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3.	Prasarmadhyame Ani Samaj Parivartan	Phapale S.R.	sanshodhak	2394-5990	-
4.	Retailing in India : Challenges & Perspectives	Thorat S.S.	Bengal Past & Present Journal of the calcutta Historical Society	0005-8807	-
5.	Importance of Verbal and non-verbal Communication	Borude S.B.	Research Journey	2348-7143	<a href="http://WWW.RESEARCH JOURNEY.NET">http://WWW.RESEARCH JOURNEY.NET</a>
6.	Sanshodhanache Swarup, Sankalpna, Prayojane	Kavade K.B.	Sanshodhana cha Navya Disha	2320-4494	-

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Master  
 Effective Body  
 Language Well  
 Non-verbal Business Cross Good  
**Listening**  
**Communication**  
**Skills**

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*- Chief & Executive Editor*





## Importance of Verbal and Non-Verbal Communication

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### Abstract :

*Communication is a process by which thoughts, ideas and feelings are conveyed. In fact there are two types communication, verbal and non-verbal. It takes place because of co-operation. It is an integral part of everybody's life. Broadly the types of communication are formal and informal as well as verbal and non-verbal. In communication body language also plays a very significant role. Informal communication is used among friends, family, and people to whom we know very well and formal communication takes place in professional or business context among people and body language consist our facial expressions, gestures, movement, posture and eye-contact voice and appearance are also included in communication.*

**Keywords:** Communication, Communication Types-formal, Informal, Body language.

Communication, which is one of our most basic needs, is the process of conveying our thoughts, ideas and feelings to others using verbal as well as nonverbal signals. It involves sending and receiving information using a medium that is understood by both the sender and the receiver so that there is communication between them. We are constantly communicating with others for different purposes in all spheres of our life-at home, school and work and within the community. Effective communication results in cooperation, whereas weak or faulty communication leads to misunderstanding and failure to achieve the speaker's (or the writer's) objective. Communication thus forms an important and integral part of our lives. Communication is usually discussed in terms of the following: content (what is being communicated), source/sender/encoder (by whom), form (of what kind, e.g. written, spoken, nonverbal), channel (through which medium e.g., air, print), destination/receiver/decoder (to whom), and the purpose (what the act of communication does for the sender, e.g. allows him/her to state a fact, give advice, make a request or ask questions).

Apart from having the necessary professional skills, we need to be effective communicators to function well in today's world. Though verbal expression is the most important tool of communication, there are nonverbal means as well, such as sign language, body language, touch, eye contact, voice pitch, tone and intonation that we use to exchange information. Further, in order to communicate well, we need not only language skills but an understanding of the cultures, the attitudes and the problems of the people we deal with. It also calls for sensitivity, tolerance, flexibility patience tact and persuasive skills when interacting with others.

Communication between two or more people or groups can be informal or formal. Informal communication is used among friends, family and people you know well. In contrast, formal communication takes place in professional or business contexts among people who work together, especially at different levels in a hierarchy, among those who participate in a business





deal or interact in formal social situations. Formal communication is also used among people who are strangers meeting for the first time or among those who may have met but who do not know one another well. Some examples of situations where informal communication takes place are a birthday party, a family dinner and college canteen. Examples of situations where formal communication is called for are a job interview, a meeting of a company's board of directors and a dinner hosted by a university's vice-chancellor.

Both written and spoken forms of communication can be formal or informal. Thus, a letter you write to make a business enquiry would be formal while one that you write to your sister would be informal, but a chat with a friend would be informal. The language used to communicate in formal and informal situations differ in many ways. Thus, the language of formal communication is always the standard variety, that which is used in newspapers and news broadcasts, with full forms of words (for example 'it has been a bad year for the country. We have suffered a war, draught and a viral epidemic, instead of 'A bad year for the country-war, draught and a viral epidemic.' The words and phrases used in this form of communication are formal (for example 'signify' for 'mean' and 'inform us' for 'let us know'). The language of informal communication has shortened forms of words as well as slang expressions (very informal, sometimes offensive language such as 'buzz off' for 'go away', used especially by people who belong to a particular group, for example young people) and expressions typical of a particular region or variety of a language (for example, 'pure' in 'I'm pure tired today' means 'very/totally' in Scottish English), which are not used in newspapers and books.

All forms of communication that involve the use of language, both spoken and written, are verbal forms of communication. Although this is the form that is learned formally, in actual practice, there is a third kind of communication, which is nonverbal. Nonverbal, communication sometimes works alone and at other times accompanies verbal communication, particularly spoken, to support or supplement it. Nonverbal communication is the process of sending messages or expressing emotions or attitudes without using words and sentences. This form of communication consists of our appearance, body language and how we use our eyes and our voice. It differs sometimes from one culture to another, but it is largely universal in nature. There are three main kinds of nonverbal communication that you should give attention to when speaking.

Body language refers to the way we communicate through our facial expressions, gestures and movements, posture and eye contact. People you are speaking to-at an interview, meeting or presentation-will note your facial expressions and form their opinions about you. Look relaxed, calm and pleasant because this makes most people respond favorably to you and listen to what you are saying. If you are not careful, your facial expressions will show that you are tense, irritated or bored. A gesture (pronounced jes-cha/) is a movement of the hands, arms, head, etc. that expresses some meaning: e.g. nodding the head conveys agreement, shaking it disagreement, shrugging (or raising your shoulders and then lowering them) a lack of knowledge or interest. Fiddling with objects you are holding in your hands, for example pens or slides, distracts the audience and will take their attention away from what you are saying. Similarly, standing with your arms folded in front of your body will tell the people you are talking to that you are nervous or not confident about yourself.

Moving about too much is also something that disturbs people who you are talking to. If you are sitting down, for example when you are being interviewed or when you are making a





very informal laptop presentation before a small group of colleagues you work with closely, do not fidget (or make continuous small movements, pronounced /fij-it/) in your chair, but sit back or lean forward slightly and move only as much as you would normally. Avoid sitting with crossed legs, which will send out negative signals; keep legs relaxed and a little apart, feet pointing towards the people you are talking to. Keep your hands loosely on your lap, on the armrests or by the equipment you are using. If you are making a presentation, avoid walking up and down because this will distract the audience, it is best to stand in one place except when you need to walk to the flip chart or write something on the whiteboard. When you are speaking, leave your hands by your sides, hold them lightly in front of you or rest one hand on the lectern, the projector by your side or do all these to avoid monotony for the audience.

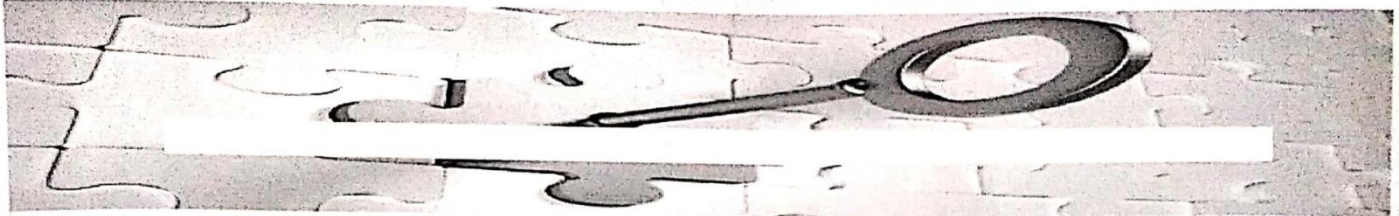
Work continuously towards developing good posture (or the way in which you usually hold your back, neck and shoulders, or how you stand or sit, pronounced /pos-cha/) because it is not something that you can correct on the day of your interview, meeting or talk. Always sit and stand straight, with the head held high and the shoulders help back in line with your ears. However, take care that you hold yourself in a relaxed way so that you do not appear stiff, uncomfortable or tense.

You also need to maintain eye contact with the people while speaking. Looking down continuously at your hands or at your script or notes will not help you build a rapport (an ability to communicate well with others, pronounced /rap-o/) with your audience. Unless you are answering someone's question, move your eyes continuously from one side of the audience to the other and from the front to the back. Avoiding eye contact or rubbing your eyes or closing them while speaking may all be seen as signs of your nervousness and lack of confidence and sincerity.

Voice is also a non-verbal cue that affects communication. Learn to use your voice well if you want to be a good speaker. Some of the aspects that you must specially take care of when practicing your speaking skills are: loudness, clarity, speed intonation, tone and pitch. By varying the pitch (level of voice), tone (a quality in the speaker's voice that tells the listener about his/her feelings and attitudes for example, satisfaction) or loudness of your voice, you can express a range of emotions and attitudes.

- Speak clearly so that you can be understood. People listening to you will find it difficult to understand you if you do not pronounce words clearly.
- When making a presentation or a speech before a group of people, be louder than you would in a one-to-one conversation. If your talk is in a big room and if there is no microphone, you must project, or throw, your voice so that it reaches every part of the room.
- Speak at a moderate speed, neither too slow nor too fast; the audience will understand you and will not get bored.
- Use the right intonation patterns (sound changes produced by the rise and fall of the voice to show that you are asking a question, stating a fact, etc). Many educated English speakers in India and other South Asian countries do not do this because intonation is not a feature of languages in the region.
- Find out how to stress (or say a syllable or a word with force) the words you will be using in your presentation or speech and practice saying them.
- Maintain a neutral, friendly tone even when you are disagreeing with someone or being criticized.





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