

Lecture 3: Verbal And Non-verbal Communication

BY
LECTUERER .HAWRAA SHAREEF
COLLEGE OF INFORMATION
TECHNOLOGY, UNIVERSITY OF BABYLON,
IRAQ

VERBAL AND NONVERBAL COMMUNICATION

- **Verbal communication** is a form of communication **in which you use words** to interchange the information with other people either in the form of speech or writing.
- **Nonverbal communication** **does not use words** for communicating anything, but some other modes are used, i.e. where communication takes place by way of **unspoken or unwritten messages** such as **body language, facial expressions, sign language and so forth**. In this lecture, we have broken down all the important differences between verbal and non-verbal communication in detail.
- Most communication is a **mixture** of verbal and nonverbal messages

VERBAL COMMUNICATION

- ❖ Communication is **successful** when your message is received as you **intended it**
- ❖ You can **speak well** by **organizing your thoughts your mind or on paper before you talk.**
- ❖ Make sure you **know your main point**
- ❖ Be aware of your feelings before speaking
- ❖ Think twice before saying anything you might later regret

NONVERBAL COMMUNICATION

- ***Nonverbal communication*** – The sending and receiving of messages **without the use of words.**
- Examples include:
 - signs
 - drawings
 - music
 - body movements
 - facial expressions
 - gestures

NONVERBAL COMMUNICATION

- All forms of nonverbal communication: gestures(إيماءات), facial expressions, eye contact, physical distance, and even your appearance communicate your thoughts and feelings.
- Can use nonverbal communication to make your message **stronger**.
- Can learn to “read” other people’s nonverbal communication to help you understand their thoughts and feelings.

NONVERBAL COMMUNICATION

- **Body language**- use of gestures and other body movements to communicate
- **Facial expressions**- can encourage or discourage communication
- **Eye contact**- looking into another person's eyes show that you are friendly, confident, and interested in the speaker.

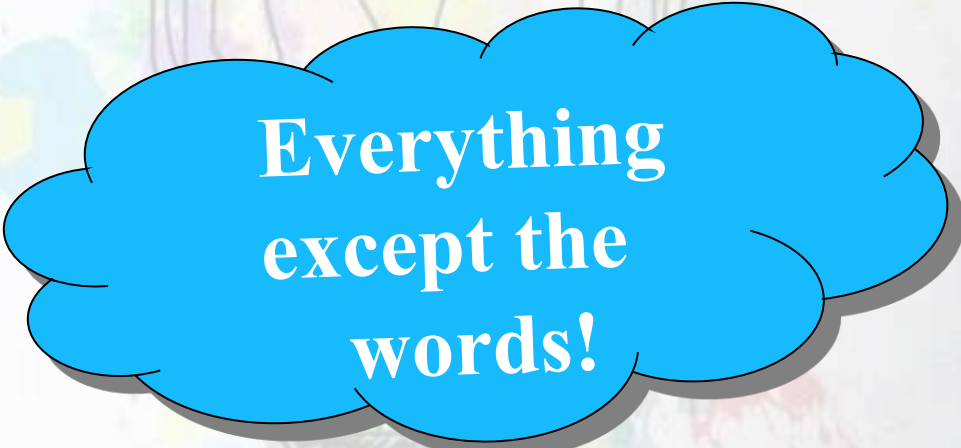


COMPARING VERBAL AND NONVERBAL COMMUNICATION

BASIS FOR COMPARISON	VERBAL COMMUNICATION	NON-VERBAL COMMUNICATION
Meaning	The communication in which the sender uses words to transmit the message to the receiver is known as verbal communication.	The communication that takes place between sender and receiver with the use of signs is known as non-verbal communication.
Types	Formal and Informal	body movements facial expressions
Time Consuming	No	Yes
Chances of transmission of wrong message	Rarely happens.	Happens most of the time.
Documentary Evidence	Yes, in case of written communication.	No
Advantage	The Message can be clearly understood and immediate feedback is possible.	Helpful in understanding the emotions, status, lifestyle, and feelings of the sender.
Presence	The message can be transmitted through letters, phone calls, etc. so the personal presence of the parties, does not make any change.	The personal presence of both the parties to communication is necessary.

THE TYPES OF NONVERBAL COMMUNICATION

- body motion
- touch
- time
- appearance
- Silence
- personal space



**Everything
except the
words!**

BODY LANGUAGE



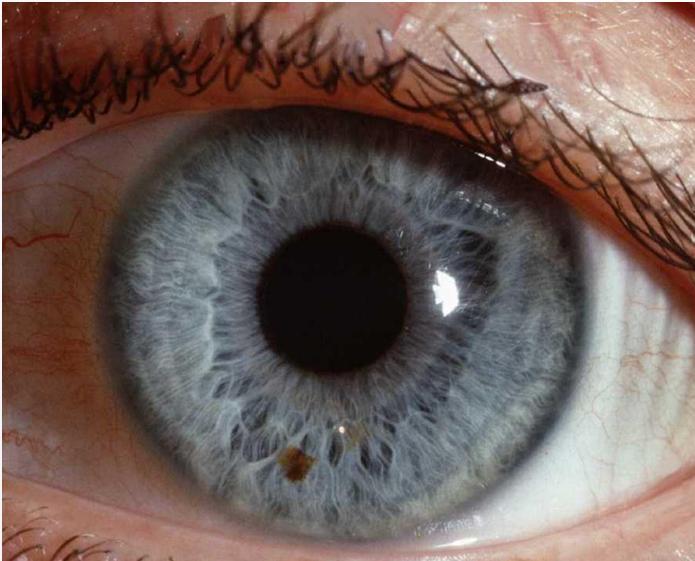
- ***Body language*** – A form of nonverbal communication in which a person “speaks” with the use of body movements, facial expressions, and hand gestures.

BODY LANGUAGE ON THE JOB

- Body language tells others about you, so use it to make a **good impression**.
- A handshake and a smile signal friendliness in the workplace.
- Make sure your body **language matches your spoken communication**.
- **Discuss:** Suppose friends say your outfit looks good, but show no interest in it. Would you tend to believe the message expressed by their words or by their body language?

EYES

“THE MIRRORS OF THE SOUL”



- We tend to look at eyes to judge
 - Emotions
 - Honesty
 - Interest
 - Self-confidence

Microsoft Photo

TOUCH

THE USE OF TOUCH IN COMMUNICATION IS THE EXPRESSION
OF FEELINGS AND EMOTIONS.



Microsoft Photo

APPEARANCE

The **appearance** of a person speaks about his personality, i.e. by way of clothing, carrying jewelry, lifestyle, etc..



PERSONAL SPACE

The distance maintained by a person while communicating with others, communicates about the relationship of the person with others like intimate, personal, social and public.

- Every culture has norms for using space.
- How people arrange space reflects how close they are and whether they want interaction.
- Home furniture arranged comfortably and close invites conversation.
- Restaurants can arrange seating to encourage people to spend time or to eat quickly and leave.

TIME



Microsoft Photo

The use of **time** in communication speaks about the personality of the sender/receiver.

The way someone **values** and **perceives time** plays a **considerable role** in his or **her communication process**.

The use of time can affect lifestyles, personal relationships, and work-life.

SILENCE

- What if I told you silence is good for communication? *Would you believe me?*
- In reality, though, **silence can be a very effective communication tool.** sometimes silence can do that better than any words.



THANK YOU

