

Course N°06 Verbal Communication

Pr, Soumia BOUZAHER

2nd year student License

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Introduction

Verbal communication is a type of communication where we use spoken and written words to get our message and information across to the other person.

Fact

It is one of the most important forms of exchange. An article published in the International Journal of Business Communication reports that more than **half of the communication that takes place in the workplace, almost 55%, is verbal**, which means that the importance of language in business cannot be ignored.

Definition

- Verbal communication involves the exchange of thoughts, feelings and ideas using **spoken words**. Its effectiveness depends upon various aspects, including the choice of words, tone and clarity of speech.
- It is a two-way process in which the speaker transmits information while the listener comprehends and interprets the message

The importance of verbal communication in the workplace

According to the research paper [“Communication in the workplace – guideline for improving effectiveness”](#), there are numerous benefits to perfecting our communication skills in the workplace

- **Verbal Communication creates job satisfaction**



- **Verbal Communication leads to fewer conflicts**



- **Verbal Communication strengthens relationships**



- **Verbal Communication leads to more productivity**



- **Verbal communication Improve clarity**



- **Verbal communication faster decision-making**



- **Verbal communication Improved leadership**



Ways to Improve Your Verbal Communication Skills

1. Clarity and Conciseness

Use the most appropriate and least technical language that will help convey the message quickly and without misunderstanding.

2. Mind Your Tone:

Practice delivering messages in your speech the way you want to sound.

You can also record yourself or even practice in front of a mirror where you can see your tone and expressions in relation to the words you are saying.

3. Seek Feedback:

Seek feedback on your communication style from anyone who can help, such as colleagues, friends, or mentors. Others' opinions can help you see things you may not have noticed and help you make adjustments.

4. Engage in Public Speaking:

Participate in public speaking events such as attending meetings, giving presentations, or joining a public speaking club. These experiences will help you develop confidence, articulation, and audience engagement.

5. Slow Down and Think Before You Speak

It is also very important to think before you start speaking so that your speech is smooth and flowing and there are no stray words like “um” or “like”. Also, give your audience a chance to catch up.

6. Active listening

Active listening means that we are paying close attention to what the person is saying and trying to understand the messages that they are sharing with us.

When we engage in active listening, we are letting the other person know that they have our undivided attention.

The 4 styles of verbal communication

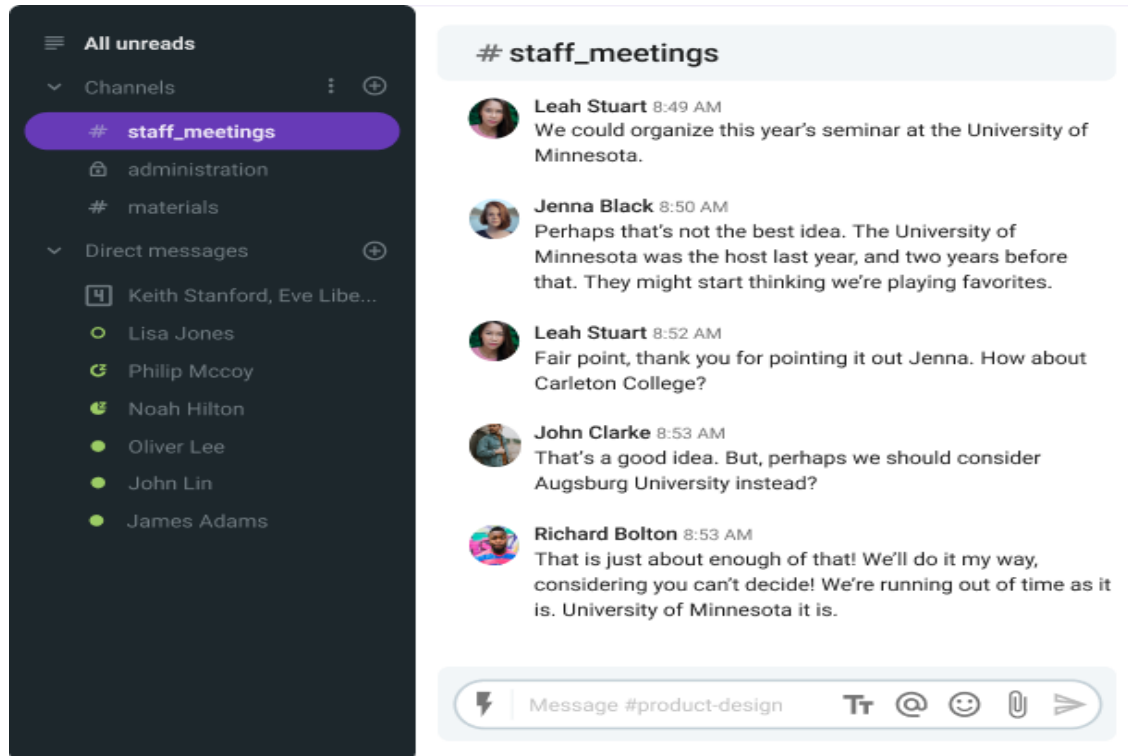
1. The aggressive style
2. The passive style
3. The passive-aggressive style
4. The assertive style

1. The aggressive style of verbal communication

People who use the aggressive style of communication are often perceived as **those who don't have any regard for other people's emotions.**

Aggressive style users are **too direct and oftentimes ruthless.**

They are **domineering** and when they speak they expect a certain level of **obedience.**



An example of aggressive verbal communication

2. Passive style of verbal communication

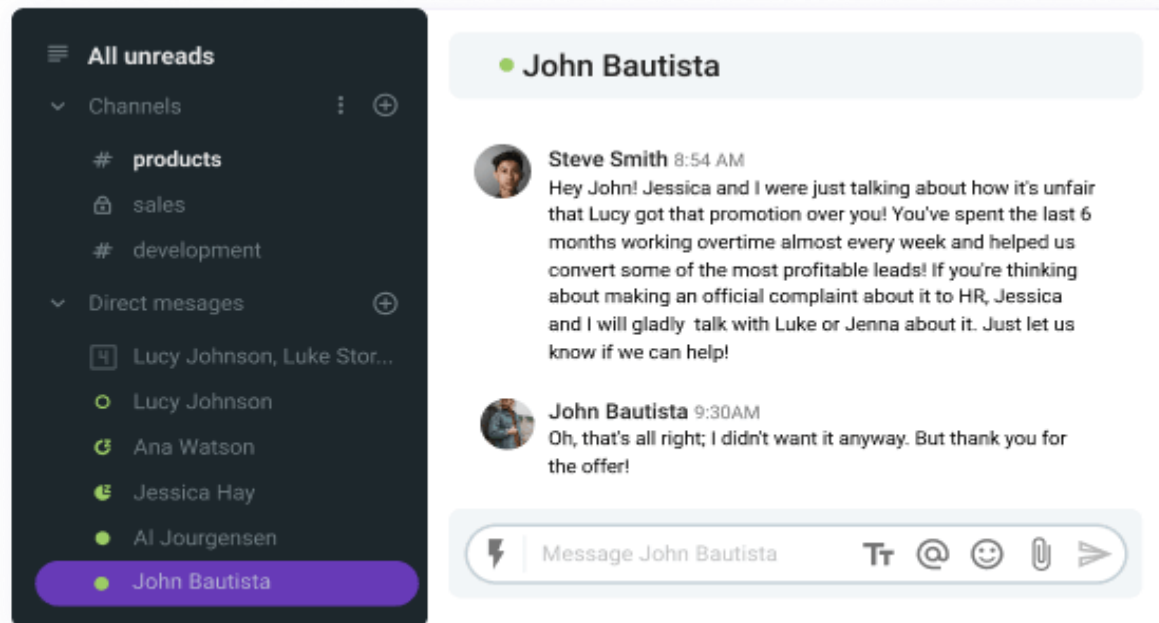
People who use the passive style of verbal communication are often perceived as **timid, introverted, and distant.**

These people tend to be the '**peacekeepers**' when it comes to disagreements.

They usually keep their opinions to themselves, and when they are asked to give them, **they are vague**

When it comes to passive speakers, they usually have no problem going with the flow of others.

This doesn't mean that they are spineless, but simply, they are not comfortable with **confrontation**, and they will go to great lengths to avoid it.



example of passive verbal communication

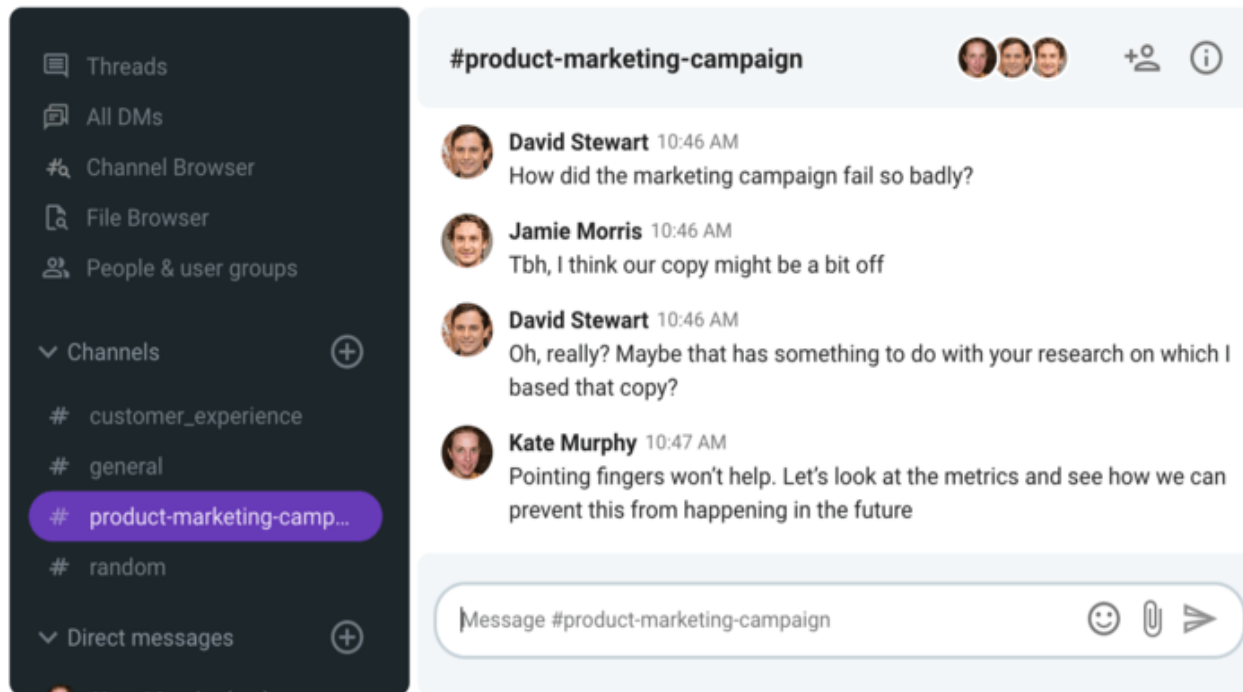
3. Passive-aggressive style of verbal communication

Passive-aggressive style speakers conceal their true emotions and displeasure when they are met with disagreement.

These style users try to seem passive on the surface, while their resentment or disagreement keeps building underneath their mask of passiveness.

Their behavior is not consistent with their words.

Passive-aggressive people are more comfortable expressing negative reactions indirectly instead of being open about their true feelings.



An example of passive-aggressive verbal communication

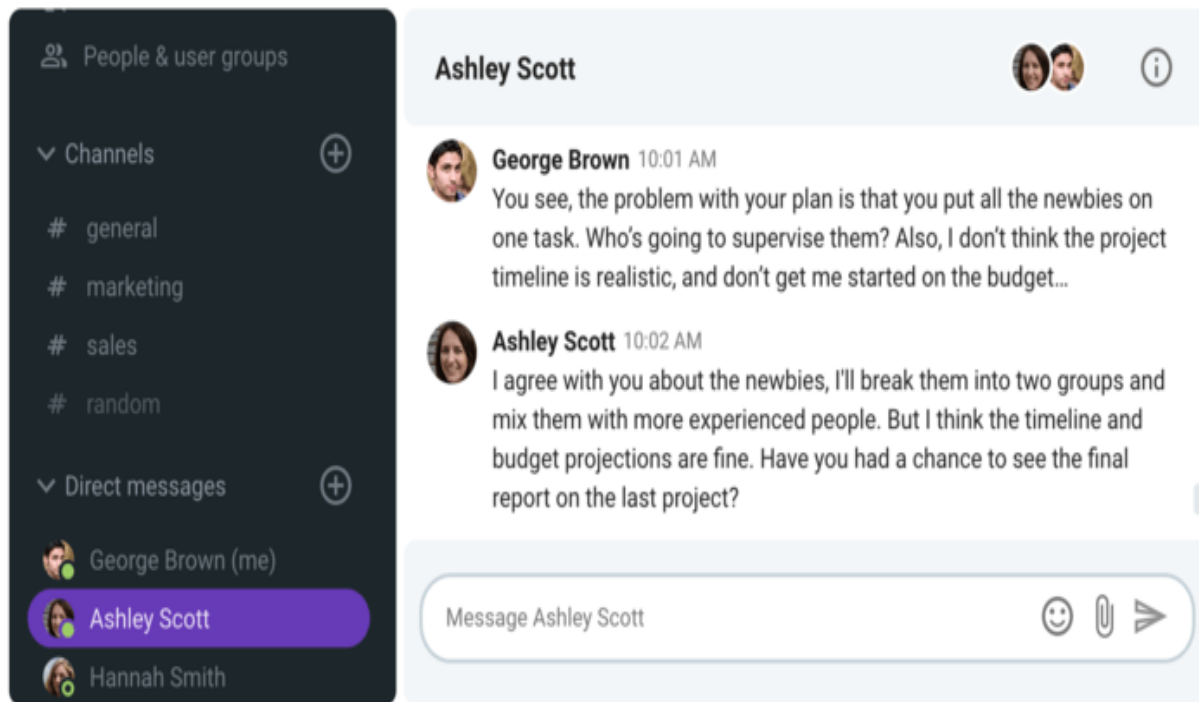
4. Assertive style of verbal communication

People who use this style of verbal communication are the ones who are not **afraid to be assertive or express their feelings and opinions in a good way.**

According to the aforementioned Alvernia University's article, assertive style of **communication** is the most **effective**.

The assertive style user **strives for compromise and respects their own rights as well as others.**

These people often use the phrase "***I feel***" to get their messages across, but they also **show a lot of respect for the person they are talking to.**



An example of assertive verbal communication