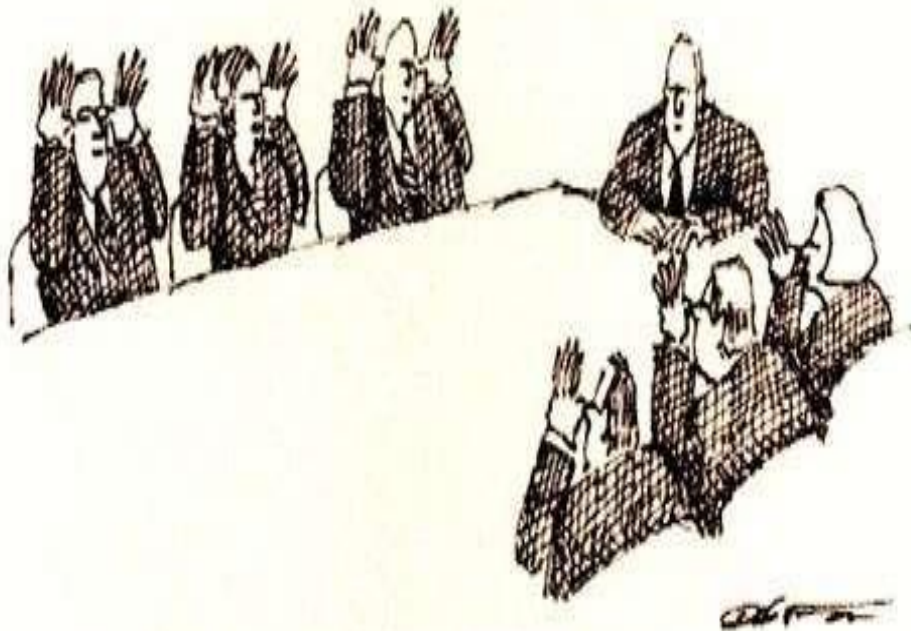
In oral communication system, top executives and subordinates staff can sit face-to-face and exchange their views directly, so subordinates are motivated day by day.



✓ No ambiguity

Since the message is directly conveyed by the sender to the receiver without any mediations, there is no ambiguity.

But this might not be so in the case of written communication.

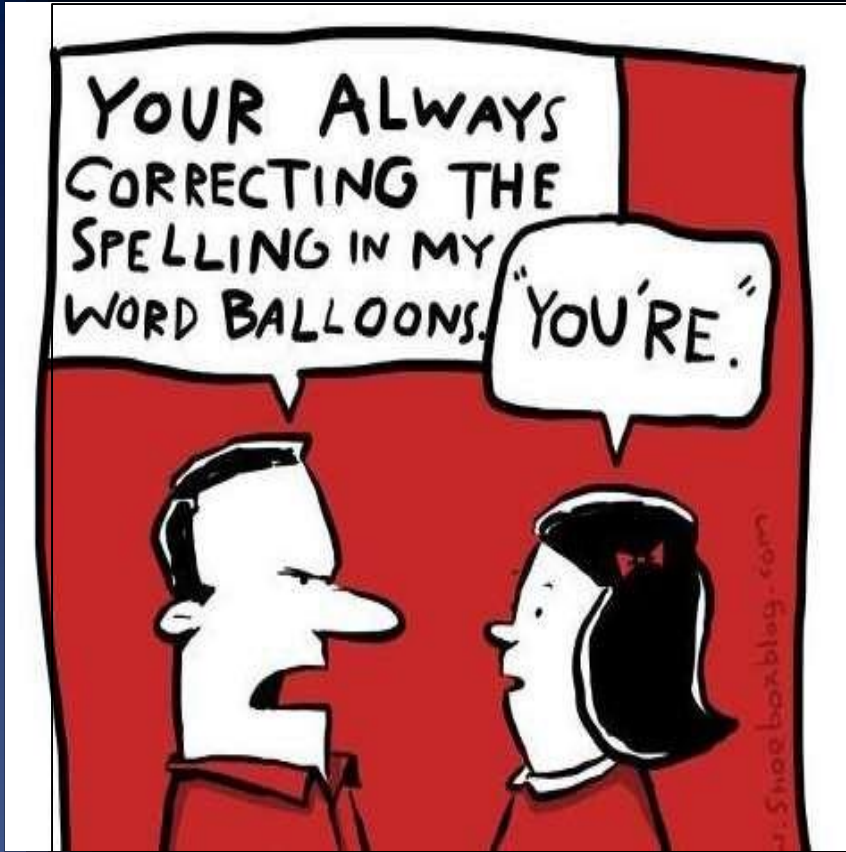


The mediator sensed that the negotiations were in trouble.



✓ Longevity

Written document can be preserved for a long time easily. That is why all the important issues of an organization should be in black and white.



✓ Correction of errors.

If any error is expressed at the time of oral communication. It is possible to rectify the error at that time or within a very short time.



✓ **Maintaining secrecy.**

Interested parties of oral communication can maintain the secrecy of messages easily.

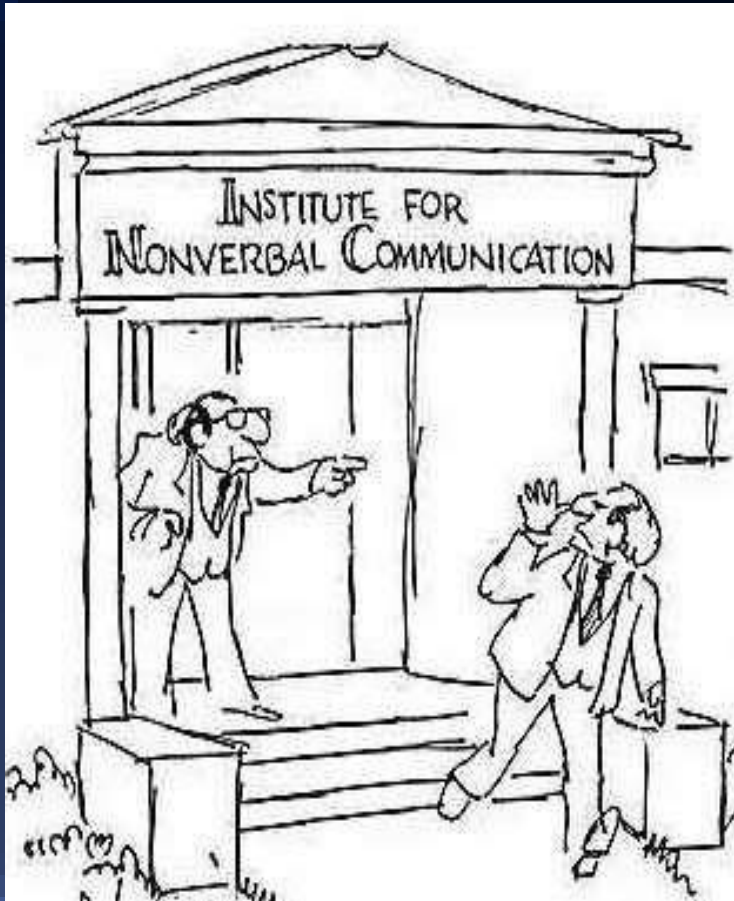
Other points of significance of verbal communication;

- ✓ Time saving.
- ✓ Cost saving.
- ✓ Immediate feedback.

Non Verbal Communication



What is Non-Verbal Communication?



- ✓ **Non verbal communication** between people is communication through sending and receiving wordless cues.
- ✓ It includes the use of visual cues such as body language (kinesics), distance (proxemics) and physical environments/appearance, of voice (paralanguage) and of touch (haptics)
- ✓ It can also include chronemics (the use of time) and oculosics (eye contact and the actions of looking while talking and listening, frequency of glances, patterns of fixation, pupil dilation, and blink rate).

Importance Of Non-Verbal Communication

✓ Substituting

Non-verbal message may substitute for the verbal message especially if it is blocked by noise, interruption, long distance etc.

For example: gestures- finger to lips to indicate need for quiet, facial expressions- a nod instead of a yes.





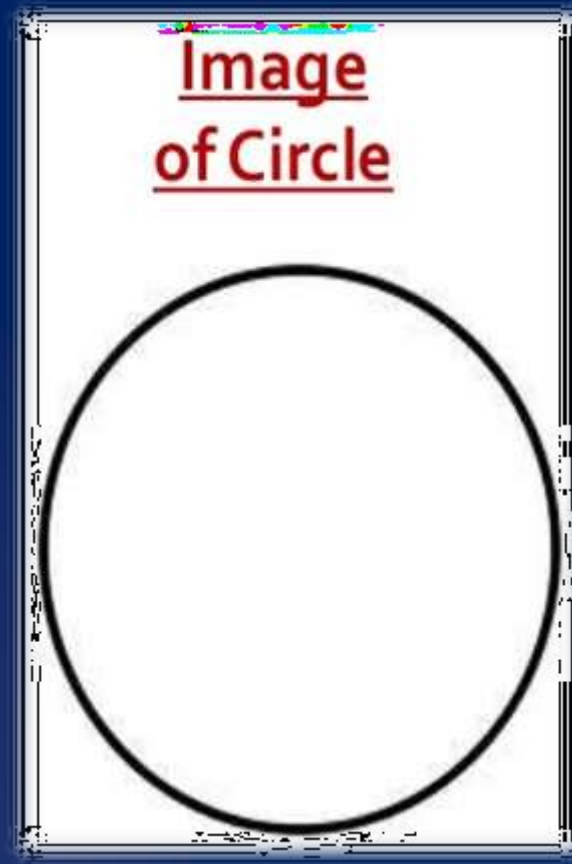
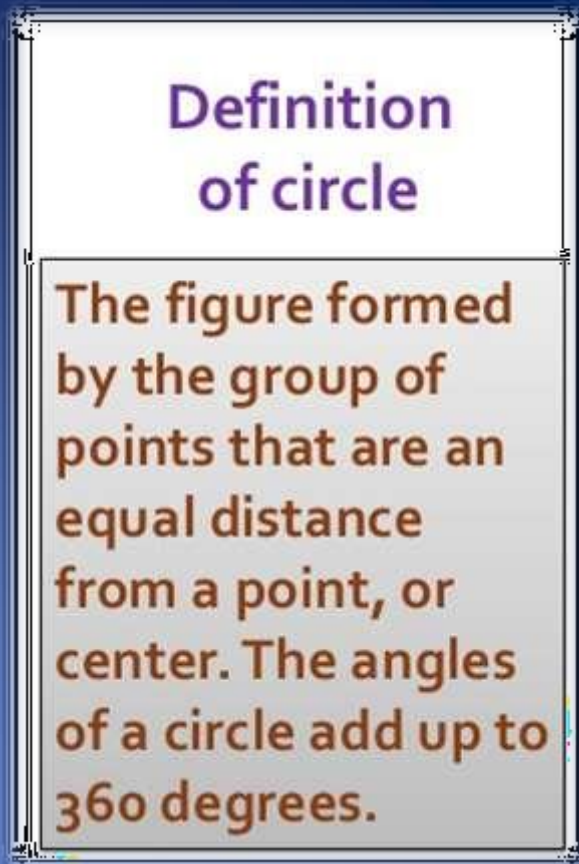
✓ Complementary

Non-verbal cues complement a verbal message by adding to its meaning.

You can pat someone you offended at the back as you say sorry to him or her.

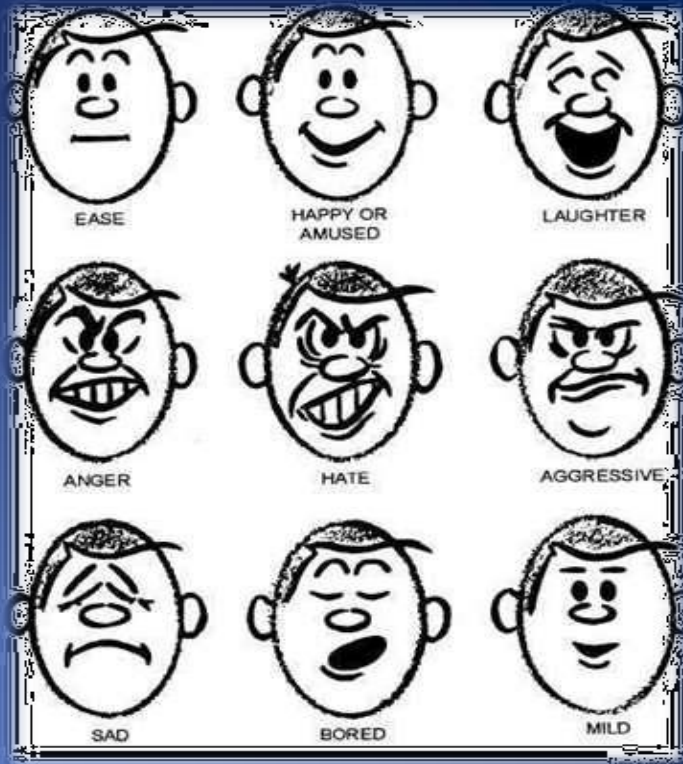
✓ Better Understandability

Ideas presented by images and pictures are more retained than orally presented.



✓ **Helps in understanding emotional state of a person.**

Non-verbal cues of communication like sign and symbol or gesture can also communicate some messages very quickly than written or oral messages.



Final glance

BASIS	VERBAL COMMUNICATION	NON VERBAL COMMUNICATION
Formality	Degree of formality is more.	Less formal.
Evidence	Has a legal evidence.	No documentary evidence.
Scope in business communication	Larger scope.	Limited scope.
Consistency	More consistent in nature.	Lack of consistency.
Feedback	Takes time.	Instant feedback.

THANK YOU!

A ALWAYS

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K KNOWLEDGE

