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Rajkot**



**Subject Name: Communication Skill
Subject Code: BP105TP**

CHAPTER-2- Elements of Communication and Communication Style

SYLLABUS:

Elements of Communication: Introduction, Face to Face Communication -Tone of Voice, Body Language (Non-verbal communication), Verbal Communication, Physical Communication. Communication Styles: Introduction, The Communication Styles Matrix with example for each -Direct Communication Style, Spirited Communication Style, Systematic Communication Style, Considerate Communication Style

This course will prepare the young pharmacy student to interact effectively with doctors, nurses, dentists, physiotherapists and other health workers. At the end of this course the student will get the soft skills set to work cohesively with the team as a team player and will add value to the pharmaceutical business.

Learning objectives

Upon completion of the course, the student shall be able to

1. Understand the behavioral needs for a Pharmacist to function effectively in the areas of pharmaceutical operation
2. Communicate effectively (Verbal and Non Verbal)
3. Effectively manage the team as a team player
4. Develop interview skills
5. Develop Leadership qualities and essentials

Chapter 2. Elements and Styles of communication

2.1.1. Verbal communication

- It is the communication in which some types of languages are used. Any type of communication that involves the use of various written or spoken words is referred to as verbal communication.
- A particular message in verbal communication is transferred through the use of language and different sounds.
- Various ideas, concepts, or thoughts can be expressed with the help of verbal communication.

2.1.2. Characteristics of Verbal Communication

The Main Characteristics are described below:

I. Specialization and Productivity

- For every type of communication, a specialized form of communication is used.
- It facilitates the birth of creative responses. Generally, new words or sentences are introduced in every communication.

II. Displacement

- Verbal communication includes communicating about remote concepts and situations, i.e., speaking about future or past as simply as the present.
- Language has the capability of dislocating the various statements and concepts that are stated in the present context at a certain location and it can affect any other place next day.

III. Quickly Diminishing

- Vocal sounds have a very limited life span, i.e., they diminished very fast.
- As soon as they are transmitted, they should be received instantly, or else they will be lost. Speech signals are characterized with the least lifespan.

IV. Arbitrariness

- Verbal signals are unpredictable in nature; they do not possess any physical properties or traits of concerned things.

V. Cultural Transmission

- Cultures and traditions are the prime determinants, which can spread any kind of human language.
- Since any normal individual can learn any human language, this fact reflects the results of cultural spread of language.

2.1.3. Types of Verbal Communication

Verbal communication can be divided into two types:

1. Oral Communication

- The exchange of verbal information between the sender and the receiver is known as oral communication.
- This type of communication is more genuine and faster than the written communication, however it is considered to be as informal.

2. Written Communication

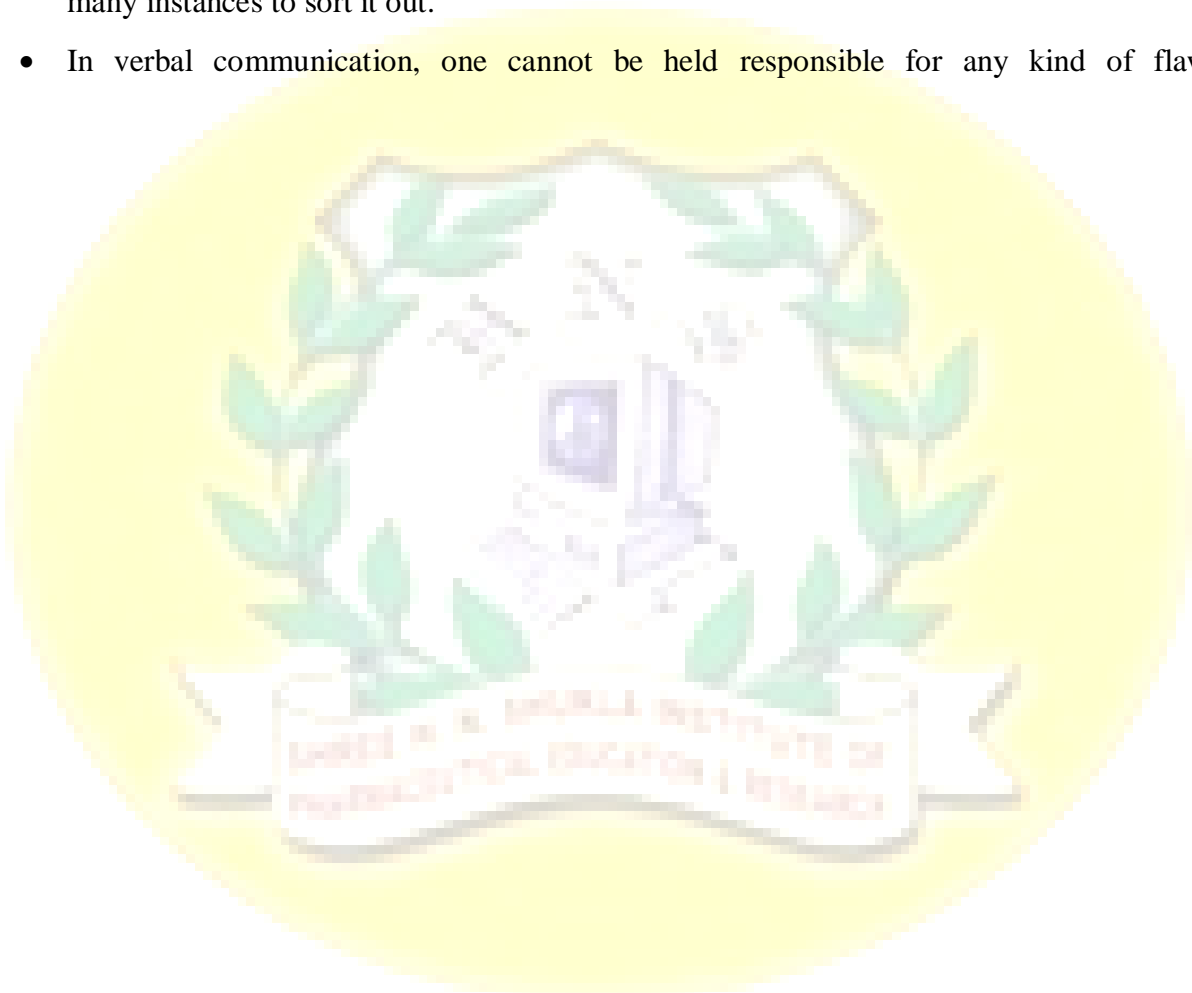
- Written form of communication is the most popular among all types of business communications.
- Owners as well as managers of small businesses need to become efficient in written communication and motivate their employees to do the same.

2.1.4. Advantages of Verbal Communication

- It is not a time-consuming process.
- It is cheap and effective.
- Control and persuasion can be done with ease through speech.
- Different shades of meaning can be conveyed by varying the pitch, tone, and intensity of voice.
- It provides prompt feedback.
- The employees can receive spontaneous clarification and feedback.
- Coordinational relations can be maintained with the help of informal oral communications.

2.1.5. Disadvantages of Verbal Communications

- For individual who are at a distance, verbal communication is not possible without the use of any mechanical equipments.
- Oral transmission is not suitable for long message.
- The lifespan of verbal messages is very short.
- Unless verbal message are recorded or taped, they donot have any legality.
- There is a great chance of misunderstanding in verbal communication, despite having many instances to sort it out.
- In verbal communication, one cannot be held responsible for any kind of flaw.



2.2. Face-To-Face Communication

2.2.1. Introduction

- Face to face, communication is an oral and fundamental form of communication. Here, the sender and the receiver discuss and argue on the important points on the spot by directly communicating each other.
- It helps the receiver to gain more understanding about the sender's intentions by thoroughly analyzing his eyes contact patterns and body languages.
- The message can be adequately delivered by face-to-face communication.
- However, other mediums like telephones can be used for verbal communication but the information cannot be conveyed properly through them, as they do not involve personal contact.
- Face to face, communication involves certain things that can be done verbally in a more effective way as people can exchange clarifications, doubts, and explanations orally.

2.2.2. Elements of Face to Face Communication

- Face to face communication has three basic elements, i.e., Word, tone of voice and body language.
- This rule assigns varying percentage to these elements viz. 7% to words, 38% tone of voice and 55% to body language, based on the liking of the speaker.

2.2.2.1. Words

- A word, being a component of language, comprise of one or more morphemes connected together (more or less strongly, holding a particular meaning and a phonetic value).
- Generally, word comprises of a stem or root combining these words.
- The words formed by combining two or more stems are called a compound.
- Similarly, the word formed by combining two or more words is called a portmanteau.
- One should understand that our words should deliver the same meaning to every kind of person irrespective of his/her knowledge base.
- Correct grammar and spelling are vital in written communication.
- The meaning of the words used in communication can vary from being very ambiguous to very specific.

- Certain aspects that influence the final meaning of the message are timing, pitch, pressure, nearby words and sentences, language features, construction of the sentence and the complete organization of the message.

Guidelines for Maintaining Correct Word Usage

- An individual should instantly refer to a dictionary, whenever he/she is uncertain regarding the correct use of a particular word in a sentence.
- If any word is unfamiliar, it is advised to refer other writers and check its usage.
- An individual should search for antonyms, synonyms, and homonyms of words when the original word does not suit the sentence.

2.2.2.2. Tone of Voice

- Tone of voice is comprised of mixture various verbal features such as volume, pitch, speed, pace, and vocal quality.
- Nearly 35-40% of the message is accountable to the tone of voice. It includes the speaker's level of emotions, volume used and stress made on the choice of words.
- The tone of voice reflects the attitude of the speaker towards the message's subject and reading. The reader is affected by the tone of voice of the speaker in day-to-day interactions.
- Tone is one of the features of voice formed when different body parts such as chest, pharynx, larynx, etc., resonant.
- This is why different positions can affect the tone of voice. For example, a slumping body position will never create a powerful tone.
- Tone exists in every communication and it is preferred to use a welcoming or neutral tone instead of an aggressive one, wherever possible.

Types of Tones

There are different forms of tone that are explained below:

1. Level (Static) Tone:

- i. A high –level tone, which is indicated by a tiny, vertical bar present before and above the syllable being referred. **For Example, ‘These, ‘Has, etc.**
- ii. A low-level tone, which is indicated by a tiny, vertical bar present before and below the syllable being referred. **For example, Often, Then, etc.**

2. Kinetic Tone

- i. This tone is indicated by a small slanting bar (˘) falling left to right which is inserted before the syllable being referred. A high falling tone is produced if this bar is present over the line. For example, ˘Then, ˘Go, etc., and low falling tone is produced if this bar is present under the line.
- ii. **Rising Tone:** This tone is indicated by a slanting bar (ˆ) rising left to right, inserted before the syllable being referred. A high rising tone is produced if the slanting bar is present under the line. For example, ˆWhy, ˆWhen, etc., whereas, a low rising tone is produced if it is present over the line. For Example, ˘When, ˘Yours, etc.
- iii. **Falling-Rising Tone:** This tone is indicated by a character (˘ˆ) which is inserted before and above the syllable being referred. Here, (˘) represents falling tone, while (ˆ) represents rising tone. For example, ˆFoolish, ˘ Beautiful. The intensity of emotions (less or more), expressed by the speaker, depicts the extent of tones like high/low rise or low/high fall.

2.3.2.3. Body Language

- Non-verbal contributes to more than half of the message being sent. Body language refers to non-verbal signs that we use in conveying a message.
- It presents the mental and physical capability of an individual during a non-verbal communication.
- Different types of signals are widely used unintentionally while communicating with people and they are interpreted in a certain way during their transmission.
- Body language covers various actions of the body like person’s stance, walking style and different facial expression.

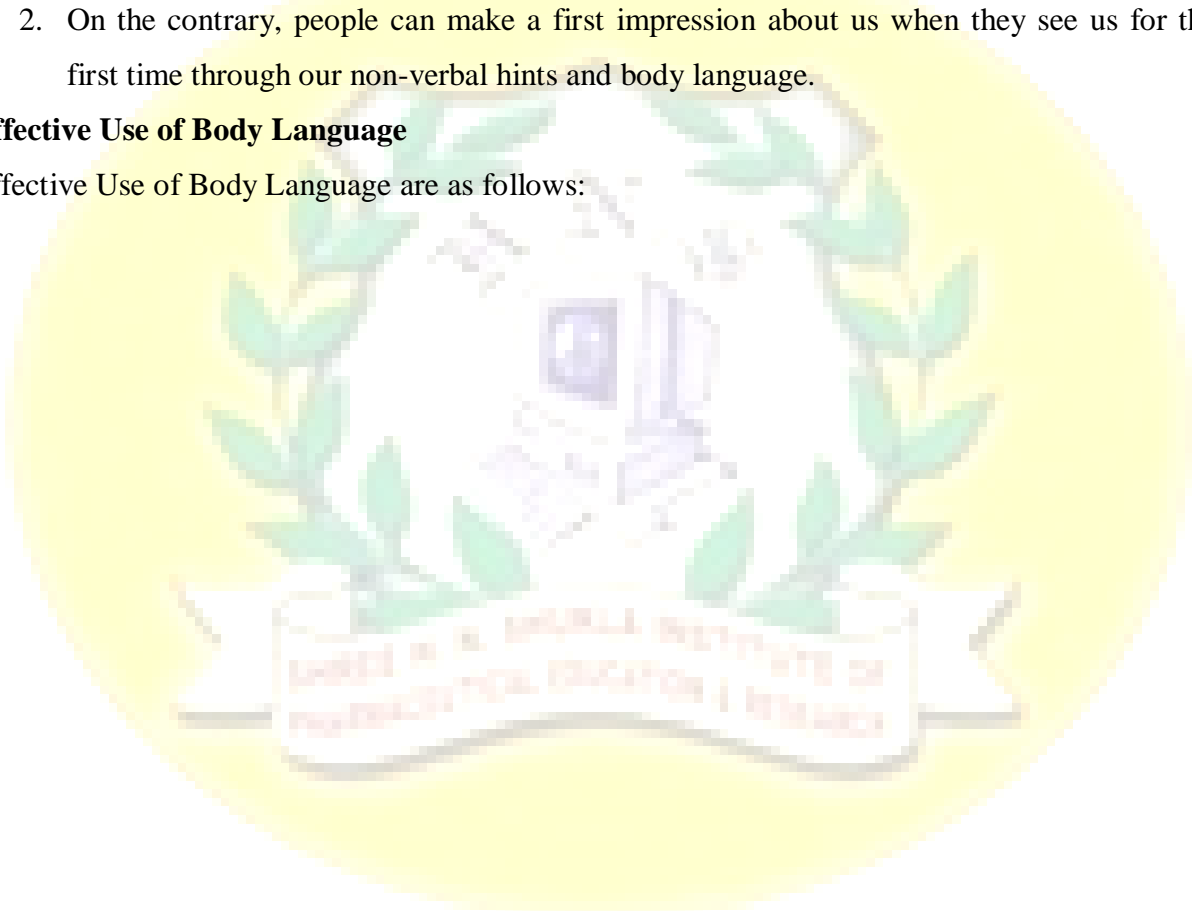
- These actions depend upon the state of mind and attitude of the person. Thus, if an individual's body movements or attitude reflects any type of meaning, it is called body language.
- Hence, people can make lasting impressions on others through their body language when meeting for the first time.

This can happen in two ways:

1. The first impression of someone can be mainly defined by their body language (both conscious and subconscious levels), on seeing them for the first time.
2. On the contrary, people can make a first impression about us when they see us for the first time through our non-verbal hints and body language.

Effective Use of Body Language

Effective Use of Body Language are as follows:



1. Doing the Power Pose:

- People can perform a power pose by spreading their arms out or upwards and standing firmly. Doing this for one to two minutes will significantly boost up their confidence.

2. Increase the Energy Level:

- Different persons feel energy in different forms. People may feel highly energetic about themselves may rate their energy levels to the fullest (8 or 9 out of 100).
- But others may not rate their energy levels to that extent.

3. Try to Smile in Tough Situations:

- One should smile even in tough situations instead of frowning, grimacing or glowering as these adverse facial expressions increase the stress levels in one's brain thereby making the person think that everything is difficult.
- Consequently, the person loose temper in no time.

4. Act as Supermodel for Reducing Conflict:

- Here, acting as supermodel means to stand at a particular angle like a supermodel stands on a camera.
- People must imitate supermodels and stand at an inclined angle with each other.

5. Never Raise Arms over the Shoulders:

- People should imitate famous speakers like Steve Jobs during presentations and never lift their arms over their shoulders.

6. Act Natural:

- The words of person can be more effective when they are supplemented with correct gestures.
- People should act and talk in professional situations in the same way as they do naturally.
- This will make them think more clearly, feel more assertive, stay in better pace and use natural punctuations thereby communicating in a better way.

7. Using Props:

- Usually, people show a defensive or resisting posture when they sit or stand with their heads slanted forward and hands folded.
- Therefore, the speaker can involve the audience by asking them questions and making them raise their hands so that they open up and become more engaged.

8. Making Eye Contact:

- Most people tend to look up, down or away when they start to speak, thus losing their eye contact.
- In order to avoid this, the speakers should take a pause, look away, appear attentive, and then continue to make eye contact once they start to speak.

Positive Body Language

The following body movements and gestures are used to convey a positive message:

1. Eye Contact and Facial Expressions:

- In a two-way communication with either an individual or a group of audience, maintaining eye-to-eye contact helps in engaging the listeners' attention.
- Friendly facial expressions convey a positive vibe- warmth and friendliness.

2. Body Movements:

- Body movements are as highlighters used to emphasis or underline a point importance. They also help in keeping the other party interested in the message.
- Gesticulating or the use of hands, body posture, head movements, voice modulation are all examples of positive body language.

3. Use of Hands:

- The use of hands should be moderation, i.e., use with subtly to emphasis a point.
- Some are comfortable at looking into their notes or toying with their coats button.
- There is a huge variation way individuals use their hands, it varies from person to person.

4. Body Posture:

- This gives the firsts non-verbal signal to the other party, e.g., standing erect conveys a message of firmness and straightforwardness.
- Leaning forward or backwards can be used with effect to emphasis or de-emphasis a point.

Negative Body language

The following body language conveys a negative message:

1. Poor or no eye contact
2. Constantly looking at the written scripts or notes.
3. In case of presentations or the use of a board having the back to the audience all the time.
4. Blankly staring at the audience.
5. Not keeping the body still firm, i.e., excessive body movements.

6. Resting against the wall.
7. Not being aware of one's nervous triggers.
8. Barricading oneself by folding both the arms.
9. Putting both the hands in the trouser pockets conveys a casual approach.

2.3.3. Advantages of Face-to-Face Communication

The advantages of face to face communication are as follows:

1. Resolves Misunderstandings:

- There might be possibilities of minor conflicts and misunderstandings among the employees in a place of work and hence, face to face communication proves to be the best form of communication to resolve such issues as it tends to lessen the communication gaps.

2. Develops Comfort Level:

- Sometimes, praising co-workers in the workplace for their excellent job or helping those in needs can be done more effectively through face to face communication as compared to writing e-mails or letters.

3. Assists in Improving loyalty:

- Mere words cannot convey a message efficiently.
- Therefore, it is important for the speaker to blend the words with a tone of voice and body language so that the listeners can understand the message as intended by the speaker.
- The honesty and importance depicted in the message of the speaker can develop confidence and loyalty among the team members.

4. Effective Communication :

- In order to avoid any misunderstanding while delegating or allocating work, it is vital to practice the best effective communication means where the message can be sent effectually, i.e., face to face communication.

5. Develops Confidence:

- When a person is appreciating other person or asking for an apology, his/her body language helps in developing confidence due to which he/she can communicate in a better way.
- Thus, body language cultivates trust and confidence thereby making our appreciations or apologies more effective and significant.

2.3.4. Disadvantages of Face-to-Face Communication

Following are the main disadvantages of face to face communication:

- i. Not suitable for Some People:** people who are nervous and find difficulties in communicating with others may find face-to-face communication unsuitable.
- ii. Not suitable for Large Audience:** building a relationship with a huge bunch of people is impossible through face-to-face communication.
- iii. Not Suitable for Big Companies:** Big Companies having branches at various regions within a particular country may find face to face unsuitable.
- iv. Low Retention by the Listeners:** The listeners may not concentrate upon or grasp everything that has been said in a face-to-face conversation. This is because the speaker could speak at a fast pace like 100-200 words/minute.

2.3. Nonverbal Communication

2.3.1. Introduction

- A special way of communication in which no words and sentences are used, is termed as non-verbal communication.
- The sender can convey the message by using facial expression and doing movements of limbs and body in a certain way. Such posture and signals also indicates the communication behavior of the sender.
- A communication takes place without using any words or language can be termed as non-verbal communication. Most of the communication takes place among human beings in non-verbal communication.
- As per survey, about 70% of human communication takes place through non-verbal communication.

Non-verbal communication is basically divided into two categories:

1. Non-verbal messages produced by the body.
2. Non-verbal messages produced by the broad setting (time, space, and silence).
 - **According to Vaughan and Hogg**, “Non-verbal communication is the transfer of meaningful information from one person to another by means other than written or spoken.
 - **According to Cabbab**, “Non-verbal communication is our primary mode to communicate feelings and emotions which we usually do not express verbally.

2.3.2. Characteristics of Non-Verbal Communication

Non-verbal communication possesses the following characteristics:

1. It primarily communicates Emotions and Attitudes

- Messages that are communicated non-verbally can convey one’s emotions such as unhappiness, praise, hatred, disappointment, etc., toward certain conditions or circumstances.
- One’s ideas or opinions about a topic cannot be conveyed –non-verbally.

2. It substitutes, Contradicts, Emphasizes, or Regulates Verbal messages

- Non-verbal cues act as a substitute to the verbal message.
- Mostly non-verbal gestures such as raising eyebrows maintain or changing eye contact etc., regulate the flow of the communication.
- For example, a person may praise the cook after tasting a dish and similarly his/her facial expression may reveal that the food was not as per the expectation.

3. Non-verbal Cues are often Ambiguous

- Certain cues or gestures are very difficult to interpret.
- Sometimes a ‘wave of the hand’ or a ‘wink of an eye’ may be understood in a completely different manner.
- Often it is observed that person’s verbal and non-verbal gestures do not complement each other and act as a barrier to effective communication.

4. Non-Verbal Cues are Continuous

- It is a matter of general observation that even if the speaker stops conversing; his/her non-verbal gestures continue to convey a certain message.
- When a person tries to mask verbal message, even then it sends out a message.

- If there is a long silence at the dining table then it clearly tells, without using any words, that there is some issue between the family members.

5. Non-Verbal Communication is viewed as more Reliable

- Non-Verbal cues are considered more reliable in cases where any mismatch between verbal and nonverbal message of a speaker occurs.
- People tend to believe only in nonverbal communication as they cannot be imitated and are real.

6. Non-Verbal Cues are Culture Bound

- Non-verbal gestures generally cut across the various cultures of the world and correctly convey positive and negative message in a uniform way.
- For example, smile of a person always indicates his/her happiness while frowning on the other hand is an indicator of unhappiness.
- However, there are certain gestures that have different meaning in different cultures.
- Some gestures, which are quite positive in one culture, may be termed obscene in another.

7. Non-Verbal Communication is Strongly Related to Verbal Communication

- Non-verbal gestures play the role of substitute in order to contradict, stress, or complement verbal message.

2.3.3. Types of Non-Verbal Communication

Types of non-verbal communications are as follows:

1. Physical communication

- It included the communication that can be done at the physical level of the body. In this communication, one communicates through movements of the body, facial expressions, sense of smell/touch and tone of voice.

2. Visual Communication

- This type of communication uses graphics and visual aids such as pictures, graphs, charts, etc., to communicate information and thoughts that can be observed or read.

3. Auditory Communication

- This type of communication covers non-vocal aspects of the sound such as suitable volume, agreeable pitch, adequate pace of speaking, expressing vocal quality, etc., along with the use of various sound patterns that facilitate communication.

4. Chemical Communication

- This type of communication uses chemicals such as pheromones in order to communicate and draw the attention of others.
- For Example, saliva or spit, sweat, tear, odour, etc.

2.3.3.4.1 Physical Communication

- Physical communication is a widely used type of non-verbal communication that covers movements of the body and gestures such as greeting, odour, touch, smile, etc.
- People understand each other in a better way when they are aware of their non-verbal signs.
- A person can communicate another person even with a way of standing if they know their non-verbal signs.
- **According to Ports**, “Physical Communication is used to transmit one’s feelings, attitude, and overall message”.

Forms of Physical Communication

Followings are types of physical communication:

1. Expressions: Expressions convey our sentiments and feelings. It is crucial to understand the methods of communicating without the use of words if a person wants himself to be effective leader. Some non-verbal expressions are:

- I. Facial Expressions:** It is popularly said, “The face is the index of the heart”. Compared to words, people communicate more with their facial expressions, which is vital in every face-to-face communication as facial expressions are reflection of our feelings present in the heart.
- II. Eye Contact:** The supreme significance of eye contact in face to face communication is universally known. People mainly focus on meaning, as the deepest sentiments are communicated through the speakers’ eyes, eyelids, eyebrows, and pupil size. Therefore, it

is important for the speakers to hold a confident eye contact with their listeners while speaking.

III. Posture: Posture may be referred to one's style of walking, sitting, or standing. It discloses a lot about an individual's mental state. It also revealed one's control over the matter of communication. In order to become an effective and successful speaker; people must stand tall, keeping their feet together with their weight, over the instep and chin parallel to the floor.

IV. Head and Facial Movements: It referred to the communication-taking place through head and facial movements. Motion of one's head, nose, mouth, eyebrows, eyes, and ears communicate calmness, happiness, confirmatory head nods, expressive movements of face, etc.

2. Gesture:

- Gestures are referred to as significant movement of body parts other than eye contact and facial expressions.
- Movements of body parts like head, chest, legs, and hands play a crucial role in communicating the meaning of a message without the use of words.
- Gestures also help in conveying different signals and emotions.

3. Body language:

- Body language is one of the oldest forms of communication.
- There may be occurrences where the words of the speakers do not match with their body actions.
- As a result, the listeners might get confused as the nonverbal signals of the speakers appear to be in conflict with their verbal words.
- Therefore, in these situations, an effective use of body language will remove such difference and confusion.

4. Dress Code:

- In the non-verbal communication, dressing sense of an individual plays vital role. It comprises one's hair, clothing, cosmetics, jewellery, etc.
- Although, these appear to have no relation with the body language, but deep down there is a significant connection of these with one's eye, face, gestures, postures, etc.

2.4.3.2. Visual Communication

- Visual communication is a type of non-verbal communication that depends only upon visual aids such as pictures, covers, designs, graphics, illustrations, diagrams, symbols, etc.
- Visual communication, being instant and definite, proves to be efficient as the message is delivered without use of the words.
- However, visual communication on its own can convey very simple and basic instructions, thoughts, and notice. It has to be combined with other media to become more efficient.

Forms of Visual Communication

The forms of visual communication are as follows:

1. Aesthetic Communication: It uses creative and imaginative expressions to communicate. It covers all the different forms of art such as crafts, films, theatre, music, dance, sculpture, painting, etc.

2. Signs and Symbols: In some situations, signs and symbols create a lasting impact. Now-days, only use of verbal communication is not considered enough for a long lasting expression.

- I. Symbols such as fashion clothing, ornaments and jewellery, cars, etc., can be used to communicate financial and social status and religion beliefs, which in turn help in developing confidence.
- II. Signs have a comparatively mechanical nature. For example, the siren of an ambulance communicates an emergency scenario.

Communication is a process where the sender and the receiver exchange a message and meaning through sign and symbols that are mutually understood. Most of the time, the signals, or symbols used do not belong to a particular language like French, Hindi. These signs are not restricted by words and encompass different visual and audio signs.

2.4.4. Methods of Non-Verbal Communication

The methods of such communication are as follows:

- Signs and Symbols/Sign Language
- Paralanguage
- Communication through Silence
- Haptics/Touch Language

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- Body Language/kinesics
 - Proxemics/Space language
 - Time Language/Chronemics
 - Physical Appearance

1. Signs and Symbols/Sign language:

In some situations, signs and symbols create a lasting impact.

The different signs used are as follows:

Eat Hungry, Food, and Restaurant: Patting the stomach, showing motion to open mouth.

Do not know: Shrugging shoulders, raising hands and eyebrows

Money, Expensive, How Much: Rubbing thumb and fingers together

2. Body language/ Kinesis

- Kinesis or body language can be defined as an analysis of the body movement. It is a method of conveying the message without using verbal communication.
- This is done by using body movements of different parts of the body.
- Almost all type of human emotions such as happiness, shock, surprise, regret, fear, sadness, etc, can be conveyed through body language.

3. Paralanguage:

- It can be defined as the meaning that is derived from how a message is said; whereas oral communication deals with the content of the message.
- This feature explains the difference as well as the association between paralanguage and oral communication.
- A method that tells us how something is said rather than what is the literal meaning, i.e., it stresses the manner of saying something.
- It involves the study of pitch, amplitude, and rate and voice quality of speech.
- In otherwords, it simply means that more attention is paid to the manner of speaking rather than the words used in the statements.

4. Proxemics/Space Language

- It refers to the study of understanding the way people utilize the physical space around them and what this utilization reflects about them.
- Personal space feature can be defined as an invisible boundary that people create between them and other people.

Usually, the people reserve their intimate zone for close relations and friends, which include a radius of up to 18 inches around them. The personal space, which may exceed from 1*1/2 to 4 feet, also involves family members and friends. Cultural variations also influence the personal space of people. Some cultural are more open for intrusions into an individual's personal distance zone than the other cultures. Social distance zone of people generally extends from 4 to 12 feet. Most of business transactions are held into this zone. Public distance zone extends from 12 to 25 feet, which is the farthest zone at which one can communicate face-to-face effectively.

5. Communication through Silence

- Silence is a state where no verbal communication takes place and no words are being spoken. Communication can take place in a state of silence.
- Silence can be perceived as positive or negative as per the request, whereas, sometimes it may read as a negative response.
- In certain situations, silence may also be interpreted as disinterest. Interest has an intrinsic factor of excitement: on the other hand, lack of interest is best spoken through silence.

6. Time language/Chronemic

- In time language, people convey message to others in a way that emphasis the importance of time.
- Thus, time is symbolized in this way. Most often, we listen to the maxim, 'Time is money'.
- Here, people convey signals related to that importance of time, a specific point of time, and so on.
- Today time management is the most important aspect of effective business management.

7. Haptics/Touch Language

- It refers to the study of art of touch and it plays a great role in non-verbal communication.
- It includes handshakes, brushing an arm, painting on a shoulder, backslapping, holding hands etc.
- There can be self-touching also like licking, picking, holding, and scratching, etc.

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- Sometimes a message is sent unwillingly through one's non-verbal activities like running fingers in hair, chewing nails, etc.
 - Such non-verbal method of communication actually gives the idea of a person's involvement in the conversation process.
 - A number of non-verbal actions like smiling and eye contact, etc may indicate intimacy between people. They are called immediacy behaviors.

8. Physical Appearance

- It gives an idea about a person's attitude towards life.
- His/her create first impression about a person physical appearance and personality.
- Generally, people develop a person's gives to physical impression has a huge bearing on the social ranking, culture, or country to which the person belongs.
- A person's physical appearance is a significant form of non-verbal cue. The way a person dresses-up says a lot about his background.

2.4.5. Advantages of Non-Verbal Communication

Non-verbal modes of communication can be passed-on quickly in almost all situations, if the receiver is alert enough to grab and understand them.

Different benefits of non-verbal communication are listed below:

1. Conveying ideas:

- Non-verbal communication are quite helpful in situations where one wants to convey ideas related to geography, maps, charts, graphs, data, etc.
- These communication methods can represent a large amount of information in a concise and compressed manner, and thus help a receiver to quickly understand the message.
- Using symbols, pictures, graphics, etc, Persons can present a lot of information in a single page that would otherwise require many pages, if written in a verbal form.

2. Effective in Traffic Control

- Non-verbal communication greatly helps in traffic controls as drivers and pedestrians quickly notice non-verbal symbols and signals and become alert.
- As nobody has the patience and time to read written instructions, hence only traffic lights or pictorial form of warning are used, which are quite effective.

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- Similarly, warning sounds like a whistle or horn are quickly noticed and people immediately respond towards them.

3. Conveying Information through Symbols

- Non-verbal communications are widely used for conveying information to illiterate persons through symbols.
- For Examples, poisonous substances contained in bottles or packets always have a picture of a human skull with crossed bones.

4. Communication with Physically Disabled Persons

- Non-verbal modes of communication significantly help the people with physical disability to send or receive information with each other.
- By using facial gestures, touch, signs, they easily communicate with other people and among themselves.

5. Privacy

- Non-verbal communication is person-centric.
- It is either directed on an individual or a selected group.
- It is helpful for exchanging of the data in situations where maintaining secrecy or privacy of data is essential.
- People also use sign language to convey something to his/her friends, he/she must use pre-decided or detective departments of defense, and crime generally makes use of such symbols for maintaining privacy in their day-to-day work.

6. Easy Expression of Feeling

- Verbal communication has certain limitations as in many cases, words cannot describe certain feelings.
- Whereas, non-verbal communication is limitless and almost every human emotion, direction, inner feeling, and personality can be effectively conveyed to the audience.

2.4.6. Disadvantages of Non-Verbal Communication

Following are the disadvantages of non-verbal communication

1. Non-Verbal Signs are Unclear

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- Unlike verbal communication, this conveys only one meaning, non-verbal communication is entirely different, and it uses various means such as gestures, facial expressions, body language, touch, and appearance.
 - Each of these means convey a different meaning, which is not accurate or precise and hence creates doubts or misinterpretation.
 - Therefore, a person sending non-verbal signals can never be sure about the way it would be taken by the audience.

2. Non-Verbal signs are Continuous

- A person can restrict himself from talking but nobody can stop non-verbal signals as they are continuous and form an inherent part one's personality.
- In verbal communications, there is a definite structure and topic, which can be altered by listening to the words. However, this is not the case in nonverbal communication.

3. Non-Verbal Signs are Multi-Channel

- Often, the different channel of non-verbal communication does not coincide with each other and creates misunderstanding.
- For example, sometimes one's eye contact may not lead to confusion. Many persons do it unknowingly as non-verbal gestures, signals, body movements, or language is generally interpreted by subconscious mind and in a stylish manner.
- It may happen in a quick, fair, and a correct way.

4. Non-Verbal Signs are Culture-Bound

- It is a factual understanding that all human beings would feel pleasure and pain in the same manner and under same conditions.
- If a person belonging to one culture sends a happy text to another person of different culture, then under a happy situation, he/she would also smile.
- Hence, it can be said that some gestures are universally known, interpreted, and accepted. However, in interpreted differently in different cultures.

5. First Impression do Count

- People send strong non-verbal messages during the first meetings.
- The manner in which a person listens, stands, and reacts, tells others much more about him than what he is saying.

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- This can work as someone's advantage, but the drawback is that people are uninformed about the non-verbal message they are conveying, due to which sometimes they may give wrong impression unknowingly.

2.4. COMMUNICATION STYLES

2.4.1. Introduction

- **The selections and choices that an individual is inclined to make while communicating with others are known as communication styles.**
- These styles depend upon the type of person and with whom he/she is communicating.
- There are different choices available to individuals not only when they communicate with others but also when they try to understand their part of communication.
- Here, the emphasis upon how the receiver interprets the message and gets affected from the speakers.

2.4.2. The Communication Styles Matrix

There are two different dimensions of communication styles, one being the expressive level and the other being the assertive level.

1. Low Expressiveness + Low Assertiveness = **Systematic communication style**

2. Low Expressiveness + High Assertiveness = **Direct communication style**

3. High Expressiveness + High Assertiveness = **Spirited communication style**

4. High Expressiveness + Low Assertiveness = **Considerate communication style**

- People who are more assertive in nature, their style of communication 'tell' other people what to do, whereas people who are less assertive nature, 'ask' other people as to what should be done.
- Similarly, people who are more expressive in their style of communication express their feelings and emotions through tone, speech, and facial expressions, while people who are less expressive will try to hide them.

2.4.3. Direct Communication Style

- Direct communication style is denoted by high level of assertiveness and low level of expressiveness.

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- People who fall under this style of communication do not ask others about what should be done; instead, they tell others what to do.
 - They hide their emotions while communicating with others and might appear unfriendly, irritated, and over-bearing due to which other people might take this communication style personally.
 - People direct communication style do not consider the important or valuable views of other people, rather try to emphasis on their own work and results.
 - At times, they can be offensive to others as they talk freely without any fear.
 - They donot talk about their private issues and keep it separate from their work life.

Tips for direct Communicators

1. Not interrupt others while they speak and listen to them completely.
2. Allow some time to ‘chat’ before meeting.
3. Allow others to present their reactions on subjects.
4. Brainstorm on topics, as it is not a waste of time.
5. Communicate expectation before the meeting.
6. Give ample time to others for commenting or asking questions.
7. Not give or ask for personal information unless the other person initiates.
8. Ask people for time to talk before interrupting.
9. Ask for specific requests and Actions to be taken.
10. Appreciate the contribution of others’ by taking out some time.

2.4.4. Spirited Communication Style

- Individuals having spirited style of communication are found of brainstorming, elaborating new ideas and talking about a situation as a whole.
- Their messages are full of exaggerations and impressive thoughts.
- Although, this might appear convincing in the beginning, they are not great at talking over the particulars or exact steps of a process.
- Such people tend to deviate from the main topic of conversation and likely to include stories in their messages to validate or prove their point.
- People with spirited communication style sometimes find it difficult to stick with the plan as they encounter challenges in concentrating and managing time.

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- They require a support from other persons in order to stay on course and express themselves clearly.

2.4.5. Systematic Communication Style

- Individuals having systematic style tend to appreciate the details, analysis, and facts instead of the possibilities, thoughts, and ideas.
- Unlike spirited people, systematic ones find it uncomfortable to express their emotions and would stop the communication altogether if the situation becomes emotional or conflicting.
- One could make use of tools like graphs, charts, and movements/trends to communicate with them, as they feel delighted to gain more information.

Tips for systematic Communicators

1. Consider the feelings of other people, as it is vital for developing good relationship at work.
2. Ask suitable questions to different persons for obtaining the required information.
3. Understand that not every person follows undeviating decision-making and thought processes.
4. Understand the scope of the project so that no time is wasted in collecting useless information.
5. Focus on the facts of the situation instead of the opinion of other individuals.
6. Not use generalized sentences and speak with accuracy and precision.
7. Talk about the subject by considering the time constraint while communicating with systematic people.
8. Be logical in the reasons provided for one's actions.
9. Ask other people about themselves to develop relationships.

2.4.6. Considerate Communication Styles

- Individuals having considerate communication styles are highly concerned about others' sentiments and feelings.
- They like to get included in the peer group of others by working with them, helping them, making them happy, and connecting with them on a personal level. Such people are very keen in listening and knowing about others and their activities.
- Although they encourage teamwork and give other people chance to speak, they might hold back from presenting their views on a subject.

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- People with this style encourage group collaboration and harmony due to which they might be unwilling to present a conflicting view about significant information, which can be a serious challenge in communication.
 - It is not differentiating between other people's viewpoints and their own viewpoints regarding a particular topic.
 - They feel that a conflicting opinion of others is because others do not like them.
 - Chances are that such people can be influenced by other people for maintain their position and harmony.

Tips for Considerate Communicators

1. Realize that their thoughts are different from the others about a particular subject.
2. Understand that some people are uncomfortable is discussing private topics at work.
3. Respect other people's views because it is as important as respecting one's own.
4. Treat people professionally and let them treat you the same way.
5. Present an honest interest in other people's views, sentiments, and personal life.
6. Encourage other people to express their views and ask questions.
7. Let other people know that their assistance is appreciated.
8. Assure other people that the view one holds about them is not personal, whenever possible.

QUESTION BANKS

Each below question Carring one marks

1. What is verbal communication?
2. What is face to face communication?
3. What do you mean by body language?
4. List the types on non-verbal communication.
5. What is Mehrabian Rule?
6. State the communications styles.

Each below question Carring two marks

1. Highlight the characteristics of verbal communication.
2. List the advantages and disadvantages of verbal communication.
3. How effectively body language can be used.
4. What is non-verbal communication?

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5. Explain direct communication style.
 6. State the types of visual communication.

Each below question Carring 5 marks

1. What are the advantages and disadvantages of face-to-face communication?
2. Define non-verbal. State the nature of non-verbal communication.
3. What is physical communication? Explain the forms of physical communication.
4. Explain communication style matrix. Discuss spirited communication style.
5. What is systematic communication style? Explain with example.
6. What are the advantages and disadvantages of non-verbal communications?

