

Name: Sandra Wysocka

Student ID:2115155

Lecture's name: Saqib Shamim

Module: BMSW4002

Table of Contents

1. Non-verbal Communication
2. Written communication
3. Visual communication
4. Summarise
5. Conclusion
6. Reference

Introduction

To begin with I would like to say that before being in this class, I did not have a clue about different types of communication. In this 2000 word assignment, I will talk about the different types of communication there is and how they are effective and important, and what I have learnt. I will also talk about the three models of communication that we have learnt in class and the advantages and disadvantages of technology in communication.

Non Verbal Communication

Sometimes while we speak. And what we do says more than the actual words. Non-verbal communication includes facial expressions, posture. Eye contact hand movement and touch. For example, if you're engaged in a conversation with your boss about your cost saving ideas, it is important to pay attention to both their words and their non-verbal communication. Your boss might be in agreement with your idea verbally, but their non-verbal cues avoiding eye contact, sighing scrunched up face. Etcetera indicates something else.

Therefore, non-verbal communication is important to be focusing on as someone can be saying something else but their facial expression could act the opposite in disagreement. So, what we can infer from this is those non-verbal communications, such as postures and facial expression, are important to understand someone without them actually saying anything. Sometimes even eye contact is more than enough for you to know what they want to say, without actual words.

According to Prezi, there are ten types of non-verbal communication Which are the following;

- Environment.
- Appearance And artefacts.
- Proxemics.
- Territoriality
- Haptics.
- Paralanguage.
- Chronemics
- Kinesics
- Eye contact

Appearance and artefact is based on what type of hairstyle the person has, clothing, jewellery and automobiles as well. The way they maintain their body. This type of non-verbal communication is important because this is the first time where someone meets you and that's the first thing they look at. They look at your appearance and how you look because the better you look, the more interesting you are for the person to speak to you. Your appearance tells a lot about yourself.

Proxemics is the amount of space that people feel is necessary to set between themselves and others. That is also another important type of non-verbal communication because it tells of how confident someone feels towards you. The closer there are, the more comfortable they feel. But if a person is further away and needs more space, they don't feel as comfortable towards you.

Territoriality is basically the action of how people use space to communicate ownership or occupancy of areas and possessions. An example is students as they sit in class. Some students like to spread their backpack and books out in, in a way to let other students know that they don't want others to sit next to them. These students obviously value having a lot of space that they don't have to share. On the other hand, some students hold their books and bags close to them. Making others aware that they don't have a problem sharing the space around them with other students.

- (1) When someone moves too close to you or to your comfort, you might step away and you give up your territory.
- (2) When someone has to fit into close spaces, they often look down as a submissive way of showing that they are trying Not to invade someone's territory.
- (3) When someone moves to close, however, to you, you might refuse to give up your territory.

Haptic communication refers to the ways in which people and animals communicate and interact via the sense of touch. Touch is the most sophisticated intimate of five senses. For example, if someone is being playful, you can understand through the touch, they don't have to talk to you to for you to understand that they are playful, it can be all, but just a touch. If you are being congratulated is another example, you do not have to be verbally congratulated, but you can have a high five or pat on shoulder et cetera. Intimate feelings can be also communicated through touch such as holding hands or kissing.

Paralanguage is used to describe a wide range of vocal characteristics, which then help to express and reflect the speaker's attitude. Para language is a non-verbal in nature and depends on voice, intonation, pitch, pause, volume, stress, gestures and signals. Paralanguage is important because you can understand through how person is speaking, how big their volume is, the pitch and the gestures of the voice to understand whether or not the person is happy or mad or stressed.

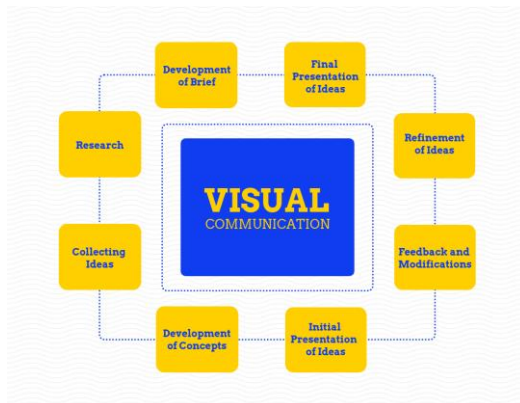
According to. Ifioque, they say that chronemics is a discipline concerned with the study of the present use of time. What they also say is that chronemics helps us to understand how people perceive and structure time in their dialogue and relationships with others. The very concept of communication as a process implies that it is a time bound activity. In so many ways time acts as a fundamental organizing principle for social interaction.

The way time is structured may in itself sends messages relating to immediacy and closeness. (Anderson, 1984) If you just think about it, this is many everyday phrases that reflect the cultural view that time is very valuable. So let's say when we say 'don't waste my time, we have to spend time save time, can't spare time, or you can't lose time'. This non-verbal communication means spending time with another person sends the message that person is important, and reflects a desire to develop or maintain a close relationship. I also researched some people, Egland Stelzner. Anderson and Spitzberg, in 1997 found that the best way to signal relational closeness is to spend time with one's partner.

Similarly, being on time waiting for a late partner, sharing conversation time and devoting time to a work. On the relationship all play a role in the level of emotional closeness partners feel for one another. So basically, what we can learn from here is that time plays a big role in non-verbal communication because it shows someone that you are willing to spend your time to spend time with them. So, you are willing to give away your spare time to be with them.

Kinesics is the interpretation of body motion communication, such as facial expressions and gestures. This non-verbal behaviour is related to movement of any part of your body or the body as a whole. So, for example, laughing shows that they're happy shrugging the shoulders to show that you're confused. These are some examples of mixed signals. They may originate, as in innate actions, but cultural rules shape their timing and use gestures such as a wink of the eye, a thumbs up or military salute. Our learned signals the meaning of such signals vary among different cultures. Kinesics behaviours are an important part of a non-verbal communication. Body movements convey information, but interpretations may vary by culture an example for this is some people may believe that when you are crying, you are sad, but you might be happy and you might be happy crying.

Last but not least eye contact, eye contact is a very crucial non-verbal communication. This is because you can tell when a person is looking at you the way they are looking at you. If they have scrunched eyebrows or they lower their eyes, wide eyes to convey shock. You can tell this by a person's eye contact. Also, when someone is looking directly to you, you can tell that they are trying to say something to you or show you something.

Visual communication.

Visual communication. The whole understanding of visual communication are things such as signs, billboards, posters, et cetera. As well, I mean from that is for example when you are driving in a car, when you see a stop sign, you know what you need to do because it's a visual communicating and is communicating to you that you need to stop because you can see it clearly. Another example that I can give is exit sign. You know that you are being told where you need to go in case of an emergency and where to be exiting. These are all examples of visual communication. Visual communications are very important in your everyday life. This is because you are able to understand signs and what they are trying to tell you.

By definition, visual communication is the practise of graphically representing information to efficiently, effectively which creates meaning. There are many types of content in the real visual communications. With examples include including infographics, interactive content, motion graphics and more. Five examples of visual communications are animations, whiteboard animation, screen recording, images, data, site visit. Stock footage or recorded video. Visual communication is use of visual elements to convey ideas and information which include, but are not limited to, signs, typography, drawing, graphic design, illustration, industrial design, advertising, animation, etc. Humans have used visual communications since prehistoric times. The reason why it is important is that it helps people retain information and creates a stronger connection as opposed to verbal communication. Images are remembered by part of our brain that is respond for long term memory.

Written communication.

Written communication is things like messages, letters, emails. You being told something through words that are written instead of verbally being told. It is a more formal method of communication and is less flexible. A written message that two or more people exchange is more formal, but is less efficient than oral communication. Examples of written communication include emails, text messages. One type of written communication is electronic communication. Electronic communication means the communications of any written verbal or pictorial information by means of an electronic device, including but not limited to, a telephone, a cellular telephone, or a wireless communication device or a computer.

A written communication is concerned with any type of message which involves written words. It includes reports and emails. It is one of the most effective modes of communication, but it takes more time. Somethings that are important when giving a written communication is an active voice tone, written clarity, Grammar and Punctuation.

What tone means and written communication is that you need to make sure that your tone of writing refers to the voice you used to speak to your reader. It should be professional. If you were writing a business, letter, mix with variety of levels of friendliness, formality, depending on who you're writing to. If, for example, if you are, emailing a friend or colleague you use a more friendly tone. But instead, when you are writing to your manager, you use more of a formal term and active voice makes readers easily follow and understand active voice rather than passive tone.

It's also helps to improve sentence flow and make a reader have a quicker pace as they progress through your writing. Your grammar and punctuation needs to be formal. Depending on the level of formality in your writing, you will generally need to use proper grammar and punctuation when you are trying to get your point across, even in an informal writing, this involves the correct use of tenses, commas, propositions and articles and other elements of grammar.

An important part of written communication is planning before you start writing. You need to make your writing effective so that you get your point across to your reader. It involves planning the structure and content of what you're going to write.

Summarise and conclusion

To summarise and conclude everything I have wrote about in this assignment, I would like to say that I have learnt everything about visual, written and non-verbal communication. I had no to some knowledge about the different types of communication, but when being in this class I have now more knowledge about this. Now I understand the importance of different types of communications and what type of impact they have on everyday day to day tasks. I have spoken about written communication, visual communication and non-verbal communication. I have researched the different methods they withhold.

Reference

- Vengage
- Ifioque
- Edcuba
- [Types of Communication \(uopeople.edu\)](http://uopeople.edu)
- Communication theory