

communication is processed.

Q. Define as mode of communication?

Ans: mode of communication

verbal

→ oral

→ written

→ visual

→ Audio
visual

→ computer
based

Non-verbal

→ body language

→ facial expressions

→ gesture

→ body movement

→ posture

→ eye-contact

→ touch

Notes

March	2009
Monday	30 2 3 18 23
Tuesday	31 5 10 17 24
Wednesday	4 11 16 25
Thursday	5 12 19 26
Friday	6 13 20 27
Saturday	7 14 21 28
Sunday	8 15 22 29

Verbal Communication

Wed
05-309

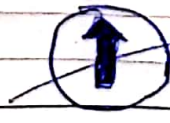
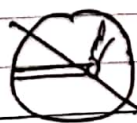
oral communication. / oral communication is also known as verbal communication. it is interchange between sender and receiver. It is also more natural and informal. oral communication includes face to face conversation, conversation over the telephone, radio broadcasts, interview, group discussions, meetings, conferences and seminar announcements over the public address system, speeches, etc.

ii) written communication - written communication is always recorded in organisation. written communication includes letters, notice, film script. This is benefit in written communication and transmitted in the written form falls in the area of written communication.

iii) VISUAL communication - visual communication encompasses gestures and facial expression, charts, pictures, graphs, diagrams, posters, slides, film strips.

But visual communication alone isn't enough. It can be used to transmit very elementary and simple ideas, orders, warnings. It can be effectively used only in combination with other media.

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NO Smoking NO entry

v) Audio-visual Communication - Audio-visual Communication that makes use of telecasts, shortfilms on the cinema screen and video tapes is a powerful medium of communication. It is a combination of sight and sound. It may make use of the written word also.

Audio-visual Communication is most suitable for mass publicity and mass education.

v) Computer-based Communication - Computer-technology is dramatically changing the landscape of business communication. It is fast annihilating barriers of time and space. The concept of our world turning into a small global village now appears to be a distinct and near possibility. For it is now possible to communicate instantaneously with people inhabiting the remotest places possible.

The fax, voice mail, e-mail, cellular phone, telephone answering machines, video conferencing etc. are some of the computer-based media of communication.

Non-verbal Communication - Non-verbal communication means n't involving words or speech.

Thus non-verbal communication is the wordless message received through the medium of gestures, signs, bodily movements, facial expressions, tone of voice, colours,

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Time, space, style of writing and choice of words.

Fri

058-307

Non-verbal communication means relates which is neither oral nor-written. non-verbal communication is ancient constitutes the earliest type of communication. It developed much before oral communication and the languages came into existence. There are various type of non-verbal communication:-

2) Body language -) Body language is the most aspect of a non-verbal communication. Cricket commentators often refer to the body language of the players on the field. body language is very suitable for expressing feelings and emotions like joy, grief, anger, fear, nervousness, concern, anxiety, tension, frustration, astonishment etc. However, seasoned politicians, orators, artists and hardened criminals are quite adept in affecting certain postures and easily succeed in deceiving the world.

Body language includes facial expressions, gestures, body movements, postures, eye contact and touch.

i) facial expression -) Face, the say, is the index of the mind. Psychologists are experts in reading faces. perhaps it would be not be wrong to say that in most face to face communications, the most positive impression is made

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by a smiling face.

As suggested earlier facial expressions can convey a wide range of response like acceptance, rejection, satisfaction, dissatisfaction, friendship, hostility, interest, confidence, nervousness, determination, fickleness, dejection, ease, discomfort, pain, pleasure, joy, grief, surprise shock, boredom etc.

A subordinate completes an assignment and takes it to the boss. The boss glances at the work and gives a smile. The smile expresses the boss's satisfaction and approval. A frown would have suggested dissatisfaction, and may be anger. Wrinkles on the face suggest worry. Raised eye-brows, wide-open eyes, gaping mouth show surprise and even shock.

ii) Gesture - a gesture is a movement of the head, hands or legs to express an idea, feeling or emotions. A speaker often use gesture to underscore their words. There are two type of gesture.

i) positive gesture - gesture may either accompany spoken words or stand alone. positive gesture are body signals which make you look relaxed, confident, and polite. Head nod suggests 'yes'; shaking of the head sideways suggests 'no'. Thumbs up suggest approval. Hand crammed into the trouser pocket can suggest lack of confidence, indifference or a superior status.

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depending upon the situation. These gestures can stand alone or positive gesture

(b) Negative gesture - Negative gesture like hands sawing the air, both hands folded on the chest, fingers running through the hair, or drumming on table top or clenched into a fist, feet or toes tapping the floor, indicate the speaker's mood or attitude and suitably modify the spoken words.

(ii) Body Movements - Body movements refer to the positioning or movement of the body which is engaged in interperson communication. They can be as subtle as facial expression or gestures. Nevertheless, they do express a few significant attitudinal postures. For example, when people involved and interested, they tend to lean towards the speaker, and they hold themselves back when they are not interested.

(iv) Posture - Posture means the way in which someone usually stands or sits, his shoulders, neck and back, posture can suggest whether one is relaxed or tensed up, whether one is enthused or feeling low, whether one is dejected. According to Mayers and Mayers, "posture suggests our perception person's status"

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one tends to relax around people of equal or lower status, tense up around people of higher status. If a person stands in front of us & talks to us in a more relaxed manner than we think is appropriate, we think the person is being disrespectful.

v) Eye contact - Eye contact is a very subtle aspect of body language. It regulates interaction. We like to maintain eye contact with the speaker if the discussion is pleasant, but in unpleasant situations, we lower our eye look sideways. Influential and high-status people maintain high level eye contact. Eye contact indicates our willingness to interact while absence suggests the desire to withdraw. A prolonged stare or glare suggests defiance or threat, particularly if it is accompanied with a clenched a threatening posture.

v) Touch - Like gesture, touching is also one of the earliest methods of communication among human beings. How a person touches someone sends important message about their relationship and the situation in which they are placed. It can reveal whether someone is caring, friendly, patronising, indifferent or likely to intrude into other's personal space. A gentle pat on the back, a warm hand-shake, or simply holding hands express more than a lengthy speech. Lovers, mothers and teachers use touch very

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04

10th week . 04-03-09

MAR 2009

effectively.

Wed
063-302

ATTIRE or dress - : Attire or dress is another aspect of non-verbal communication.

viii) Smile - | A smile is a very potent form of facial expression. It opens the door to communication.

ix) Appearance - | Physical presence and appearance of persons play a key role in the process of communication.

x) Personal space - | Personal space or the space between persons during their interaction which each other is another segment of non-verbal communication.

xi) Voice Modulation - | Voice modulation refers to the adjustment or variation of tone or pitch while speaking.