

MAIN UNITS OF VERBAL COMMUNICATION

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Abstract: This article provides information about the main units and types of verbal communication. 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.

Key words: verbal communication, nonverbal communication, intrapersonal, interpersonal, public communication, mass communication.

WHAT IS HE VERBAL COMMUNICATION? **Verbal communication** is defined as communication to express our views, information, and ideas in the form of sound and words. The spoken part usually involves face-to-face communication. and 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. In other words, is defined as the exchange of information with the use of words, either spoken or written. Effective verbal communication skills include more than just talking. It encompasses both how you deliver messages and how you receive them. In verbal communication, the sender uses words to share his or her feelings, ideas, thoughts, or opinions.

▪ The method of verbal communication can also be classified into different types and they are:

- Intrapersonal communication
- Interpersonal communication
- Small group communication
- Public communication
- Mass communication

1. *Intrapersonal communication*

This form of communication is extremely private and restricted to ourselves. It includes the silent conversations we have with ourselves, wherein we juggle roles between the sender and receiver who are processing our thoughts and actions. This process of communication when analyzed can either be conveyed verbally to someone or stay confined as thoughts.

2. *Interpersonal communication*

This form of communication takes place between two individuals and is thus a one-on-one conversation. Here, the two individuals involved will swap their roles of sender and receiver in order to communicate in a clearer manner.

3. *Small Group Communication*

This type of communication can take place only when there are more than two people involved. Here the number of people will be small enough to allow each participant to interact and converse with the rest. Press conferences, board meetings, and team meetings are examples of group communication. Unless a specific issue is being discussed, small group discussions can become chaotic and difficult to interpret by everybody. This lag in understanding information completely can result in miscommunication.

4. *Public Communication*

This type of communication takes place when one individual addresses a large gathering of people. Election campaigns and public speeches are example of this type of communication. In such cases, there is usually a single sender of information and several receivers who are being addressed.

5. *Media communication*

It is developing at a meteoric rate in order to ensure clarity and to eliminate any ambiguity. The aforementioned four types of communication have played a vital role and continue to do so, in bridging the gap between people, commerce, education, health care, and entertainment.

Historically, however, verbal and nonverbal messages have been studied separately, as though they were independent rather than co-occurring and interrelated phenomena. Although a distinction between verbal and nonverbal behavior is centuries old, rigorous study of the relationship of verbal and nonverbal messages began in the 1960s among mostly quantitative researchers. Many of these early investigations were based on a “channel summation” model, which depended upon a couple of key assumptions.

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