



EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
Operační program Výzkum, vývoj a vzdělávání



Název projektu	Rozvoj vzdělávání na Slezské univerzitě v Opavě
Registrační číslo projektu	CZ.02.2.69/0.0./0.0/16_015/0002400

Prezentace předmětu:
Intercultural Communication
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5. Verbal and non-verbal communication

Tato přednáška byla vytvořena pro projekt „Rozvoj vzdělávání na Slezské univerzitě v Opavě“



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SCHOOL OF BUSINESS
ADMINISTRATION IN KARVINA

Předmět:
Intercultural Communication

VERBAL AND NON-VERBAL COMMUNICATION

The aim of the lecture is to briefly tackle the verbal and non-verbal communication and its importance for business communication.



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VERBAL AND NON-VERBAL COMMUNICATION

Overview

**Introduction to Verbal
communication**

Types of verbal communication

**Introduction to Non-Verbal
communication**

Types of Non-verbal communication

Introduction to Verbal Communication



- ❑ Almost every job requires workers to use verbal communication skills. That's why verbal skills are highly ranked on the candidate evaluation checklists used by many job interviewers.
 - ❑ Effective verbal communication skills include more than just talking. Verbal communication encompasses both how you deliver messages and how you receive them. Communication is a soft skill, and it's one that is important to every employer.
 - ❑ The three different types of communication are verbal, nonverbal and visual.
 - ❑ The two major forms of verbal communication are written (or typed) and oral.
 - ❑ Consists of words, sentences and phrases.
 - ❑ Acts as the primary tool for expression between two or more people .
 - ❑ Is sharign of information between individuals by using speech.
 - ❑ Success depends on the speaking ablity and on the listening skills.
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Types of verbal communication

Four types of verbal communication

1. Intrapersonal communication:

This type of conversations are extremely private, silent conversations we have with ourself.

2. Interpersonal communication:

Between two individuals, one-on-one conversation.

3. Small group communication:

More than two people involved (board meetings, team meetings)

4. Public communication:

One individual addresses a large gathering of people (public speeches)

Verbal communication skills



- People who communicate with a friendly tone and smile always have the edge. Be friendly to the others.
 - Think before you speak.
 - Be clear.
 - Don't talk too much, be concise.
 - Speak with confidence.
 - Focus on your body language.
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Listening skills



- Listening is the key to all effective communication.
 - Messages are easily misunderstood without the ability to listen effectively.
 - Many top employers provide listening skills training for their employees because it's very important.
 - Listening is not the same as hearing.
 - It requires focus and concentrated effort.
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Active listening

- Active listening is helpful skill for any worker to develop.
- It helps you truly understand what people are saying in conversations and meetings.

Why is this important?

- Because it means focusing fully on the speech but also actively showing verbal and non-verbal signs of listening.

Signs of active listening

- Non-verbal signs – smile, eye-contact, posture, mirroring, distraction.
 - Verbal signs – remembering, reflection, clarification, summarisation.
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Active listening techniques

- ❑ **Building Trust:** “Tell me what I can do to help.”
 - ❑ **Demonstrating Concern:** “I am eager to help you; I know you are going through some tough challenges.”
 - ❑ **Paraphrasing:** “So, you think that we need to build up our social media marketing efforts.”
 - ❑ **Brief Verbal Affirmation:** “Thank you. I appreciate your time in speaking to me.”
 - ❑ **Asking Open-Ended Questions:** “It’s clear that the current situation is intolerable for you. What changes would you like to see?”
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Active listening techniques



- ❑ **Asking Specific Questions:** “What is your average rate of staff turnover?”
 - ❑ **Waiting to Disclose Your Opinion:** “Tell me more about your proposal to reorganize the department.” “Can you please provide some history for me regarding your relationship with your former business partner?”
 - ❑ **Disclosing Similar Situations:** “I was also very conflicted about returning to work after the birth of my son.”
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Active listening

Active listening presumes:

- Focus on yourself (Are you ready to listen?)
- Listen to yourself (Where is your mind today?)
- Make sure that you are JUST LISTENING!

Barriers to active listening:

- Talker not speaking loudly
 - Room temperature (hot or cold)
 - Clock watching
 - Loud noises
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Oral communication

Oral communication

- ❑ Verbally transmitting information and ideas from one individual on group to another

Types

- ❑ Informal – face-to-face conversation, telephone conversation, discussion that take place at business meeting
- ❑ Formal – presentations at business meetings, classroom lectures, speech given at a graduation ceremony

Modern types of oral communication

- ❑ Video phones and video conferences, podcast, voice over the internet protocol (skype).
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Oral communication skills

- Pronouncing the words clearly is an important thing to be remembered.
 - Words have to be pronounced by changing their tones.
 - Avoiding fillers („um, ah, hmm, etc. „) could be irritating for listeners.
 - Interrupting the speaker is considered a sign of poor communication in a face-to-face conversation.
 - Careful listening and speaking clearly is important and it helps respond in a proper manner.
 - Always make an eye contact with the listeners.
 - Asking questions and answering the question with correct details.
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Oral communication skills

- It is not advisable to carry on the communication process without understanding a particular point.
- In a communication process, body language of a person is considered as important as the spoken words.

Oral communication skills are important for

- Managerial role
 - Work place success
 - Secure a new job
 - Advance your career
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Readers use strategies to understand what they read

Reading strategy 1. – purposeful reading

- If you are looking for answers to questions
 - General understanding of a topic or issue
 - You can create this purpose: - REFER TO (assessment tasks, lecture slides, tutorial questions,, textbook questions)
 - CREATE (questions based on lecture slides or on the skim of the text..)
 - CONSIDER (what you already know)
 - Purposeful reading can help you read faster and more selectively.
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Reading skills

Reading strategy 2. – scanning

- Reading quickly to search for specific information
- Scanning allow you to „read“ up to 1,500 words a minute

Reading strategy 3. – skimming

- As with scanning, skimming does not involve reading every word. Instead, you may skim by reading:
 - titles
 - subheadings
 - words in that are in bold, in italics or underlined
 - diagrams
 - chapter objectives
 - chapter summaries
-

Reading strategy 4.- information words

- This may require ability to conduct “surface reading”.
 - It is worth remembering that no more than 50% of the words in an average textbook are “information” words.
 - If you concentrate on information words, you can read faster and with better comprehension.
 - Look for the message, and the information words will emerge naturally.
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Effective writing skills

- Good writing skills are bedrock of good communication and could help you to connect with people
- You are able to write clearly, concisely and correctly
- Bad writing creates a terrible impression

Common methods at communication in workplace

- Email
 - Remember, there is a crucial element missing in this form of communication – tone of voice and facial expressions – and this cannot be fixed by using smiley faced emoticons!
 - To warm up the conversation, start on a personal note
 - Avoid using words with strong emotional connotations;
 - Keep it short and use simple sentences
 - Read your email twice to correct errors or rephrase parts of it
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Report Writing

- It analyses a problem, discusses it, and makes recommendations for action.
 - Follow a formal structure and break it down into headers and sub-headers.
 - Start with an introduction, follow that with the main body of the report, and end with a conclusion.
 - Also, prepare a page-long or even shorter summary or extract of your report.
 - Never use too much jargon.
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Technical Writing

- Craft and write documents such as product and service manuals
 - Technical writer must do that while guiding a reader through a product or service that the latter is already having a problem with or attempting to become proficient in.
 - Technical writing skills include the ability to be crisp and crystal clear.
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Introduction to Non-Verbal Communication



- ❑ People speak by using their vocal chords, but they converse using their entire bodies.
- ❑ A great amount of human behavior is emphasized through non-verbal signals.
- ❑ Over 70% of all communication is non-verbal

4 categories of non-verbal communication

- ❑ **Aesthetic** – involves creative expression (dance, music, theater, etc,...)
- ❑ **Physical** – involves bodily movements used during social interactions (smile, frown, wink,...)
- ❑ **Signs** – include any signals that are used or displayed to communicate a message or that have a special meaning
- ❑ **Symbols** – any material objects (jewelry, cars, clothing, etc,...)

Personal Appearance, gestures, and postures

Personal appearance

- Is your own image that you give out to other people.
- Is undeniably significant to what people think of you.
- It important to look clean and tidy .
- First impression could be about attitude as well as dress.

Gestures

- Common gestures are waving, pointing, using fingers, handshake,
 - Other gestures are arbitrary and related to culture
 - Gestural language** – for those who cannot speak orally (hand gestures)
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Personal Appearance, gestures, and postures



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Fig.1: Postures



Source: <https://theartofcharm.com/art-of-dating/the-art-of-body-posture-how-to-project-confidence-with-one-simple-change/>

- ❑ Postures
- ❑ How you move your body
- ❑ Posture can reflect people's emotions, attitudes and intentions
- ❑ How people stand could say a lot about what they are thinking and feeling

Body and time language



Body language

- People in the workplace can convey a great deal of information without even speaking.

Fig.2: Body language



Source:https://www.researchgate.net/post/What_is_the_percentage_ratio_of_using_your_body_language_in_expressing_your_academic_idea

Body and time language

Types of body language

- 1. Parts of the body
- 2. Intent

PARTS OF THE BODY

- The head** – side to side, shaking of hair, back to front
 - Facial expressions** – Eyebrows, eyes, nose, lips, tongue, jaw
 - Body posture** – Body proximity (how far or close to the other person), shoulder movements, arm placement, leg and feet placement,
 - Hand and finger gestures** – move your hands and fingers, handlings the objects (pen, paper, etc,..)
-

Body and time language



Time language

- Easy to use that anyone in the world is the common language.
 - is the common language of the world. Time Language is the world's languages.
 - Time Language is a language that can be used by anyone.
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Facial expression



- ❑ All facial organs on human face indicates facially expressive message.
- ❑ These are hair, forehead, eyebrows, eyes, mouth, chin, nose, lips, ears, teeth, tongue etc.
- ❑ Facial expressions comes naturally hence it is beyond the control of speaker.

Fig.3: Facial expression



Source: https://www.researchgate.net/figure/Samples-of-eight-facial-expressions-of-the-extended-Cohn-Kanade-database_fig4_319567060

Eye contacts

- ❑ • Eye contact has very much in face-to-face communication.
- ❑ • Absence of eye contact shows lack of interest & understanding.
- ❑ • We look faster than listen or talk.
- ❑ • Eyes are human windows except them there is no life.
- ❑ • The speaker must look in to the eyes of the audience from right to left & left to right this will built up the confidence & eliminate the nervousness.
- ❑ • It build the rapport between the speaker & the listener

Fig.4: Eye contact



Source:<https://www.aksent.org.in/blog/6-ways-to-improve-eye-contact-skills/>

Summary



- Communication and communication skills are one of the most important human abilities.
- The three different types of communication are verbal, nonverbal and visual.
- Verbal communication skills we can divided in to: Listening skills, Oral communication skills, Reading skills and Writting skills.
- Non-verbal communication or body language is based on the use of so-called non-verbal means.
- The ability to read and interpret a person's attitude can lead to gaining a lot of information about the other person.
- Signals of non – verbal communication: Aesthetic Physical, Signs, Symbols.



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Thank you for your attention
