

## **Types of Communication**

There are 4 main types or communication styles including verbal, nonverbal, written and visual:

### **1. Verbal**

Verbal communication is the use of language or words to convey information through speaking or sign language. It is one of the most familiar types, often used during presentations, video conferences and phone calls, meetings and one-to-one conversations. Verbal communication is important because it is effective.

#### **Steps for Developing Strong Verbal Communication Skills:**

- **By using Strong, Confident Voice.** Strong, confident voice can easily be understood by masses, especially when presenting information to a few or a group of people, Speaking with confidence creates conviction and effectiveness
- **By Active listening.** Active listening skills are success points when conducting a meeting, presentation or even when participating in a one-to-one conversation. Doing so will help one to become a successful communicator.
- **By Avoiding Filler Words.** Like “um,” “like,” “so” or “yeah.” As they may distract audience. We must try to replace them by taking a breath or by practice of inserting new and meaningful words.

## **2. Non Verbal**

Nonverbal communication is the application of body language, gestures and facial expressions to express information to others. It can be used both deliberately and not deliberately. For example, we may smile not deliberately when we hear a pleasing or enjoyable idea or piece of information. Nonverbal communication is supportive when trying to understand others' thoughts and feelings.

If others are showing “closed” body language, such as crossed arms or arched shoulders, they might be feeling anxious, angry or nervous. If they are showing “open” body language with both feet on the ground and arms by their side or on the table, they might be feeling positive and open to information.

### **Steps for Developing Nonverbal Communication Skills:**

- **By Noticing, Our Emotions Feeling Physically.**

In a full day, we experience a range of emotions like energised, bored, happy or frustrated, we must try to identify where we feel that emotion within our body. For example, if we are feeling anxious, we might notice that our stomach feels tight. Developing self-awareness around, how our emotions affect our body can give us greater mastery over our external presentation.

- **By Behaving Positively During Non Verbal Communications.**

We must try to make an effort to display positive body language when we feel alert, open and positive about our surroundings. We can also use our body language to support our verbal communication if we feel confused or anxious about information.

### **3. Written**

Written communication is the art of performing communication through writing, typing or printing symbols like letters and numbers to transfer information. It is important and supportive because it provides a record of information for reference. Writing is commonly used to contribute information through News Papers books, pamphlets, blogs, letters, memos and more. Whats App, Messages, Emails and chats are a common form of written communication in the workplace.

#### **Steps to develop Written Communication Skills:**

- **Going for Simplicity.** Written communications must be as easy and clear as possible. Simple written communications are easy to convince.
- **Reviewing Written Communications.** We must recheck our written documents before dispatching. It helps to identify mistakes or opportunities to say something differently.

- **Keeping others' important write ups in a file or making a soft copy:**

It will be helpful for improving our written material plus it would be enjoyable. If we receive a certain pamphlet, email or memo that we find particularly helpful or interesting, we must save it for reference when writing our own communications.

Incorporating methods or styles you like can help us to improve over time.

### **4. Visual**

Visual communication is the work of using photographs, art, drawings, sketches, charts and graphs to express information. Visuals are often used as a help during presentations to provide understandable context alongside written and/or verbal communication. As different people have different learning styles, visual communication may be more helpful for some to get ideas and information.

#### **Steps to Develop Visual Communication Skills:**

- **Take Help from Experienced People before Adding Visuals.**

If we are considering sharing a visual aid in our presentation or email, we must seek advice from experienced people as adding visuals can sometimes make concepts confusing or muddled. Getting an experienced perspective can help us decide whether the visual adds value to our communications.

- **Considering Audience.**

We must include visuals that are easily understood by our audience. For example, if we are displaying a chart with unfamiliar data, we must take time to explain what is happening in the visual and how it relates to what we are saying. We should never use sensitive, offensive, violent or graphic visuals in any form.

To make improvements to our communication skills, we must set personal goals to work through the things we want to accomplish systematically. It might be helpful to ask from trusted colleagues, friends or mentors to identify which areas would be best to focus on first.

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**Note:** Students must add on their knowledge by searching related material over internet.

Use diagrams, drawings to make your answer impressive in examination.

-----Unit 1 Ends.....

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