

UNIT 2

ORAL COMMUNICATION

When messages or information are exchanged or communicated orally is called Oral communication. It is word based communication system but in oral form. Most of the time, we use Oral communication. Executive spend 60 to 90 percent of their time talking to people. Face to face conversations, group discussions, counseling, interview, radio, television, telephone calls etc. is used to express meaning in oral communication. Some definitions of Oral communication are as follows:

- **According to Ricky W. Griffin**, *“Oral communication takes place in face-to-face conversations, group discussions, telephone calls and other circumstances in which spoken word is used to express meaning.”*
- **According to Bovee and others**, *“Oral communication expresses ideas through the spoken word.”*
- Principles of Oral communication
- **The principles of oral communication are discussed below:**
- **Clear pronunciation:** Clear pronunciation of message sender is the main factor of oral communication. If it is not clear, the goal of the message may not be achieved.
- **Preparation:** Before communicating orally the speaker should take preparation both physically and mentally.
- **Unity and integration:** The unity and integration of the speech of the message sender is a must for successful oral communication.
- **Precision:** Precision is needed to make oral communication effective. The meaning of the words must be specific.

- **Natural voice:** The speaker's must not be fluctuated at the time of oral communication. On the other hand artificial voice must be avoided.
- **Planning:** Organized plan is a must for effective oral communication. The speaker should take proper plan for delivering speech.
- **Simplicity:** The speaker should use simple and understandable words in oral communication. It should be easy and simple.
- **Legality:** The speaker's speech should be legal and logical at the time of oral communication.
- **Avoiding emotions:** At the time of oral discussion, excessive emotions can divert a speaker from main subject. So, the speaker should be careful about emotion. The speech must be emotionless.
- **Acting:** Many people lose concentration after listening for a few minutes. So speech must be emotionless.
- **Efficiency:** Speakers efficiency and skill is necessary for effective oral communication.
- **Vocabulary:** Words bear different meanings to different people in different situations. In oral communication, a speaker should use the most familiar words to the receiver of the message to avoid any confusion in the meaning of the words.

TYPES-CATEGORIES-SUB CATEGORIES:

Proxemics is one of several subcategories of the study of nonverbal communication. Other prominent subcategories include haptics (touch), kinesics (body movement), vocalics (paralanguage), and chronemics (structure of time).

Gestures, facial expressions, body language, eye contact (kinesics)

Proximity is communicated, for instance, through the use of space, distance, touching, and body position. The use of space, the physical distance between people, and the options for touch are closely related and culture specific. Hall distinguishes four types of informal distances: public, social-consultative, personal and intimate distance. Personal distance is common in communication between friends. Social-consultative distance is used in professional and unofficial social occasions. People from different cultural backgrounds can for example value personal space differently.

“Nonverbal communication involves those nonverbal stimuli in a communication setting that are generated by both the source [speaker] and his or her use of the environment and that

have potential message value for the source or receiver [listener]. Basically it is sending and receiving messages in a variety of ways without the use of verbal codes (words).

- touch
- glance
- eye contact (gaze)
- volume
- proximity
- gestures
- facial expression
- pause (silence)
- intonation
- dress
- posture
- smell
- word choice and syntax
- sounds (paralanguage)

Broadly speaking, there are two basic categories of non-verbal language:

Nonverbal messages produced by the body;

Nonverbal messages produced by the broad setting (time, space, silence)

Why is non-verbal communication important?

Basically, it is one of the key aspects of communication. It has multiple functions:

- Used to **repeat** the verbal message (e.g. point in a direction while stating directions).
- Often used to **accent** a verbal message. (e.g. verbal tone indicates the actual meaning of the specific words).
- Often **complement** the verbal message but also may contradict. E.g.: a nod reinforces a positive message (among Americans); a “wink” may contradict a stated positive message.
- **Regulate** interactions (non-verbal cues convey when the other person should speak or not speak).
- May **substitute** for the verbal message (especially if it is blocked by noise, interruption, etc) — i.e. gestures (finger to lips to indicate need for quiet), facial expressions (i.e. a nod instead of a yes).

Note the implications of the proverb: “Actions speak louder than words.”

Here are 10 tips to help you develop effective listening skills.

Step 1: Face the speaker and maintain eye contact.

Talking to someone while they scan the room, study a computer screen, or gaze out the window is like trying to hit a moving target. How much of the person's divided attention you are actually getting? Fifty percent? Five percent? If the person were your child you might demand, "Look at me when I'm talking to you," but that's not the sort of thing we say to a lover, friend or colleague.

In most Western cultures, eye contact is considered a basic ingredient of effective communication. When we talk, we look each other in the eye. That doesn't mean that you can't carry on a conversation from across the room, or from another room, but if the conversation continues for any length of time, you (or the other person) will get up and move. The desire for better communication pulls you together.

Do your conversational partners the courtesy of turning to face them. Put aside papers, books, the phone and other distractions. Look at them, even if they don't look at you. Shyness, uncertainty, shame, guilt, or other emotions, along with cultural taboos, can inhibit eye contact in some people under some circumstances. Excuse the other guy, but stay focused yourself.

Step 2: Be attentive, but relaxed.

Now that you've made eye contact, relax. You don't have to stare fixedly at the other person. You can look away now and then and carry on like a normal person. The important thing is to be attentive. The dictionary says that to "attend" another person means to:

be present

give attention

apply or direct yourself

pay attention

remain ready to serve

Mentally screen out distractions, like background activity and noise. In addition, try not to focus on the speaker's accent or speech mannerisms to the point where they become distractions.

Finally, don't be distracted by your own thoughts, feelings, or biases.

Step 3: Keep an open mind.

Listen without judging the other person or mentally criticizing the things she tells you. If what she says alarms you, go ahead and feel alarmed, but don't say to yourself, "Well, that was a stupid move." As soon as you indulge in judgmental bemusements, you've compromised your effectiveness as a listener.

Listen without jumping to conclusions. Remember that the speaker is using language to represent the thoughts and feelings inside her brain. You don't know what those thoughts and feelings are and the only way you'll find out is by listening.

Don't be a sentence-grabber. Occasionally my partner can't slow his mental pace enough to listen effectively, so he tries to speed up mine by interrupting and finishing my sentences. This usually lands him way off base, because he is following his own train of thought and doesn't learn where my thoughts are headed. After a couple of rounds of this, I usually ask, "Do you want to have this conversation by yourself, or do you want to hear what I have to say?" I wouldn't do that with everyone, but it works with him.

Step 4: Listen to the words and try to picture what the speaker is saying.

Allow your mind to create a mental model of the information being communicated.

Whether a literal picture, or an arrangement of abstract concepts, your brain will do the necessary work if you stay focused, with senses fully alert. When listening for long stretches, concentrate on, and remember, key words and phrases.

When it's your turn to listen, don't spend the time planning what to say next. You can't rehearse and listen at the same time. Think only about what the other person is saying. Finally, concentrate on what is being said, even if it bores you. If your thoughts start to wander, immediately force yourself to refocus.

Step 5: Don't interrupt and don't impose your "solutions."

Children used to be taught that it's rude to interrupt. I'm not sure that message is getting across anymore. Certainly the opposite is being modeled on the majority of talk shows and reality programs, where loud, aggressive, in-your-face behavior is condoned, if not encouraged.

Interrupting sends a variety of messages. It says:

“I’m more important than you are.”

“What I have to say is more interesting, accurate or relevant.”

“I don’t really care what you think.”

“I don’t have time for your opinion.”

“This isn’t a conversation, it’s a contest, and I’m going to win.”

We all think and speak at different rates. If you are a quick thinker and an agile talker, the burden is on you to relax your pace for the slower, more thoughtful communicator—or for the guy who has trouble expressing himself.

When listening to someone talk about a problem, refrain from suggesting solutions. Most of us don’t want your advice anyway. If we do, we’ll ask for it. Most of us prefer to figure out our own solutions. We need you to listen and help us do that. Somewhere way down the line, if you are absolutely bursting with a brilliant solution, at least get the speaker’s permission. Ask, “Would you like to hear my ideas?”

Step 6: Wait for the speaker to pause to ask clarifying questions.

When you don’t understand something, of course you should ask the speaker to explain it to you. But rather than interrupt, wait until the speaker pauses. Then say something like, “Back up a second. I didn’t understand what you just said about...”

Step 7: Ask questions only to ensure understanding.

At lunch, a colleague is excitedly telling you about her trip to Vermont and all the wonderful things she did and saw. In the course of this chronicle, she mentions that she spent some time with a mutual friend. You jump in with, “Oh, I haven’t heard from Alice in ages. How is she?” and, just like that, discussion shifts to Alice and her divorce, and the poor kids, which leads to a comparison of custody laws, and before you know it an hour is gone and Vermont is a distant memory.

This particular conversational affront happens all the time. Our questions lead people in directions that have nothing to do with where *they* thought they were going. Sometimes we work our way back to the original topic, but very often we don’t.

When you notice that your question has led the speaker astray, take responsibility for getting the conversation back on track by saying something like, “It was great to hear about Alice, but tell me more about your adventure in Vermont.”

Step 8: Try to feel what the speaker is feeling.

If you feel sad when the person with whom you are talking expresses sadness, joyful when she expresses joy, fearful when she describes her fears—and convey those feelings through your facial expressions and words—then your effectiveness as a listener is assured. Empathy is the heart and soul of good listening.

To experience empathy, you have to put yourself in the other person’s place and allow yourself to feel what it is like to *be her* at that moment. This is not an easy thing to do. It takes energy and concentration. But it is a generous and helpful thing to do, and it facilitates communication like nothing else does.

Step 9: Give the speaker regular feedback.

Show that you understand where the speaker is coming from by reflecting the speaker's feelings. "You must be thrilled!" "What a terrible ordeal for you." "I can see that you are confused." If the speaker's feelings are hidden or unclear, then occasionally paraphrase the content of the message. Or just nod and show your understanding through appropriate facial expressions and an occasional well-timed "hmmm" or "uh huh."

CONVERSATIONAL CONTROL

Conversation control is a key managerial skill. A manager must know when to talk and when to listen. **Conversational** skills are a key to effective performance. Listening is of equal importance, in order to gather information from people in a positive and practical way.

WAYS TO DEVELOPING EMPATHY IN BUSINESS COMMUNICATION

Step 1

Smile and refer to people by name. This makes you approachable to others who will more readily share ideas, concerns and feedback.

Step 2

Take time to listen to customers, employees, managers and shareholders. Offer surveys, questionnaires and suggestion boxes as well as open the floor to new ideas or concerns during staff meetings. Listen to what a person says and notice what his body language says as well. Most of what we communicate is in body language.

Step 3

Withhold any judgment when listening to ideas that diverge from your point of view. You can not understand another person's point of view if you are judging it. Quietly consider all points then later take counsel with those you trust to determine what has merit and where thoughts and ideas can converge.

Step 4

Ask questions and develop relationships with managers, staff and clients. While you won't become best friends with everyone, you should know the basics about those you communicate with to understand driving factors such as family, financial goals or volunteer efforts. You may find you have more in common than originally imagined making empathy much more natural and easy to achieve.

Step 5

Give praise freely. Let employees know they did a good job or that you like someone's new hairstyle. These may not seem like much, but people feel more connected when they feel noticed.

BUSINESS WRITING

Center for Professional Communication

Business Writing Is...

Purposeful

It conveys information and solves problems.

Persuasive

Its goal is to make the audience accept the message.

Economical

It is concise and doesn't waste the reader's time.

Reader-oriented

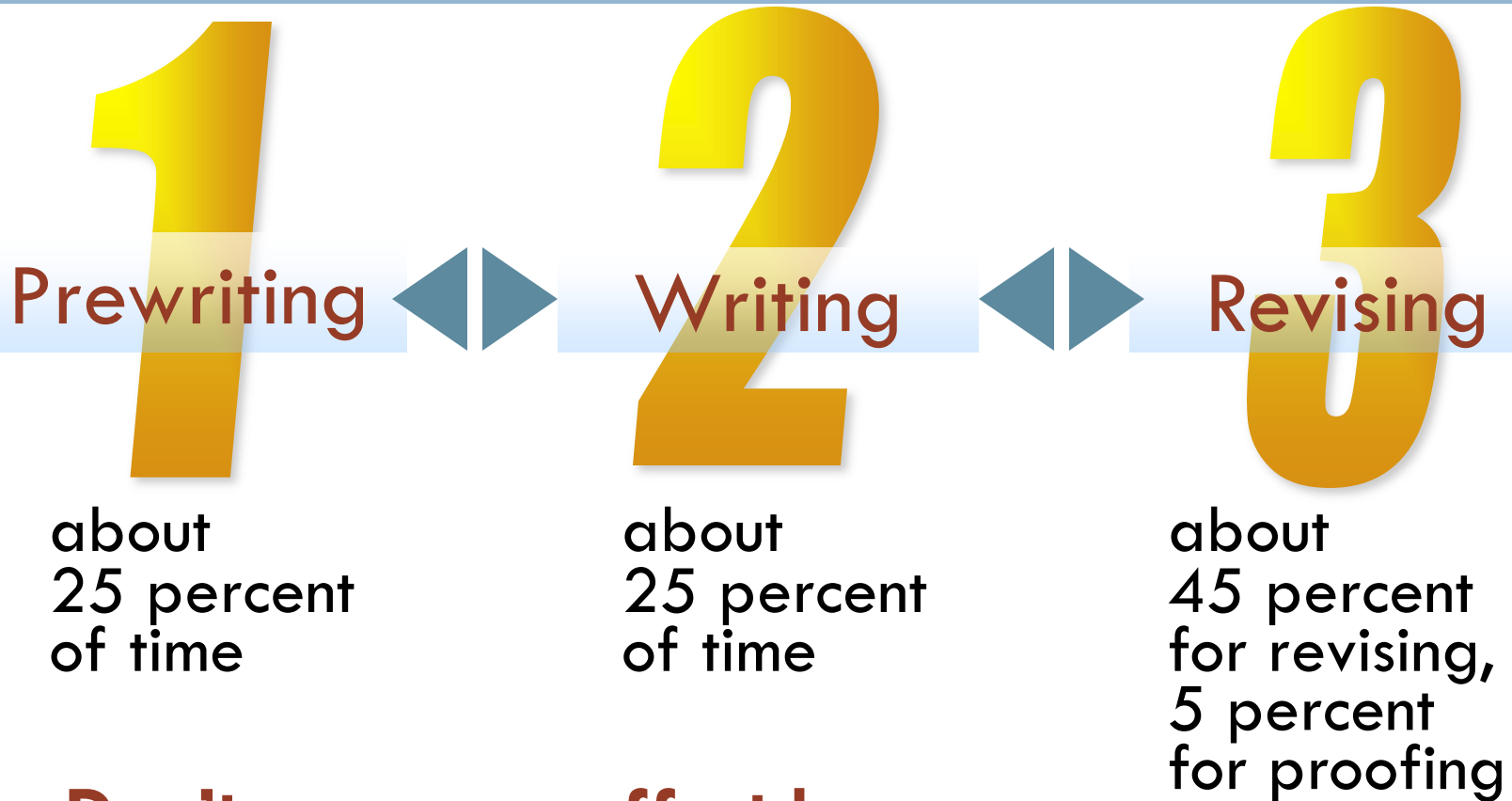
It focuses on the receiver, not the sender.

3-x-3 Writing Process



The writing process is recursive.

Scheduling the Writing Process



Don't mar your effort by skimping on revising!

Do All Writers Follow the Same Steps?

- ❑ Writers have different composition styles.
- ❑ The order of writing steps may vary.
- ❑ The process is recursive, not linear.
- ❑ Collaboration and working with a computer affect the writing process.



Do Short Messages Require a Writing Process?

- The steps may be condensed or performed rapidly, but good writers consider them all.



Writing With Teams: Phase 1

1 Prewriting

Analyze
Anticipate
Adapt

Phase 1: Prewriting

Team members work closely to determine purpose, audience, content, organization



Adapting to Task and Audience:

1

Spotlight audience benefits.

The warranty starts working for you immediately.

2

Cultivate the “you” view.

You will receive your order.

Your account is now open.

Developing Reader Benefits and “You” View

Sender-Focused

We are requiring all staffers to complete these forms in compliance with company policy.

Because we need more space for our new inventory, we are staging a two-for-one sale.

Receiver-Focused

Please complete these forms so that you will be eligible for health and dental benefits.

This two-for-one sale makes it possible for you to buy a year's supply of paper but pay only for six months' worth.

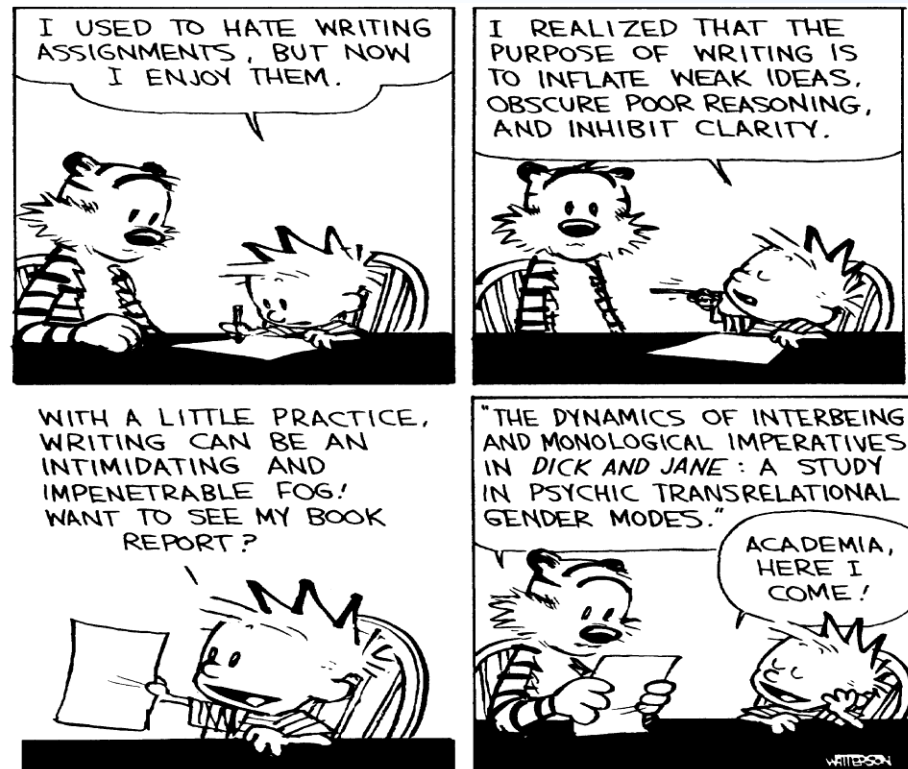
Writing With Teams: Phase 2

2 Writing

Research
Organize
Compose

Phase 2: Writing

Team members work separately.



Organizing Data: Alphanumeric Outline

Format for Alphanumeric Outline

Title: Major Idea, Purpose

- I. First major component
 - A. First subpoint
 - 1. Detail, illustration, evidence
 - 2. Detail, illustration, evidence
 - B. Second subpoint
 - 1.
 - 2.
- II. Second major component
 - A. First subpoint
 - 1.
 - 2.
 - B. Second subpoint
 - 1.
 - 2.
- III. Third major component
 - A.
 - 1.
 - 2.
 - B.
 - 1.
 - 2.

(This method is simple and familiar.)

Writing With Teams: Phase 3

3 Revising

Edit

Proofread

Evaluate

Phase 3: Revising

Team members work together to synthesize, but one person may do final proofreading.

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**"Look what I found in the dumpster!
A perfectly good business plan!"**

Writing Task:

Reasons Why High School Students Choose OU

Step 1: Prewriting Analyze Anticipate Adapt	Step 2: Writing Research Organize Compose	Step 3: Revising Edit Proofread Evaluate
<ul style="list-style-type: none">• <i>What is the purpose of the writing?</i>• <i>Who is the Audience?</i>• <i>What expectations are there for the writing?</i>	<ul style="list-style-type: none">• <i>Conduct informal research</i>• <i>Create an outline</i>• <i>Write – two paragraphs for a newsletter</i>	<p><i>Focus on:</i></p> <ol style="list-style-type: none">1. <i>Word and content meaning</i>2. <i>Grammar and mechanics</i>3. <i>Formatting</i>
<p>You decide!</p>	<p>After Interview Collect Info/Data Write</p>	<p>Edit, Evaluate</p>

COHERENCE IN WRITING

- Coherence is achieved when sentences and ideas are connected and flow together smoothly.
- An essay without coherence can inhibit a reader's ability to understand the ideas and main points of the essay.
- Coherence allows the reader to move easily throughout the essay from one idea to the next, from one sentence to the next, and from one paragraph to the next.
- Following are several methods that can be used to achieve coherence in writing:
 1. Use Repetition to Link Ideas, Sentences, and Paragraphs Repeating key words or phrases helps connect and focus idea(s) throughout the essay. Repetition also helps the reader remain focused and headed in the right direction. Example: Most students are intimidated by the works of William Shakespeare. They believe Shakespeare's sonnets and plays are far too complicated to read and understand.
 2. Use Transitional Expressions to Link Ideas, Sentences, and Paragraphs Transitional expressions, such as however, because, therefore, and in addition, are used to establish relationships between ideas, sentences, and paragraphs. They serve as signals to let the reader know the previous idea, sentence, or paragraph is connected to what follows. Example: Many students believe they cannot write a good essay because they are not writers. However, as they practice writing and work on developing their writing skills, most students are able to gain the needed confidence to start thinking of themselves writers.

3. Use Pronouns to Link Sentences Pronouns are used to link or connect sentences by referring to preceding nouns and pronouns. Pronouns can also help create paragraphs that are easy to read by eliminating wordiness and unnecessary repetition. Example: Mr. Thompson agreed to meet with members of the worker's union before he signed the contract. He was interested in hearing their concerns about the new insurance plan.

4. Use Synonyms to Link Ideas and Create Variety Synonyms are words that have the same or nearly the same meaning as another word. They provide alternative word choices that can add variety to an essay and can help eliminate unnecessary repetition. Example: Teenagers face an enormous amount of peer pressure from friends and schoolmates. As a result, many young adults are exhibiting signs of severe stress or depression at an early age.

5. Use Parallel Structures to Link Ideas, Sentences, and Paragraphs **Parallelism** is the use of matching words, phrases, clauses, or sentence structures to express similar ideas. Parallel structures allow the reader to flow smoothly from one idea, sentence, or paragraph to the next and to understand the relationships and connections between ideas. Example: Usually, the children spend the summer weekends playing ball in park, swimming in the neighbor's pool, eating ice cream under the tree, or camping in the backyard. At the museum, the class attended a lecture where the speaker demonstrated how the Native Americans made bows and arrows. They also attended a lecture where a person demonstrated how the early man created tools.