

# Communication



**ASSIGN  
BUSTER**

**NON VERBAL COMMUNICATION** Communication is a process by which one's ideas and thoughts, whether negative or positive, constructive or destructive is conveyed to another. Communication becomes effective only when non verbal communication forms an essential part of the entire communication process. In fact, non verbal communication often surpasses verbal communication in more ways than one.

Inappropriate use of language can severely mar communication. Also if the communication becomes a general address and the right medium ( face to face instead of written or vice versa) is not used to convey information, it ceases to be effective. Time of communication is also a very important factor. Distortion of facts and information can be a huge deterrent to effective communication.

Eye contact, gestures, movement, posture, and written communication all comprise effective non verbal communication. Good eye contact helps credibility of the message. People rely on visual clues to help them decide on whether to attend to a message or not. If they find that someone isn't looking at them when they are being spoken to, they feel uneasy.

This can be achieved by slowly scanning the entire audience, focusing on particular areas of the audience and looking at individual members of the audience for about five seconds per person. Breaking eye-to-eye contact down to four or five second chunks often aids effective communication.

Most of people when talking, use hands and face to help describe an event or object—powerful nonverbal aids. It should be ensured that any movement made is meaningful. Body posture also aids or mars communication. A strong, upright, positive body posture not only helps breathing easier (good for helping to calm nerves!) but also transmits a message of authority,

confidence, trust and power. One can achieve great body posture but without internal mental and emotional posture the words will sound hollow to your audience.

Nowadays email has become an effective way of communicating but one has to remember certain unwritten rules. Emails without subjects or irrelevant subjects seem to be about nothing and will naturally hamper communication without even beginning it. Incorrect grammar and spellings will also severely hamper communication since people will question the caliber of the communicator. E-mail makes everything easier and faster including making a powerful business impression and establishing positive professional relationships.