



**Class:** TY BSc

**Subject :** Business Communication

**Subject Code:** PUSASQF 501

**Chapter:** Unit 2 - Chapter 2

**Chapter Name:** Oral communication

# Today's Agenda

1. Advantages of oral communication
2. Limitations of oral communication
3. Two sides of oral communication
4. Non-verbal communication - Body language
5. Non-verbal communication - Para language

## 1.1 Advantages of oral communication



Speed

Speaker is able to get personal attention of the listener

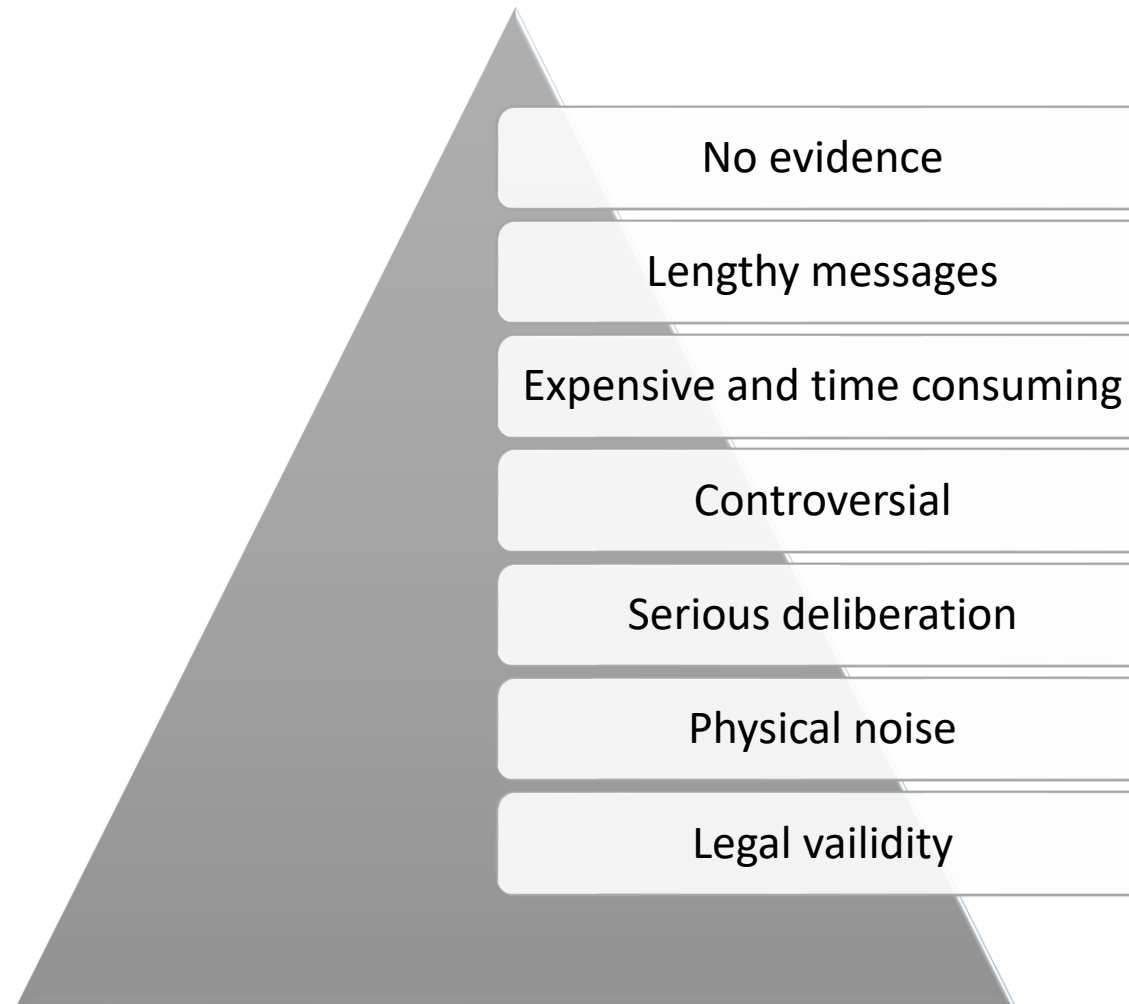
Saves time

Saves money

Allows instantaneous feedback

Supplemented by non – verbal cues

## 1.2 Limitations of oral communication



## 1.3 Two sides of oral communication

- Be descriptive
- Be specific
- Be positive
- Be constructive
- Be sensitive
- Be realistic

## 1.4 Non - verbal communication : Body Language

Unconscious movements

- Biological
- Habitual
- Cultural

Conscious movements

Appearance

Facial expressions

Eye contact

Smile

## 1.4 Non - verbal communication : Body Language

Posture

Gestures

Clothing and accessories

Energy

Time

Space distance

## 1.5 Non - verbal communication : Para Language

Voice

Speed

Pronunciation

Accent

Stress

Silence