

ESSENTIALS OF EFFECTIVE COMMUNICATION

- ▶ Clear pronunciation
- ▶ Brevity
- ▶ Precision
- ▶ Conviction
- ▶ Logical sequence
- ▶ Appropriate word choice
- ▶ Avoid hackneyed phrases & clichés
- ▶ Natural voice
- ▶ Finding the right register

DISADVANTAGES:

- ▶ Relying only on oral communication may not be sufficient as business communication is formal and very organized.
- ▶ Oral communication is less authentic than written communication as they are informal and not as organized as written communication.
- ▶ Oral communication is time-saving as far as daily interactions are concerned, but in case of meetings, long speeches consume lot of time and are unproductive at times.
- ▶ Oral communications are not easy to maintain and thus they are unsteady.
- ▶ There may be misunderstandings as the information is not complete and may lack essentials.
- ▶ It requires attentiveness and great receptivity on part of the receivers/audience.

ORAL COMMUNICATION

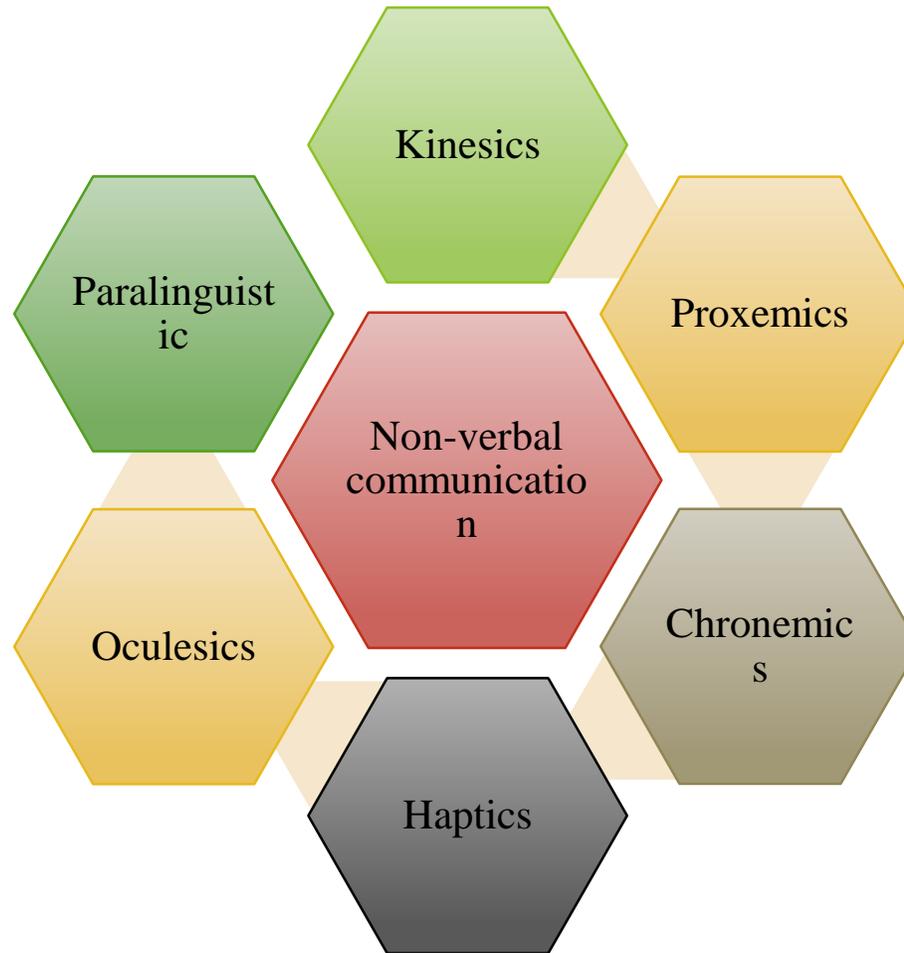
INTRODUCTION TO ORAL COMMUNICATION:

- ❖ The word communication is derived from a Latin word meaning “to share”.
- ❖ Communication can be defined as “purposefully and actively exchanging information between two or more people to convey or receive the intended meanings through a shared of signs and (symbols)”
- ❖ Oral communication is communication by speaking rather than in some other way.
- ❖ Learn more about the types and benefits of oral communication, and find out how you can improve your own oral communication abilities.

ADVANTAGES

- ▶ There is high level of understanding and transparency in oral communication as it is interpersonal.
- ▶ There is no element of rigidity in oral communication.
- ▶ There is flexibility for allowing changes in the decisions previously taken.
- ▶ The feedback is spontaneous in case of oral communication. Thus, decisions can be made quickly without any delay.
- ▶ Oral communication is not only time saving, but it also saves upon money and efforts.
- ▶ Oral communication is best in case of problem resolution.
- ▶ Oral communication is an essential for teamwork and group energy.

COMPONENTS OF NON-VERBAL COMMUNICATION



TYPES OF ORAL COMMUNICATION

- ▶ Face to face
- ▶ Video conferencing
- ▶ Telephone
- ▶ Active-passive communication
- ▶ Interviews
- ▶ Group discussion
- ▶ Presentations
- ▶ Grapevine

PARALINGUISTIC FEATURES

INTRODUCTION

- ▶ Component of non verbal communication.
- ▶ Includes intentional and unintentional non verbal messages.
- ▶ It may be – complementary, unconscious and learned.
- ▶ They are the aspects of spoken communication that do not involve words.
- ▶ Study of the non verbal cues and signals of the voice.