



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

AN AUTONOMOUS INSTITUTION

Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A' Grade

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai



Verbal & Nonverbal Communication



VERBAL COMMUNICATION

It means communicating with words, written or spoken. Verbal communication consists of speaking, listening, writing and reading



CHARACTERISTICS OF EFFECTIVE VERBAL COMMUNICATION

- ❑ **Consider the objective**
- ❑ **Be sincere**
- ❑ **Use simple language, familiar words**
- ❑ **Be brief and precise**
- ❑ **assume nothing**
- ❑ **Use polite words and tone**
- ❑ **Say something interesting and pleasing**



MERITS

- More personal and informal
- Makes immediate impact
- Provides opportunity for interaction and feedback
- Help us correct ourselves (our messages according to the feedback and non-verbal cues from the listener)
- It is fastest and less expensive



DEMERITS

- It can be quickly forgotten.
- A word once uttered cannot be taken back
- There is no legal evidence of oral communication
- Impact may be short lived
- Very difficult to be conscious of our body language



BARRIERS TO EFFECTIVE VERBAL COMMUNICATION

- **STATUS-** formal and informal status levels affects effectiveness of face to face communication
- **COMPLEXES-** lack of confidence or sense of superiority.
- **ABSTRACTING-** it is partial and selective listening, leading to loss of information
- **LANGUAGE BARRIER-** listener should be familiar with the language used by the speaker.



NONVERBAL COMMUNICATION

Nonverbal communication includes all unwritten and unspoken messages, both intentional and unintentional.



TYPES OF NON VERBAL COMMUNICATION

Kinesics communication

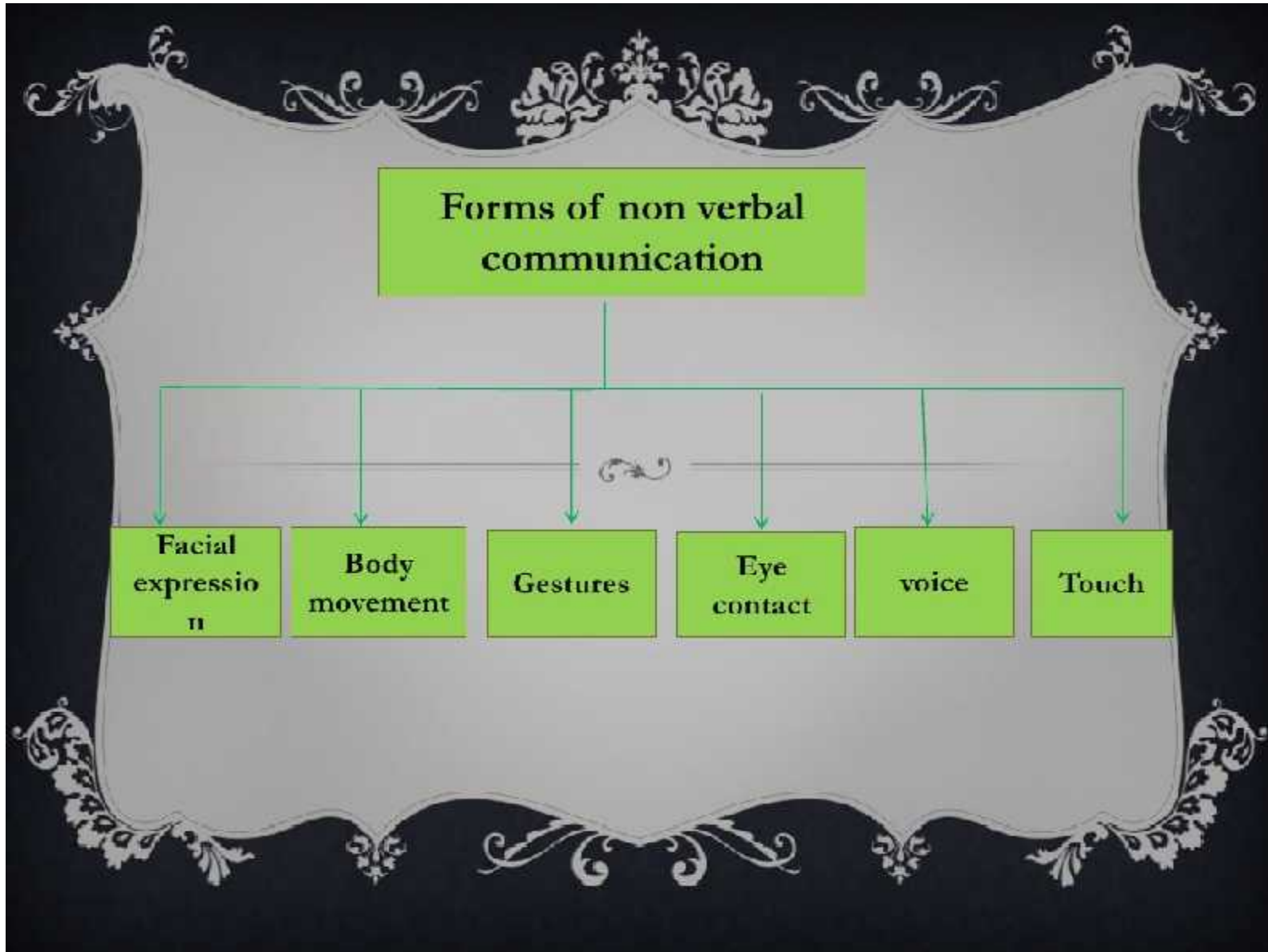
-Body language.

-includes behavior.

Meta communication

-through words, depicting
alternate meaning.

-shows latent meaning.





FEATURES :

- ❑ **Non verbal communication flows through all acts of speaking or writing.**
- ❑ **They are the wordless messages .**
- ❑ **Is a creative activity , which comes through stimuli produced by the mind.**

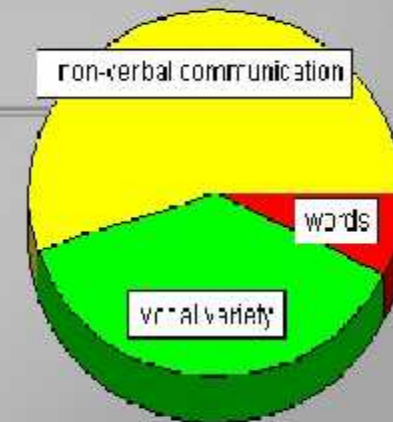


Importance of non-verbal communication

A person to have quality communication skills must possess the knowledge of non-verbal communication.

As compared to words and vocal variety non-verbal communication matters a lot.

Communication Skills



55% 32% 7%



Thank you