

MAIN UNITS OF VERBAL COMMUNICATION

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Abstract: Good understanding of the different types of communication and communication styles can help you know and deal with people better, clear up misunderstandings and misconceptions, and contribute to the success of the enterprise.

Key words: communication verbal nonverbal visual, writing oral communication.

Communication is important when dealing with others. How you communicate will affect how others feel and behave, which, in turn, can make your job difficult or easy. Learning how communication happens and some basic techniques will enable you to provide better care to your client. Communication is the process of sending and receiving a message. It consists of verbal and non-verbal communication. Verbal communication has to do with words, whether they are written, read, or said aloud. Words should be simple and clear so that people understand correctly. Remember that words may have different meanings to different people. Non-verbal communication, more commonly called ‘body language,’ sends a message too. We send messages with our facial expressions, tone of voice, gestures, posture, eye contact, and touch. Communication is misunderstood when the verbal and non-verbal (body language) messages are different. If you say one thing and your body is sending a different message, people get confused. Most people, when they get conflicting messages, will believe what they see. You have probably heard the phrase “actions speak louder than words.” That really applies in this situation. You need to be aware of your own body language as well as others.’

Types of communication

Communication involves the imparting or interchanging thoughts, opinions, or information among people by speech, writing, communication

Verbal communication

Verbal communication entails the use of words in delivering the intended message. The two major forms of verbal communication include written and oral communication.

Written communication includes traditional pen and paper letters and documents, typed electronic documents, e-mails, text chats, SMS and anything else conveyed

through written symbols such as language. This type of communication is indispensable for formal business communications and issuing legal instructions.

Communication forms that predominantly use written communication include handbooks, brochures, contracts, memos, press releases, formal business proposals, and the like. The effectiveness of written communication depends on the writing style, grammar, vocabulary, and clarity

The other form of verbal communication is the spoken word, either face-to-face or through phone, voice chat, video conferencing or any other medium. Various forms of informal communications such as the grapevine or informal rumor mill, and formal communications such as lectures, conferences are forms of oral communication. Oral communication finds use in discussions and causal and informal conversations. The effectiveness of oral conversations depends on the clarity of speech, voice modulation, pitch, volume, speed, and even non-verbal communications such as body language and visual cues.

Verbal communication makes the process of conveying thoughts easier and faster, and it remains the most successful form of communication. Yet, this makes up only seven percent of all human communication!

third type of communication is visual communication through visual aids such as signs, typography, drawing, graphic design, illustration, color and other electronic resources Nonverbal communication entails communicating by sending and receiving wordless messages. These messages usually reinforce verbal communication, but they can also convey thoughts and feelings on their own.

Reference:

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