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ARTICULATE INFLUENCE: THE ROLE OF VERBAL COMMUNICATION IN SHAPING PUBLIC RELATIONS

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Abstracts: Effective verbal communication skills play a crucial role in contemporary social environments, fostering interpersonal interactions and facilitating the functioning of society. Public relations, characterized by its unique role in social regulation, demonstrates specificity, subsidiarity, and facilitation as it evolves. Central to this evolution is the interaction and cooperation between organizations and the public, with communication and exchange serving as pivotal avenues for public relations activities. Leveraging these communication channels allows for the comprehensive transmission of vital information and data, ultimately establishing relationships founded on trust and understanding [1]. Given its significance as a communication form in the ongoing development of our society, public relations, with its inherent communication skills and capabilities, warrants in-depth consideration. To this end, it is imperative that we thoroughly examine the forms and techniques of verbal communication within the context of public relations. Such scrutiny is essential for mitigating communication challenges and ensuring the seamless functioning of public relations.

Keywords: Verbal Communication, Public Relations, Social Regulation, Communication Skills, Trust and Understanding

Introduction

In modern social environments, having good verbal communication skills can help social activities and facilitate communication between people. Public relations also possess the function of social regulation, and has a certain specificity, subsidiarity, and facilitation in the process of development. Mainly in the form of communication and co-operation with the public, in which communication and exchange is an important form and way to develop public relations activities. Through the use of such a form, it is possible to transmit important information and data in a comprehensive manner, thus establishing a good relationship of trust and understanding.^[1] It appears

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that public relations, as an important form of communication and communication skills and abilities in the process of developing our society, is very important. Therefore, with the continuous development of public relations, people should have a comprehensive understanding and analysis of the forms and techniques of verbal communication in public relations, so as to prevent the occurrence of communication and communication difficulties to the greatest extent possible, and ensure the normal operation of public relations.

1. Characteristics of verbal communication in public relations

In fact, public relations and language traffic are also different to a certain extent. Therefore, the process of integrating and carrying out the process is characterised by a certain degree of communication skills and characteristics. Language is the most important form of people in the process of communication, including: narrow language, expressive language, body language, decorative language and other forms, the use of such forms of information to carry out a comprehensive transmission, by virtue of the characteristics of the language of communication in public relations, so as to enhance the ability of people's language communication to a certain extent.^[2] Below I have briefly analysed and elaborated on the characteristics of verbal communication in public relations :

Firstly, public relations has a certain complexity In large part, verbal communication in public relations is not only for our co-operators and competitors. In the process of communication, the object and the whole process of language communication in public relations have a certain knowledge as a background, and in the process of language communication in public relations, the use of their own special information, the relevant information and data for the effective transmission of all kinds of occasions, through the use of such a form of co-operation and competitors and other aspects of the group, for a comprehensive combination, thus forming a form of public organisation. The form of public organisation is thus formed. It seems that the process of verbal communication in public relations, regardless of the object of communication, or communication occasions, has a certain complexity, which is also an important feature of verbal communication in public relations.

Secondly, verbal communication has some flexibility.^[3] Language communication as an important form of public relations development, but also an important means of its development, for cooperation and competition, communication and collaboration and other aspects, to provide a good form of communication services. In other words, verbal communication in public relations is only a means to an end when it is carried out, not the ultimate end.^[4] Therefore, when people carry out the process of verbal communication, they should be on different forms and occasions of communication forms and means of effective analysis and development, and can not be a layer of unchanging. For the exchange and communication of the changes that occur in the process of communication, at any time they should adjust their own communication forms and means of communication, so that to a certain extent, but also fully demonstrates the flexibility of the verbal communication of public relations, for the two sides in the process of verbal communication of public relations, to provide the relative convenience of the conditions`

2. The impact of verbal communication in interpersonal interactions

Language plays a vital role in interpersonal communication. It is not only a tool for us to communicate and express our thoughts and feelings, but it can also influence the way we relate and interact with others. Through language, we can make connections, share information, solve problems, and show love, respect, and support. And there are three specific ways in which language affects interpersonal interactions.

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2.1. *Language can be moulded to form our identity*

The use of a particular language or dialect causes us to be perceived by others as a member of a certain group, which strengthens our bond with that group. Language does play an important role in interpersonal communication, not only as a tool for information transfer, but also can profoundly affect our identity.

2.1.1. *Social belonging*

Language can help us connect with specific groups of people, sharing common values and cultural backgrounds. By using a particular dialect, accent or vocabulary, we can express our identity as belonging to a particular community or region.

2.1.2. *Cultural identity*

Each language contains unique cultural elements and expressions. By learning and using a language, we are also indirectly learning about and embracing the culture that the language represents. Our language choices reflect our identification with specific cultural values and practices.

2.1.3. *Self-expression*

Language is the main way we express our thoughts, feelings and opinions. We shape our image and communicate it to others by choosing specific vocabulary, grammatical structures and intonation. Our language choices reflect our understanding and presentation of our identity.

2.1.4. *Forming a community*

Language helps to build social relationships and form communities. By using a common language, we are better able to communicate with others, build mutual trust and co-operation. A common language fosters connections between people and strengthens their sense of identity.

In conclusion, language is not only a tool for information transfer, it also affects our identity in society. By choosing particular languages and expressions, we shape and present our personalities, cultural backgrounds and group affiliations in order to connect with others and form communities.

2.2. *Language can convey emotions and attitudes*

Our choice of language, tone of voice, and speed of speech express our feelings about the content of the dialogue and the participants. Positive verbal expressions can promote friendliness and intimacy, while negative language can lead to conflict and misunderstanding.

Language is one of the most important tools we have to express our feelings and attitudes. Through language, we can convey a wealth of emotions such as joy and sorrow, love and hate. For example, when we use kind tones and words to communicate with others, we can express friendliness and concern. Conversely, the use of mocking or indifferent language may convey displeasure or resentment.

In addition, language reflects our attitudes towards particular topics or issues. Through our choice of language and the way we use words, we can express positions and opinions that are in favour, against, for or against. Earnest and confident expressions tend to better convey our beliefs and attitudes.

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In short, language is not just a tool for information transfer; it also carries the expression of emotions, attitudes and individual identity. By using language appropriately, we can build more authentic and deeper relationships and strengthen our connection and identity with others.

3.3. Language can also influence the way we think and our opinions

Different languages and vocabularies have different cultural backgrounds and connotations and therefore affect our understanding and perception of things. Through learning and using multiple languages, we can broaden our horizons, improve cross-cultural understanding, and better adapt and integrate into diverse societies.

Language has a profound effect on the way we think and our perspectives. First of all, language is a tool for thinking, it helps us to organise and express our ideas. Different language structures and vocabularies shape the way we think and affect our understanding and observation of the world.

Secondly, language also has the ability to shape our opinions and values. Messages conveyed through language can trigger emotional responses and form cognitive patterns in our minds. For example, the use of affirmative words and expressions can promote positive thinking and optimism, while negative words and expressions can lead to pessimism and negative thinking tendencies.

In addition, language is capable of influencing our evaluation and judgement of things. There may be differences in the expression of certain concepts and phenomena in different languages, and such differences in expression may give rise to different views and perceptions. For example, some languages may place more emphasis on collectivist values, while others may focus more on individualist values, which will affect an individual's understanding and perception of social relationships and self-worth.

In general, language also influences the way we think and our opinions. Different languages have different grammars, vocabularies and expressions, and these differences can shape the way we think. Differences in language structure may lead to differences in the importance and expression of different concepts and ideas in different languages. For example, some languages may focus more on details and concrete descriptions, while others may place more emphasis on holistic and abstract concepts.

In conclusion, language plays an important role in interpersonal communication. It is not only a tool for transferring information, but also shapes our identity, conveys emotions and attitudes, and influences our ways of thinking and perspectives. Therefore, when using language, we need to be aware of its potential impact and try our best to use it to convey positive, understanding and inclusive messages. We should choose appropriate language and expressions to facilitate effective communication, build good relationships and respect the views and cultural backgrounds of others.

4. How to improve verbal communication skills in public relations

Skill is an important role in the process of carrying out verbal communication in public relations. Therefore, in order to comprehensively improve the ability of verbal communication in public relations, it is necessary to comprehensively understand and analyse the form of its skills, and to use them effectively. The following is a brief description of the forms of verbal communication skills in public relations:

4.1. Verbal communication skills

The development of verbal communication in public relations takes many forms, and there are many different forms of communication skills, including a wide range of communication language skills, such as expression skills, listening skills, and so on. In the process of language communication in public relations, people should

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formulate the form of communication and communication for different communication objects and occasions. And, in the process of communication, the occasion should be a comprehensive judgement, for those relatively formal occasions, then in the language in the use of the process has a certain degree of rigour. However, people in the process of exchange and communication, for those informal occasions, you can use some soft tone, which can fully strengthen the atmosphere between the exchange. In addition, people in the process of communication, should be based on the differences and differences in the communication object, to develop a good form of communication. However, for those who are more sensitive to the crowd, we should try to use a moderate tone, which can effectively prevent the communication process in the difficult, but also to ensure that the form of verbal communication in public relations, can be carried out smoothly. To improve verbal communication skills in public relations, consider the following:

4.1.1. *Clarity of expression*

Language should be concise and clear, regardless of the context, and avoid the use of vague or ambiguous terms. Using specific words and examples will make it easier for the other person to understand you, and the chat will flow more smoothly, making both parties feel comfortable.

4.1.2. *Adapting to the Other Side*

In public relations, understanding the other side's background, culture and values is essential. According to the characteristics of the other party to adopt a suitable way of communication, so that the other party can understand and accept the language style, as well as appropriate non-verbal expression to communicate with each other. You can attract the other party's interest in communication more quickly and better promote the development of interpersonal relationships.

4.1.3. *Emotional control*

It is very important to have stable emotions in interpersonal relationships. Does not lose his/her temper freely in his/her interactions with others, tries to control his/her emotions, and avoids using heated or offensive language. Responding to the opinions and criticisms of others in a calm and patient manner better reflects our personal qualities and moral integrity.

4.1.4. *Diverse communication methods*

In addition to verbal communication, written communication, email, social media and many other methods can be utilised. Choosing the right communication style for the occasion and purpose allows you to better convey the message and understand the other person's needs.

4.1.5. *Feedback and Adjustment*

In public relations, it is important to get timely feedback and adjust accordingly. Listen to the opinions and suggestions of others and adjust your verbal communication style according to the feedback to achieve better results. Through practice and continuous reflection for improvement, one can gradually enhance one's verbal communication skills in public relations and build better interpersonal relationships. **4.2. *Formation of non-verbal skills***

In the process of verbal communication in public relations, it is not only the spoken word that is the only form of communication, but non-verbal communication is also a very important form of communication.

4.2.1. *Effective listening*

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Effective listening establishes good communication and values listening to the other person's views and opinions. Letting the other person feel respected and understood can help the chat develop more effectively. The listener tries to avoid interrupting or disrupting the other person during the process, and show genuine interest and concern.

4.2.2. Eye contact

"Eyes are the windows of the soul", looking directly into the eyes of the other party in the process of dialogue and communication can express support or recognition, and give the other party the signal of "I'm listening". Eye contact sends a message of sincerity and concern. Both parties maintain eye contact, but don't look too strongly or directly at the other person to avoid creating a bad impression.

4.2.3. Body Language Expression

People should pay attention to your body language, including posture, gestures, and facial expressions. Maintaining a confident stance and positive facial expression can convey a friendly and professional image. Touching and shaking hands, when appropriate in a given situation, can promote a sense of closeness and trust. However, people should make sure you follow the norms of cultural and social conventions.

4.2.4. Voice intonation

The rhythm, volume and intonation of your voice can affect the effectiveness of your communication. Ensure that your voice is clear, rhythmic, and expresses appropriate emotion.

4.2.5. Body posture

Maintaining an open and confident body posture, such as a straight back and relaxed shoulders, will present a positive and focused feeling on first impression. Being more relaxed will make communication more relaxed and will facilitate communication and engagement.

4.2.6. Expressions and actions

Try to avoid appearing in the process of communication, hideous and unrestrained expression, will make people feel uncomfortable and nervous, not conducive to exchange and communication. Action should be slow, light take light put, do not rush to give a feeling of panic not decent, details determine success or failure, tiny expression and action will leave a deep impression on the other party, so in addition to verbal communication, non-verbal communication is also an essential point.

To sum up, in the process of verbal communication in public relations, eyes, body, expression and behaviour are all very important forms of communication. Often in the process of communication, assuming that people have a good understanding between them, then an eye contact and communication, can be worth many words of expression. And, assuming that the process of communication in the relatively large formal occasions, eye contact is also respect for each other. With the eyes of the pavement, body language expression and behaviour, in interpersonal communication will be able to leave a relatively good impression on the other side. Therefore, in the process of verbal communication in public relations, people should pay great attention to the communication form and skills. In addition, people in the process of verbal communication, but also pay attention to the grasp of verbal and non-verbal, and can not be too serious, otherwise it will leave a very deliberate expression of the impression. Pay attention to the sense of proportion of the pinch is also a very important point of interpersonal communication in verbal communication.

5. Conclusions

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Language communication as a very important part of human social life, how to improve language communication skills to maintain social harmony, improve the quality of citizenship, and create a harmonious atmosphere has become a problem we must think about. As young people, public relations is a subject we must study seriously, which will determine how we can better cope with the problems arising from verbal communication in the future interpersonal society, so a deep understanding of the importance of verbal communication can better foothold in the community and achieve self-fulfilment.

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