

Verbal and Non-Verbal Communication

What is the Relationship Between Modes and Media?

A mode is a means of communicating. A medium is the channel or system through which communications are conveyed. The plural form of medium is media. So, for example, if we want to communicate in the linguistic mode, we might choose the medium of print. If we want to communicate in the aural mode, we might choose the medium of a podcast. Both print and podcasts are forms of media.

Difference between language and communication:

Language and communication are different from each other yet one needs the other and at the same time exists separately. Communication is the way two people or a group exchange information or messages. Everybody can say that language is a tool while communication is the process of using that tool. Language focuses on words, symbols or signs while communication is centered on the message.

Language is the medium or tool of communication. Language is like the blood circulation of communication. Because without Language, communication is impossible. Above all, Language is an important communication medium that conveys or exchanges emotions.

On the other hand, communication is a process of exchanging messages, information, and thoughts effectively. It has 7 steps universal approach.

Every step of this process of communication is crucial. If you miss any of them, then communication will fail.

What is language?

Language is a tool that aids in the expression and conveyance of thought and feelings of two individuals. The expression of feelings and thoughts can be sent through sounds, symbols, such as written or spoken words, posture, gesture or signs, wherein the receiver interprets a specific meaning.

For humans, the prime communication medium to convey or exchange emotions, opinion, views or ideas, is language. It gives order, meaning and coherence to abstract and complicated thoughts. Different people living in different communities or localities use distinctly separate languages for communication.

What is communication?

Communication involves action. It's a process of exchanging ideas, message or information from

one individual (the speaker) to another (the receiver) through signs or words (language) that are comprehensible between the two parties. Communication is essential for a community or organization so that their members will be able to work in concert. Communication can flow horizontally, diagonally, downward or upward.

In every type and level of a community or organization, communication is needed. It involves a two-way process that has different elements, namely:

- 1. The sender**
- 2. Encoding process**
- 3. Message**
- 4. Channel**
- 5. The receiver**
- 6. Decoding process**
- 7. Feedback**

In today's scenario, several communication channels are accessible to people. They can have conversations face-to-face, exchange phone

calls, send and receive text messages, send emails or use social media platforms. Reports, signs, fliers and leaflets, brochures, advertisements, letters, television and radio are also communication channels.

Verbal Communication:

Verbal communication refers to the use of words for communication purposes. It comprises both oral and written communication. Written communication channel includes executive memos, letters, company newsletters, e-mails, Web pages, bulletin board postings, manuals, and reports. Oral communication channel refers to telephonic conversations, face-to-face meetings, speeches and presentations, videoconferences, etc.

A common misconception held by many is that verbal communication is less ambiguous than nonverbal communication. This, however, is not the case. Words often have more than one

meaning ascribed to them. Hence, they have different meanings in different context.

Examples of Verbal Communication

Most of the jobs need employees to possess verbal communication skills. This is the reason why communication skills are given high importance in the student evaluation forms used by most of the job providers.

Employees who can express the data with clarity and effectiveness are given much importance by employers. Workers who can effectively communicate with others have a high chance of excelling at their jobs.

Example:

1. **Oral communication:** which includes what we speak to others in the form of words.
2. **Written communication:** which includes what we write in the form of words.
3. **Listening skills:** This includes how we listen to others.

4. **Mediated communication:** which includes the world wide web for searching data.

5. **Non-verbal communication:** which includes body language, confidence, etc.

Characteristics of verbal communication

Verbal communication has some characteristics for the effective exchange of information. Some of the characteristics of verbal communication are as follows:

1. Language is governed by rules
2. Meanings are in people not in words.
3. Completeness in information
4. Clearness in speaking
5. Self-awareness of the content
6. Information is most reliable in conversation

Components of verbal communication

For effective communication, everyone should be aware of the skills of verbal communication and it has some components like the pitch of the voice, tone of the voice, the cadence of the voice which is useful for correct message delivery to other people. Some of the components of verbal communication are:

- 1. Pitch of the voice**
- 2. Speed of the voice**
- 3. Tone**
- 4. Language**
- 5. Grammar**

Types of Verbal communication

Intrapersonal Communication is very confidential and restricted to oneself.

Interpersonal Communication takes place between two people and is thus a one-to-one conversation.

Small-Group Communication happens only when there are more than two people involved. Public Communication takes place when one person talks to many people.

Here are the Types of Verbal Communication:

- 1. Interpersonal**
- 2. Intrapersonal**
- 3. Small group conversation**
- 4. Public communication**

Advantages of Verbal communication

Verbal communication is said to be something which is represented through words or any other communicating medium. It is generally of two types- verbal and written communication.

Verbal communication includes activities like telling, singing or question, and answering. There

are also many advantages of verbal communication however they limitations too.

Here the Advantages of Verbal Communication

:

- 1.Saves a lot of time.**
- 2.Saves money too.**
- 3.Get feedback quickly.**
- 4.Most convenient method.**
- 5.Clarity of method.**
- 6.Ease of preparation.**

Disadvantages of Verbal Communication

The most usual disadvantage to verbal communication is the regional differences between the sender and receiver. These barriers may arise because they are speaking a somewhat different language and their dialect is different.

The audience size is also a barrier to oral communication because the speaker can only address a few people at a time.

- 1.Regional differences are the greatest barrier.**
- 2.Language difference and dialect is also a reason for the communication barrier.**
- 3.Large audience size is also an issue of communication barriers.**
- 4.Receivers may quickly forget what was said to them.**
- 5.All people cannot listen at the same pace.**

Nonverbal Communication:

Everything communicates! Even when we are not communicating, we are still communicating. Nonverbal communication typically refers to hand and body movements, gestures, facial expressions, physical appearance, artifacts, space, etc. In other words, nonverbal communication refers to the behavioral aspect of communication, both intentional and unintentional. Hence, nonverbal communication

is also regarded as “communication devoid of words.”

We know that communication is a sum total of both verbal and nonverbal elements. But the obvious question is, How much is communicated, verbally and nonverbally?

Types of Nonverbal Communication

- . Eye contact**
- . Facial expressions**
- . Gestures**
- . Posture and body orientation**
- . Body movement**
- . Body Language**
- . Space and Distance**
- . Proximity**
- . Para-linguistic**
- . Humor**
- . Touch**
- . Silence**
- . Personal appearance**
- . Symbol**

. Visual communication

The many different types of nonverbal communication or body language include:

Facial expressions. The human face is extremely expressive, able to convey countless emotions without saying a word. And unlike some forms of nonverbal communication, facial expressions are universal. The facial expressions for happiness, sadness, anger, surprise, fear, and disgust are the same across cultures.

Body movement and posture. Consider how your perceptions of people are affected by the way they sit, walk, stand, or hold their head. The way you move and carry yourself communicates a wealth of information to the world. This type of nonverbal communication includes your posture, bearing, stance, and the subtle movements you make.

Gestures. Gestures are woven into the fabric of our daily lives. You may wave, point, beckon, or

use your hands when arguing or speaking animatedly, often expressing yourself with gestures without thinking. However, the meaning of some gestures can be very different across cultures. While the “OK” sign made with the hand, for example, usually conveys a positive message in English-speaking countries, it’s considered offensive in countries such as Germany, Russia, and Brazil. So, it’s important to be careful of how you use gestures to avoid misinterpretation.

Eye contact. Since the visual sense is dominant for most people, eye contact is an especially important type of nonverbal communication. The way you look at someone can communicate many things, including interest, affection, hostility, or attraction. Eye contact is also important in maintaining the flow of conversation and for gauging the other person’s interest and response.

Touch. We communicate a great deal through touch. Think about the very different messages

given by a weak handshake, a warm bear hug, a patronizing pat on the head, or a controlling grip on the arm, for example.

Space. Have you ever felt uncomfortable during a conversation because the other person was standing too close and invading your space? We all have a need for physical space, although that need differs depending on the culture, the situation, and the closeness of the relationship. You can use physical space to communicate many different nonverbal messages, including signals of intimacy and affection, aggression or dominance.

Voice. It's not just what you say, it's *how* you say it. When you speak, other people "read" your voice in addition to listening to your words. Things they pay attention to include your timing and pace, how loud you speak, your tone and inflection, and sounds that convey understanding, such as "ahh" and "uh-huh." Think about how your tone of voice can indicate sarcasm, anger, affection, or confidence.

Difference Between Verbal and Non-verbal Communication

Verbal communication uses oral or written words whereas non-verbal communication will not use any kind of written words. Verbal communication is of only two types but, non-verbal is of many types like audio, visual and silent, etc. Non-verbal is difficult to understand whereas verbal is very easy to understand. In verbal communication, there is less chance for confusion and misunderstanding than nonverbal as it is conveyed through wordless cues. The degree of formality is very less in non-verbal communication and verbal is more formal.

Difference Between Verbal And Non-Verbal Communication In Tabular Form

BASIS OF COMPARISON	VERBAL COMMUNICATION	NON-VERBAL COMMUNICATION
Description	Verbal communication is the use of proper words and language to convey a message.	Non-verbal communication is the use of body language to convey a message.
Communication	Messages have a clear beginning and the end, and are expressed in a linear fashion.	Non-verbal communication is continuous i.e constant motion and relate to context.
Nature	Verbal communication	Non-verbal communication

	is used subconsciously.	is used subconsciously.
Usage	Verbal communication is exclusive to users of a particular language dialect.	Non-verbal communication is universal and recognized across cultures.
Clarity	In verbal communication, the message is easily conveyed and understood by the recipient.	In Non-verbal communication, recipient can easily miss either some part or the whole message.
Speed	Communication is fast when compared to	Communication is

	nonverbal communication.	comparatively slow.
Channel Of Communication	It uses a single channel of communication, the human voice, which speaks a single word at a time.	It uses multiple channels of communication including entire body, facial expressions and tone of voice.
Physical Presence Of Parties Involved	The physical presence of the sender and receiver is not necessary.	Physical presence of the communicating parties is necessary.
Structure	Verbal communication is a structured communication as it has	Non-verbal communication is not structured; it does not have

	grammar rules.	specific patterns.
Importance	The major use of verbal communication is to inform, impart knowledge or can be used as a tool of persuasion.	Non-verbal communication like touch and eye contact express closeness and emotions.
Interpretation	Verbal stimuli are interpreted by the left hemisphere of the brain.	Non-verbal communications are interpreted by the right hemisphere of the brain.