

Verbal Communication from Linguistics' Point of View

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Abstract: *This article deals with the meaning of communication, its origin, influenced factors of communication, communication system, information and coding.*

Keywords: *verbal communication, managing the word, communication system, information and coding.*

Verbal communication from the linguistic point of view deals with issues how to effectively use language in the process of communication. Considering known and justified differentiation of communication according to the sphere of its use - official, professional versus informal, private, we consider need to say at the outset that we only focus on the publication working, formal communication. We have decided to do so because we consider it an important part of traditionally understood social competences, which include the ability to work in a team, competent mastery conflicts or crisis situations, etc. It would certainly be interesting to engage in informal communication as well, because has its own specifics, requires different evaluation criteria and a different angle perspective in the use of communication skills. In current theory communication is used for these abilities and skills naming "Soft skills", created by analogy to the name "hard skills", which are common names for professional knowledge. "Soft skills" are based on knowledge of emotional intelligence, whereas, of course, the linguistic and communication approach. Verbal communication in the official (work) sphere can have spoken and written form.

In the case of a common communication plan, there is a fundamental difference between it is not a written and delivered report, but the opposite is true. Spoken and written speech differ not only in that in the first of them can be used, e.g. a range of paralinguistic means (voice, intonation, pace, pause, etc.), feedback and nonverbal means, but also by the fact that written expression is more precise in the choice of words and more perfect in formulation of ideas. Undoubtedly, written communications continue they differentiate according to the functions they perform, the styles and genres they belong to etc. Other fundamental differences require far more space than we have.

Reflections on basic issues of verbal communication concern especially the problems of how to speak in order to act competently, convincingly but also interestingly and for the participants in the communication process also enriching. Verbal communication, understood in this way, aims approach the basic concepts of communication theory, point out that how it is necessary to conceive in order to understand the communication intention, structure and encode information, but also how the ability effectively communicate can be used in specific communication situations. The compositional structure of the publication is a consequence of its pragmatic nature concept. Due to the terminological richness of the terms at individual functions it was necessary to identify with some of them, and not to extend existing synonymous councils without good reason. We have in mind e.g. terms author -

expedient - communicator - producer - transmitter - speaking, addressee - percipient - communicant - receptor - receiver - listener, etc.

A pragmatically oriented understanding of communication is appropriate and effective as well because spoken verbal communication represents at present space for the creation of spoken language theory, perhaps as applied linguistics. We consider this to be one of the important signals in these considerations the fact that it uses a different repertoire of language means in communication.

The pragmatic orientation of the publication was also influenced by the fact that verbal or language communication is already (finally) part of some university study programs. We consider it important that students they had a publication at their disposal, which would guide them in an interdisciplinary delightful subject, such as verbal communication undoubtedly.

Preparing such a title was a challenge for me, despite the fact that there is a lot of talk about communication today and almost every day on the shelves bookstores are discovering new titles in this field. They offer elaborate theories, models, trainings and exercises on how to deal with specific communication situations, e.g. how to make a good impression how to resolve conflicts start a conversation, etc. Their authors present the perfect instructions that sufficient material database also help to deal with such situations.

In most cases, however, it is a matter of "managing the word" in the communication process, such as teaching the communicator to choose the appropriate word, phrases or statements and even know their value.

Aim of this paper is presenting communication as a process into which anyone who wants to tell someone enters and is successful if they know what he has to do with the word and the statement in order to achieve his purpose.

The reader of the present publication can choose a starting block on the track first level and to master the terminology and key concepts of communication, or - being empirically prepared - can browse the chapters about verbal communication, where he learns what he can from a word and a statement expect and how to work with them. In the last third, soft communication skills are incorporated, because the ability to ask, generate answers, active or reflexive listen, etc. are prerequisites for successful communication. Publication Verbal communication from the linguist's point of view (s) wants in concurrence provides a comprehensive view of language in speech communication.

Communication. A natural part of people's coexistence is language or speech communication, which is one of the forms of interpersonal expression. A word communication comes from the latin word *communicare* and means to consult, communicate or discuss with someone. The original meaning of this words was joint participation (*communicatio*), consists of two words "com" and "unio," which means a union for unity. Communicating meant participating together in something / an activity. Referring to the Latin origin of the word similarly defined K. Hausenblas's communication (1971), who understood communication as "communing people, sharing some activities in contact with each other". Communication is also characterized as the transfer and exchange of information or the acquisition of knowledge; it is a process of mutual exchange of information between people.

Communication is a social phenomenon and the psychology of human communication brings enough knowledge and examples of how we create reality based on communication. It also deals with the so-called communication emissions such as also by the "absence" of the principle of reciprocity in the event of an accidental interruption of the communication circuit

Thus, communication is not just about transmitting and receiving information, but also about (active) participation in this activity. Participate in communication it also means going through this process and realizing what the emotional state is the exchange of information evokes in us. However, this does

not mean that we agree with or disagree with the information. Personal influences the involvement of communication participants in its course development of communication and at the same time makes them responsible for its outcome. For communication is the responsibility of all its participants and takes place even when we disagree with the speaker or when we are silent. Its direct, but also by indirect participation in communication we influence it and contribute to its course, but the communication also affects us, the participants in the communication.

One form of communication is language communication, which is defined as the transmission of information by speech. Communication is a social phenomenon¹ (social communication) in which it goes on transmitting and receiving information in a specific environment, using an appropriate communication channel and the chosen means (medium) and an agreed code with a verbal and / or non-verbal substance. As a rule, on communication speaks as a conversation or dialogue, which causes dialogic form of spoken communication. Dialogue in communication is actually verbal interaction, which through replicas communicating, arranged in sequences, reflects the interactivity of the communication. Dialogue can be real based on a real alternation of active and passive communication roles, and a fictitious dialogue in which seeks to give the impression of natural dialogue, to stylize the immediate contact communicating using some typical, dialogical resources. Dialogue theory and conversational analysis currently provides a good theoretical basis not only for modeling communications suitable for demanding communication events, but also for interpretation of dialogic communication. He deals with language in communication applied linguistics.

The nature of communication is influenced by several factors. The relevant factors include:

1. Communication intention, e.g. announcement, challenge, persuasion, etc.
2. A communication strategy that corresponds to the communication intention and communication objectives,
3. Communication sphere, e.g. public or private, official or unofficial,
4. participants in the communication and their characteristics, e.g. individuals -collective ► interpersonal, public or group (teaching) process), resp. mass (newspapers, television, radio, internet), while interpersonal communication is the most effective of them and has its own justification in serious and crisis communications situations, although it is difficult to prepare and label.
5. The participants in the communication may be specific or anonymous, present or absent,
6. A special model of work communication is hierarchical communication in the company and business communication,
7. As a communication tool it can be used functionally and pragmatically verbal (language) means or non-verbal signal, often simply referred to as body language. These factors affect the course and nature of communication to varying degrees and their application makes it possible to talk about other types of communication. E.g. proxemics enters communication by distinguishing horizontally (partner) and vertical (authoritative, eg boss, parent) communication.

Communication system

P. Watzlawick (1999) talks about a communication system built on the five axioms of communication:

1. One cannot fail to communicate.
2. Communication has a content and relationship dimension.
3. The nature of the communicator's relationship is determined by intention.

4. Communication consists of digital and analog modality.
5. Interpersonal communication processes are either symmetric or complementary.

It is natural that, despite the formality of the communication sphere, it is also necessary to build a partnership, collegial relationship and remember that everyone likes to learn something, but does not like to be taught.

Communication is as a process in which meanings are exchanged between people through the use of an agreed set of symbols. They are implicitly present during communication 4 key elements, with the interaction of other mandatory or optional accompanying elements are not excluded:

1. Social contact means that the people who communicate must be in contact with each other, where the contact can be immediate, indirect or mediated, e.g. when using telephone, fax, computers, but also film, video, etc. Communication needs contact, communication creates relationships.
2. A common medium means that both parties participating in the use a common language or other agreed common means of communication (eg sign language, non-verbal signals, other agreed code). Language is the main common communication for people medium. Linguistic communication is considered to be a basic means of human social interaction in standard communication events. Non-verbal communication is an important, but only an auxiliary and complementary system of communication that is consciously or subconsciously synchronized with language communication. A specific form of communication with the primary use of non-verbal means is e.g. gesture speech
3. Optimal transmission means that the message is sent clearly and intelligibly. By this we mean the removal of disruptive physical barriers to communication, but also the ability to make the appropriate choice of language resources. Although polysemy, synonymy and homonymy make communication more interesting and attractive, there is a high probability of unwanted connotations can make information incomprehensible.
4. Understanding means that the message must be received, properly understood and properly interpreted. Communication is dialogue, which means that communication participants are interested in being active participants in this process. They want to communicate, they want to understand what is being said and they want to know the true meaning of what is said. Given that understanding is not only an important element in communication, but also an indicator of communicators' communication competence, understanding and comprehension on the part of the percipient is a signal of efficiency communication. A reliable tool to determine the effectiveness of the right understanding and correct interpretation of information is feedback.

Information and coding

Coding is the transformation of expressive (lexical and syntactic) resources into appropriate codes that correspond to the communicators' communication intentions. We consider the appropriate code to be a language that optimally conveys and harmonizes the content of the information with the communicators' communication strategy. The basic element of communication is information. The information is sent by the expedient using an appropriate or agreed code, verbally (in words), but also non-verbal signals (intonation, gestures, facial expressions, etc.). Information is a socially conditioned psychic content that takes place in the process of coding, that is, transforming the content of information takes the language of a statement. Information is what it is for communication takes place is what reduces our uncertainty about things and phenomena our environment and allows us to behave more efficiently. Information has a factual and emotional side.

Conclusion Communication differs in situation it is being used . when speech contains emotion is called” soft skills” and when it includes professional form of language usage is called “hard skills” The relationship between emotionality and materiality depends on the expedient (broadcaster) and his/her strategic and communication intention. They affect speaker other determinants, especially the percipient (recipient) with his personality traits and the environment in which the communication takes place.

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