

BUSINESS VITAMINS

Communication: 3 Types

Introduction

Despite it often being taken for granted, communication is one of the key Leadership skills to master. Communication can be categorized into three basic types: (1) verbal communication, in which you listen to a person to understand their meaning; (2) written communication, in which you read their meaning; and (3) nonverbal communication, in which you observe a person and infer meaning. Each has its own advantages, disadvantages, and even pitfalls.

Definition:

- Verbal communication involves any form of communication that uses spoken language as a means of sharing information with others intentionally. It is usually a synchronous type of communication — the exception would be speakers who record their messages as audio or video calls and send them to others. In such cases, we regard verbal communication as asynchronous.
- Non-verbal communication is used with body movements or gestures, facial expressions, tone of voice, eye contact, body language, posture, and other ways people can contact. It can be a vital tool in understanding ascertaining someone's mood and feelings.
- Written communication is a type of communication that involves transmitting your thoughts, ideas, questions, and concerns through symbols — i.e. letters that build words, phrases, and sentences. Written communication may be synchronous or asynchronous.

When to Use it

- Verbal Communication utilizes language to impart information. Verbal communication can be paired with other methods of communication (i.e., nonverbal). Pairing it with other methods can provide further signals or relevance to the dialogue that we provide. Verbal communication has several benefits, including its efficiency. While we all use the spoken word, there are several methods we can use to improve your verbal communication skills.
- Nonverbal communication can be very effective at sharing information. Its use can be intentional or unintentional. For example, you might utilize closed body language when feeling threatened, this might be unintentional. In contrast, at a job interview, you might utilize nonverbal communication skills to promote a good impression
- In contrast to verbal communications, written business communications are printed messages. Examples of written communications include memos, proposals, e-mails, letters, training manuals, and operating policies. They may be printed on paper, handwritten, or appear on the screen. Normally, a verbal communication takes place in real time. Written communication, by contrast, can be constructed over a longer period of time. Written communication is often asynchronous (occurring at different times). That is, the Sender can write a Message that the Receiver can read at any time, unlike a conversation that is carried on in real time. A written communication can also be read by many people (such as all employees in a department or all customers). It's a "one-to-many" communication, as opposed to a one-to-one verbal conversation. There are exceptions, of course: a voicemail is an oral Message that is asynchronous. Conference calls and speeches are oral one-to-many communications, and e-mails may have only one recipient or many.

Details

Types of communication include verbal, written, and nonverbal. Verbal communications have the advantage of immediate feedback, are best for conveying emotions, and can involve storytelling and crucial conversations. Written communications have the advantage of asynchronicity, of reaching many readers, and are best for conveying information. Both verbal and written communications convey nonverbal messages through tone; verbal communications are also colored by body language, eye contact, facial expression, posture, touch, and space.

Example:

1. Types of Verbal Communication
 - Intrapersonal Communication, e.g. The thoughts we got, the conversation we do with ourselves
 - Interpersonal Communication, e.g. The conversation we do with our friends, family, boss, etc.
 - Small group Communication, e.g. business meetings, debates, press confess, etc.
 - Public Communication, e.g. Election campaigns, public speech, seminars.
2. Non-verbal Communication: eye contact, gestures, facial expression, posture and body orientation, para linguistic (pitch, tone, rhythm, loudness), silence, body language, personal appearance.

Difference between verbal and non-verbal communication:

Verbal form	Non-Verbal form
Verbal uses auditory language to exchange information	Non-verbal communicates between people through non-verbal cues
It considers words only.	It focuses on body behaviour not on words.
This includes sounds, word, speaking, tone, volume, pitch, etc.	This includes gestures, facial expressions, body moment, touch, etc.

Why is it important to master the three types of communication?

As human beings, we spend our lives communicating, whether it's with family members, colleagues, or in social situations. If you study carefully, you'll observe that we are continually interacting, providing, or receiving information.

If you are effective at communicating, then you are more likely to achieve your goals.

While it may take time and practice, by grasping the three types described above, then you can enhance your prospects and make yourself more valuable.

References:

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