

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the left and right sides of the frame, creating a modern, dynamic feel. The central area is white, providing a high-contrast space for the text.

METHODS OF COMMUNICATION

Methods of Communication

Verbal

Non - Verbal

Oral

Written

Face to face

telephone

- Talk
- One- to -One
- Group Discussion
- Meetings
- Conferences

- Letters
- Memos
- Reports
- Notices
- Circulars

- Body Language
- Posture, Gesture
- Expressions
- Dress and Grooming
- Space and Proxemics
- Silence
- Auditory Signals
- Visuals

VERBAL COMMUNICATION

- The word ‘verbal’ means ‘connected with words or use of words’.
- Words are the most accurate and powerful set of symbols involved in communication.
- Hence, verbal communication involves a written or spoken message in which words are used to exchange ideas/information.
- Words are selected in phrases, sentences and paragraphs depending upon the results the verbal communication is trying to achieve.
 - The means of Verbal Communication are:
 - Written communication
 - Oral communication
 - Visual communication
 - Audio-visual

CHARACTERISTICS OF VERBAL COMMUNICATION

MEDIUMS

- Verbal communication is either face-to-face or public.
- Communicating face-to-face allows communicators to exchange ideas back and forth freely, while public speaking allows the back and forth exchange of ideas only in certain circumstances, like a classroom setting or during a question and answer session.
- However, in order to keep information flowing smoothly and clearly between the speaker and the audience, rules have to be negotiated as to when each individual can speak.
- Verbal communication does not just involve speech, since written communication conveys a specific idea and is a part of verbal communication.

SOUND

- ✓ At birth, everyone has the ability to make sounds. Some sounds have nothing to do with language or
- ✓ words, such as laughing, crying and yelling.
- ✓ Despite that, people with different languages can understand the emotion that the individual is communicating.
- ✓ Emotions and attitudes can also be communicated through the tone of the words.
- ✓ People have a tendency to show how they feel about the subject or the audience through the tone they present.
- ✓ Tone can completely shift the meaning of an uttered statement. For instance, if a statement is said sarcastically, others will likely believe the opposite of what is said.

.WORDS

- ✓ At some point, children learn how to put sounds into words.
- ✓ Words are sounds that are produced in such a way that people can distinguish them from other sounds.
- ✓ Not everyone will necessarily know the meaning of each individual word, so those wishing to communicate verbally need to make sure that those they're speaking to understand the intended meaning of the word.

ETIQUETTE

- ✓ In addition to understanding, different cultures have systems of etiquette that determine what is said in order to avoid offending others.
- ✓ For instance, speakers often address their audience as ladies and gentlemen. In face-to-face communication, individuals often refer to each other as Sir and Madam.

LANGUAGE

- Languages are created when meaning is assigned to words.
- The language that a child is exposed to is the language that the child picks up.
- Individuals who want to verbally communicate to others speaking another language must not only learn the language but also understand how these words are used in common speech.
- For instance, a person learning English might know that accelerated is a synonym for fast but needs to understand that accelerated means a specific type of fast in which an individual is performing an action faster than before.

WRITTEN COMMUNICATION

- A famous English writer Francis Bacon has said, “*Reading maketh a full man, writing an exact man, conference a ready man*”.
- In order to make himself exact, i.e., to say effectively what he wants to say, the writer has to make a considerable effort.
- The written form requires drafting of letters and circulars, proposals, memos and business reports of varying kinds and includes:
 - ✓ **Office order, Graphs/Charts, Staff Newsletter, E-mail, Fax, Form/Questionnaire, Notice Agenda, Notes on Agenda, Minutes of Meetings, Advertisement, Customer Newsletter, Press Release, Invitation, Leaflet/Brochure/Handbills, Manuals, Telegram etc.**

ADVANTAGES

- ✓ It allows us sufficient time to plan the document we propose to create taking into account the purpose for which it is being written.
- ✓ It also enables us to revise and modify the contents if we find them unsuitable for the recipient from the point of view of clarity or interest.
- ✓ To display what we have written, we have a variety of recent and traditional trends to choose from. There is also a scope to use tastefully designed stationery for the purpose.
- ✓ The use of headings and bullets enable us to highlights the material for better understanding.
- ✓ Information in the written form can be filed or retrieved at our convenience. Its permanence facilitates prolonged correspondence.
- ✓ It provides us records, references, etc., on which important decisions rest.

DISADVANTAGES

- ✓ It takes much more time to compose a message in writing. Therefore it is expensive.
- ✓ It also tends to suffer from the limitations of the sender, like his assumptions or prejudices, and the delayed feedback makes it worse.
- ✓ The inadequacies of the first message may only be revealed when the reply arrives.
- ✓ Communication in writing suffers from lack of congruence with non-verbal communication.
- ✓ However, written communication is indispensable.

Sounds & Letters: A Poem for English Students

When in English class we speak,
Why is break not rhymed with freak?
Will you tell me why it's true
That we say sew, but also few?
When a poet writes a verse
Why is horse not rhymed with worse?
Beard sounds not the same as heard
Lord sounds not the same as word
Cow is cow, but low is low
Shoe is never rhymed with toe.
Think of nose and dose and lose

Think of goose, but then of choose.
Confuse not comb with tomb or bomb,
Doll with roll, or home with some.
We have blood and food and good.
Mould is not pronounced like could.
There's pay and say, but paid and said.
"I will read", but "I have read".
Why say done, but gone and lone —
Is there any reason known?
To summarise, it seems to me
Sounds and letters disagree.

ORAL COMMUNICATION

- Oral communication is communication by means of the spoken word.
- It can take place as a face-to face meeting or over the telephone.
- It could be a personal and informal communication, or a formal interview, business meeting, a conference or a speech before an audience.

Principles of Effective Oral Communication: Oral communication is a very effective and powerful medium.

Effective oral communication depends on the speaker following certain principles.

- **Know your objective:** You must know what you want your message to do – you may need to inform, to entertain, to convince, to express an opinion, or to explain.
- **Know your audience:** Consider carefully the nature of your audience – their age, level of understanding, their occupations and their level of interest in your message.

□ **Know your subject:** Prepare your message thoroughly. See that you know your main ideas and key points. You must also know your facts and figures.

□ **Know (how to use) your voice:** A good speaker uses his voice to maximum advantage. Attention must be paid to volume, pitch, speed of speaking and correct pronunciation of words.

Your voice must be clear, pleasing; and varied in volume, pitch and speed, to be interesting. Good delivery depends on using your voice well.

□ **Know when to stop:** The length of the oral message has a lot to do with its success. The message must aim for just the right length, neither too short nor too long.

All points must be covered and yet there should be no repetitions or unnecessary elaboration

ADVANTAGES

- **It is direct and time-saving.** The listener understands the words as soon as they are spoken.
- Oral communication is the best way to transmit messages quickly and to save time.
- **It saves money.** It is economical as it does not require costly equipment or stationery.
- **It conveys the exact meaning of words.** A great advantage of oral communication is its use of non-verbal elements like body language and paralanguage.
- Body language includes facial expressions and posture. Paralanguage includes features like voice volume, pitch and speed of speaking; it also includes the sounds we make while speaking, like sighing or clearing the throat.
- These non-verbal elements allow the speaker to express his/her meaning more accurately.

DISADVANTAGES

- **It provides immediate feedback from the receiver.** The sender gets the receiver's response immediately, even on the telephone.
- This also explains why oral communication is so effective in teaching and coaching.
- **It is more persuasive in nature.** Oral communication is more useful when arguments and reasons have to be given to convince someone, as in sales and marketing, or in a court of law.
- **On-the-spot additions and corrections are possible.** The speaker has the scope to change, improve and add to her/his message as s/he is speaking.
- **Confidential messages can be communicated.** When subjects of a delicate and confidential nature cannot be written, one can take recourse to oral communication.
- **It is informal and friendlier.** It can build friendly relations with people and develop social contacts.

DISADVANTAGES

- It lacks legal validity. Oral messages have no legal proof.
- It lacks accountability. In oral messages, we cannot fix responsibility. The speaker can deny that he said something.
- Possibility of misunderstanding. This happens when the listener is not attentive to the message.
- Problem of retention. People do not remember oral messages for a long time. Or they may retain only a part of the message.
- Not always effective. Oral communication is not effective when the distances are great or when the message is very lengthy.
- The need for good speaking skills. Oral communication cannot be effective, if the speaker does not have the necessary skills.

FACE-TO-FACE COMMUNICATION

Advantages of face-to-face communication

- It is a combination of verbal and non-verbal factors. This makes the message more effective, due to the use of paralanguage and body language.
- Immediate feedback is possible.
- The speaker can modify his message immediately if the receiver's response tells him it is necessary. The receiver can also ask questions and clear his doubts immediately.

Disadvantages of face-to-face communication:

- Face-to-face communication is difficult to practice in large organizations where there are many people in different departments, and in different places.
- It is not effective when the receiver does not pay attention to the message.
- It is not effective when the gathering consists of too many people.

NON – VERBAL COMMUNICATION

communication without words. It has been defined as —any message you give other than the literal interpretation of your words – the way you move, speak, appear. Non-verbal elements form an important part of oral communication.

- ✓ Dress & Grooming
- ✓ Kinesics or Body Language
- ✓ Proxemics
- ✓ Paralanguage
- ✓ Silence
- ✓ Audio - Visuals
- ✓ Posters
- ✓ Colors
- ✓ Maps, Graphs & Charts

❖ DRESS & GROOMING

- The clothes we wear and the level of our grooming play an important role in giving people an impression about us.
- Our choice of clothes on different occasions and in different places, our attention to neatness and to details like well – combed hair and clean nails, all provide important clues to others about our personality.
- It is said that ‘clothes maketh a man’; how we wear clothes and how we carry them is what makes the real impact.
- Thus, dress and grooming play a vital role in providing a clue to the man behind the appearance.

❖ **FACIAL EXPRESSIONS**

- ✓ The face of the person mirrors the emotions and conveys a host of different messages.
- ✓ Facial expressions also include eye contact.
- ✓ Smiling, frowning, widening the eyes, raising the eyebrows, pursing the lips are all examples of facial expressions.
- ✓ Sometimes, they act as a complement to the words used and add to their meaning.
- ✓ They can also act as a substitute for the words.
- ✓ Facial expressions often reveal the true feelings of a person, even when his words are saying something else.

❖ **GESTURES**

- ✓ A gesture is an action of the hand, head or body, which conveys a message.
- ✓ Gestures can convey a greeting, such as folding one's hands in a **Namaste**; it can pass information, such as holding up your hand to indicate —wait, or nodding your head to say —yes and shaking it to say —no; gestures can also show emotion with a clenched, raised fist which indicates anger.

❖ **POSTURE**

- ✓ Posture is an important part of body language.
- ✓ It means the manner in which we carry ourselves, i.e. the way we walk, sit and stand. Posture says a lot about a person's personality, her/his mood and general nature.
- ✓ Hunched shoulders, slouching in a chair can mean lack of self - confidence and low energy levels, or shyness; an erect stance shows positivity and confidence; standing with hands on the hips and head thrust forward shows aggression and anger.

❖ **PROXEMICS**

- ✓ Proxemics can be called the language of space.
- ✓ It is the study of space and how we use it in communication.
- ✓ The term was first given by Edward Hall in the 1960s.
- ✓ The manner in which we use space, in personal as well as in group communication, creates different kinds of meaning and sends different messages to others.
- ✓ Experts have identified different kinds of areas or zones of space: Intimate space, for immediate family members and close friends.
- ✓ Personal space, for friends and colleagues. Social space, for one's senior or junior colleagues.
- ✓ Formal or Public space, for meetings and gatherings.
- ✓ The 'closer' the relationship, the closer the space we allow the individual.

❖ PARALANGUAGE

- ✓ Paralanguage includes pitch, volume, intonation, and such non-verbal elements of communication which modify meaning and convey emotion. e.g. the vocal sounds 'hmmm' or 'ah'.
- ✓ The study of paralanguage focuses on how you say what you say.
- ✓ The tone of voice, rate of speech, pause, accent can not only communicate but alter the meaning significantly.

❖ AUDIO - VISUALS

- ✓ Audiovisual communication is a combination of sight and sound i.e.
- ✓ It uses audible and visual techniques both for transmitting message, information, or idea to create a meaningful picture that is communicative.
- ✓ The audiovisual aspect makes a great impression on the mind of the audience.

❖ SILENCE

- ✓ A powerful form of communication.
- ✓ We convey our ideas and emotions very clearly and eloquently when we remain silent in certain situations.
- ✓ Silence can be used to convey agreement or disagreement, approval or disapproval, anger, shyness, sympathy or respect.

❖ SIGNS & SIGNALS

- ✓ The word —Sign is derived from the Latin word **signum** which means a mark.
- ✓ Both signs and signals are symbols, which are given some meaning .
- ✓ Signs are fixed and static symbols, while signals are dynamic and have an element of change or movement.
- ✓ Signs are used in Chemistry, Mathematics, Music and in Road signs to guide motorists.
- ✓ Signals use color, light or sound for communication, as in traffic signals, or the school bell or the ambulance siren.

❖ POSTERS

- ✓ A combination of verbal and non-verbal factors, because they consist of pictures as well as words.
- ✓ However, they are considered a form of non-verbal communication because it is the visual or non-verbal part which plays a key role in posters.
- ✓ Posters are used in advertising or for educational purposes, to spread awareness on subjects of public interest like literacy programs, importance of protecting the environment, and other such issues e.g. Save the Environment or Say No to Drugs etc.
- ✓ Posters use visual appeal to make their message effective.

A well-designed poster consists of 3 parts:

Headline: This is the short but catchy slogan which conveys the main message.

Illustration: This is the visual part consisting of pictures or photographs. It must be striking enough to catch the attention of the viewer.

Copy: This is the written matter, which gives necessary details. Copy can sometimes be avoided.

❖ COLORS

- ✓ It is impossible to imagine life without colors. They are an unavoidable part of our lives.
- ✓ Colors can convey direct messages, such as the traffic signal, or the red flag that workers carry to indicate that they are on strike.
- ✓ Colors also have an important symbolic role.
- ✓ The symbolism of colors finds a place in every aspect of our lives; the colors of flags of various nations stand for different qualities; in most countries, the color red symbolizes something good and auspicious, white symbolizes peace, and green stands for prosperity, and so on.
- ✓ Being symbolic, the same color may mean different things in different cultures. For example, an Indian bride wears red, but a bride in a western country wears white, which represents purity.
- ✓ Colors also have an important psychological role in our lives.
- ✓ There is scientific evidence to show that bright colors excite and soft, light colors soothe and calm the mind, and dark, dull colors can be depressing.

❖ MAPS, GRAPHS & CHARTS

Maps : A map is a drawing on paper that shows the location, size and other features of countries, towns, as well as natural features like rivers and mountains. Maps use a scale and a key to give us information about places, and even stars and planets.

Line-Graphs: A graph is a diagram consisting of lines which display the variation of two quantities. Graphs are used to show variations of temperature, production and sales, prices and profits etc.

Charts: A chart is used for displaying maps and graphs, for better visual effect. A chart can be pasted on cardboard or drawn directly on chart – paper. Charts are widely used in schools.

Source: Taylor, S. (2006) *Communication for Business*, Pearson Education ltd

<http://www.ukstudentlife.com/Ideas/Fun/Wordplay.htm>