

## **Practical 2: Verbal and Non-verbal communication**

### **Verbal communication:**

Verbal communication takes place directly between people/ superiors and juniors in organizations and between farmers and extension functionaries in the field and is often known as face to face communication. It takes the form of talks, a public address, verbal discussions, telephonic talks, telecommunications and other artificial media, such as audio-visual aids speeches and orders, holdings of meetings and conferences, lectures, social get-togethers, training sessions, public address systems, etc.

### **Merits of Verbal communication**

1. It is the least time consuming, is more direct, simple and the least expensive.
2. It is more communicative and effective.
3. It provides an immediate feedback.
4. Since every information cannot be put into writing, most of it is conveyed by means of oral instructions, mutual discussions and telephonic conversations.

### **Demerits of Verbal communication**

1. Verbal talks may often be distorted if there is some cause of indifference between the receiver and the sender.
2. Due to various communication gaps, as a result of status and other physical or personal barriers communication is incomplete.
3. Not convenient for long messages.
4. Spontaneous responses may not be carefully thought.
5. The spoken words can be more easily misunderstood than the written words.

### **Non-verbal communication:**

A message can be sometimes expressed without the help of words. Nonverbal communication is the process of communicating without the use of words. It is defined as non-word human responses like facial expressions and gestures and the perceived characteristics of the environment through which the human verbal and nonverbal messages are transmitted. Nonverbal communication is also known as “silent language.” It involves the use of cues,

gestures, vocal characteristics, facial expressions, and spatial relationship between the sender and the receiver to convey a message.

Kinesics is the interpretation of body language such as facial expressions and gestures or, more formally, non-verbal behavior related to movement, either of any part of the body or the body as a whole. Body Language is technically known as kinesics. Body movements include gestures, facial expressions and other physical movements. Every body movement conveys a certain meaning.

#### **Advantages of Non-verbal communication:**

1. **Easy presentation:** Information can be easily presented in non-verbal communication through using visual, audio-visual and silent means of non-verbal communication.
2. **Substituting:** Non-verbal message may substitute for the verbal message especially if it is blocked by noise, interruption, long distance etc. for example; gestures-finger to lips to indicate need for quite, facial expressions- a nod instead of a yes.
3. **Help to illiterate people:** This type of communication use gestures, facial expressions, eye contact, proximity, touching etc. and without using any spoken or written word. So, it is very much helpful for illiterate people.
4. **Help to handicapped people:** Non-verbal cues of communication greatly help in handicapped people especially to deaf people. Deaf people exchange message through the movements of hands, fingers, eyeball etc.
5. **Attractive presentation:** Non-verbal communication is based on visual, picture, graph, sign etc. that can be seen very much attractive.
6. **Quick expression of message:** Non-verbal cues of communication like sign and symbol can also communicate some messages very quickly than written or oral messages.
7. **Reducing wastage of time:** The message of non-verbal communication reached the receiver very fast. For this reason it reduces the wastage of valuable time of the communicator.

#### **Disadvantages or Limitations of Non-Verbal Communication:**

**Vague and imprecise:** Non-verbal communication is quite vague and imprecise. Since in this communication, there is no use of words or language which expresses clear meaning to the receiver.

1. **Long conversations are not possible:** In non-verbal communication, long conversation and necessary explanations are not possible. No party can discuss the particular issues of the messages.
2. **Difficult to understand:** Difficult to understand and requires a lot of repetitions in *non-verbal communication*. Since it uses gestures, facial expressions eye contact, touch etc. for communicating with others which may not be understandable for the simple and foolish people.
3. **Costly:** In some cases non-verbal communication involves huge cost. For example, neon sign, power point presentation, cinema etc are very much costly compared to others form of communication.
4. **Distortion of information:** Since it uses gestures, facial expressions, eye contact, touch, sign, sound, paralanguage etc. for communicating with others, there is a great possibility in distortion of information in non-verbal communication.