



## **FORMS OF VERBAL COMMUNICATION AND THEIR IMPORTANCE IN SOCIETY**

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**Abstract:** *This article explores the primary forms of verbal communication and their significance in modern society. It examines oral and written communication, highlighting their characteristics, advantages, and limitations. In addition, the study analyzes contemporary communication forms shaped by digital technologies. Based on theoretical analysis and existing research data, the paper emphasizes the role of communication skills in education, professional environments, and social interaction. The findings indicate that effective verbal communication is a critical factor in academic achievement, workplace success, and interpersonal relationships.*

**Keywords:** *verbal communication, oral speech, written communication, communication skills, digital communication, interaction*

### **INTRODUCTION**

Communication is a fundamental component of human existence and social development. It enables individuals to exchange ideas, express emotions, and establish relationships. Research shows that people spend approximately 70–80% of their daily time engaged in communication. This highlights its importance in both personal and professional contexts.

Language serves as the primary medium of communication, allowing individuals to understand one another and cooperate effectively. Verbal communication, including both oral and written forms, is one of the most structured and widely used types. Therefore, studying it is essential for students and professionals.

### **THE CONCEPT OF VERBAL COMMUNICATION**

Verbal communication refers to the process of transmitting information through spoken or written language. It involves both delivering and interpreting messages.

Effective verbal communication requires clarity, grammatical accuracy, appropriate vocabulary, and active listening. Studies indicate that a large proportion of workplace problems are caused by miscommunication, which shows the importance of communication skills.

### **CHARACTERISTICS OF ORAL COMMUNICATION**



Oral communication is commonly used in daily life, including conversations, lectures, and meetings. It allows immediate interaction and feedback between participants.

Advantages of oral communication include:

Immediate feedback

Emotional expression through tone and gestures

Interactive communication

However, it also has limitations:

Lack of permanent record

Possibility of misunderstanding

Dependence on listening skills

Non-verbal elements such as facial expressions and tone play a significant role in conveying meaning in oral communication.

#### IMPORTANCE OF WRITTEN COMMUNICATION

Written communication is essential in academic and professional settings. It includes emails, reports, academic papers, and official documents.

Advantages of written communication include:

Permanent record

Clear and structured presentation

Higher level of accuracy

Limitations include:

Time-consuming process

Requirement of strong writing skills

Limited immediate feedback

Written communication remains a key element of professional interaction in modern organizations.

#### MODERN FORMS OF VERBAL COMMUNICATION

Technological development has significantly transformed communication. Today, people use digital tools such as messaging applications, emails, and video conferencing platforms.

These modern forms provide:

Fast communication

Global connectivity

Easy access to information

However, they also present challenges such as reduced face-to-face interaction and potential misunderstandings in text-based communication.

#### METHODS FOR EFFECTIVE COMMUNICATION

Effective communication can be improved through practice and awareness. Important strategies include:

Using clear and simple language

Practicing active listening



Expanding vocabulary

Maintaining appropriate tone and body language

Adapting communication to context and audience

In education, students with strong communication skills perform better in group work and presentations. In professional life, communication helps build relationships and achieve organizational goals.

Poor communication can lead to misunderstandings, conflicts, and reduced productivity. Therefore, continuous development of communication skills is necessary.

### **CONCLUSION**

Verbal communication is a fundamental part of human interaction. Both oral and written forms have their advantages and limitations, but together they ensure effective communication.

In the modern digital world, communication has become faster and more accessible. However, it also requires new skills and responsible use. Developing strong communication abilities is essential for academic success, career growth, and personal development.

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