

# VERBAL & NON VERBAL COMMUNICATION

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Group: 214

# MEANING OF VERBAL COMMUNICATION

- ◉ When messages or information is exchanged or communicated through words is called verbal communication. Verbal communication may be two types: written and oral communication.
- ◉ Verbal communication takes place through face-to-face conversations, group discussions, counseling, interview, radio, television, calls, memos, letters, reports, notes, email etc. some definitions of verbal communications are as follows:

According to Robert M. Krauss, professor of psychology at Columbia University, signs and symbols are the major signals that make up verbal communication. Words act as symbols, and signs are secondary products of the underlying message and include things like tone of voice, blushing and facial expressions.

- *“According to Bovee and others: Verbal communication is the expression of information through language which is composed of words and grammar.”*
- *According to Penrose and others, “Verbal communication consists of sharing thoughts thought the meaning of words.”*

So, verbal communication is the process of exchanged of information or message between two or more persons through written or oral words.

# MEANING OF NON-VERBAL COMMUNICATION

- ◉ When messages or information is exchanged or communicated without using any spoken or written word is known as nonverbal communication. Non-verbal communication (NVC) is usually understood as the process of communication through sending and receiving wordless messages.

Non-verbal communication is a powerful arsenal in the face-to-face communication encounters, expressed consciously in the presence of others and perceived either consciously or unconsciously. Much of non-verbal communication is unintentional people are not even aware that they are sending messages. Non-verbal communication takes place through gestures, facial expressions, eye contact, physical proximity, touching etc. Some important definitions of non-verbal communication are as follows:

- ◉ *According to L. C. Bove and others, “Non-verbal communication is communication that takes place through non-verbal cues: through such form of non-verbal communication as gesture, eye contact, facial expression, clothing and space; and through the non-verbal vocal communication known as Para-language.”*
- ◉ *According to Lesikar and Pettit, “Nonverbal communication means all communication that occurs without words (body movements, space, time, touch, voice patterns, color, layout, design of surroundings.)”*
- ◉ *According to Himstreet and Baty, “Non-verbal communication includes any communication occurring without the use of words.”*

# Types of Communication

Communication can be classified as and non-verbal

- ❑ **Verbal:** Communication by word, mouth, or pieces of writing. Verbal communication deals with the use of spoken language to transmit information. It refers to the use of sounds and language to relay a message.
- ❑ **Non Verbal:** Communication through sending and receiving wordless messages. They are all intentional and unintentional messages that are not written or spoken in the classroom.

# VERBAL COMMUNICATION

We may often think that, having good communication skills  
is all about the ability to speak well.....

Or

All about **“SPEAKING.”**

But

Verbal Communication has another very important  
part..... **“LISTENING”.**

**Speaking  
+  
Listening  
is  
Verbal Communication**





# Verbal Communication Skills –

- **Tone**
- **Volume**
- **Word Choice**
- **Speed**





# Communication Media

## Verbal

### Oral

Speaking

Listening

### Written

Writing

Reading

## Non-Verbal

Facial Expression

Gestures

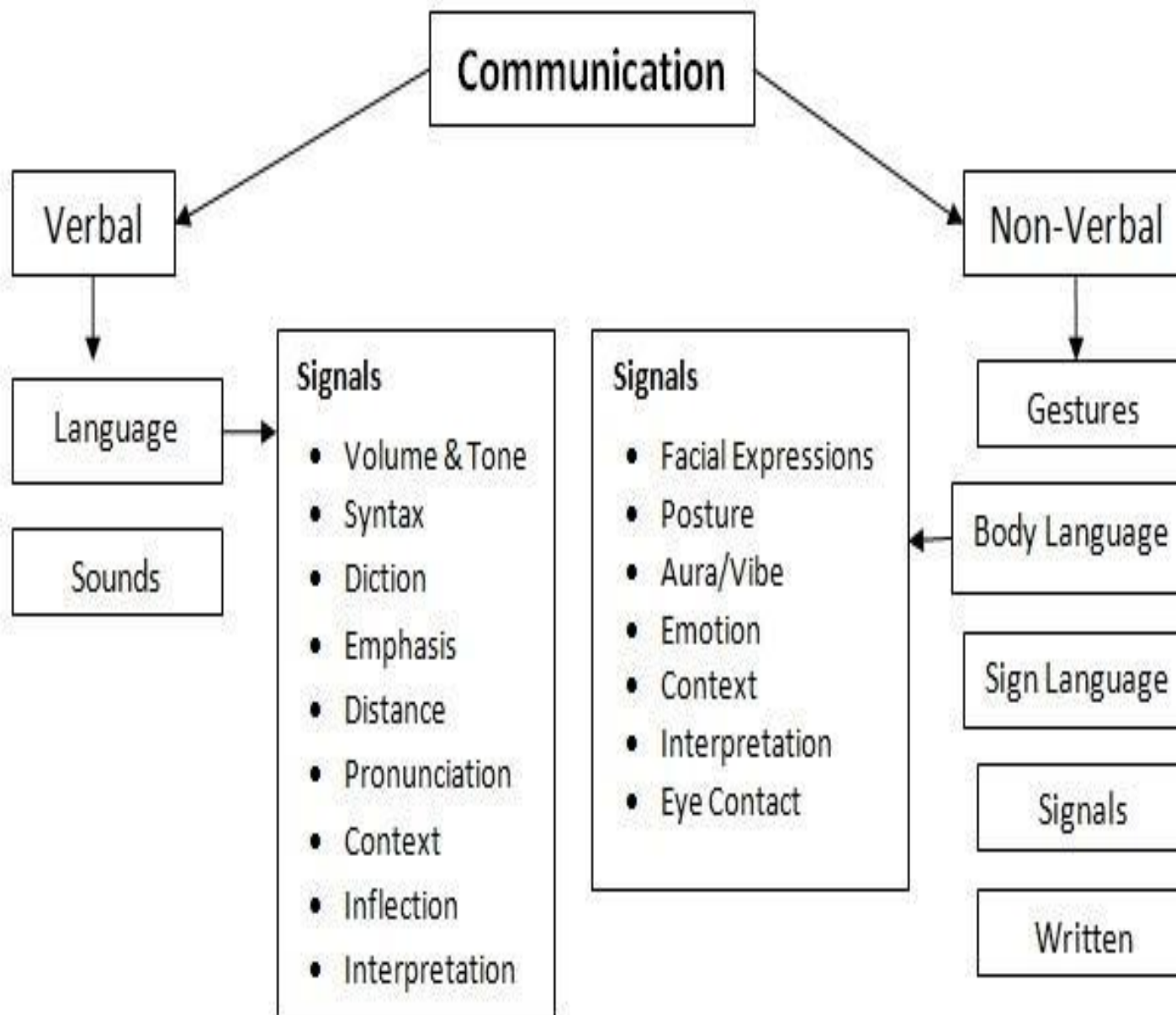
Body Language

Proximity

Touch

Personal Appearance

Silence



# Ten Examples of Good Communication Skills

- Speaking – tells someone what you want
- Sign language – for people who are deaf
- Texting – communicating through technology
- Body language - dancing
- Posture – standing in a certain way to express emotions
- Gesture – swearing at someone
- Facial expression – expressing your feelings through your face
- Eye contact – show you are listening to them
- Sound – making noise
- Haptic – tapping or poking someone to grab their attention

# Verbal Communication

Words are used to exchange information, this can be in person or by telephone and can be written or oral

## Written

- Reports
- Memos
- Emails
- Fax
- Illustrations

## Types of oral

- ▶ Face to face
- ▶ Telephone conversation
- ▶ Dictating letters
- ▶ Group discussions
- ▶ Meetings
- ▶ Speech

Written Communication

Oral Communication





# Verbal and Non-verbal

## Verbal Communication

- ✓ Communication by the use of words and language
- ✓ It can convey very complex ideas and is necessary for discussion and explanation
- ✓ It is more controlled
- ✓ It is always accompanied by non-verbal

## Non-Verbal Communication

- ✓ Communication by using symbols
- ✓ It includes everything that is around the speaker as well as the body language
- ✓ It is instinctive, largely unconscious, and very difficult to control

Hey Charles, wassup?



I am well, Barney. thank you.



Verbal

Nonverbal

Communication

Written

Visual

Writting a letter to the boss.





essential  
psychology  
R.B. Burns

### Abstract

Communication is a basic part of all animal behaviour. Humans communicate by language but it is becoming far more evident now that a great deal of human communication is effected through nonverbal means — looks, gestures etc. By communication we imply a social process; social interaction depends on communication. Communication in this context is concerned with the flow of information, the circulation of knowledge and ideas in human society, and the propagation and internationalization of thoughts; it does not refer to electronics, roads or railways or any form of transportation. For the human being this passing of information has been developed to such an extent that analysis of the phenomenon by psychologists and sociologists has proved to be a most exacting task.

Essential Psychology pp 237-248

Verbal and Non-Verbal Communication

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# NONVERBAL COMMUNICATION

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Albert Mehrabian

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# NONVERBAL COMMUNICATION

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ALDINE PUBLISHING COMPANY/Chicago

communication Albert Mehrabian brings together a great deal of original work which includes descriptions of new experimental methods that are especially suited to this field, detailed findings of studies scattered throughout the literature, and most importantly, the integration of these findings within a compact framework.

- Even though our society subtly discourages the verbal expression of emotions, most of us, in ostensibly conforming to our roles, nevertheless manage to express likes, dislikes, status differences, personalities, as well as weaknesses in nonverbal ways. Using vocal expressions; gestures, postures, and movements, we amplify, restrict, or deny what our words say to one another, and even say some things with greater facility and efficiency than with words.
- The framework starts with the analysis of the meanings of various nonverbal behaviors and is based on the fact that more than half of the variance in the significance of nonverbal signals can be described in terms of the three orthogonal dimensions of positiveness, potency or status, and responsiveness.
- These three dimensions not only constitute the semantic space for nonverbal communication, but also help to identify groups of behaviors relating to each, to describe characteristic differences in nonverbal communication, to analyze and generate rules for the understanding of inconsistent messages, and to provide researchers with new and comprehensive measures for description of social behavior.
- This volume will be particularly valuable for both the professional psychologist and the graduate student in psychology. It will also be of great interest to professionals in the fields of speech and communication, sociology, anthropology, and psychiatry.
- *Albert Mehrabian* is current professor emeritus of psychology at the University of California Los Angeles. He is widely known for his work on nonverbal communication. He has served as consulting editor to *Sociometry*, *Journal of Nonverbal Behavior*, *Journal of Personality and Social Psychology*, and *Journal of Psychology*. He is author or co-author of 20 books

# NONVERBAL COMMUNICATION FACTS



What you don't say is sometimes just as important as what you say. Nonverbal communication, or body language, speaks volumes without uttering a word. Nonverbal communication can serve to repeat or contradict a verbal message. Sometimes gestures are used to accent or reinforce spoken words. At other times, a nonverbal message--such as the look in someone's eyes--actually acts as a substitute for language.

# SPACE

- The amount of space between two people is also a form of nonverbal communication and often depends on the degree of intimacy or comfort between them. People who stand too close when speaking to you, particularly if you do not know them well, can make you feel uncomfortable. Space or the lack of it can convey either affection or aggression.

# POSTURE

- The posture of both the speaker and the listener convey a message to the same degree as the words being spoken. The way you sit or stand shows others whether you are interested or bored, attentive or distracted. Sitting or standing with erect posture and facing a person when you speak or listen shows that you are receptive. Behaviors such as slouching, looking the other way or staring at the ceiling can be interpreted as rude and disrespectful. Leaning away from someone indicates a negative attitude, according to Stockton College.



# EYES

- No matter what you are saying verbally, your eyes show how you truly feel. People tend to look at the people to whom they are speaking or listening, and your eyes can give away your feelings of attraction, boredom, hostility, affection or disgust. Eye contact is an important part of back-and-forth talk. People engaged in conversation use eye contact to pace their speech and measure how the other person is responding.

# Non-Verbal Communication:

“Non-Verbal Communication” is also can be classified in different types as following;

- **Kinesics**- Body Signals
- **Haptics**- Touch Signals
- **Proxemics**- Space Signals
- **Chronemics**- Time signals
- **Appearance**-Dress Signals
- **Iconics**- Object signals
- **Para Linguistic**- Complimentary meaning

# SOME EXAMPLE OF NON-VERBAL COMMUNICATION



## **Non-verbal communication**

**Gun shoot in the air**

**Nodding of head**

**Shaking of index finger**

**Bell**

**Siren**

**Clapping**

**Patting on the back**

**Flying kiss**

**Showing up the thumb**

**Turning up the nose**

## **Meaning and use**

**Starting of any kind of race and also to pay respect to martyrs**

**To agree/to approve**

**To issue warning**

**The holiness and purity of the temple**

**Warning about enemy air-raids/warn of fire or accident in factories/police vehicles**

**Praising someone for his/her good or excellent performance**

**To admire**




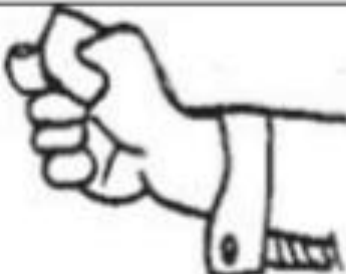
**Expressing love for someone close to your heart**

**Wishing good luck**

**Disliking the dish/rejecting the opinion**

# Gestures

- Gestures are the movements of our hands, arms and fingers to describe or emphasize a point.

 <p><b>Perfect</b></p>	 <p><b>Thumbs up</b></p>	 <p><b>Stop</b></p>	 <p><b>The 'fig'</b></p>
<p>Commonly – everything's all right perfect            France – worthless            Japan – money            Germany – rude            Malta, Greece, Brazil – obscene</p>	<p>Commonly – all OK            Australia, Iran – rude            Nigeria – very offensive            Japan – five            Turkey – political rightist party</p>	<p>Commonly – stop, enough (person, car, action)            Turkey – You get nothing from me            W Africa – You have 5 fathers!</p>	<p>Turkey, Greece, Tunisia, Holland – obscene            Russia – you get nothing from me            Yugoslavia – you can't have it            Brazil – good luck</p>



**Both languages differ from each other according to types of culture, and nonverbal language of one nation differs from another one. When a gesture can be common and have a clear interpretation with one with another one. For example let's see the difference**

**in interpretation of the three typical gestures, such as the circle of fingers, raised the thumb up and V-gesture of fingers.**

