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Verbal Communication – Models & Elements, Goffman's Theory and Signals YouTube Lecture Handouts for Competitive Exams

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Verbal Communication: Katz & Kahn Model, Signals and Elements

- Verbal Communication is form of language – open communication system

Daniel Katz & Robert Kahn – 9 characters of open system

- Importation of Energy: Energy form outside – people, material
- Throughput: Transform energy – build product or train people
- Output: Export product to outside environment – students' knowledge
- Cycle of Events: Pattern of activities are recycled
- Negative Entropy: Tendency towards degeneration of order existing within systems (e.g., when communication perspective is lost, breakdown of verbal communication occurs)
- Feedback: Information coming to organization is coded and selected, negative feedback indicates deviation and this is control mechanism
- Dynamic Homoeostasis: Preserve character of system
- Differentiation: Elaboration of roles and specialization of functions
- Equifinality: Similar communicative effects can be arrived at in different ways

Model of Verbal Communication

Information

- Message is coded and transferred as text via a channel
- Urgent messages - short, forceful and effective
- Formal refusals or declinations - elaborate written structure

Communication

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- Code: Sign system capable of translating between two signal system
- Natural language: Language signs + grammatical rules
- Paralanguage: Parallel to language & replace language – eye gaze, head nod
- Non-linguistic codes:
 - Visual (static: colour, graphics; dynamic: gestures, facial expressions, posture, proxemics, kinesics)
 - Non-visual: Subdivided into non-acoustic (taste, haptics, smell) and acoustic, which may be non-vocal (body noise: clapping; instrumental: drums, whistle) or vocal (paralinguistic: vocal quality, hoarseness, laughter, loudness, tempo; prosodic/suprasegmental: intonation, stress, tempo, rhythm, etc.)
- Signal: Physical property perceptible by senses
- Extralinguistic: Lag, re-take, overlap time, turn length

Communication Network

Medium: Way in which a message is conveyed – Verbal

Medium depends on context, noise and feedback

Channel: Path along which a message is sent – Physical Connections

- Direct (face-to-face conversation)
- Mediated (cell phone, electronic mail, etc.)
- Monological or dialogical (dyadic or polylogical communication depending on whether two/more than two interlocutors are involved)

Goffman's Theory of Communication Constraints

- Since certain characteristics of verbal communication are systematically controlled by nature of communication system, they are language-universal and so they should be present in all types of verbal communication

Six Communicative Functions of Language

- Referential - focuses on various aspects of a message, content and context
- Metalingual - object of communication is the language (code) itself & used to discuss some basic points
- Expressive - directs attention to the sender's self-expression (attitudes, emotions)
- Conative - emphasizes the sender's intention to influence (change, alter) the receiver's attitude

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- Poetic - focus the form and structure of a message
- Phatic - establish and maintain interpersonal contact

Variations Caused by Situation

Relatively permanent features of language:

- Individuality: voice, manner of speaking, phrases
- Dialect: User's geographical location or social position.
- Time: old English compared to new English.

Variation in Discourse is Provided By

- Medium of communication
- Participation in a communication

Relatively Temporary Features of Language

- Province includes features providing information on the type of the (occupational and professional) activity
- Status includes features reflecting social status
- Modality - conventional format of a message for a specific purpose
- Singularity - use of some linguistics features to achieve a specific (e.g., humorous, poetic) effect.

Signals in Verbal Communication

- Channel Open and Close Signals: Introduction or farewell
- Backchannel Signals: Inform transmitter that message is being received
- Turnover Signals: Exchange between two parties, there are signals which project the end of individual contributions & readiness to let the other person speak.
- Bracket Signals: Separate discussions of main idea from the off topic discussions
- Nonparticipant Constraints: Nonparticipants compete for the admission to ongoing communication by, e.g., gazing steadily or intently, waving, asking for a permission to enter conversation, etc.
- Pre-Empt: Interrupting ongoing communication
- Gricean Norms: Principles of quality, quantity, relevance, and clarity.

-Manishika

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