

TOPIC 2: Basic form of Communication

BY MISS RAHA

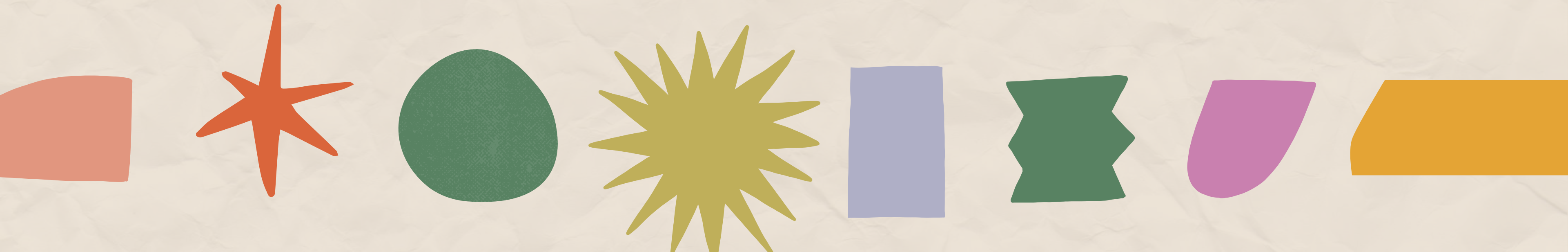




Doa starting class

رَبِّ زِدْنِي عِلْمًا وَارْزُقْنِي فَهْمًا

Oh Allah, increase me in knowledge and understanding



Understanding Business Communication

- Verbal communication
- Non-verbal communication



Learning outcomes



Students will be able to describe the verbal and non-verbal communication.



Students will be able to explain the communication style.



Students will be able to know the difference between verbal and non-verbal communication.

Verbal Communication

Verbal communication is how we send information or a message to someone else through the words we speak aloud. We use it every day.



It involves the exchange of thoughts, feelings and ideas using spoken words. And it's a two-way process.

We can communicate verbally with others over the phone, online on a Zoom call or via FaceTime or having face-to-face conversations.





Verbal communication



**Oral
communication**



**Written
communication**

Oral Communication

Oral communication is the exchange of information and ideas through **spoken** word.

It includes speech, face to face discussion, telephone conversation, television, radio, audio and video chat over the internet.



Intrapersonal Verbal Communication: Our internal dialogue or inner speech.

Interpersonal Verbal Communication: Involves two parties.

Group Verbal Communication: More than three people are involved in conversation.

Public Verbal Communication: Communicating to a public audience. Eg: assembly

Mass Verbal Communication: Involves a small group of speakers share views and ideas with their audience.

Advantages and Disadvantages of Oral Communication

1

Advantages

1. Immediate clarification
2. Speedy
3. Suitable for emergency
4. Less formal
5. Group communication is possible
6. Effective tool for influencing
7. Decisions can be made quickly

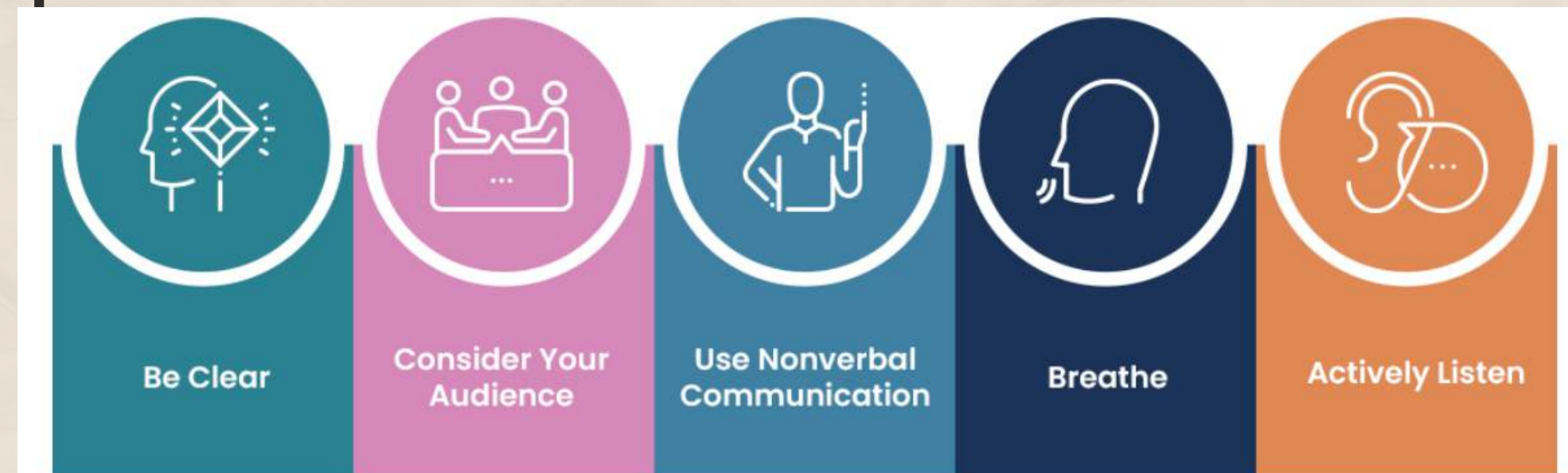
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Disadvantages

1. No record
2. Lengthy messages can result in communication failure
3. Speaker's ineffectiveness
4. Limitations of human memory
5. Listening span is usually short
6. Distortions

Effective Oral Communication

- **Be clear:** Use language that can be easily understood by the listener. Know what you want to say in advance.
- **Consider your audience:** Helps to decide on the right tone and even the environment for the discussion. Use clear and audible voice.
- **Use nonverbal communication:** Body language and facial expression must be congruent with the verbal message.
- **Breathe:** To make the speaker feel less anxious.
- **Actively listen:** Give full attention to the speaker.
- **K-I-S-S : Keep It Short and Simple**



Written Communication

Written communication is the exchange of information and ideas through **written** word.

It includes emails, letter, memo, reports, documents. It can either be digital or on paper.



Formal communication: Professional interactions in corporate arena. It emphasizing the need for accuracy and professionalism. Eg: Business email, report or office memo.



Informal communication: Enabling individuals to communicate in a more relaxed and relatable manner. Eg: Text message or social media post.



Academic writing: Within educational institutions. Eg: Essays, research papers, and presentations.



Creative writing: Introduces a touch of artistry and explores the depths of human imagination, invoking emotions and vivid imagery. Eg: Poetry and short stories.

Advantages and Disadvantages of Written Communication



Advantages

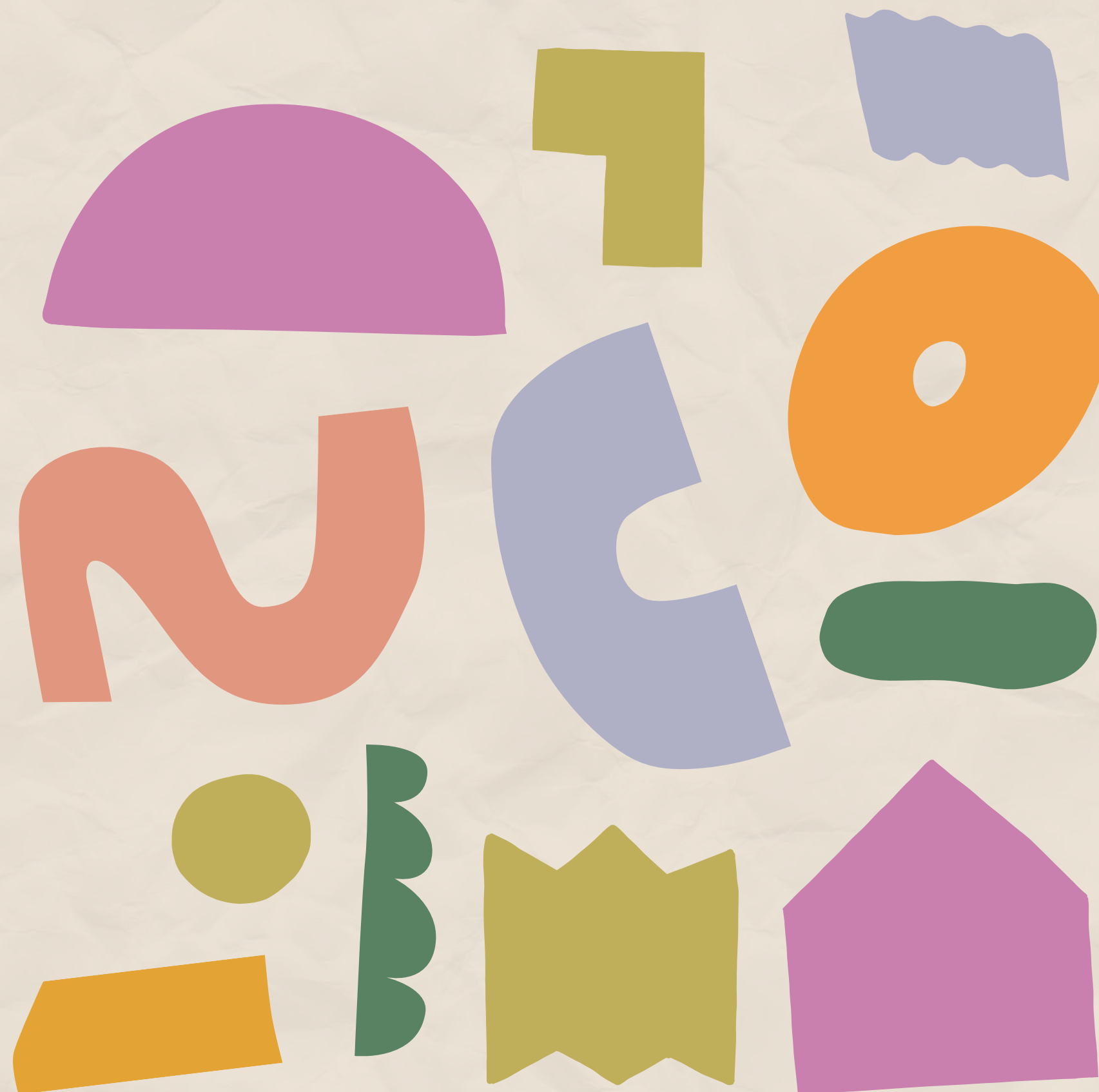
1. **Permanent record**
2. **Legal document**
3. **Can be referred again and again**
4. **Lengthy message**



Disadvantages

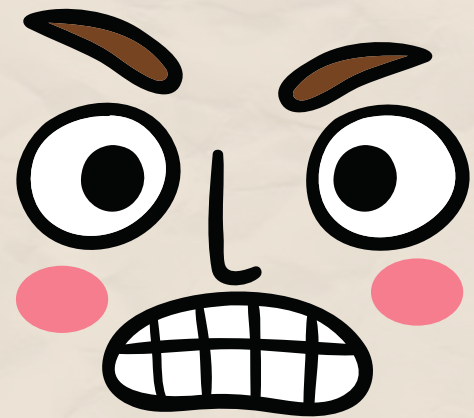
1. **Costly process**
2. **Time consuming**
3. **Lack of secrecy**
4. **Feedback is delayed**

Break



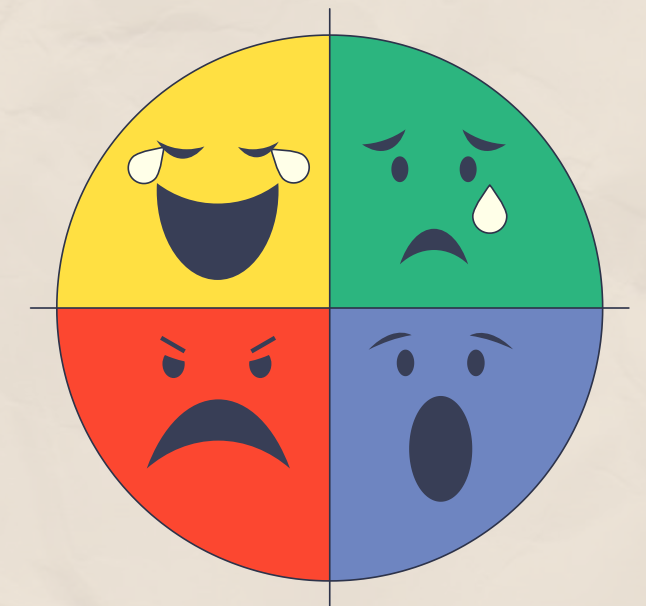
Non- Verbal Communication

Transfer of information from one person to another without the use of words or spoken language.



Nonverbal channels: facial expressions, gestures, body posture, eye contact, proxemics (social distance), haptics (touch), and even the physical environment.

It's a crucial aspect of human interaction, often adding meaning to spoken words and conveying emotions that might be difficult to express verbally.



Functions of non-verbal communication

1

Replace verbal communication: For example, nodding to indicate agreement.



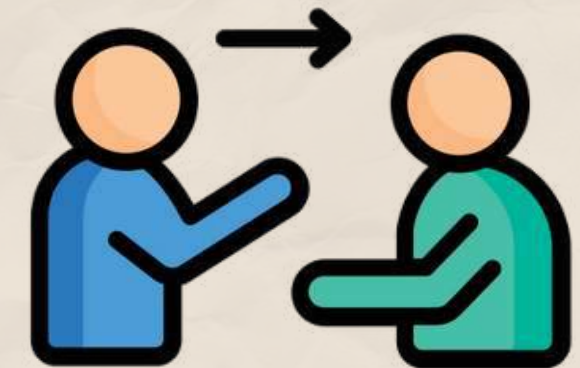
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Complement verbal communication: Pointing to something while speaking, or using a supportive tone of voice.



3

Regulate conversation: Eye contact or body language can indicate when it's a good time to speak or listen.



4

Express emotions: A smile can convey happiness, while a furrowed brow can indicate sadness.



1. Kinesics

**2. Physiological
responses**

**3. Sign
language**



Non-verbal communication



5. Chronemics

4. Paralinguistics

I. Kinesics

Kinesics cues are the nonverbal messages that we use to **communicate through our bodies**. It also often referred to body language. There many types of kinesics;

1

Facial expressions

A smile, frown, or furrowed brow can convey a wide range of emotions.

2

Gestures

Waving, pointing, or making hand gestures can convey information or emphasize points.

3

Body language

Posture, and movement can reveal a person's confidence or nervousness.

4

Eye contact

The amount and duration of eye contact can communicate interest, sincerity, or disinterest.

5

Proxemics

The physical distance between individuals can convey closeness, formality, or distance.

6

Haptics

A handshake, hug, or other forms of touch can convey intimacy, comfort, or support.

7

Posture

Communicates immediacy (when you find someone interesting and attractive) and power.

8

Appearance

Choice of clothing or hairstyle, communicates a first impression and can influence mood.

Facial expressions

- Face has been called the **mirror of the mind** because whatever a person feels deep inside is reflected on his/her face.
- It **can be seen from all parts of the face** i.e the lines of forehead, the eyebrows, the muscles of cheeks, lips.
- Facial expressions tells a lot about the **mood** and **how the subsequent conversation will go**.
- There were six universal expressions – **anger, disgust, fear, sadness, happiness, and surprise**.



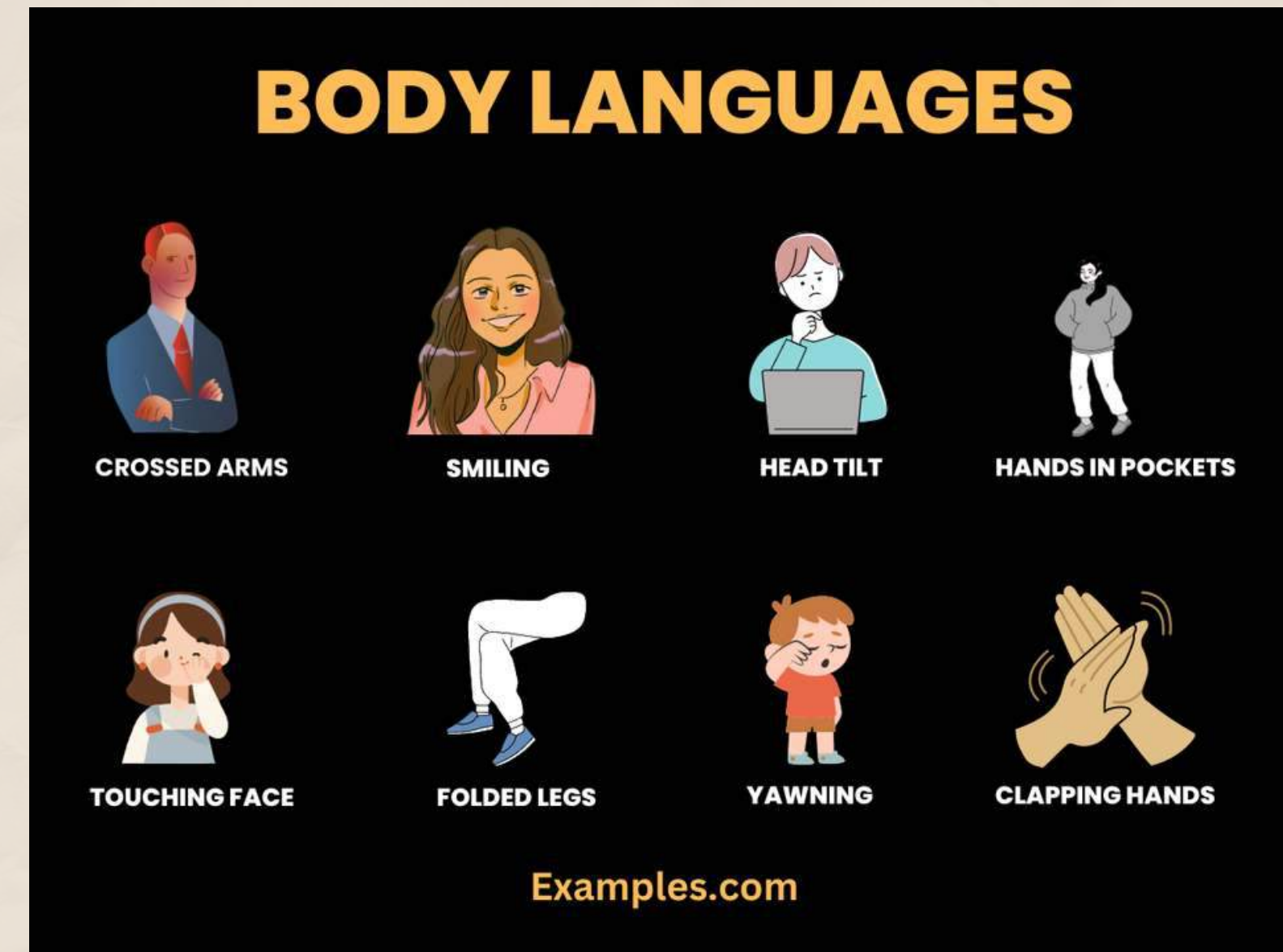
Gestures

- Gestures are our **hand movements**. Different hand movements convey different meaning.
- Most common forms of gestures involve greetings and departures, such as **shaking hands or waving**.
- In Islam, **shaking hands** (muṣāfaḥah) is a recommended (Sunnah) practice as a greeting and a gesture of respect, particularly between men.
- In Thailand, consisting of a **bow with the palms pressed together**.



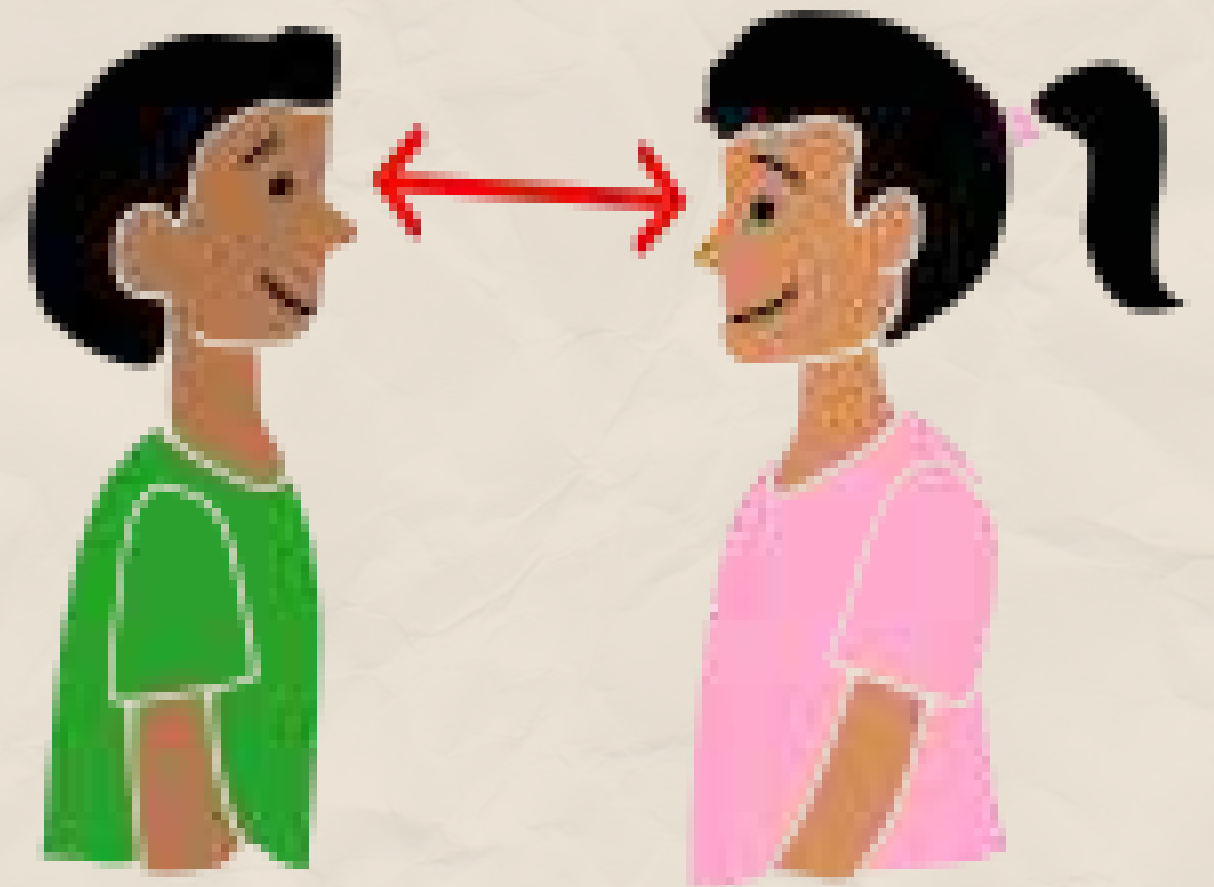
Body language

- How we hold our bodies can communicate confidence, nervousness, or even defensiveness.
- However, this type of nonverbal communication is **complex and quite subtle**. Just because you observe a movement doesn't guarantee you understand the meaning.
- **Crossed arms:** Can signal defensiveness.
Hands on hips: Can indicate confidence, or even aggression.
Fidgeting: Can suggest boredom, anxiety, or impatience.
Eye rolling: Can convey disagreement.



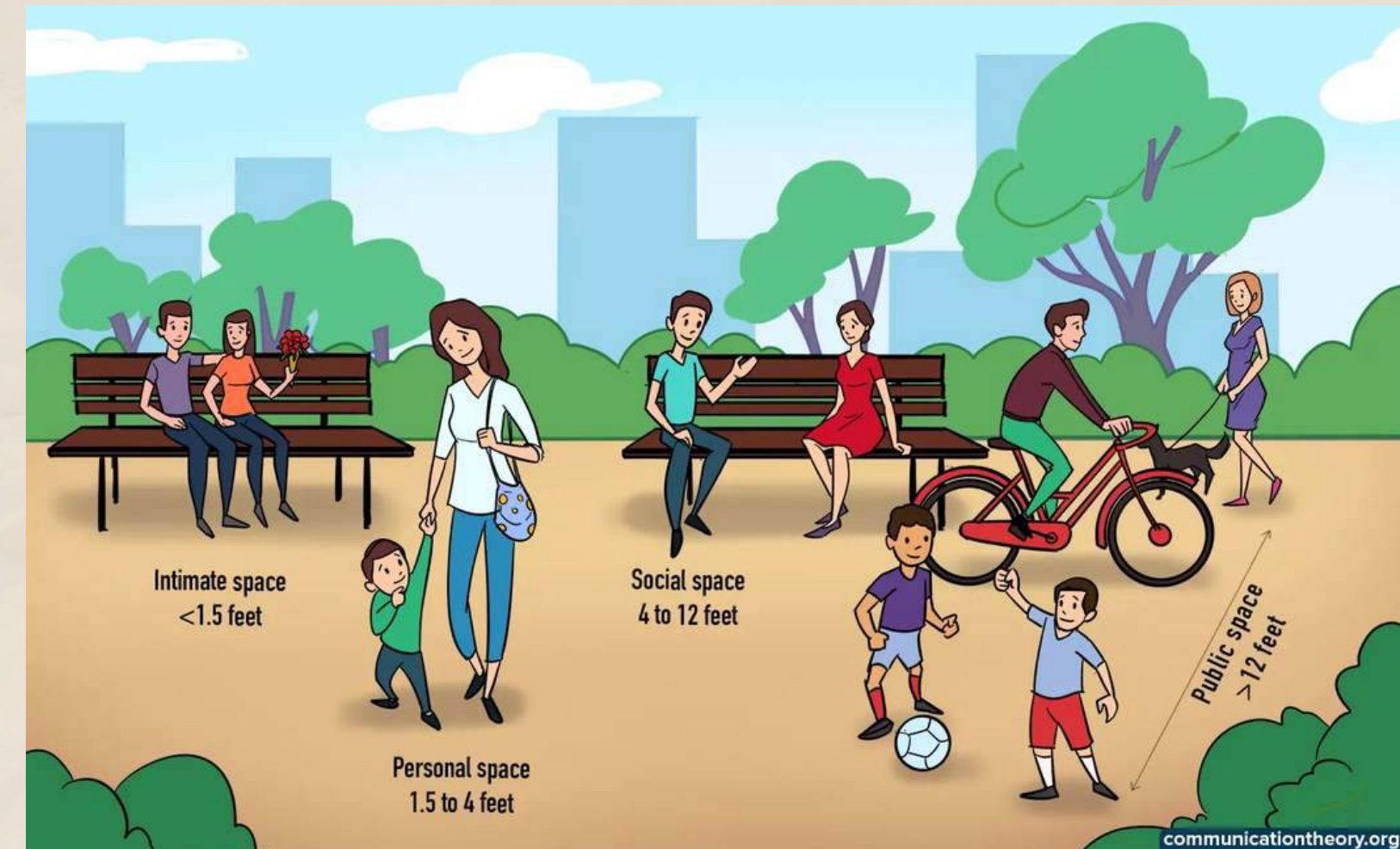
Eye contact

- Our eye contact is a massive factor in nonverbal communication because it can **give clues** to how we feel.
- When we're scared, our pupils dilate due to a surge in adrenaline. When something excites us, we blink rapidly.
- Maintaining eye contact generally means that someone is **comfortable** and telling the truth. In contrast, avoiding eye contact might suggest that they're nervous or hiding something.



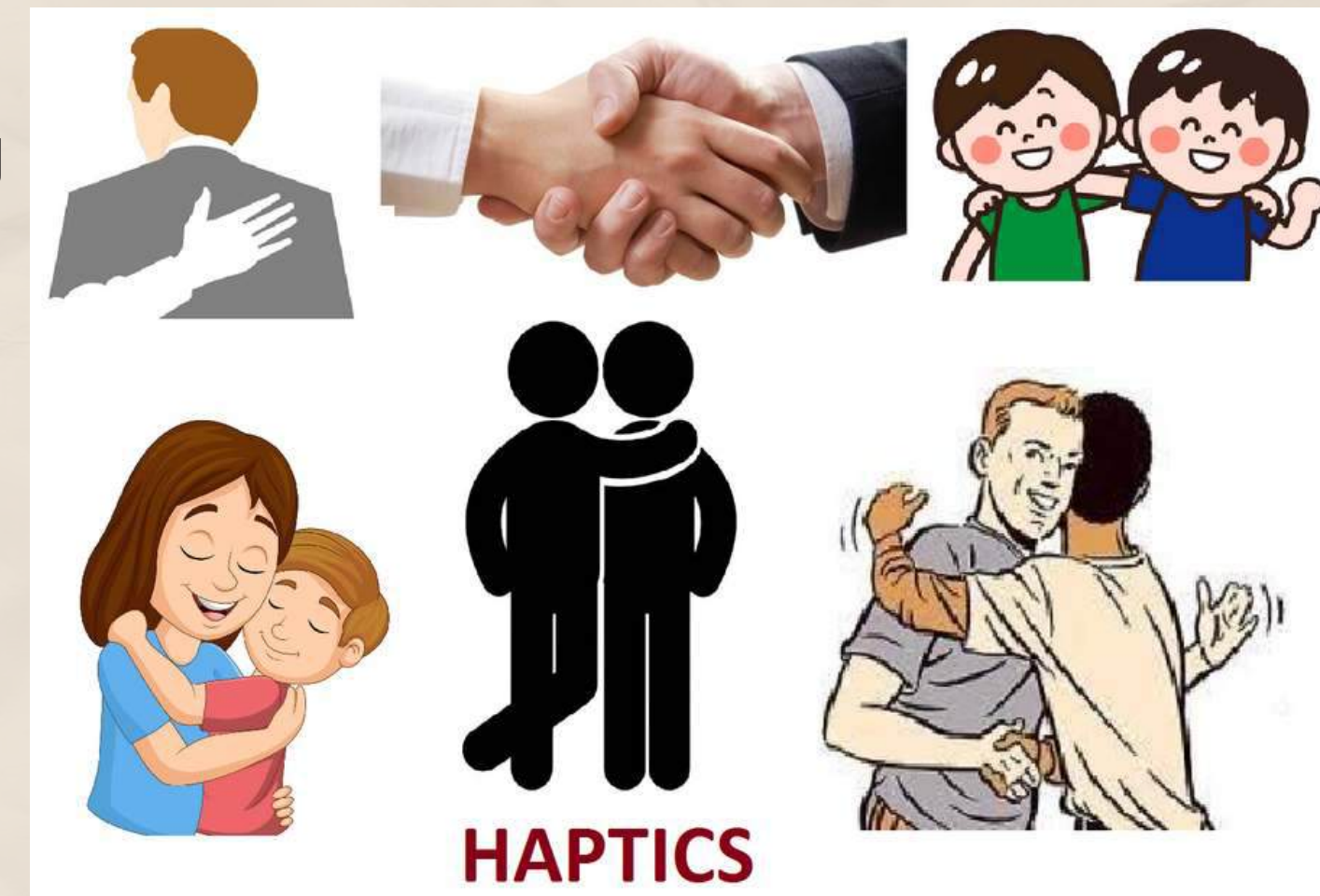
Proxemics

- Proximity references **how near something is**. We interpret physical distances in interactions differently.
- Noticing when to **adjust your closeness** for each situation ensures you're not making people uncomfortable.
- For example, if you're in a relationship with someone, you'd expect to sit close together on the couch. On the other hand, you likely wouldn't sit that close to a coworker.



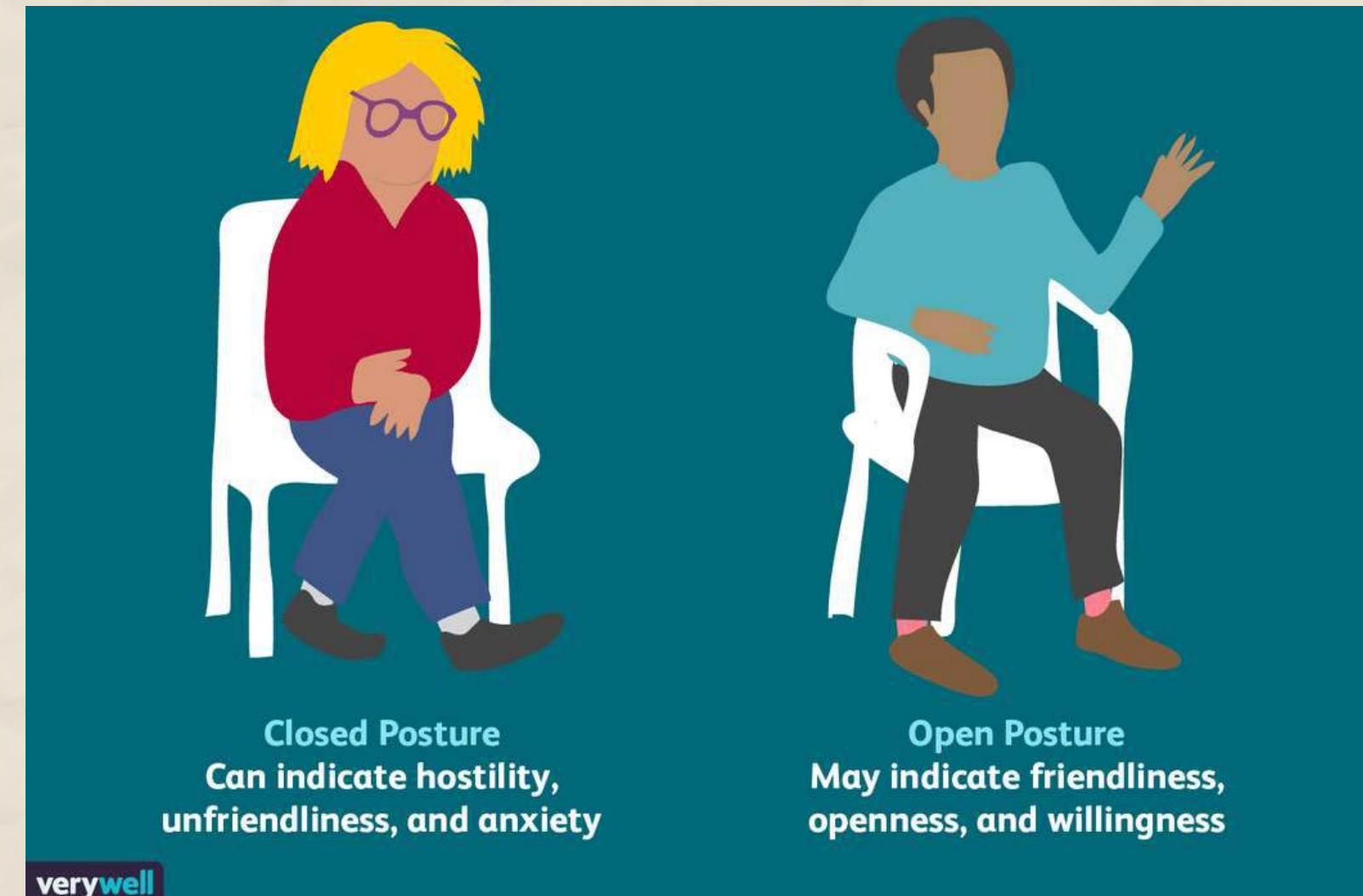
Haptics

- Touch, or haptics, conveys messages, emotions, affection, support, sympathy, dominance and intentions through **physical contact**.
- It is a powerful tool for establishing and **maintaining relationships, expressing emotions** like comfort and support, and even **influencing others**.
- Touch can also be **misinterpreted** or create discomfort.
- Our social class or gender can determine how we respond to touch. **Women** generally use touch to **convey care and concern**, while **men** are more likely to **convey control**.



Posture

- Posture is a crucial element of nonverbal communication, **conveying information about a person's emotions, confidence, and level of engagement.**
- Understanding how posture communicates, individuals can improve their nonverbal communication skills and build stronger relationships.
- **Slouching:** Can suggest boredom, disinterest, or lack of confidence.
Leaning in: Can indicate engagement and a desire to be involved in the conversation.



Appearance

- Appearance, including **clothing, hairstyle, and overall presentation**, is a significant form of nonverbal communication.
- It **influences how others perceive you**, shapes first impressions, and can even affect how people judge your credibility and status.
- Your clothing and accessories can communicate information about your **interests, personality, and cultural background**.

“dress to impress”



Break



2. Physiological responses

Your body naturally sends out **nonverbal signals** that are nearly impossible to control. This includes nervous sweating, blushing, or tearing up.

1

Sweating:

Response to stress, anxiety, or fear.



2

Blushing:

Associated with feelings of embarrassment, shame, or discomfort.



3

Tearful eyes:

May indicate sadness, grief, or emotional distress.



4

Changes in Heart Rate:

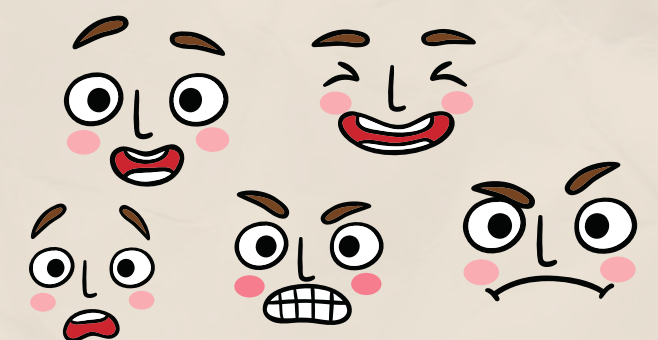
Can reflect anxiety.



5

Facial Muscle Activity (EMG):

Can reveal subtle changes in facial expressions.



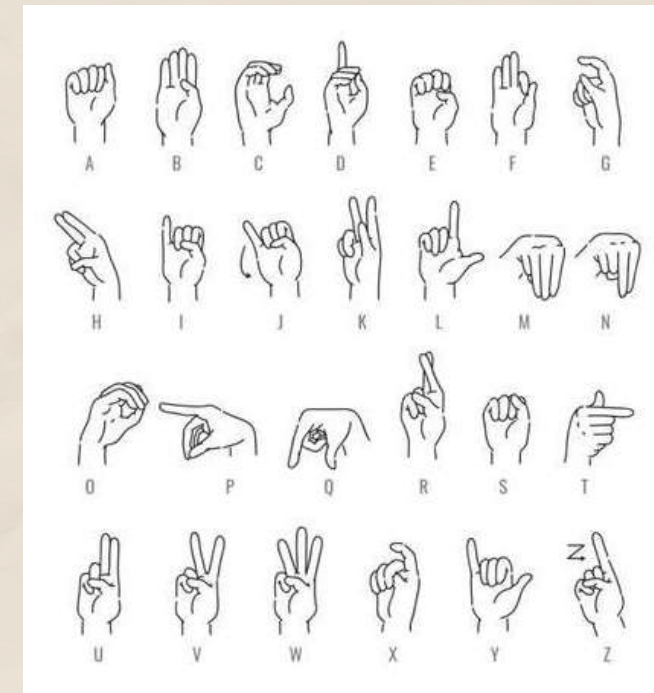
3. Sign Language

It uses hand gestures, facial expressions, and body movements to convey meaning, acting as a **visual language** for people who are deaf or hard of hearing, or as an augmentative communication tool for others. It's important to note that there are different sign languages used in different regions and countries.

➤ **Finger Spelling:** Using hand gestures to spell out letters and words.

➤ **Word-Level Signs:** Specific signs for common words and concepts.

➤ **Non-Manual Features:** Facial expressions, body movements, and eye gaze used to convey additional information.



4. Paralinguistics

Paralinguistics, a form of nonverbal communication, focuses on **how things are said rather than what is said**. It encompasses vocal qualities like **tone, pitch, volume, and rate of speech**, as well as vocalizations like sighs, laughs, and pauses.

Tone of voice: A sentence spoken with a rising intonation might be interpreted as a question, while a sentence spoken with a flat tone might be perceived as a statement.



Loudness: Speaking loudly can convey excitement or anger, while speaking softly can convey shyness or a desire for privacy.



5. Chronemics

Chronemics is the study of how **time** is used in communication. It encompasses various aspects of time-related communication, including **punctuality, duration of interactions, and the pace of speech.**

Examples



1

Punctuality.

Being on time for a meeting or appointment

2

Response Times

How quickly someone responds to a text message

3

Duration of Conversations

Can reflect the level of intimacy

4

Pauses in Speech

Can be used to create anticipation or show respect for the speaker

Advantages and Disadvantages of Non-verbal Communication

1

Advantages

- 1.Helps to communicate with deaf people**
- 2.Help to communicate in silent zones**
- 3.Help to communicate secrets**
- 4. Help to communicate with a distant person**
- 5.Help to make conversation short and brief**
- 6.Help to save time**
- 7.Helps to communicate with people who don't understand our language**

2

Disadvantages

- 1.Cannot have long conversation**
- 2.Difficult to discuss particular of the message**
- 3.Difficult to understand and requires a lot repetitions**
- 4.Cannot be used as a public tool for communication**
- 5.Less influential and cannot be used everywhere**
- 6.Not preferable to everyone**



Task

1. In a group of 5 people, find the difference between verbal and non-verbal communication.
2. Create mind map using MindMup.
<https://app.mindmup.com/map/new/1747109752682>
3. Upload in Google Classroom.

The background is a light beige crumpled paper texture. It is decorated with various colorful, hand-drawn geometric shapes. These include a purple oval at the top left, a green vertical pill shape, a purple ring, a green wavy-edged rectangle, an orange trapezoid, a large green C-shape, a red parallelogram, a purple rectangle, a green triangle, a green ring, a black diamond, an orange star, a purple semi-circle, a green circle, a purple trapezoid, an orange semi-circle, a green star, a purple squiggle, a black circle, an orange ribbon-like shape, a purple semi-circle, an orange ring, a green rectangle, and a green starburst at the bottom right.

Thank you