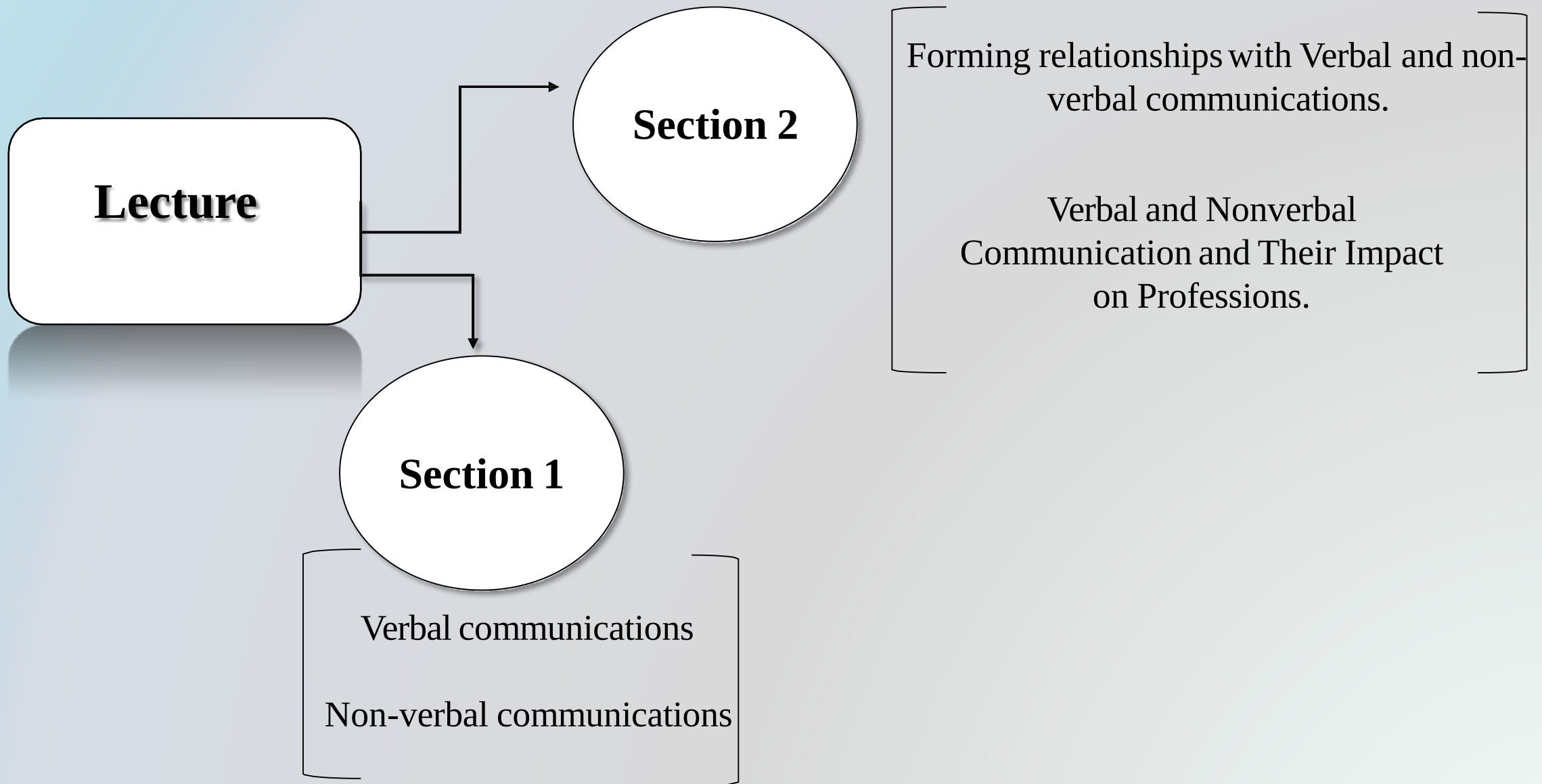


Communication skills

Prepared by Dr. Merna Emad

Lecture 3





Section One

Verbal Communication

What is Verbal Communication?

Verbal communication encompasses both our words and our verbal fillers (e.g., *um*, *like*). Verbal messages are created through language. Effective communication involves accurate interpretations of others' verbal messages, as meaning is cocreated.

Otherwise, the meanings of the words you communicate will not be understood. As a professional, effective use of the language skills and improvement of the abilities must have taken huge place to interpret other people's messages.

What is Verbal Communication?

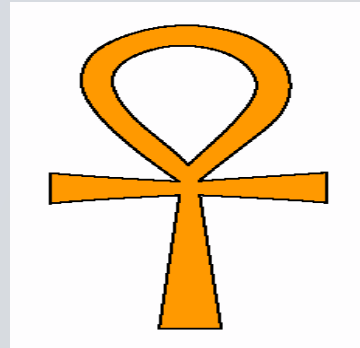
The symbols communicators use are abstract, vague, and sometimes arbitrary. Because symbols can make things a bit off or fuzzy, we have to interpret the meaning. Therefore, we construct meanings as we interact with other people and by processing the information in our own heads.

Two kinds of rules guide communication
Verbal communication concerns communication rules—
shared understanding of what communication means and what
constitutes appropriate communication given the context.

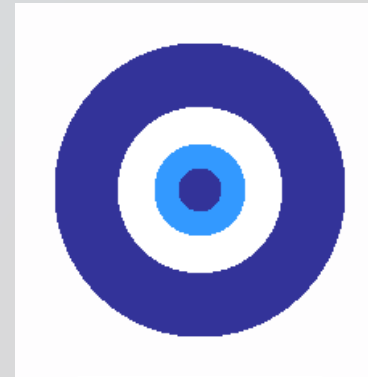
Symbols



Aladdin's lamp



Egyptian cross of life



Evil eye



Khamsa



Peace sign



Love sign

What is Verbal Intelligence?

Verbal intelligence refers to specific human language-based skills which are considered to reflect strong general abilities.

Ways to improve

- *Read as widely as possible*
- *Learn a new language*
- *Learn a new word every day*
- *Maintain your journal (Notebook)*
- *Become an active listener*
- *Play word games*
- *Take grammar, spelling and reading tests*

Rules guide Verbal communication

REFULATIVE RULES

They describe when, how, where, and with whom to talk about certain things.

For instance, it might be appropriate for your boss to call you at home after hours, but would it be appropriate for you to do the same if you had a concern about your travel schedule? What's appropriate for the person with power or control may not be appropriate for those serving in a subordinate role. To demonstrate professional and workplace excellence, you must be able to monitor your own appropriateness when communicating.

Rules guide Verbal communication

Verbal Communication

CONSTITUTIVE RULES

They define what communication means by prompting us to count certain kinds of communication. In other words, we learn what counts as paying attention (e.g., eye contact), as well as what counts as being inappropriate (e.g., interrupting conversations, rolling one's eyes).

Non-Verbal Communication

What is Non-Verbal Communication?

Non-Verbal Communication

Nonverbal communication (also referred to as body language) includes all those ways we communicate without words. A more technical definition for nonverbal communication is “communication other than written or spoken language that creates meaning for someone”.

Do you know?

About **55%** of interpersonal messages are conveyed nonverbally.

Purposes of Nonverbal Communication

Non-Verbal Communication

Three purposes of nonverbal behavior?



To express emotion:

Consider a moment when you may have had a conflict with a friend or family member. When that person asked you what was wrong, you probably responded, “Nothing,” but you could not control your facial expressions, which indicated otherwise.

Purposes of Nonverbal Communication

Non-Verbal Communication

Three purposes of nonverbal behavior?



To Convey attitudes:

The second function of nonverbal communication is to convey interpersonal attitudes. Being skilled in observing and interpreting the nonverbal behavior of others will give you an edge over other professionals.

Purposes of Nonverbal Communication

Non-Verbal Communication

Three purposes of nonverbal behavior?

To Accompany verbal communication:

Finally, the third purpose of nonverbal communication is to accompany verbal communication. The important ways that verbal and nonverbal behaviors interrelate during human communication. Nonverbal communication can simply repeat what is said verbally. It can also conflict with what is being said.

Dimensions Nonverbal Communication

Non-Verbal Communication

Three dimensions of effectively using nonverbal communication in both personal and professional Contexts

Immediacy

We react to things by evaluating them as positive or negative, good or bad.

Status

We perceive behaviors that indicate various aspects of status to us, for example, rich or poor, strong or weak, superior or subordinate.

Responsiveness

We perceive activity as being active or passive. This signals the intensity of our feelings about a person or subject.

Codes of Nonverbal Communication

Non-Verbal Communication

vocal expression; space, environment, and territory; physical appearance; body movement, gestures, and posture; facial and eye expressions; and touch.

Codes of Nonverbal Communication

Non-Verbal Communication

Vocal Expression

Vocalics, sometimes referred to as paralanguage, refers to how people use their voices to communicate and express themselves. Vocalic cues include tone (quality) of voice, volume, articulation, pitch (highness or lowness), rate of speech, and use of silence.

Codes of Nonverbal Communication

Non-Verbal Communication

Space

The first is the intimate zone (0 to 18 inches). This is usually reserved for our significant others, family members, and closest friends.

The personal zone (18 inches to about 4 feet) is reserved for personal relationships with casual acquaintances and friends.

Codes of Nonverbal Communication

Non-Verbal Communication

Space

The social zone (4 to 12 feet) is the distance at which we usually talk to strangers or conduct business. If you went to your professor's office to discuss a grade, for example, you would most likely remain at a distance of 4 to 12 feet.

Codes of Nonverbal Communication

Non-Verbal Communication

Space

The public zone (more than 12 feet) refers to the distance typical of large, formal, public events. In large lecture classrooms, campaign rallies, or public speeches, the distance between speaker and audience is usually more than 12 feet.

Understanding these spatial zones is important to your everyday nonverbal communication competency.

Codes of Nonverbal Communication

Non-Verbal Communication

Environment

The constructed or natural surroundings that influence your communicative decisions, attitude, and mood are termed the environment. People are influenced by environmental factors such as architecture, design, doors, windows, color, lighting, smell, seating arrangements, temperature, and cleanliness.

Codes of Nonverbal Communication

Environment

Six distinct ways of environment

Formality

It is an understanding people have of environment that relates to how comfortably they can behave, in light of their expectations. Sometimes it is more about the atmosphere of a certain place than the place itself.

Codes of Nonverbal Communication

Non-Verbal Communication

Environment

Six distinct ways of environment

Warmth

This means that the environment gives off a certain sense of warmth, comfort, or a welcoming context based on our past or current experience.

Codes of Nonverbal Communication

Environment

Six distinct ways of environment

Privacy

It is another way the environment can be perceived. Do you prefer a crowded and noisy restaurant or a peaceful and quiet one? Do you choose a seat in the back of a movie theater or in the middle next to many other moviegoers?

Codes of Nonverbal Communication

Environment

Six distinct ways of environment

Familiarity

It means that we tend to react cautiously when we meet new people or are confronted with an unfamiliar environment. Not knowing where we are and what to expect makes us feel less comfortable. We like knowing what to expect and how to behave in the environment.

Codes of Nonverbal Communication

Non-Verbal Communication

Environment

Six distinct ways of environment

Constraint

Whenever we feel that our personal space is being invaded, we feel constrained. Most of our perceptions of constraint are shaped by the amount of privacy and space available to us.

Codes of Nonverbal Communication

Non-Verbal Communication

Environment

Six distinct ways of environment

Distance

It pertains to physical arrangements. We like to know how far away the closest door is or how many people can fit into an elevator. We create distance by avoiding eye contact or taking a longer route to avoid saying hello to a person we find annoying.

Codes of Nonverbal Communication

Non-Verbal Communication

Physical Appearance

Physical appearance—“the way our bodies and overall appearance nonverbally communicate to others and impact our view of ourselves in everyday life”

Making the connection between physical appearance and nonverbal communication is important for two reasons:

1. The way we represent ourselves and our physical appearance reveals a lot about who we are.

Codes of Nonverbal Communication

Non-Verbal Communication

Physical Appearance

Physical appearance—“the way our bodies and overall appearance nonverbally communicate to others and impact our view of ourselves in everyday life”

Making the connection between physical appearance and nonverbal communication is important for two reasons:

2. The physical appearance of other people influences our perception of them, how we talk to them, how approachable they are, how attractive or unattractive we think they are, and so on.

Codes of Nonverbal Communication

Physical Appearance

Clothing

Clothing plays a significant role in non-verbal communication as it can enhance or alter one's physical appearance. Here are some ways in which clothing can be used to enhance non-verbal communication:

Style and Personality Expression: Clothing choices, such as colors, patterns, and styles, can reflect an individual's personality and convey certain messages. For example, someone wearing vibrant and bold colors might be perceived as confident and outgoing, while someone opting for more neutral tones might be seen as calm and reserved.

Codes of Nonverbal Communication

Non-Verbal Communication

Physical Appearance

Clothing

Status and Authority: Clothing can indicate one's social status, profession, or authority. For instance, a police officer's uniform signifies authority and can command respect. Similarly, formal attire like suits and business attire can convey professionalism and leadership.

Gender Expression: Clothing plays a crucial role in expressing gender identity. Society often associates certain clothing styles with specific genders, and individuals may use clothing to align with or challenge these norms.

Codes of Nonverbal Communication

Non-Verbal Communication

Physical Appearance

Clothing

Cultural and Subcultural Identity: Clothing can serve as a visual representation of cultural or subcultural identity. Traditional garments or attire specific to a particular group can communicate a sense of belonging and cultural heritage. Subcultures, such as punk, goth, or hip-hop, often have distinct fashion styles that convey a shared identity and values.

Codes of Nonverbal Communication

Non-Verbal Communication

Physical Appearance

Clothing

Emotions and Mood: Clothing can reflect and influence emotions and mood. Bright and cheerful colors can convey happiness and positivity, while darker colors might indicate a more serious or somber mood. Additionally, the choice of clothing materials and textures can evoke different sensory experiences and influence emotional responses.

Codes of Nonverbal Communication

Non-Verbal Communication

Physical Appearance

Clothing

Non-Verbal Cues: Clothing can also provide non-verbal cues that complement or reinforce verbal communication. For example, a person wearing a uniform with a company logo can indicate affiliation with a specific organization or brand. Similarly, a person dressed formally for a business meeting can signal professionalism and seriousness.

Codes of Nonverbal Communication

Physical Appearance

Jewelry

Work fashion guidelines vary according to the type of job that you do, and while most employers provide basic guidelines for attire, they fail to expand on what jewelry items are allowed per their dress code.

General Tips

- ❖ Wear matching sets of earrings, bracelets and necklace(s).
- ❖ Wear a unique ring.

Codes of Nonverbal Communication

Non-Verbal Communication

Physical Appearance

Jewelry

Work fashion guidelines vary according to the type of job that you do, and while most employers provide basic guidelines for attire, they fail to expand on what jewelry items are allowed per their dress code.

General Tips

- ❖ **Wear something customized.** If you have a necklace with your first initial on it or a charm bracelet.
- ❖ **Wear smaller items that are brightly colored**

Codes of Nonverbal Communication

Non-Verbal Communication

Physical Appearance

Tattoos

Tattoos have been viewed for years as unprofessional, disruptive and unsuitable in a professional setting, but what is the case now?

More than 70% of people still believe that getting tattoos affects your work prospects, but obviously that is no longer a valid assumption when it comes to most businesses.

Codes of Nonverbal Communication

Physical Appearance

Tattoos

What we consider when having Tattoos?

Business Is Business
Depending on the nature of the company and the company that you serve, there will be occasions when a nominee will have to be rejected. For example, if you work in an industry that needs lots of face-time with clients, or if it includes standing in front of a camera, then it would make sense not to employ someone whose face is covered in tattoos.

Codes of Nonverbal Communication

Non-Verbal Communication

Physical Appearance

Tattoos

What we consider when having Tattoos?

Culture

Some cultures totally forbid tattoos in the workplace and not only consider them inappropriate, but also consider them forbidden.

Codes of Nonverbal Communication

Non-Verbal Communication

Physical Appearance

Tattoos

What we consider when having Tattoos?

Company policy

Some corporate policies stipulate rules that govern the external appearance, including tattoos, etc., so you should review these policies before getting a tattoo or before joining the business when you already own a tattoo.

Codes of Nonverbal Communication

Non-Verbal Communication

Facial Behavior

It is important not only to have a basic understanding of the emotions communicated by the face but also to be aware of how we manage our faces in daily interactions. Social norms and communication expectations in our culture set the rules for what kinds of emotional expressions are appropriate in certain situations.

Codes of Nonverbal Communication

Non-Verbal Communication

Facial Behavior

Neutralization

It is often referred to as having a poker face.



Codes of Nonverbal Communication

Non-Verbal Communication

Facial Behavior

Making

It means hiding an expression connected to a felt emotion and replacing it with an expression more appropriate to the situation.



Codes of Nonverbal Communication

Non-Verbal Communication

Facial Behavior

Intensification

Exaggerates how we feel about something.



Codes of Nonverbal Communication

Non-Verbal Communication

Facial Behavior

DE intensification

By contrast, if we reduce the intensity of our facial expression connected to a certain emotion.



Codes of Nonverbal Communication

Non-Verbal Communication

Touch

It is the most powerful form of nonverbal communication; it's also the most misunderstood and has the potential for severely negative consequences if not enacted appropriately". Several different systems for categorizing touch have been developed to help us better understand this complex code of nonverbal communication.

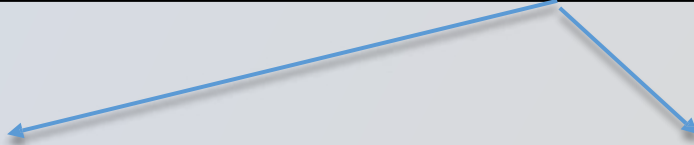
Section Two

Forming Relationships With Verbal and Nonverbal Communication

and Nonverbal Communication

Layers of verbal and non-verbal Communication

Developing interpersonal, verbal, and nonverbal communication skills requires you to differentiate between the content and relational layers of messages. As you communicate with other people, your messages have two layers:



The content layer.

consists of the “information being explicitly discussed” The content layer may include descriptive information such as the time of a meeting, a project due date, or the names of the coworkers assigned to a team. You exchange content with others to function and retrieve basic information.

The relational layer.

The relational layer reveals “how you feel about the other person; whether you like or dislike the other person, feel in control or subordinate, feel comfortable or anxious, and so on”.

Verbal and Nonverbal Communication and their impact on Professions

Professions

Communication and their impact on

Impacts of Verbal and non-verbal codes on professions

Customer Service and Sales

The success in productivity and sales was linked to the distance between sales representatives and prospects, salesperson posture, handshake techniques, facial expressions, arm movements, hand movements, and placement of the legs and feet.

Public Service

Individuals who work in environments such as libraries or government offices are sometimes criticized for their communication and viewed as distant and unhelpful. Evidence indicates that individuals who are trained in nonverbal communication can replace negative perceptions of themselves with positive ones.

Impacts of Verbal and non-verbal codes on professions

Journalism and Television broadcasting

Those in the public eye must demonstrate effective nonverbal and verbal communication.

Hospitality Management

Customer service is especially important in the hotel and restaurant industries. A number of hotel and restaurant managers have improved their organizations' image among guests by providing client services employees with training in verbal and nonverbal communication. In restaurants, eye contact, facial expression, body position, and posture of the staff, including servers and cashiers, affect how customers rate the value of the service.

Impacts of Verbal and non-verbal codes on professions

Medical Professions

Many people can probably share a story about an unpleasant experience at the doctor's office. As physicians compete to attract and retain a strong client base, potential patients through can interpret their services positively correct body language on the part of the physicians and their employees.

Legal Professions

lawyers can project a favorable impression of themselves and their firms for prospective clients through sustained eye contact and other forms of body language, such as an erect but relaxed sitting position and close proximity to the clients.

Impacts of Verbal and non-verbal codes on professions

Accounting and Finance

In the same vein as lawyers, accountants can benefit through the technique of maintained and appropriate eye contact, good posture, and close proximity to clients.

Management (Private and Public)

Managers in both business and not-for-profit organizations can more effectively convey ideas to their employees through correct use of nonverbal communication.



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY
BY EVERYONE'S SMART UNIVERSITY



Thank You

