

VERBAL AND NON-VERBAL COMMUNICATION

Prof. Mohammed Al-Rukban
Professor
Consultant Family Medicine
College of Medicine
King Saud University



Test yourself...

1. **Communication is defined as the interchange of thoughts or opinions through shared symbols.**

True___ False___

2. **The four facets of interpersonal communication are sender, receiver, information, and behavior.**

True___ False___

3. **Student must be able to use a variety of communication techniques in order to create an environment that enables participants to engage actively in the learning process.**

True___ False___

Test yourself... - answers

1. **Communication is defined as the interchange of thoughts or opinions through shared symbols.**

True

2. **The four facets of interpersonal communication are sender, receiver, information, and behavior.**

True

3. **Student must be able to use a variety of communication techniques in order to create an environment that enables participants to engage actively in the learning process.**

True

The Process of 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.**

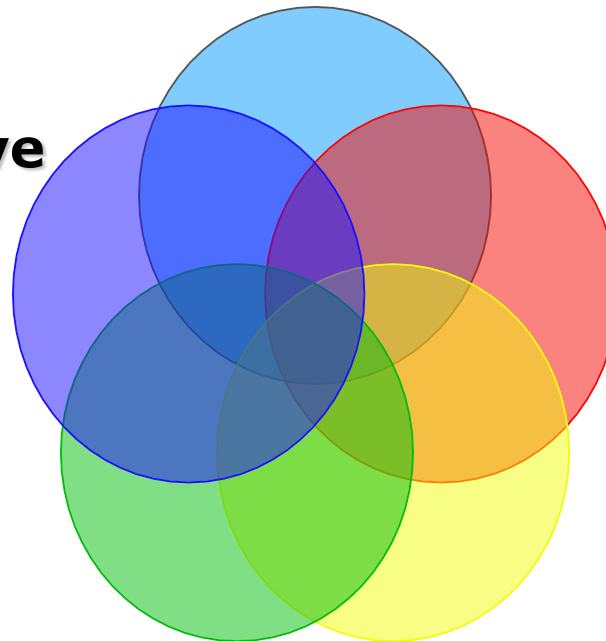


The Goals of Training Communications

To change behavior

**To get and give
Information**

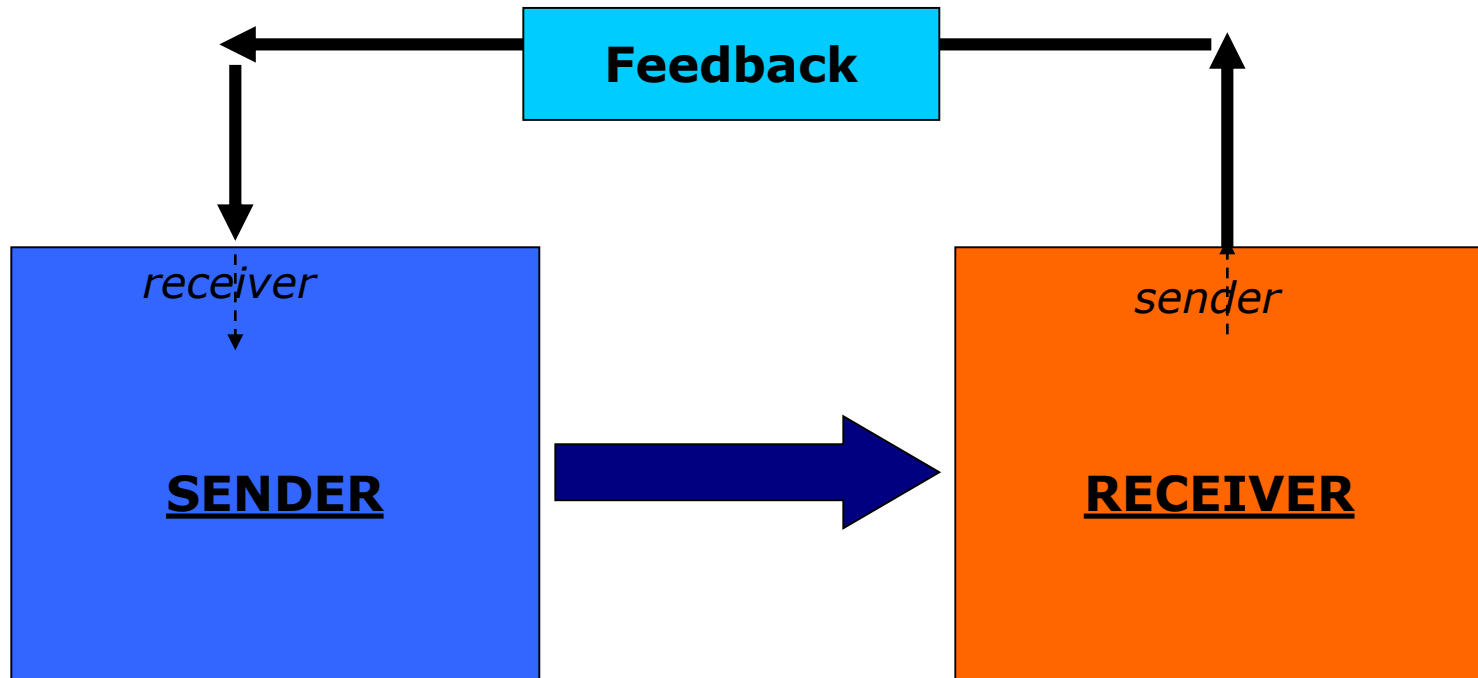
To get action



To persuade

To ensure understanding

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



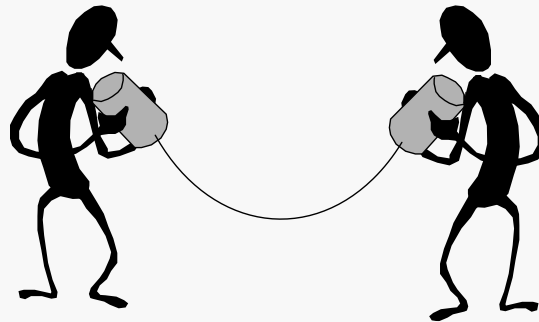
Communications

**Face-to-Face
Communication**

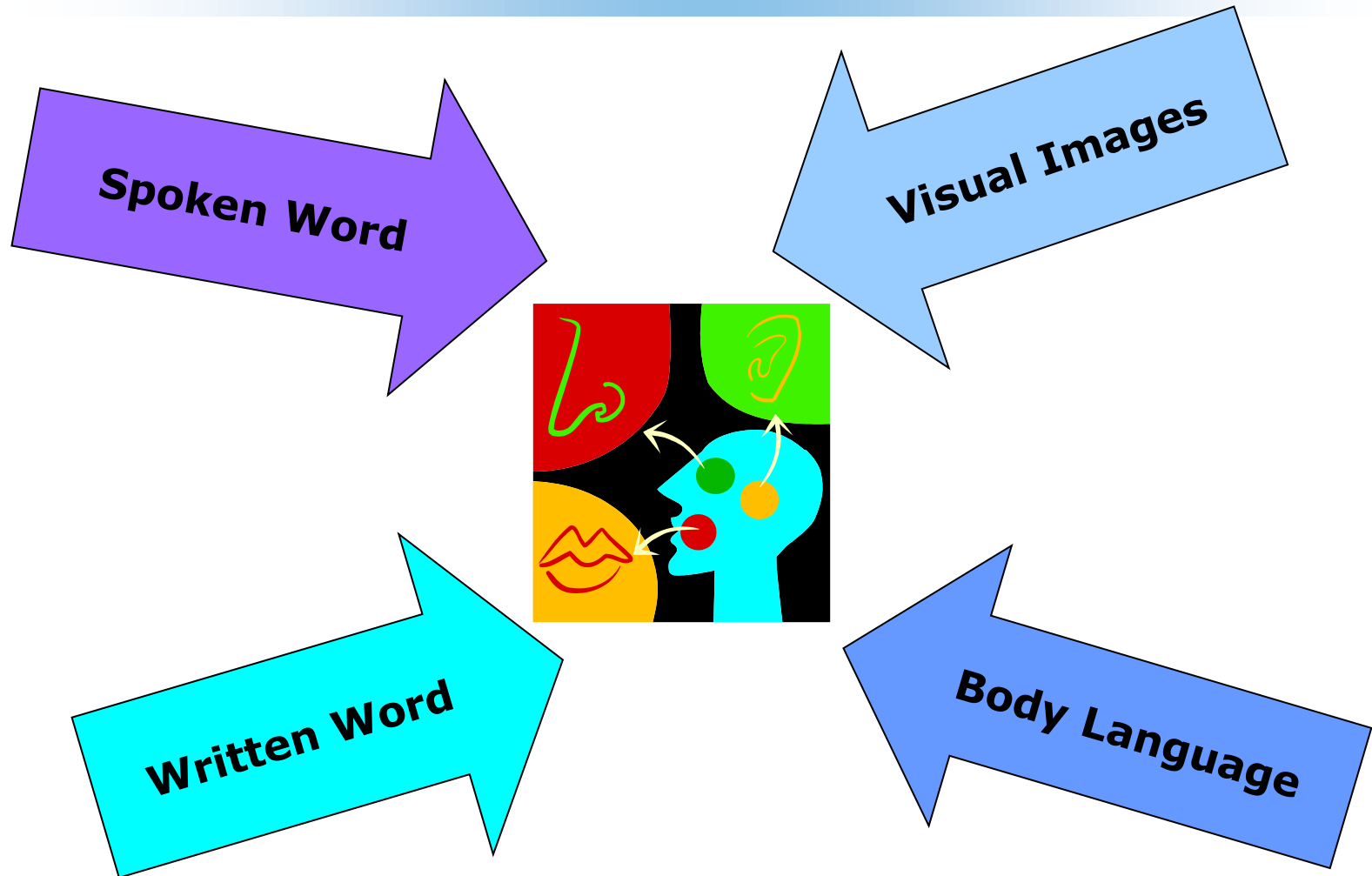
**Electronic
Communication**

**Written
Communication**

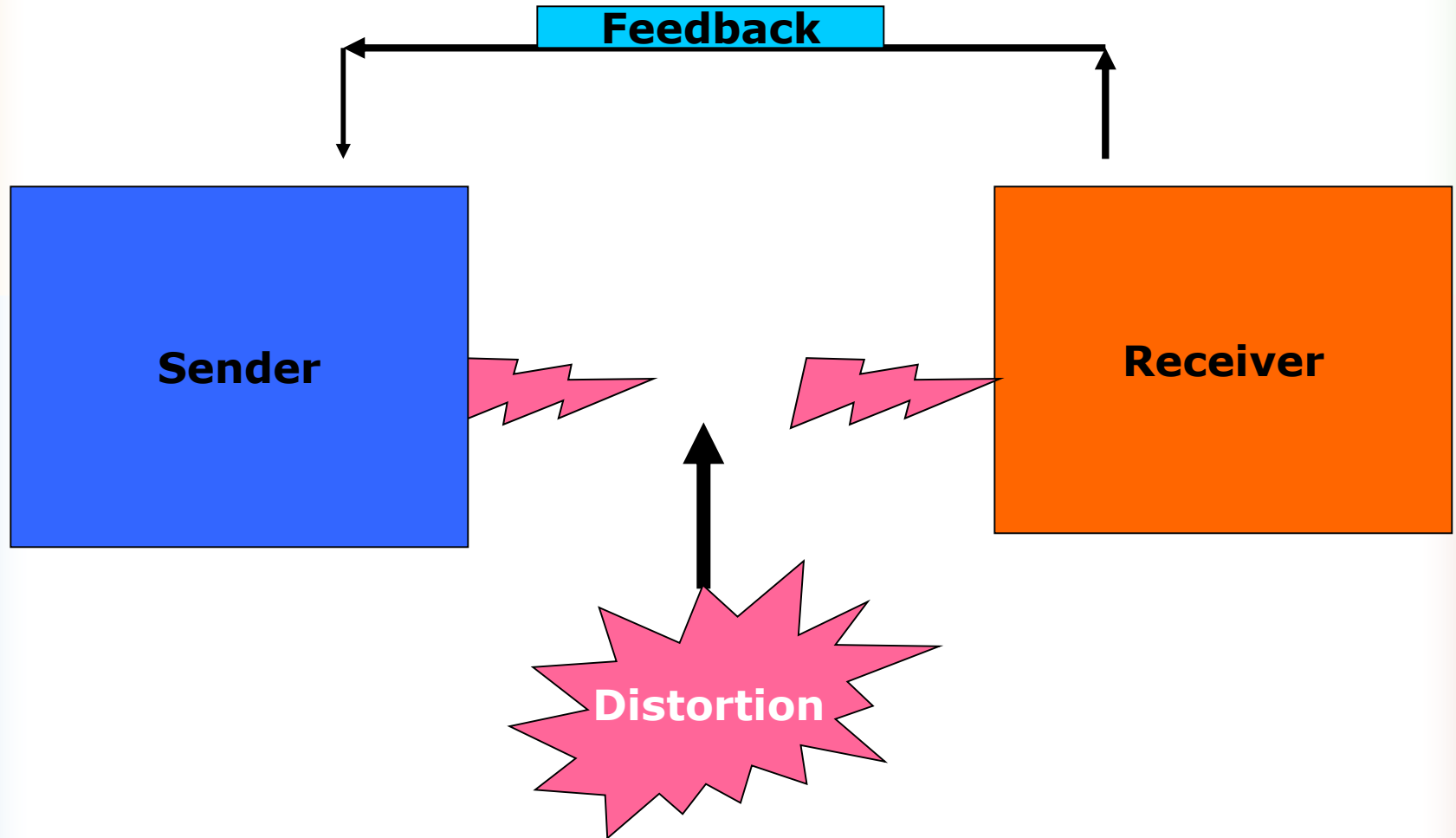
**Informal
Communication**



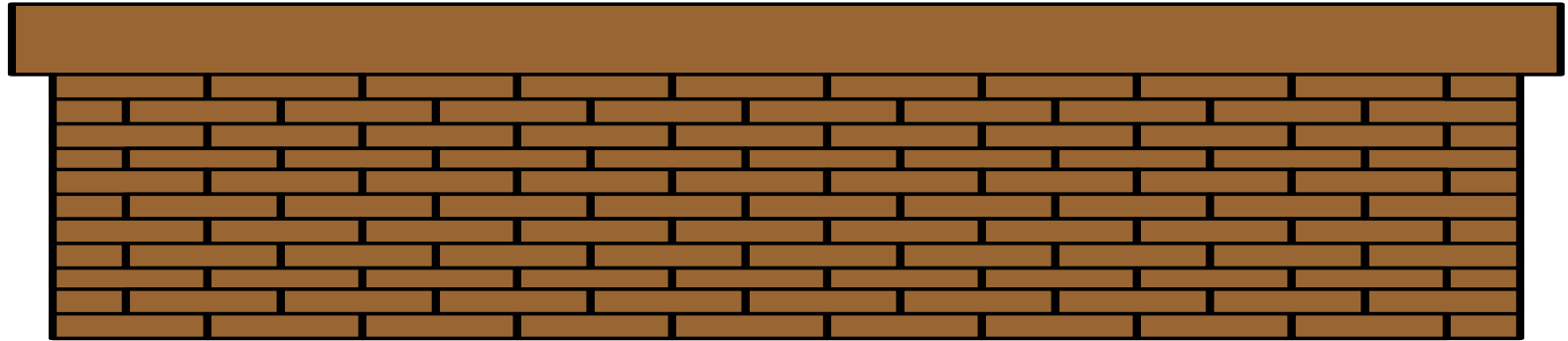
What are the most common ways we communicate?



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

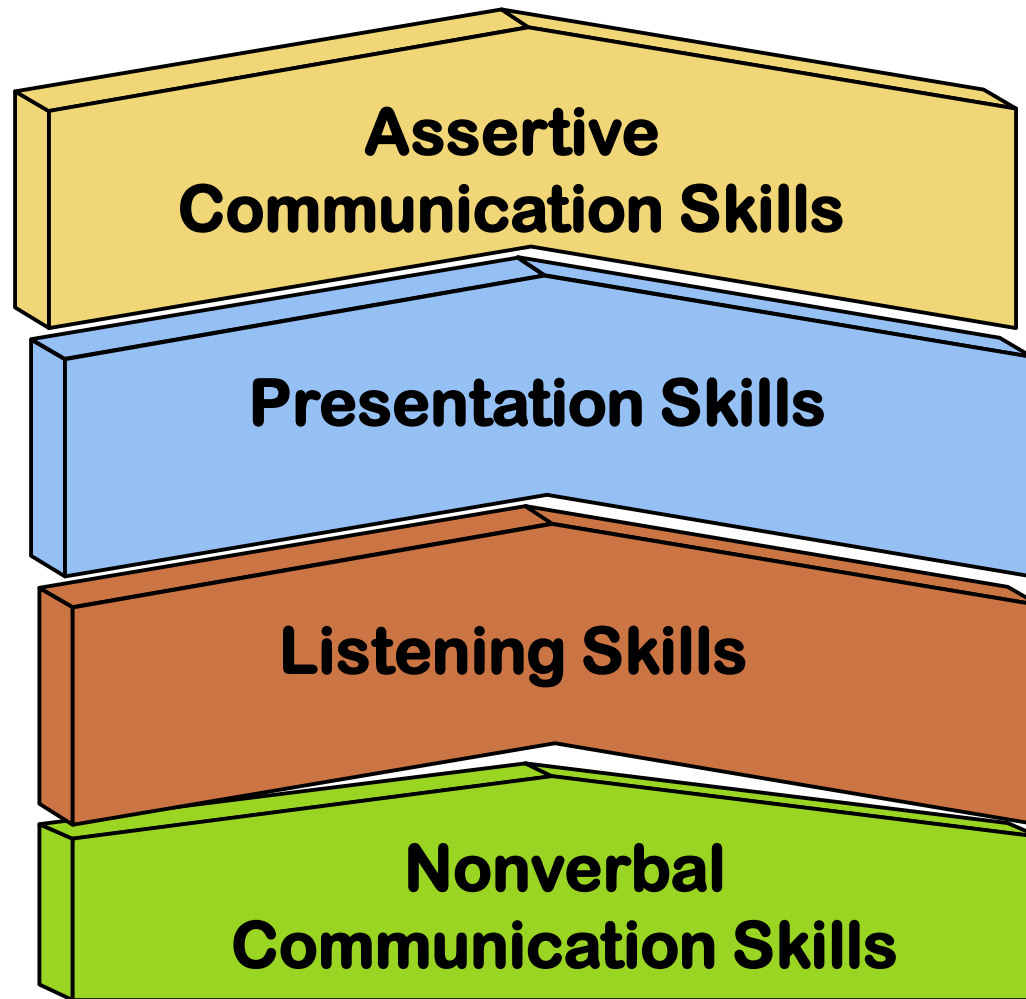


What causes distortion or the barriers to understanding/listening?



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

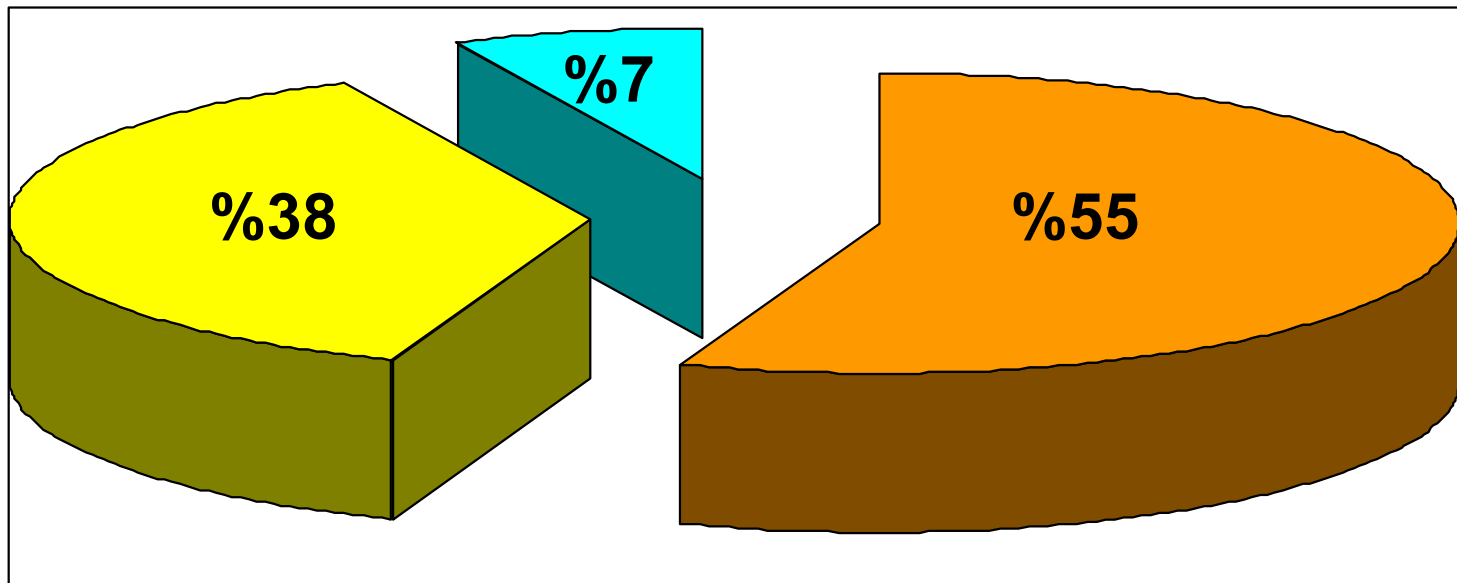
Skills for Managing Communication



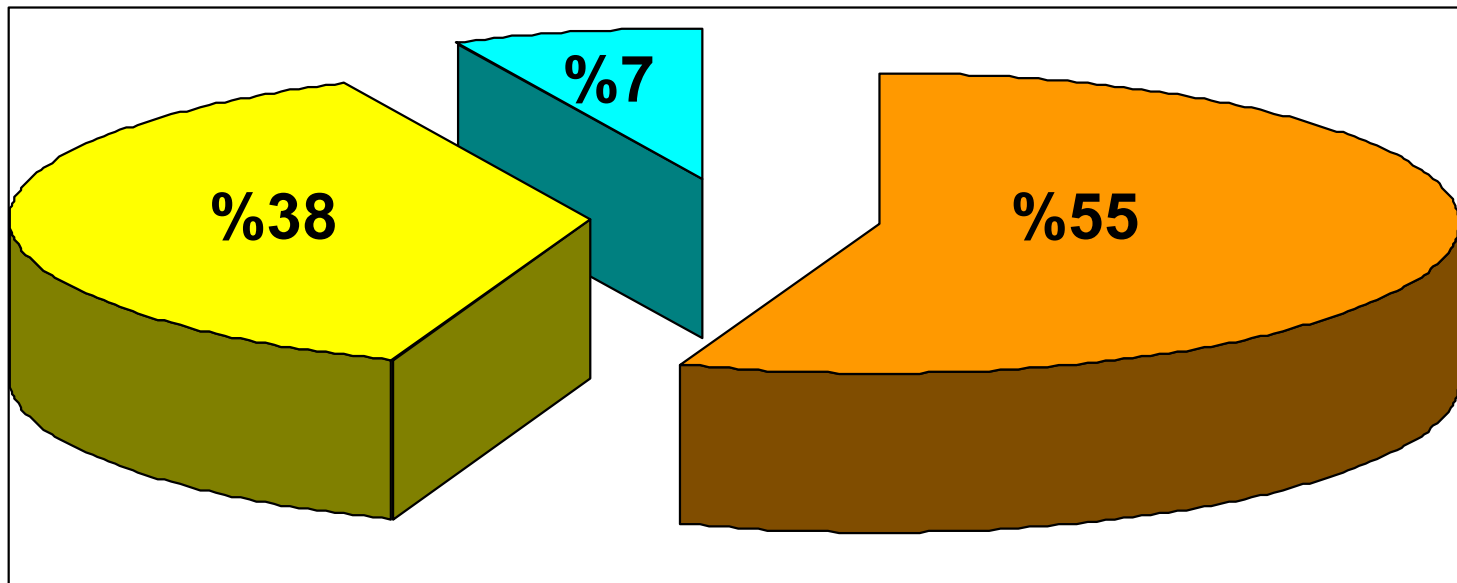
Objective

- **To understand the meaning of Verbal and non-verbal communication cues.**
- **To recognize the important of verbal and non-verbal communication.**
- **To be able to practice an effective verbal and non-verbal cues.**

Verbal vs Non-Verbal Cues



Verbal vs Non-Verbal Cues



■ visual

■ Tonal

■ Verbal

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

Verbal Communication

* 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)!

A large, stylized graphic of the number 70 followed by a percent sign. The numbers are yellow with a blue outline, and the percent sign is blue with a yellow outline. The graphic is tilted slightly to the right.

Non verbal communication

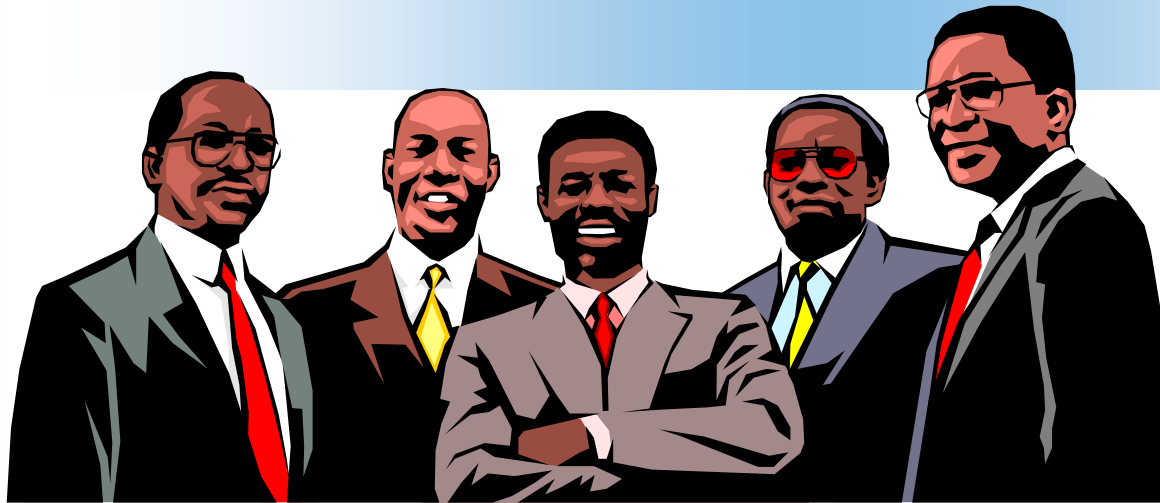
- **60% of all Comm.. is non verbal**
- **Nonverbal communication is sending and decoding messages with emotional content.**
- **More important with language barrier and communication with deaf.**
- **The whole of the body is used in non-verbal communication. The most expressive part of the body is the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



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



**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**

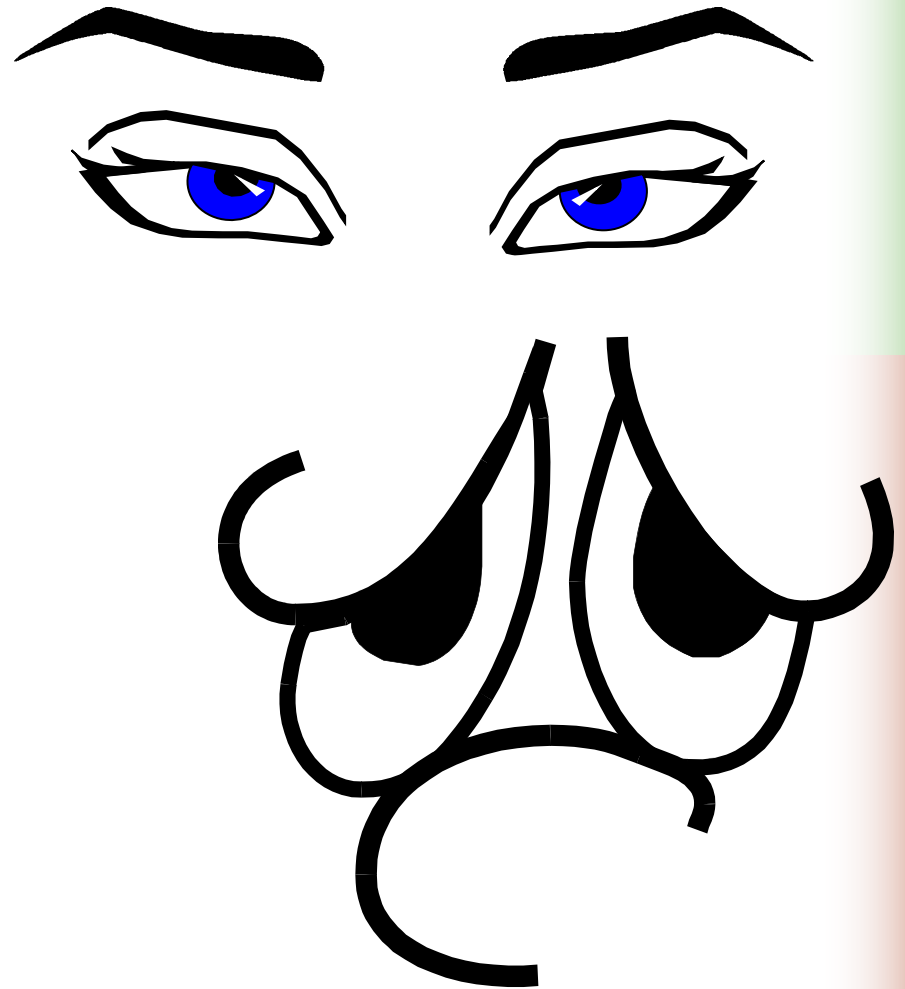
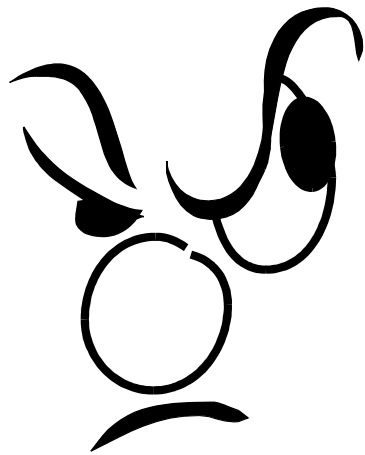
Body language

**Body language is the language
transmitted by gestures and
postures**

Body Language



Do you know what you are saying?





**Gestures are the direct
and unrepeatable
expression of the
personality**

The meaning of gestures. Examples



**Doubt:
we raise an eyebrow**



**Scratching one's nose:
puzzled**

Posture

- **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**

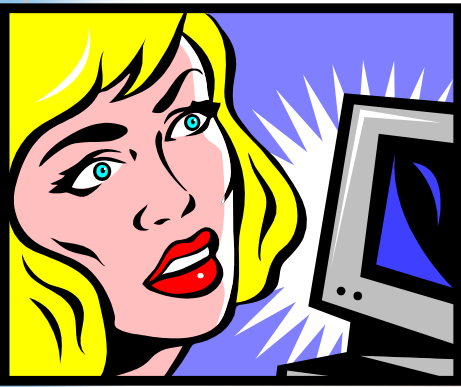
- **Public**

- **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



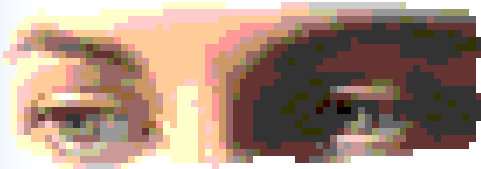
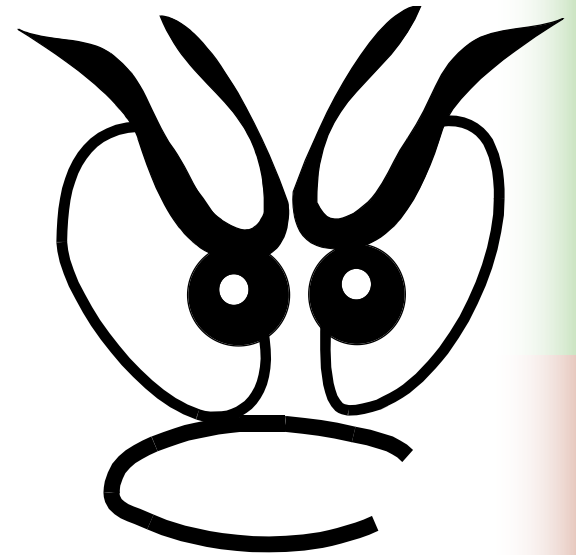
Non verbal communication

- **Dimensions of nonverbal communication:**
 - **Body movements and gestures**
 - **Eye contact**
 - **Facial expressions**
 - **Tone of voice**
 - **Appearance**
 - **Touch**
 - **Hand movements**

Body movements include:



**Facial
expression**



**Eye
movement**



Body movements include :



Hands



Feet



Whole body

Holding eye contact

Interest/curiosity

**Showing the palms
of one's hands**

Inviting trust

**Covering one's
mouth when talking**

Insecurity

**Avoiding eye-contact
when talking**

**Not wanting to show
feelings; or lying**

Body language - face

- **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?

Body language - figure

- **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?

Body language - focus

- **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?

Body language - territory

- **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?

Body language - tone

- **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?

Body language - time

- **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?

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.**

Recommendations *(Continued)*

- **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.**

Recommendations *(Continued)*

- **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

TASK



**Write down three things
you want to do to improve
your communication skills
and practice them
prior to your next training
event**

Hints for more Effective Communication

- **Who is the receiver?**
- **What is your objective?**
- **How is the climate?**
- **Practice in advance - from their viewpoint**
- **Communicate in their language**
- **Ensure message is understood**
- **Don't get defensive**
- **Listen Carefully**