



Women's empowerment against sexist harassment in public space  
Project Num: 2022-1-LT01-KA220-ADU-000086398



# Verbal communication



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# Understanding Verbal and Nonverbal Communication



In this presentation, we will delve into the fascinating world of communication, exploring both the spoken word and the unspoken messages we convey. We will discover the power of verbal and nonverbal communication, their impact on our interactions, and how to become more effective communicators.





# What is

# “Communication”?



**Communication** is a basic part of all animal behaviour. Humans communicate by language but it is becoming far more evident now that a great deal of human communication is effected through non-verbal means — looks, gestures etc. By communication, we imply a social process; social interaction depends on communication.

# “Communication”

**Communication** is a process in which people verbally or nonverbally share information and ideas. Non-verbal communication can be best defined as a silent form of communicating with a person or party without using any form of speech to grab the attention of audience or to exploit a message. Non-verbal communication is often used to express a thought or thoughts and make your message more appealing and interesting to the person you are speaking.

# Why Communication skills are important?



# What are verbal and non-verbal communication?



## Verbal

Verbal communication relies on the oral transmission of words to relay messages. Verbal communication is direct, leaving less opportunity for the misinterpretation of a message.

## Non-verbal

Non-verbal communication is that in which information is exchanged without speaking but by writing or using skills such as by some sound, touch, body language, eye contact, etc.

# Verbal Communication Tips for Managers

Effective verbal communication is essential for managers to lead their teams, convey important information, and foster a positive work environment. Here are some key tips to enhance verbal communication skills as a team leader

## **Be Clear and Concise:**

- Use simple and direct language.
- Avoid jargon or technical terms unless necessary.
- Summarize key points to ensure understanding.

## **Listen Actively:**

- Show genuine interest in what the other person is saying.
- Avoid interrupting; let them finish their thoughts.
- Reflect and paraphrase to confirm understanding.

## **Adapt to Your Audience:**

- Adjust your tone and language based on who you are speaking to.
- Consider cultural and individual differences.
- Be mindful of the context and setting.



# Types of Verbal Communication



**Interpersonal  
Communication**



**Group  
Communication**



**Mass  
Communication**

# Interpersonal Communication

**Interpersonal communication** involves exchanging messages one-on-one, facilitating information sharing, perspective sharing, and goal achievement. It aids in relationship building, conflict resolution, and fostering trust among individuals from diverse backgrounds. Managers utilize this approach in check-in meetings with team members.



# Group Communication



**Group communication** involves exchanging messages within a group, enabling simultaneous sharing of information, perspectives, and ideas, fostering discussions. It serves for problem-solving, decision-making, and consensus-building on objectives or decisions.

# Mass Communication

**Mass communication** entails disseminating messages to a large audience simultaneously, serving purposes like informing, educating, building public support, promoting ideas, or communicating with an entire organisation at once.



# The 55/38/7 Formula

Albert Mehrabian, a researcher of body language, found that communication is 55% nonverbal, 38% vocal, and 7% words only. According to Mehrabian, “When there are inconsistencies between attitudes communicated verbally and posturally, the postural component should dominate in determining the total attitude that is inferred.” Is 90% of communication nonverbal? While verbal communication conveys information, in face-to-face interactions, body language and facial expressions greatly influence how that information is understood and interpreted.

# Verbal & non-verbal communication



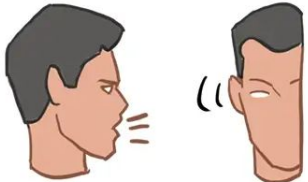
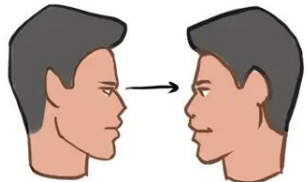





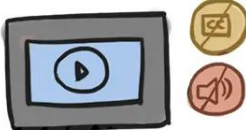


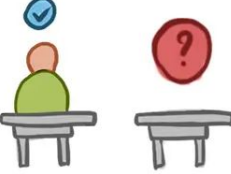

In Verbal Communication:

- Words account for only -7%
- Tone
- Modulation
- Volume
- Total - 45%

} 38%

Balance 55% is through non-verbal Communication, which includes:

- Our Body Language                      Breathing
- Our movement                              Choice of clothing

VERBAL	CONTENT OF COMPARISON	NON-VERBAL
	<b>Use of words/ language</b>	
	<b>Consciousness</b>	
	<b>Context</b>	
	<b>Decoding (understanding the message)</b>	
	<b>Mode</b>	
	<b>Time consumption</b>	
	<b>Physical presence</b>	



# Advantages of Verbal Communication

- More personal and informal.
- Makes immediate impact.
- Provides opportunity for interaction and feedback.
- Helps us correct our messages according to the feedback and non-verbal cues from the listener.
- It is very fast and inexpensive.





# Disadvantages of Verbal Communication

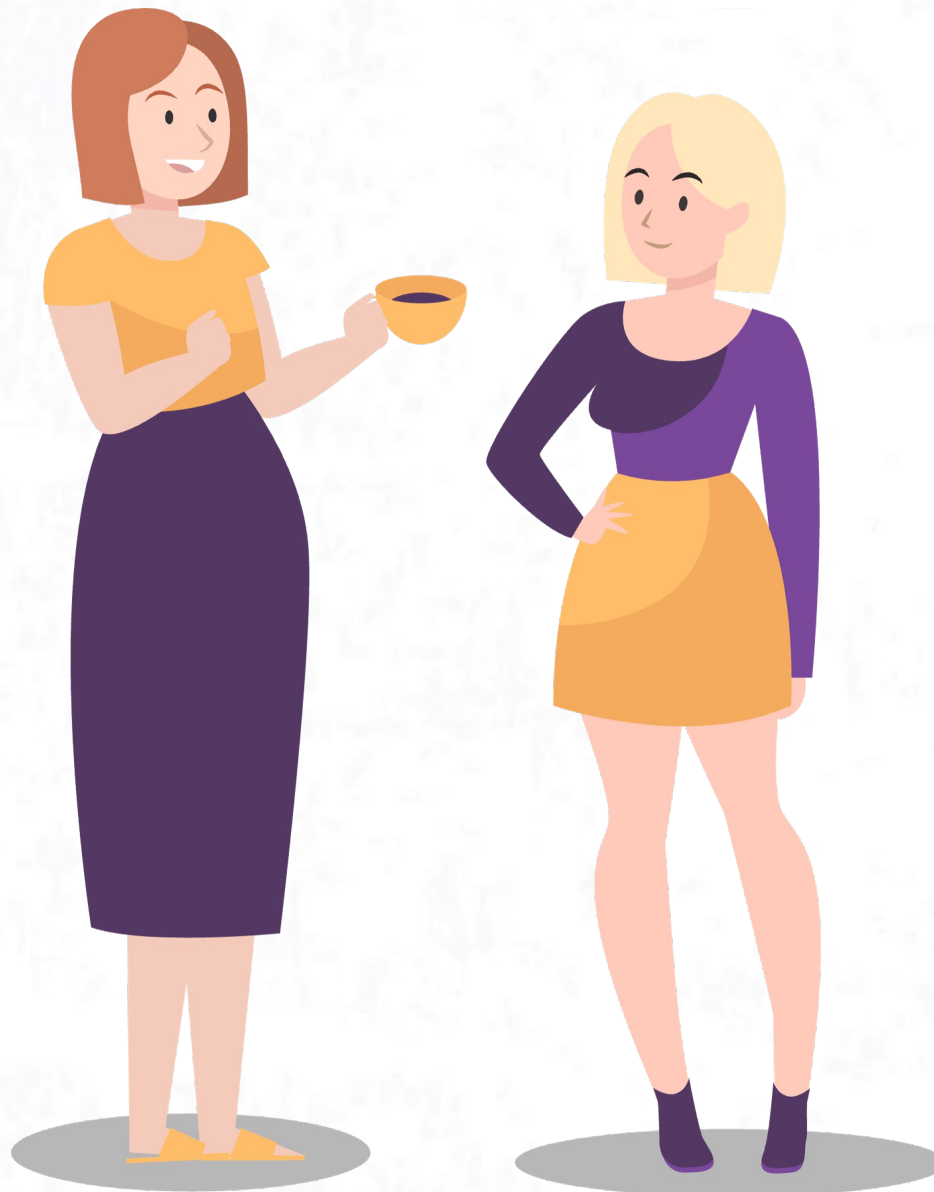
- A word once uttered can't be taken back.
- Impact may be short lived.
- It can be forgotten easily.
- There is no legal evidence of oral communication.



# HOW NON-VERBAL COMMUNICATION WORKS

Nonverbal cues complement a verbal message by adding to its meaning.

Nonverbal messages can substitute for verbal messages.



Nonverbal messages can substitute for verbal messages.

Nonverbal messages can substitute for verbal messages.

# Resources

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# Thank you!



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