

# Modes of Communication

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# WHY MULTIMODALITY?

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The “world told” has become the “world shown” (Kress, 2010, as cited in Serafini, 2013).

This new world is a multimodal world. Language is one mode; images, actions, sound and physical manipulation are other modes.

Magazines, picture books, text messages, websites, bill-board advertisements, textbooks, documentary films etc. are all multimodal.

# DEFINITIONS

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“The phenomenon in texts and communicative events whereby a variety of ‘semiotic modes’ (means of expression) are integrated into a unified whole” (Van Leeuwen & Kress 2011: 107)

“The use of several semiotic modes in the design of a semiotic product or event, together with the particular way in which these modes are combined” (Kress & van Leeuwen, 2001, p. 20)

# CORE CONCEPTS

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**Mode**

**Medium**

# MODE

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A mode is a socially and culturally shaped resource for making meaning. E.g. color, gaze, gestures etc.

Modes are not autonomous and fixed, but, created through social processes, are fluid and subject to change. E.g. “cool” initially used in terms of temperature, now attributes to rationality and calmness.

Modes are not universal, but are particular to a community where there is a shared understanding of their semiotic characteristics. E.g. thumbs up signal having positive connotation in English-speaking cultures also has a pejorative meaning in some other cultures.

# MEDIUM

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“The material resource used in the production of meaningful products or communicative events. (Kress & van Leeuwen, 2001).

The medium is the means through which the multimodal phenomena materialize. For example, newspaper, television, computer, paper etc.

The use of the human voice to communicate face-to-face will mean something different from the same voice recorded and disseminated on a website or TV broadcast to unknown, undifferentiated audiences.

# Questions about Questioning

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What are the different categories of patron inquiry?

Are there differences in the types of patron inquiry at different service points?

- In-person
- Telephone
- Chat
- E-mail

# Importance of communication

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Communication fulfils several functions that are important for our well-being and survival.

It helps us establish relationships, share information and ideas, and give meanings to everything we do.



# Purpose of communication

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We need  
communication to  
understand & be  
understood.



# MODES OF COMMUNICATION

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Communication occurs in a variety of ways: through words, actions, or a combination of words and actions.

When there is congruence (“a match”) between one’s words and actions, communication is enhanced

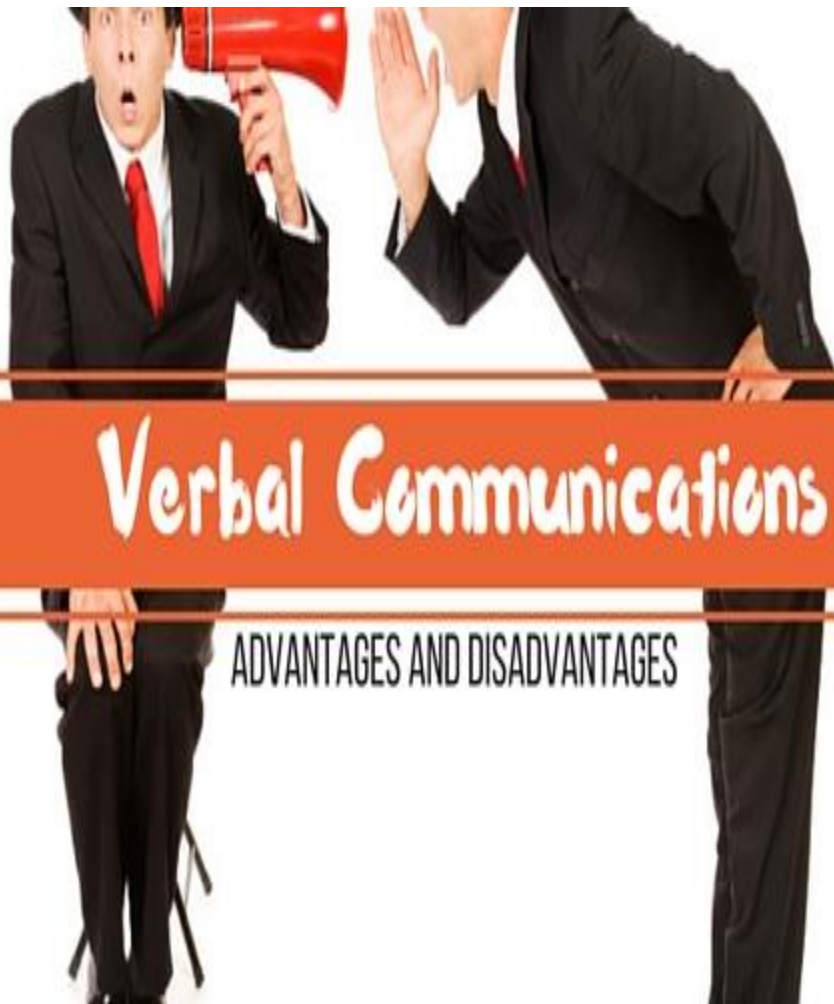
Modes of communication include verbal and nonverbal communication.

# Verbal Messages

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**Verbal messages** are messages communicated through words and language, either spoken or written.

Verbal messages are accompanied by **paraverbal** (also referred to as *paralinguistic*) **cues**: tone and pitch of voice; speed, inflection, and volume; grunts and other nonlanguage vocalizations.



# Verbal Communications

ADVANTAGES AND DISADVANTAGES

## Non-Verbal Communication



Facial Expression



Gestures



Posture



Touching



Personal Space

# Types of Communication

**Verbal** – Communication through language

**Nonverbal** – Communication other than through spoken language. More powerful messages are usually conveyed through nonverbal cues than through words themselves.

**Paraverbal** – Communicating not by what you say, but how you say it.

# Verbal Messages

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Paraverbal cues embellish (beautify) a verbal message, thus adding to its meaning.

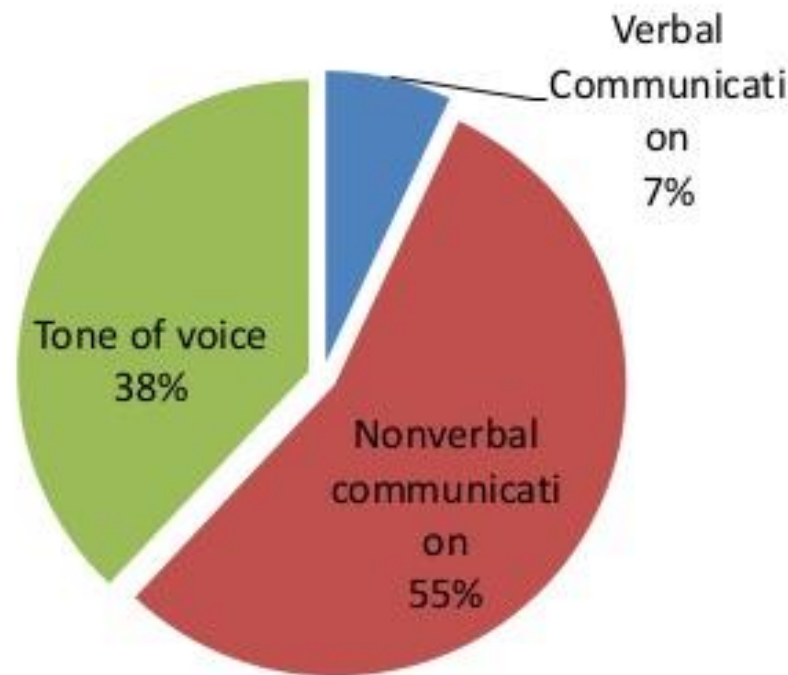
Paraverbal communication often influences the listener more than the actual words do.

Even when the words themselves are not understood, the power of the paraverbal cues can lead to understanding.

For example, when a person speaking a foreign language is angry, the paraverbal cues of yelling **صراخ**, shouting, grunting, or hissing through clenched teeth convey the message despite any language barrier.

# What is Nonverbal Communication

**Bodily actions and vocal qualities that typically accompany a verbal message**



Only 7% of a message's effect is carried by words ; listeners receive the other 55% through non -verbal means and 38% through tone of voice





# Types of nonverbal communication skills with Examples





# 1. Communication by Body Language

Everyone has a personality who is communicated by his body language, by the way; he walks, smiles and carries himself in general



## Example:-

- A person laugh or change his voice quality while talking
- It also includes Para-language, yawning and proxemics, the human use and perception of physical space.





Their Body language shows their moods quite well

## 2. Communication by Gestures إيماءات

The natural movement in any part of the human body, particularly head, hand and neck are called as gestures



### Examples:-



Showing surprise



Winking

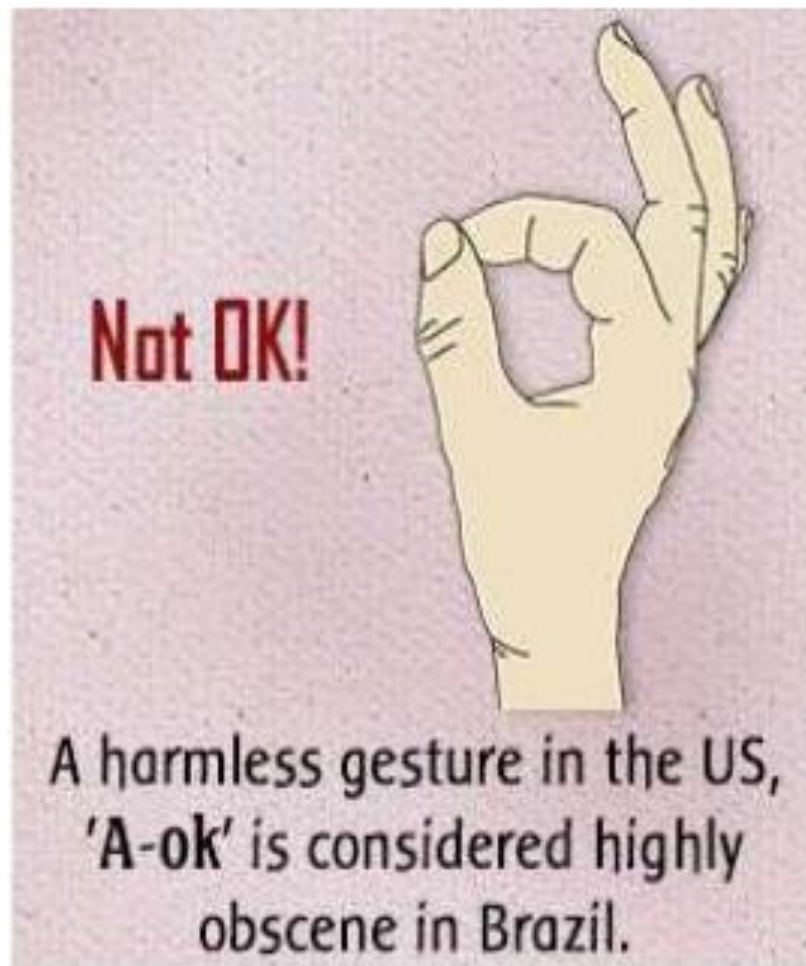


Shaking hands





I think they are from different culture she greets by shaking hands but for him they just bow down



Try not to do this gesture in Brazil because it doesn't mean good for them

# 3. Communication by Posture

Posture means the position of the body. The way we stand, sit or recline and walk reflect our attitude, thoughts and feelings

A person's posture tells us whether he is feeling diffident, confident or over-confident.



## Example:-

His posture shows that he is in a tensed mood ( may be waiting for his interview result )



His posture shows that he is in a relaxed mood. (may be done with his assignments)



## 4. Communication by Facial Expressions

Facial expression is an obvious communicative factor. Expressions of face can convey, with or without words, the attitude and reaction of the communicants.

### Example:-

one can express friendliness, affection, dislike, anger, suspicion, anxiety, etc. through facial expressions.



Surprise



Anger



Joy



Sadness



Fear



Contempt



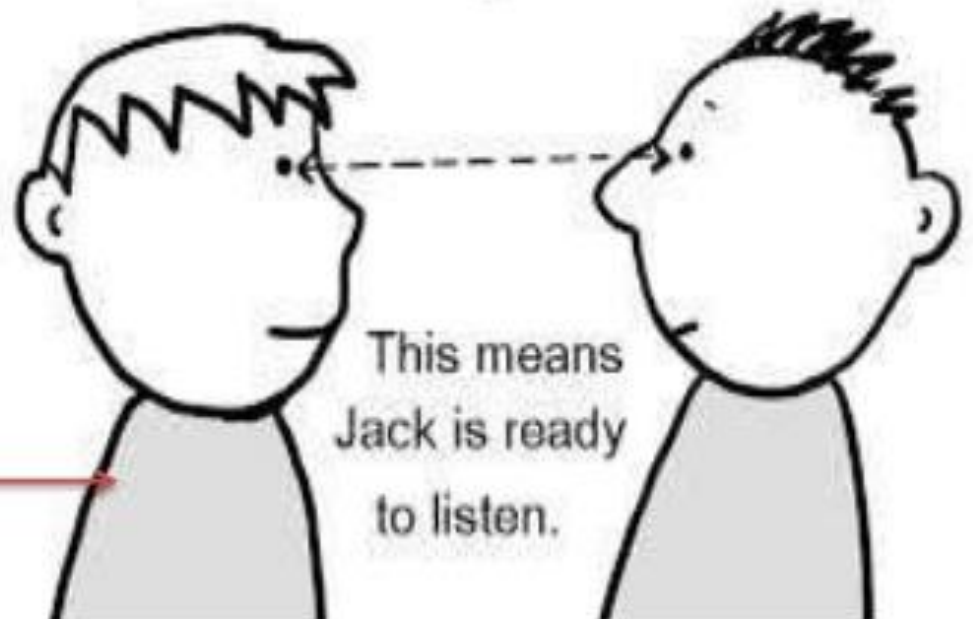
Disgust



Her expression shows that she is really upset or mad with something. I Used this expression a lot in my childhood.

He waits till Jack's eyes look at his eyes

Eye contact plays an important role in oral, face to face communication.



This means Jack is ready to listen.



# 5. Communication by Human Behavior

Communication by human behavior may be defined as the transmission of thoughts, feelings through one's manner of action or behavior.

## Example:-

•The silent films of Charlie Chaplin, the comedian, is a good example of communication by facial expressions and human behavior.





As being in office they behaving  
officially



Must be at home ready to  
fight

It also includes Para-language, yawning and proxemics, the human use and perception of physical space.

## 6. Communication by Touch

Communication by touch is a type of oral and non-verbal communication. This is possible only in face to face, personal communication, i.e. when at least two persons are present.



### Example:-

When a small child cries, the mother fondles it. By the gentle touch of the mother, the child stops crying



Doing high five showing they have achieved their target or had come to an agreement



In the same way, when a student wins a prize, the chief-guest shakes the hand with him



"You've done well this week Benson, stand by the machine and press the button..."

when an employee completes an important work in time, the boss gives a pat on his back



# 7. Communication by Dress and Grooming

In communication by dress and grooming, a general impression of the encoder or decoder is communicated by his / her dress, makeup and appearance.



## Example:-

- If an interviewee is not attired properly fails to impress the interviewer and may not get the job, even if he is well-qualified.
- Some organization insists on their managerial staff to wear ties, while on duty in office.

# What NOT to wear.

Have you ever made any of these non-professional fashion "topaux?"  
Use this guide to find out what's NOT appropriate to wear in any professional setting.  
Don't be embarrassed by making any of these mistakes at your next Job Fair or interview.



## BUSINESS PROFESSIONAL

## BUSINESS CASUAL

## BUSINESS PROFESSIONAL

## BUSINESS CASUAL



LIGHT BUTTON-UP SHIRT

PORTFOLIO

PRESSED SUIT

APPROPRIATE LENGTH SKIRT

POLISHED, CLOSED-TOE SHOES

NATURAL LOOKING MAKEUP

NO BULKY JEWELRY



NICE BLOUSE



FRESH HAIRCUT

CLEAR SHAVEN

PRESSED SUIT

PORTFOLIO

POLISHED SHOES

APPROPRIATE TIE



BUTTON-UP SHIRT

MATCHING BELT AND SHOES

PRESSED SLACKS

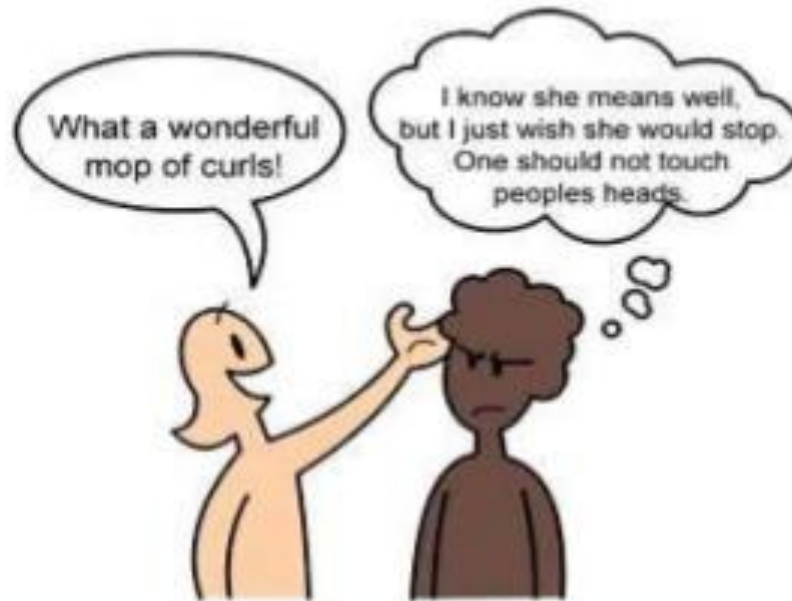
# What to wear?

This guide demonstrates acceptable Business Professional and Business Casual Attire for your upcoming career events.  
**NOTE:** For interviews, always choose Business Professional attire.



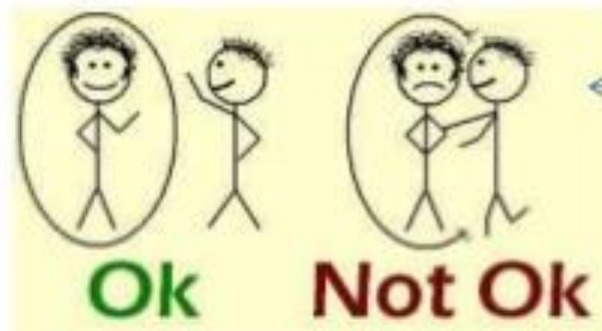
# 8. Communication by Proxemics

Proxemics is the study of space around us, how we arrange it and what we arrange in it. It is thus personal space language.



## Example:-

Distance between two strangers is more but not so between two friends.



Well they are not friends I guess



According to one of the theory :

# Proxemics

The distances between two or more individuals.



## Intimate

- 2 fists away from your body
- People, emotionally close to you, are allowed to enter this zone

## Personal

- 1 handshake away
- The distance you would stand during friendly gatherings

## Social

- About 2 arm lengths away
- The distance you'd stand with people you don't know well

## Public

- Over 3.6 m away
- The distance you feel comfortable when addressing a big group

# 9. Communication Through Signs and Symbols

Today when we are looking forward to the 21st Century, signs and symbols have become very important, means of communication, in the era of visual and audio-visual culture. When symbols and indications are used, communication is achieved, through accepted symbols.



**NO SMOKING**

**Example:-**

Traffic signal is the best example of signs it helps a lot in managing traffic



I say STOP

I say SLOW down

I say GO



This sign made a lot easier for me to find my friend's address.

This sign always save us from a big confusion ( embarassment also)

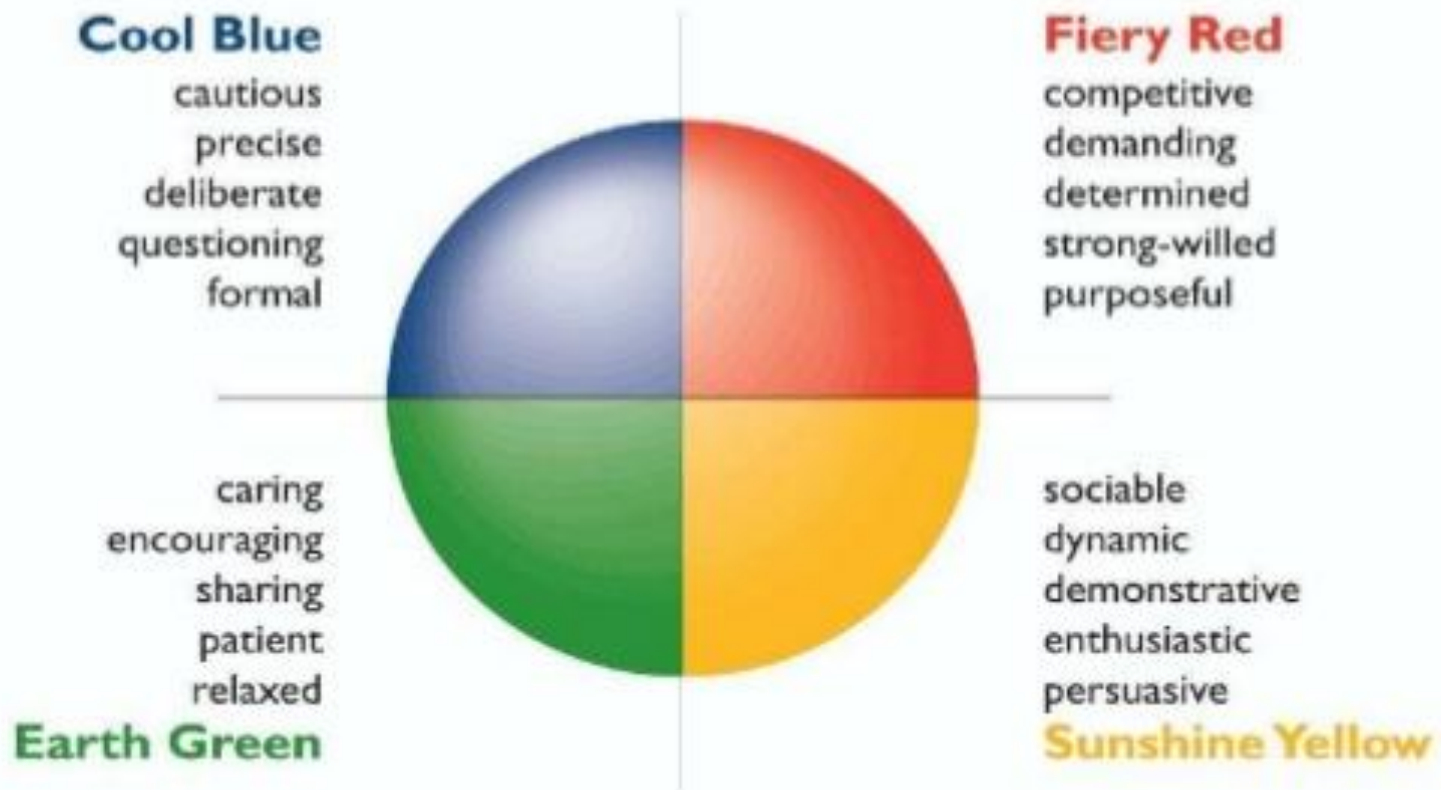




# 12. Communication by Colors

Colors play an important role in our life. colors have psychological effect. Light colors are thought to be the colors of sophisticated bright gaudy colors are worn by or youngsters.

## Example:-



## 13. Communication by Silence

There are glowing tributes paid by pronounced authors to the significance of silence.  
Thomas Carlyle's **“speech is great, but silence is greater”**



Silence can be used to express consent, disagreement, indifference, appreciation or withdrawals.

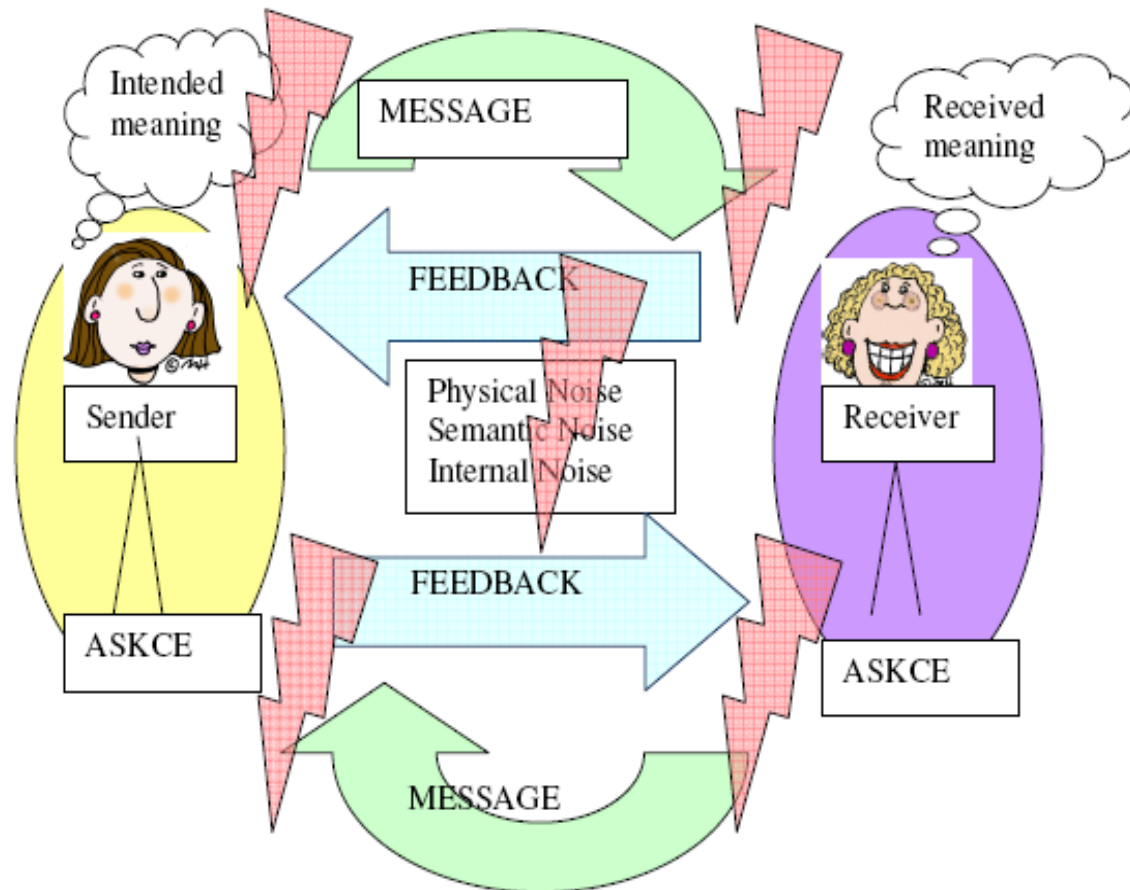


Some time silence may create confusion like in this case



They might not need words here to show their feelings

# Components of the Communication Process





# *Components of a Communication process: Sender, Messages, Receiver*

## **Sender**

Codes a message verbally or in a non-verbal way

## **Messages**

Diagrams, speech, verbal or non-verbal signals, writing

## **Receiver**

Decodes a message, giving it a meaning and transmits it; - occurrence of feedback





# *The Sender*

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**The communication process begins when a person, known as the sender, generates a message.**

**Messages stem from a person's need to relate to others, to create meanings, and to understand various situations.**

**Messages are generated by external factors, such as what the sender sees, hears, touches, tastes, or smells.**

# *The Sender*

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However, the sender also perceives internal stimuli that generate messages.

Examples of internal stimuli that affect communication include hunger, fatigue, or the mental activities of thinking and fantasizing (i.e., selftalk).

The source (or encoder) is the stimulus, such as the idea, event, or situation.

Encoding involves the use of language and other specific signs and symbols for sending messages.

# *The Channel*

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The **channel** is the medium through which a message is transmitted.

There are three major communication channels: visual, auditory, and kinesthetic.

The **visual channel** is sight, observation, and perception.

The **auditory channel** consists of spoken words and cues.

The **kinesthetic channel** refers to experiencing sensations.

Each person has a dominant channel that influences communication

# Learning Styles



Visual Learners—  
learn best when  
they can see it,  
read it or write it.

Auditory Learners  
— perform best  
when they can hear  
the information



Tactile/Kinesthetic  
Learners—need to have  
hands-on experience to  
perform at their best.

# The Three Perceptual Channels



## AUDITORY

Spoken words, sounds...  
what is **heard** and **said**



## KINESTHETIC

Emotions, actions,  
movement, taste, smell...  
what is **felt**



## VISUAL

Printed materials, facial  
expressions, body language...  
what is **seen**



## AUDITORY

Auditory learners make up **30%** of the population.

If you're an auditory learner information comes in best through your ears, from speeches, presentations or audio books. You have a knack for foreign languages and benefit from study groups.



## VISUAL

Visual learners make up **65%** of the population.

They tend to be neat and tidy, excellent spellers and quick to read charts. Visual learners also tend to be the fastest talkers.



## KINESTHETIC

Kinesthetic make up just **5%** of the population.

They are primarily male and love anything hands-on. These learners are often skilled athletes or musicians and are drawn to construction projects, science experiments and field trips.



# *The Receiver*

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The **receiver** is the person who intercepts the sender's message.

Receiving is influenced by complex physiological, psychological, and cognitive processes.

# *The Receiver*

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The physiological component involves the process of hearing. Intact, healthy ears, as well as those areas of the brain involved in the hearing process, enable the receiver to hear messages.

Good eyesight allows for the reception of messages via the visual channel.

Likewise, homeostasis in those bodily structures where touch is applied allows for reception of those stimuli.

# *The Receiver*

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The psychological process refers to mental mechanisms that affect human behavior.

This component may enhance or impede the receiving process.

For example, anxiety may restrict the perceptual field, causing the client to hear, see, or feel less accurately.

However, during mild and moderate levels of anxiety, the perceptual field broadens, causing the client to be more alert and to hear, see, or feel more.

# Feedback

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**Feedback** is the information the sender receives about the receiver's reaction to the message.

The function of feedback is to provide the sender with information about the receiver's perception of a situation.

Having this information, the sender can then adjust the delivery of the message to communicate more effectively.

Communication is reciprocal **متبادل** in that both the sender and receiver must be involved; the sender must transmit the message, and the receiver must provide feedback for a communication to be complete.

# CHARACTERISTICS OF EFFECTIVE FEEDBACK

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- **Specific rather than general**
- **Descriptive**
- **Provided in a supportive, nonthreatening manner**
- **Given in a timely manner (as soon as possible after the behavior or the message)**
- **Usable and appropriate to client needs**
- **Clear and unambiguous**
- **Direct and honest**