

## PARTICIPANT'S HANDBOOK

**MODULE:** COMMUNICATION AND  
CONFLICT RESOLUTION

**TOPIC 1:** TYPES OF COMMUNICATION

***DURATION OF THE SESSION: 120 MINUTES***

## **TABLE OF CONTENT**

- I. Theoretical concept**
  
- II. Verbal communication**
  - a. Oral communication**
  
  - b. Write communication**
  
- III. Non-verbal communication**
  - a. The zonal distances**
  
  - b. Techniques that examine human behavior**
  
  - c. Types of non-verbal communication**

## I. Theoretical concept

In this module we will talk about the different ways of communicating: "**Verbal Communication**", "**Nonverbal Communication**", "**Written Communication**", "**Assertive Communication**" and "**Active Listening**".

We'll start by defining, what communication is? and the elements that form it.

**Communication** is the process by which we exchange information and establish social relationships with those around us. Through communication we can share both information and feelings, ideas, knowledge and experiences.

In this sense, the elements involved in the communication are as follows:

- Sender: Is the person who initiates communication by issuing a message through communication signs and encoding the message for the receiver.
- Receiver: Is the person who receives and interprets the message by decoding the signs of the received message. Once the information has been interpreted the receiver can respond by acquiring the place of the issuer by developing the communicative action.
- Code: It consists of signs used to transmit the message this can be both verbal and non-verbal.
- Message: Refers to the content being transmitted can be either informational, idea, opinion or feeling. It is composed of symbols, linguistic Codes, images that are recognized by both the sender and receiver.
- Communication channel: The means through which the message is sent between the sender and receiver, examples: Air, telephone call, email, WhatsApp.
- Context: Circumstances in which the communicative action develops that may or may not affect both the sending and receiving of the message.
- Feedback: This is the action to send and receive messages continuously between the parties.

Types of communication:

- Verbal communication: it is that communication in which we use both the written and oral words between two or more interlocutors in order to transmit information, feelings, ideas or opinions. Within verbal communication we can define **oral communication** and **written communication**.
- Nonverbal communication: Does not use linguistic signs, uses body language, however, it can complement verbal communication.

- Assertive communication: convey a message in a clear and simple way about what we feel, think or want.
- Active listening: to listen of full form what what issuer tries to communicate, not only to attend to the words that he says also to the feelings, ideas or thoughts that supplies to what it is trying to be transmitted.

## II. Verbal communication

Verbal communication is a type of communication in which what we transmit (message) is done by words orally. The issuer expresses through these words, feelings, opinions, ideas or thoughts through prayers, debates, exhibitions or dialogs. Verbal communication is used by the use of different sounds and words to transmit a particular message. They are the means by which we can express vital ideas, concepts or desires in the teaching and learning processes. Some of the uses of verbal communication are that it allows us to express both impressions and emotions, such as mood.

It highlights the ideas we express through gestures, orients verbal messages so that they can be interpreted and regulates communication in conversations.

Some important features of verbal communication are that it regulates the communication process by expanding or reducing the message, can be modified depending on the culture, is momentary and can be inconsistent and its syntax is elaborate and diverse.

Within verbal communication we can find two types of communication: Oral and written.

### d. Oral communication

Humans unlike animals we have the ability to express ourselves through the word. In today's society, a high level of mastery of both oral and written communication is required, so those who cannot express themselves clearly and consistently reduce both their professional and social expectations. Oral communication is transmitted through the ear canal, this being the most common form of expression of the human being. If we want to make the speech we are giving to be understood in a simple way by our partners, we must take into account a number of principles:

- **Definition:** We must briefly state the reason for our presentation before we start that we intend to achieve it, reasons that have led us to intervene etc.
- **Structure:** We must ensure that the message we are going to convey this ordered in stages and that it is consistent
- **Emphasis:** We must try to extollate those words or phrases that reinforce the message we deliver, for this we can raise the tone of voice a little more or take small breaks.

- **Repeat** – it is necessary to highlight and repeat all the words and phrases that can help us to capture the attention of our interlocutor by facilitating this way the understanding of our message
- **Simplicity:** We will try to expose our ideas in a clear and simple way by using vocabulary that is most accessible to our interlocutor.

In addition to these principles outlined above, we must try to ensure that the message we are transmitting has the following characteristics:

- **Clarity:** We must avoid technical expressions that can make it difficult for our interlocutor to understand, so we have to use short sentences and paragraphs.
- **Brevity:** We need to focus on the topic we are discussing
- **Courtesy:** We need to present ourselves before we start talking, maintain a positive attitude during the exhibition etc.
- **Proximity:** We must use first-person expressions and therefore avoid the impersonal treatment of the receiver.

It is the transmission of a message between two or more people using language as code and voice as a bearer. However, today, due to the advancement of technology, oral communication can be transmitted by phone, WhatsApp audios, video calls among others.

Characteristics of oral communication:

- **Natural capacity:** The communication capacity of the human being is natural because to carry out the communication, there are cavities and muscles involved in carrying out the modulation...
- **Bidirectional:** oral communication requires both an issuer and a receiver who alternate their roles.
- **Momentaneous:** thanks to its temporality we can carry out corrections when transmitting the message, giving additional explanations that allow its correct compression.
- **Diverse:** There are different ways to speak even in one country. That is why oral communication shows linguistic, social and even geographical diversity.
- **Proxemic and body support:** Body attitude proximity between partners, gesture and even look can accompany the oral transmission of the message.

Types of oral communication:

- **Spontaneous:** This type of communication is informal, expresses through communication everyday situations. It is personal, through it you share feelings, views and situations. When not done in a planned way, it may sometimes appear disorderly.
- **Planned:** communication that includes pre-designed topics, as well as models that help keep communication within levels. We can find one-way in which a single issuer addresses an audience (speeches) and multidirectional, several issuers addressing an audience (debates).

Advantages and disadvantages of oral communication:

<b>ADVANTAGES</b>	<b>DISADVANTAGES</b>
1. Interpersonal 2. Rapid and spontaneous feedback 3. Non-rigid 4. Effective in solving sudden problems 5. It generates pleasure and well-being	1. Fleeting 2. Misunderstandings

#### e. Write communication

It is the transmission of a message in which both the sender and receiver share the same knowledge of the code used, making communication effective. Here the communication in which the sender writes and the receiver reads is carried out via physical media: Paper, Tablet, smartphone, computer...

Written communication features:

- **Not synchronized:** The message is not received instantly.
- **Lasts in time:** Printed.
- **Respect rules:** Grammar or spelling.
- **Distance is not an obstacle:** Face-to-face is not required to make this communication.
- **Planned messages:** The handling must have cohesion and consistency.

Types of written communication:

- **Books:** Sheets of paper printed or handwritten, joined by rings or binding, on one side.
- **Letters:** Normally shorter than a book, they are sent from the sender to the receiver by an envelope and a stamp with the address of both.
- **Email:** Similar to a letter, but does not need over or stamp, it is sent via the internet to an email address.
- **Brochures:** Brief writing with important information about a particular topic.

Advantages and disadvantages of written communication:

ADVANTAGES	DISADVANTAGES
1. Makes it easy to organize	1. Non-verbal language
2. Encourages reflection	2 is not interpreted. No feedback
3. Reduces distortion	3. It takes more time

### III. Non-verbal communication

It refers to communication that does not use the language as a tool to express itself. Nonverbal communication is linked to gestures, sounds, and other paralinguistic elements that often support language to combine and direct it. We can send a message that is contrary to what we are expressing with words in a non-verbal manner.

This type of communication is associated with emotional intelligence. Nonverbal communication is the one that takes care not of what we say, but of how we say it. According to experts, eighty percent of what we communicate is done through body language. Gestures should be analyzed in the context that they occur. We must bear in mind that every gesture refers to the part of a sentence and unlike oral language, gestural communication always tells the truth about the feelings and attitudes of those who make them. People are more than fated with the nonverbal message this is due to numbers studies that show that nonverbal signals influence five times more than oral signals. Gestures become more elaborate and less obvious with age, making it more difficult to interpret the gestures of an older person than a young person. Some examples with which we express ideas, or feelings through non-verbal communication are:

**HANDS:** The communication we make through the hands is very used by the human being and although each culture possesses its own movements there are some universal ones discovered by **Paul Ekman**

One of these most powerful and less noticeable movements is the palm of the hand. There are three main positions:

- Palms up: it is a non-threatening gesture that denotes submission
- Palms down: it is a gesture that shows that the person acquires authority
- Closed palms pointing the finger: it is one of the gestures that can most outrage the interlocutor especially if it follows the rhythm of the words
- The palms outward is a gesture that is associated with both honesty and truth.

Placing hands during a conversation says a lot about the person who performs it, for example interlaced fingers are synonymous with a gesture of frustration in the same way the higher the hand the more negative the attitude of the opposite.

If during a conversation the person shows the fingers supported from one hand over the other, so that it forms an arc, it shows that that person has great confidence in himself, denotes

superiority and knowledge about the subject being dealt with. On the contrary, the placing of hands on the hip is a highly aggressive gesture.

Shaking hands for example is a western ordinary gesture when it comes to greeting or saying goodbye. They are submissive, dominant and those who convey trust and equality. For example, the domain is transmitted when you hold your hand with your palm down and take the initiative in the greeting. We can observe the reverse situation when the person offers his hand with his palm up, which means that power is ceded to the other.

**EYES:** People also communicate through the eyes. The response to the gaze is innate in the human being and coincides with that of animals.

We can find:

- Fixed look: The human being before this look takes away the sight as he feels threatened.
- Winks: Expresses complicity or sympathy

**SHOULDERS:** The movement of lifting the shoulders up expresses doubt or ignorance about a subject.

**HEAD:** The movement of the head expresses a series of ideas.

- Moving your head from top to bottom: Indicates agreeing with an idea
- Moving your head from left to right: Indicates denial, doubt

**EYEBROWS:** Eyebrow movements can convey the following sensations.

- Raising an eyebrow: Doubt
- Raising both eyebrows: Surprise
- Lowering both eyebrows: Suspicion

#### a. The zonal distances

Within nonverbal communication we find **THE ZONAL DISTANCES**.

For humans, personal space is very important, according to **Edward Hall**, as much as food.

In all cultures we can find a certain space around the body as our own. Depending on the social circumstances we are in, we are positioned at a distance or another distance from the partner so that he is not intimidated.

- **intimate Zone:** (15 to 35 centimeters) this is the distance we maintain with people who are emotionally close. When we meet people at this distance with whom we do not have an intimate relationship we perceive them as hostile..
- **Personal Zone:** (Between 45 and 120 centimeters) distance we maintain in working with our or in social meetings.
- **Social zone:** (Between 1,20 and 3,5 meters) space we maintain with strangers.

The ways we have to sit in front of a desk are also ways to communicate. **Mark Knapp** found that there is a general formula in the position people take when sitting.

Difference four basic positions:

- **Angle position:** used by people who have conversations amicably, allowing unlimited eye contact and facilitating the observation of the gestures of both.
- **Collaboration position:** employed by people who will do some work together, with this strategic position is intended to take into account what is said.
- **Competitive-defensive Position:** Employed by competing people, the table is used as a barrier, although in most cases it is usually given in situations of superior and subordinate relationship. When trying to persuade one of the parties this type of position decreases the chance of success. The table is divided into two halves unconscious for example in a negotiation where one party perceives the advancement of the other.
- **Independent Position:** Employed by people who do not want to interact with each other. It can indicate hostility to avoid when we seek a sincere conversation.

We can therefore say that non-verbal language is much more complex than human language because it has much more content as to what it expresses both voluntarily and involuntarily.

Content is not only higher, but also more reliable.

## b. Techniques that examine human behavior

Behind certain movements are rigorous techniques that examine human behavior in detail. One of these techniques is kinesis, this technique consists of recording people in video while they are in conversation, then it is examined in detail and decomposes the images in smaller units which

are called “*kines*” and “*kinemas*”. To be able to make the observation that exists between the different movements and context in which they move by finding out their meaning.

**Birdwhistell** after years of research I conclude that there are no universal gestures, but these are acquired with the years influenced by culture.

How can we perceive communication in our daily lives? The signals emitted are captured by our subconscious, provoking a response, from which, in many cases, we are not aware. **Birdwhistell** also mentions that our physical appearance is acquired through the people around us. This theory has its logic because two people who live together end up reflecting on their bodies.

**Albert Scheffen** has concluded that people imitate the bodily attitudes of others. Another characteristic that makes people share the same position is that one of them wants to be like the other in some way.

### c. Types of non-verbal communication

**Kinésica:** Refers to body gestures and looks. Example: Lift eyebrows, guide an eye, make a figure with the body...

**Proxemics:** Refers to the different distances that one person can maintain with respect to another. Intimate distance, personal distance, social distance, public distance.

**Paralinguistics:** This type of communication is linked to oral language, to non-semantic aspects of language, and also to the association of feelings is integrated into non-verbal communication. When we talk about this type of communication we refer to: *Tone of voice, rhythm, volume, mute, ringing.*

**Chronémica:** This communication refers to how we structure and use time in a communication. This type of communication varies according to different cultures.

Types of chronemic communication:

- Conceptual: Refers to the importance given to time example: Timeliness, timeliness
- Social: Refers to the concept we have of time and relates to our social environment, example: Travel, telephone call.
- Interactive: Refers to the durability of the signs we use to communicate. Example: The longest or least duration of a greeting or farewell.

Advantages and disadvantages of non-verbal communication:

<b>ADVANTAGES</b>	<b>DISADVANTAGES</b>
<ol style="list-style-type: none"><li>1. Reinforcement of verbal communication</li><li>2. Decrease in misunderstandings between sender and receiver</li><li>3. Facilitates the transmission of emotions</li></ol>	<ol style="list-style-type: none"><li>1. Sometimes you can contradict the spoken language</li><li>2. The gestural expression can lead to confusion</li><li>3. Communication usually unconscious</li></ol>