



Verbal Communication

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Learning Objectives

- To develop their communication skills through knowledge of personal phenomena involved in the communication process.
- To use different techniques in oral, written are known as verbal communication.
- To recognize and formulate effective written and oral communication, giving appropriate consideration to audience, context and format.
- To analyze arguments so as to construct ones that are well supported, well-reasoned and are controlled by thesis or exploratory question.
- Communication is a process through which a person exchanges his ideas and complexities of thought.

Introduction

Every individual spends most of his time in communicating and interacting with others. A businessman is required to communicate with various parties in the business activity. Be it general communication or business communication, the desired results cannot be obtained unless and a particular process is adopted for it. The term communication has been derived from the Latin word “communis” or “communicare” which means „to make common“. It is also defined as sharing of information, options, thought and ideas which create mutual understanding between individuals or employees working in the organization.

Main body of the text

Verbal Communication: This term gains special importance in business as the whole business activity is completely based on communication. It is a two way process in which a businessman interacts with others in order to convey his opinion and to receive theirs. Thus, this type of specific communication undertaken by a businessman or business firm is known as “business communication” Definition In words of J.C. Sherblom, “Business Communication is a dynamic, bi-directional, multiply influenced and transformational process”.

Basic forms of Communication: There are various forms and means used in communication. These means are also known as methods, channels, media or mediums of communication.

Verbal Communication: When the communication is made through words, it is known as verbal communication. Thus, this communication process involves the proper usage of words denoting a similar set of symbols and signs between the sender and the recipient. That is why it is observed that most of the formal communication in an organization takes place in a verbal form. So, verbal communication can be studied in two forms namely „Oral Communication“ and „Written Communication“. Language may be thought of as the code, the system of symbols, utilized in the construction of messages. Language may be defined as

a specialized, productive system capable of displacement and composed of rapidly fading, arbitrary, culturally transmitted symbols.



1. Specialization-Language is a specialized communication system and it produces creative responses. Introduction of new word is another quality of productivity.
2. Displacement- It has the ability to displace concepts and statements uttered in one place. Mixed with productivity, it is also possible to tell a lie.
3. Speech sounds fade rapidly as they are short lived. Speech signals are probably the least permanent.
4. Language signals do not possess any characteristics of the things for which they stand.
5. The form of any particular human language is traditionally transmitted to one another.

Factors Influencing Communication

- **Age factor-** A teacher's method of teaching is entirely different to a kid and an old person in communication.
- **Gender Factor-** This factor also plays a major role in communication.
- **Mindset Factor-** All is the mindset factor that we work with. We must always have the mindset up to treat everyone in the same way. Everyone/ A person has to keep his mind open and go about in his work keeping in view the factors, which influence the process of communication.

Some desirable features

- Good health and personality
- Creativity, imagination and resourcefulness.
- Kindness, Sympathy.
- Patience and above average intelligence.
- Courtesy, Sincerity & honesty.
- Determination
- Feedback
- Promptness efficiency & ability to organize
- Democratic leadership
- Professional status

Undesirable features Superiority Complex

- Inferiority Complex
- Harsh Voice

- Ill- mannered
- Insincere/ Dishonest
- Unfriendly, unsocial
- Disrespectful of the opinions of others.
- Lacking imagination .

Major Components of Verbal Communication

1. Speaking- The way we speak affects the image we project. You may be intelligent and deserving but if your speech doesn't reflect those traits, you are not able to generate the desired response during the oral interaction. Indulge in conversations (formal, informal, telephonic) is good practice to improve your oral skills. Role plays on day-to-day interactions can be very effective. Don't let the beginners become an interrogation but make your partner speak and watch for the response. When the ball is in your court, you must keep the conversation alive. Social get-togethers demand mixing with people of different cultures and backgrounds.

2. Reading-Success in professional life depends on your ability to speak, write and read effectively. Reading as a skill is very important as it helps you to develop style, word knowledge, sentence structure, which you can carry over in your writing as well as speaking almost unknowingly. "Reading maketh a full man, writing an exact man and conferring a ready man". Reading skills give a firm background to speaking and writing skills.

3. Writing- For some people writing is a passion. A valuable direction is observation. When you are describing something, imagination is very important. It is important to cultivate the power of observation. Accurate observation will be the best preparation for correctness. Important and striking features of any subject should naturally have greater prominence in writing.

4. Listening- Listening is a good exercise. It is not only a necessary first step in language learning but is also a manifestation of certain virtues in your personality such as patience, tolerance, involvement, understanding and many more. It requires complete involvement of all your faculties-auditory, mental & visual. The whole of your body has to support you. It has a dual purpose.

Make things to Remember

1. Be calm & quiet
2. Maintaining eye contact with the speaker.
3. Empathizing with the speaker.
4. Give positive responses.
5. Show your encouraging gestures.
6. Always ask questions at exact suitable time.
7. Stay focused.
8. Don't ask irrelevant questions.