

VERBAL AND NON-VERBAL COMMUNICATION

What is communication?

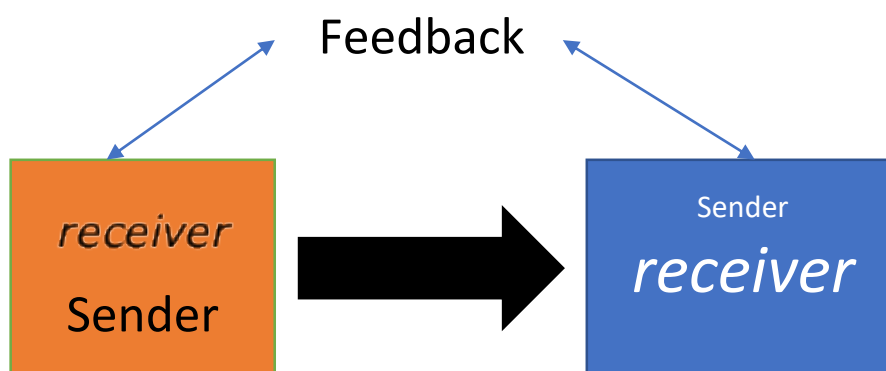
Communication is a process that involves the transmission of meaningful information from one party to another through the use of shared symbols.

- **Communication is successful when meaning is understood.**

The goal of training communication

- 1) To change behavior
- 2) To get action
- 3) To ensure understanding
- 4) To persuade
- 5) To get and give Information

- **Communication is the process of sending and receiving information among people...**



Ways of Communication

Face-to-Face Communication
(Spoken Word)

Electronic Communication
(Visual Images)

Written Communication
(Written Word)

Informal Communication
(Body Language)

All messages do not reach the receiver due to “**distortion**”

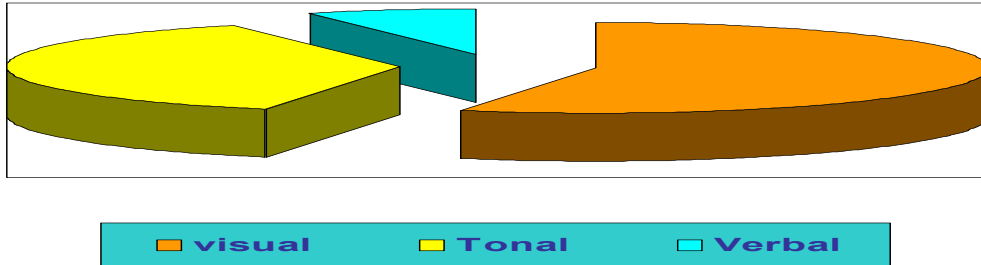
What causes distortion or the barriers to understanding/listening?

- Perceptions
- Language
- Semantics
- Personal Interests
- Emotions
- Inflections
- Environment – noise
- Preconceived expectations
- Wordiness
- Attention span
- Physical hearing problem
- Speed of thought

Skills for Managing Communication (Assertive Communication Skills)

- 1) Presentation Skills
- 2) Listening Skills
- 3) Nonverbal Communication Skills

Verbal and non-verbal communication



Verbal communication

Components of verbal communication More important in non-face to face communication

SHARE your ideas – a model

- State the main point of your message
- Highlight other important points
- Assure the receiver's understanding
- React to how the receiver responds
- Emphasize/summarize your main ideas

All communication methods are important but our emphasis will be upon the spoken word... since

- ❖ **70 % of our communication efforts are: misunderstood, misinterpreted, rejected, disliked, distorted, or not heard (in the same language, same culture)!**

Non-verbal communication

- 60% of all Comm.. is non verbal
- Nonverbal communication is sending and decoding messages with emotional content.
- More important with language barrier and communication with deaf.
- The whole of the body is used in non-verbal communication. The most expressive part of the body is the **face**, which can convey any different emotions and feelings.

❖ ***NON-VERBAL symbols are four times more effective than VERBAL ones***

Body language

- Body language is the language transmitted by gestures and postures
- All individuals have some knowledge of the vocabulary of body symbols
- Only those persons who live in awareness of their body will be able to maintain sensitive contact with their surroundings
- **Gestures are the direct and unrepeatable expression of the personality**

Doubt:

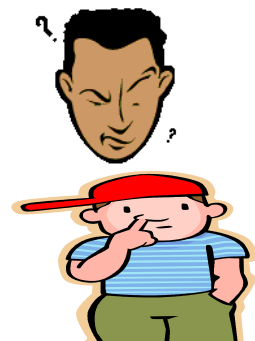
we raise an eyebrow

Scratching one's nose:

Puzzled

Posture :

is not only a way of punctuating a conversation, but it is also the way individuals relate with each other when they are in a group.



Territory

- Intimate
 - Touching
- Personal
 - Close - 1½ to 2½ feet
 - Far - 2½ to 4 ½ feet
- Social
 - Close 4-7 feet
 - Far - 7-12 feet
- Public
 - Close - 12-25 feet
 - Far - 25 feet or greater

Three senses are used to interpret the outside world:

- **Sight** (visual person, 55%)
- **Hearing** (auditory person, 15%)
- **Touch** (kinetic person, 30%)

Each person has a predominant sense

● Dimensions of nonverbal communication:

- **Body movements and gestures**
Include (Facial expression, Eye movement, Hands, Feet, Whole body)
- **Eye contact**
- **Facial expressions**
- **Tone of voice**
- **Appearance**
- **Touch**
- **Hand movements**

| | |
|--|---|
| Holding eye contact | Interest/curiosity |
| <hr/> | |
| Showing the palms of one's hands | Inviting trust |
| <hr/> | |
| Covering one's mouth when talking | Insecurity |
| <hr/> | |
| Avoiding eye-contact when talking | Not wanting to show feelings; or lying |

Body language

- **Face** includes:
 - Your expressions
 - Your smile or lack thereof
 - Tilt of the head; e.g., if your head is tilted to one side, it usually indicates you are interested in what someone is saying
- *What message are you sending if someone is presenting a new idea and you are frowning?*
- **Figure** includes:
 - Your posture
 - Your demeanor and gestures
 - Your clothes and accessories such as jewelry
- *What message are you sending if you are dressed casually at an important meeting?*
- **Focus** is your eye contact with others
- The perception of eye contact differs by culture. For most Americans...
 - Staring makes other people uncomfortable
 - Lack of eye contact can make you appear weak or not trustworthy
 - Glasses may interfere or enhance eye contact

- *What message are you sending if you are looking at other things and people in a room when someone is speaking to you?*
- **Territory** focuses on how you use space. It is also called proxemics.
- The perception of territory differs by culture. Most Americans are comfortable with an individual space that is about an arm's length in diameter
- *What message are you sending if you keep moving closer to a person who is backing away from you?*
- **Tone** is a factor of your voice
 - Pitch is the highness or lowness of voice
 - Volume is how loud your voice is
 - Emphasis is your inflection
- *What message are you sending if during a disagreement you start speaking very loudly?*
- **Time** focuses on how you use time. It is also called chronemics.
 - Pace is how quickly you speak
 - Response is how quickly you move
 - Punctuality is your timeliness
- *What message are you sending if you are consistently late for meetings?*

What is masking?

Method by which we control our body so that it will not send out messages that our mind wants to hide

Recommendations

- The greeting: a good starting point (show openness).
- Don't blink constantly.
- Try to keep a direct look and establish eye contact with the people you are talking to.
- Don't bite your lips or moisten them with your tongue.
- Always keep your mouth shut while you are listening.
- Maintain an appropriate position and avoid constant abrupt movements.
- Control the movements of your hands and keep them visible.
- Do not allow any object to come between you and your audience.
- Try to integrate with your audience and adapt your clothing to their social, economic, and other characteristics.
- Do not cross your arms over your chest.
- Do not cover your mouth with your hand while you are speaking.
- Maintain a relaxed posture.

The type of communication you use will depend upon:

- who you are communicating with,
- what you need to communicate,
- why you need to communicate
- the speed with which you need to communicate and whether it is immediate or can wait.

Other helpful techniques to foster communication (both verbal and non-verbal)

- Nod Your Head
- Repeat the last word or two of the prior speaker
- Maintain eye contact
- Keep an open body position
- Make encouraging statements
- Repeat a sentence or part of **one**