

VERBAL COMMUNICATION

- Verbal communication refers to spoken messages that we transmit by producing sounds. In general, we spend a great deal of time participating in verbal communication either as speakers or listeners. Verbal communication is important to human relationship starting from interpersonal, group communication to other communication context. It is divided into two:
 - Oral communication
 - Written communication
- Oral communication is vital to personal, social and public life in all societies.
- Written communication refers to communication through written or printed words. Although, it is verbal in nature, written communication has a non verbal dimension. Written communication is formal, literate and follows the rules of grammar.
- Some of the advantages of written communication are:
 - It is a permanent record
 - It provides legal evidence
 - It is more accurate than oral communication
 - It provides the reader time to retain the messages
- Written communication is accessible only to the literate. This is the primary disadvantage of written communication. It is costly and time consuming. Feedback on written communication is delayed as compared to oral communication.
- **NONVERBAL COMMUNICATION**
- Human beings communicate verbally through words and nonverbally through facial expressions and body movements. Non verbal communication can be understood as the process of sending and receiving messages without the use of words.
- Non verbal communication can be categorised into the following types:
 - Facial expression
 - Eye behaviour
 - Body movement
 - Clothing
 - Personal appearance
 - Touching