UNIT 2
VERBAL AND NON VERBAL COMMUNICATION

1. What is verbal and non verbal communication?
   Or
2. Difference between verbal and non verbal communication.

Communication is mainly a systematic exchange of information between two or more than two communicators. Basically, there are two major forms or two methods of communication namely; verbal and non verbal communication. Both the methods have the same purpose to help the communicators in exchanging information through the process of communication. Let's see what is verbal and non verbal communication and how do they differ from each other.

VERBAL COMMUNICATION:

In day today life verbal communication plays an important role. It is such type of communication in which the sender and the receiver exchange their information with the help of words, sounds and speech. This method of communication includes both oral and written communication because in both we require words to speak and write respectively. Since verbal communication uses words and speech, it becomes very specific and to the point. In verbal communication it is very essential that both the sender and the receiver must have knowledge of the language in which they are communicating. Verbal communication is very helpful in exchanging abstract and complex ideas and giving information in detail. Verbal communication has been playing an important role in sustaining our existence on the earth also. It is said that humans learn from their past and they have tendency to record the past or history in both oral and written which is very useful to us. Through verbal communication it becomes very easy to pass on important information to the next generation. In this way verbal communication plays a significant role in our life.

NON VERBAL COMMUNICATION:

Contrary to verbal communication non verbal communication does not use speech or words. Instead it simply uses the language which has no speech and words. This is why it is considered as ‘Unspoken Communication’. In fact this type of communication is auxiliary to verbal communication. This may include body language, gesture, facial expressions, eye contact, personal appearance etc. several researches have proved that verbal communication carries less than 35 % of the social meaning of the situation, while more than 65 % is carried on non verbal communication.
Unlike verbal communication, non verbal communication does not use words either spoken or written and this is why cannot express our complex and abstract idea. Since this type of communication depends on human emotions, it leaves a deep impact on the person. This type of communication fails while exchanging technical, specific and detailed information. Up to some extent verbal communication is universal and so the sender and the receiver from the different cultures and countries can easily communicate with each other. For ex. nodding one’s head has a positive (yes) meaning which can be understood by any person in this world. Since it depends on physical movements, it is ephemeral and this is why it fails in passing information to the next generation.

**What is ‘Noise’?**

*Or*

**How does ‘Noise’ affect the process of communication?**

We know that effective communication is the soul of all the business activities of the organization. Communication takes place basically between two terminals: the sender and the receiver. However in the process of communication largely depends on the feedback of the receiver. When receiver fails in sending a desired response to the sender, it is assumed that the communication process might have been affected by ‘Noise’.

‘Noise’ is any interference or disturbance that is responsible for interrupting the process of communication. Here ‘Noise’ does not mean a physical sounds but any factor that causes a break in the communication process. Almost all the parts of communication are vulnerable to ‘Noise’. For ex. In the classroom when some one turns up late and asks permission to enter, his or her words ‘May I come in?’ would stop the communication between the sir and students for awhile. Here latecomer can be called ‘Noise’.

Since the information that flows between the sender and the receiver is very important, it is very essential that ‘Noise’ should not affect the communication process. If the communication process is affected by ‘Noise’ there are several remedies which can rectify the communication process.

Following these five steps will set the affected communication back on the right path.
1. Identify the problem.
2. Find the cause
3. Work on alternative solutions.
5. Follow up rigorously.

In this way, as virus attacks human body by destroying the organic system, ‘Noise’ affects the communication body and creates various barriers to effective communication. This is why for successful communication ‘Noise’ should be harnessed.

BARRIERS TO EFFECTIVE

1) WRONG ASSUMPTIONS:

Many barriers take place due to wrong assumption. Wrong assumptions in person’s mind contaminate the message until the message is rectified. For ex. in the class room sir referring to concord (grammar) says “concords are very useful in today’s life. But students might take the word concord as a passenger jet plane. In this situation when sir would ask question about concords, it is possible that sir might not get desired response or answer. Wrong assumptions are generally made because the sender or the receiver does not have adequate knowledge about each other’s back ground.

2) VARIED PERCEPTIONS:

It is the fact that we perceive the world individually and in this we all have different definitions about the world. This determines the person’s point of view. For example we all have different opinions about the government systems. Someone would say communist system is the best while some other says capitalist system is the best. The person who believes in communist would never appreciate capitalist thoughts, ideology or vice versa. It is all the matter of perception. The best way to overcome this barrier is to step back and take a wider perspective of issue.

3) LIMITED VOCABULARY:

Limited words in language largely affect the process of communication. Mainly for face to face communication we require words. Lack of words instantly stops the person communicating with the other person. For example English learners cannot speak English
because they have very limited words in their mind. This is why for better communication one should learn more and more words.

4) **EMOTIONAL OUTBURST**

Emotions are very essential for our existence. We cannot remove emotions from our life as they are natural. Whether it is business or your private or personal affairs, the emotions cannot be extracted out of us. Emotions are there in whatever we speak and whatever we listen. Our day-today conversations are replete with feelings and emotions. However, your excessive involvement can be an obstacle in communication. For example, extreme anger, prejudice boredom...etc, are barriers to communication. Even positive emotions like happiness or over excitement also interfere in communication. But in comparison our negative emotions or feelings affects communication more than positive ones.

5) **POOR LISTENING SKILLS**

Communication is the process which requires an equal participation of both the speaker and the listener. The process requires sound listening skills at the receiver’s end. He needs to pay attention in order to grasp the message of the speaker but if he fails to listen carefully, it may lead him to misunderstanding or confusion. He should keep himself away from anything which divides his concentration and should develop good listening skills.

6) **NOISE IN THE CHANNEL**

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What is non verbal communication? What is Kinesics?

Non verbal communication does not use speech or words. Instead it simply uses the language which has no speech and words. This is why it is considered as ‘Unspoken Communication’. In day-to-day communication human body plays a vital role. Through our body we express our thoughts without using word. This way of communication is known as Non-verbal communication. There are several types of Non-verbal communication which are as under.

1. Kinesics
2. Paralanguage
3. Vocal interference
4. Proxemics

➢ Kinesics: Kinesics is the study of the body movements. In other words it can be said that it is the way human body communicate without words. Kinesics includes following body movements:

**Personal Appearance:** Personal appearance plays a key role in non-verbal communication. We can express many things through our appearance or outlook. Appearance includes clothes, hair style, jewelry, cosmetics, and so on. For example a person wearing an earring, heavy chains and torn jeans will create bad impression among people. This is because his appearance communicates the people and tells everything about the person.

**Posture:** Posture generally refers to the way we hold ourselves when we stand, sit and walk. A person’s posture tells many things. For example: slumped posture indicates low spirit while erect or straight posture indicates high spirit, energy and confidence.

Gesture: Gesture includes the movements of hands, arms, shoulder, head, torso and fingers. Our gesture clarifies our ideas. During communication a person’s gesture tells what is going on in his /her mind. We should avoid irritating gesture like playing with a
ring, twisting keychain, clasping hands tightly and cracking knuckles etc at the time of communication.

Facial expression: Human face is considered as the best communicator. It is the most expressive part of human body. Facial expression includes raised eyebrows, forehead lines, smiles, movements of eye lid etc. for example smile stands for friendliness while a frown for discontent, lines on forehead for question, doubt etc.

Paralanguage:
Paralanguage refers to the pitch, volume, rate, quality, tone, intonation which conveys different meanings in persons’ speech. Paralanguage always runs with words. For example when a person shouts someone’s name we can assume that the person is angry.

**Vocal inference:** vocal inference includes extraneous sounds or words which interrupt fluent speech. For example: uh, ah, ahem, aah, etc

**Proxemics:** Proxemics is the study if physical space between people which tells about their relationships or situation. For example people maintain wide space tells us that they would be stranger or the people maintain little distance suggest their intimacy.

1. Proxemics is the study if physical space in interpersonal relations.
2. Space is related to behavior norms.
3. The way people use space tells you a lot about them.
4. In professional setting, space is used to signal power and status.

**Intimate space:**
- This zone starts with personal touch and extends just to 18 inches
- Members of the family, spouses, relatives and parents fall under this zone.
- Other individuals come close for a very brief period and only under special circumstances
- A handshake, a pat on the back or a hug comes into this zone.

**Personal space:**
- This zone stretches from 18 inches to 4 feet.
- Your close friends, colleague, peers etc fall in this zone.
- Though this zone is personal it is quite a relaxed and casual place.
- Sitting or standing so close brings you closer to the listener and gives the impression of friendliness and warmth.

**Social:**

**Colour:** sometimes colour tells us a lot about the situation. The best example is traffic light where different colours indicate different things. In our day-to-day worlds some colour carries universal meaning e.g. yellow colour cheers and elevate the persons’ mood, red indicates danger and also excites and stimulates, blue refers to smoothness and comfort, black suggests mourning and white suggests purity.

Thus Non verbal communication is the best way to express ours thoughts in an effective way.