

## MAIN UNITS OF VERBAL COMMUNICATION

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**Annotation:** Verbal communication is about language, both written and spoken. In general, verbal communication refers to our use of words, whereas nonverbal communication refers to communication that occurs through means other than words, such as body language, gestures, and silence. Both verbal and nonverbal communication can be spoken and written. Many people mistakenly assume that verbal communication refers only to spoken communication. However, you will learn that this is not the case. Let's say you tell a friend a joke, and he or she laughs in response.

**Key words:** body language, behavior, spoken communication, literature, symbolic representation, communicator approaches.

Verbal communication refers to the utilization of words to express ourselves in front of other people. Thus it is an inclusion of both spoken and written communication. Although most people prefer verbal communication to describe only spoken communication. The verbal part of communication refers to the words that we choose, and how they are heard and interpreted.

It is indeed crucial to learn that good oral communication cannot be fully ignored from non-oral communication in the form of our body language, tone of the sound, and expressions of the face. Speaking with clarity, being silent and focused, being well behaved, and following some of the general rules of behavior altogether will help in the process of oral or verbal communication.

In many personal meetings between people, the starting time of conversation is very important because the first impression has an impact on further success and future communication. Listening actively is also a crucial skill. But, when we communicate, we are likely to spend much more energy on what we are going to say than what we are going to listen to other people.

Use of words to express ourselves.

Includes both oral and written communication.

Nonoral communication is also very important.

Speaking with clarity and focus are add-on in verbal communication.

Listening actively is also a crucial skill.

When people ponder the word communication, they often think about the act of talking. We rely on verbal communication to exchange messages with one another and develop as individuals. The term verbal communication often evokes the idea of spoken communication, but written communication is also part of verbal communication. Reading this book you are decoding the authors' written verbal communication in order to learn more about communication. Let's explore the various components of our definition of verbal communication and examine how it functions in our lives.

Verbal communication is about language, both written and spoken. In general, verbal communication refers to our use of words while nonverbal communication refers to communication that occurs through means other than words, such as body language, gestures, and silence. Both verbal and nonverbal communication can be spoken and written. Many people mistakenly assume that verbal communication refers only to spoken communication. However, you will learn that this is not the case. Let's say you tell a friend a joke and he or she laughs in response. Is the laughter verbal or nonverbal communication? Why? As laughter is not a word we would consider this vocal act as a form of nonverbal communication. For simplification, the box below highlights the kinds of communication that fall into the various categories. You can find many definitions of verbal communication in our literature, but for this text, we define Verbal Communication as an agreed-upon and rule-governed system of symbols used to share meaning. Let's examine each component of this definition in detail.

Rather, English speakers have agreed that these symbols (words), whose components (letters) are used in a particular order each time, stand for both the actual object, as well as our interpretation of that object. This idea is illustrated by C. K. Ogden and I. A. Richards' triangle of meaning. The word "cat" is not the actual cat. Nor does it have any direct connection to an actual cat. Instead, it is a symbolic representation of our idea of a cat, as indicated by the line going from the word "cat" to the speaker's idea of "cat" to the actual object.

Communication is the transference of messages between two or more people. Humans are social beings and hence we constantly communicate and share ideas and information with other fellow humans. This process involves six essential elements to make effective communication. They are the sender, the message, medium of transfer, encoding, and the receiver, medium of transfer and decoding. Although this may seem like an easy process, it takes meticulous effort on the part of the sender and receiver so that the intended message is sent or received successfully.

Your professional success depends on having advanced people (a.k.a. "soft") skills because most jobs require you to talk to people. Key among these is skill in speaking to and conversing with others in person. Retail sales, for instance, requires the ability to listen carefully to what a customer says they want and "read" their

nonverbals to determine what exactly to say and how to say it in order to close the deal with a purchase. Aside from a handful of jobs with minimal human interaction (Gillett, 2016), the vast majority require advanced soft skills to deal effectively with customers or clients, coworkers, managers, and other stakeholders. Though we're not born with them, everyone has the capacity to learn, develop, practise, and apply verbal and nonverbal skills to benefit those audiences, their company as a whole, and themselves.

You've certainly participated in countless conversations throughout your life, and the process of how to conduct a conversation may seem so obvious that it needs no explanation. Still, you can tell that some are better than others at conversation and some argue that technology is preventing many from developing these skills, so it's worth breaking down how an effective communicator approaches the art of conversation. A skilled professional knows when to speak, when to go silent and listen, as well as when stop speaking before the audience stops listening. Further, understanding conversation provides a solid foundation for this guide's crucial advice on job interviews (see §10.3 below), which follow similar ritual patterns and have their own set of expectations. Though these expectations may differ depending on the field, level, knowledge, and experience, they generally follow the five steps of a basic conversation discussed in this section. First, however, it's worth examining the voice as the pre-eminent communication channel, how to refine our interpersonal skills in the face of the stunting effects of problem technology use, and how to use voice-only technology effectively.

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