INTRODUCTION: Human hearing is part of a very specialized system, only in humans this system allows the processing of acoustic events, such as speech (FRANZETTI et al., 2000). Hearing loss occurs when there is some type of alteration in the structures that make up the auditory system and this loss can be of different degrees and types depending on the affected location (CORMED, 2012). In most cases of children who have been diagnosed with deafness, it is necessary to stimulate speech therapy because this is the beginning of the process to acquire language in these individuals, since communication between family members and deaf people often becomes difficult (BOSCOLO & SANTOS, 2005). OBJECTIVES: To analyze the conception of family members about how to communicate with the deaf, identifying the means they use to communicate. METHODOLOGY: This research is a descriptive, field study, with quantitative and qualitative nature. Data collection was of a systematic nature, using as a selection criterion 10 (ten) family members, determined by convenience, who attend the Educational Audiology sector of the Clinic School of Speech-Language Pathology and Audiology at UNIPÊ-PB. The instrument used was a structured questionnaire with 7 (seven) objective and 1 (one) subjective questions. As a requirement for the start of data collection, the research project was forwarded for analysis and opinion of the Ethics Committee of the University Center of João Pessoa - UNIPÊ, fulfilling the requirements of resolution 466 of the National Health Council (NHC). Only after the approval of the Ethics Committee, CAAE: 54711216.6.0000.5176, was the questionnaire applied. RESULTS: With the 10 interviewees, it was observed that 70% used oral language to communicate; 60% of the patients are not users of LIBRAS (Brazilian Sign Language), but they answered that it helps in the socialization of the deaf and presents no disadvantages; 100% use natural gestures, and another 20% use written language. CONCLUSION: The forms of communication used are diverse, but natural gestures and oral language are the forms most used by relatives with their deaf receptive, and that the Brazilian Sign Language is still rarely used by family members. The speech and language therapist must offer the deaf and his/her family a variety of communication possibilities, always seeking to orientate them for a better use of the language as a whole, preparing these parents to deal with the most diverse situations, situations where they will have to be the model and basis for the accompanying deaf, since the difficulties are different at each stage of life. It is hoped that, this study has raised some questions so that new research is carried out with a sample composed by greater number of relatives.