

UNIT 1: INTRODUCTION TO COMMUNICATION SKILLS

- i) Define communication
- ii) Define communication skills
- iii) Communication as essence of life
- iv) Communication Theory
- v) Communication Theory
- vi) Component / Element of communication

Communication: Is the process of exchanging, Impairing, Expressing or Conveying information and ideas through speaking, writing or gesture.

communicate using
signs Part

Symbols

Communication skill: Is the ability to convey or share the feelings or information effectively (Ability to use language effectively)

QUESTION

Communication as essence of life

Term communication comes from a latin word "communicare" which is make common or share. Therefore communication is the process by which Meaning is exchanged between one part to another, one entity to another e.g. Animal, Machine or an individual and a group through a common system of symbols, signs and behaviour.

OR

Is a sending, giving, exchanging information and ideas which is often expressed verbally and non-verbally. Therefore communication is the desirable or accidental transfer of meaning.

OR

Is the process of sharing or exchanging idea, information, knowledge, attitude or feelings through certain signs, symbols and behavior. Communication is more than exchanging of ideas and thoughts.

Communication is the system of symbols, signs and language. The system may be inform of language, gesture, facial expression, posture etc. Communication involves Meaning; Meaning is shared to understand the language. The understanding of the meaning of another person's message only occurs when your body language and non-verbal messages.

Communication skills; or the ability to convey or share ideas effectively; is the ability to use when giving or receiving different kinds of information.

Communication skills involve listening, speaking, observing and emphasizing OR is the ability of one person to make contact with another and make himself or herself understood;

It is the ability to use language and deliver the message effectively.

Communication

COMMUNICATION AS ESSENCE OF LIFE

Communication is central to human life. You cannot avoid communication and you will engage in communication nearly every minute of everyday in your life. It is a necessity to express themselves, human beings need to communicate an individual has to communicate to express his feelings Pass information to the other human beings and share his thoughts and feelings.

In addition, communication plays a major role in every aspect of our life. Effective communication therefore, both enhances your daily life and as the same time solves your problems.

problems in your professional & personal life. Communication expert believe that poor communication is the root of many of our problems. Life without communication would be dull, blank and the world would not be worth living. Such is the power of communication. It is important that you power the power of communication in human being.

Imagine you have a brilliant idea, you have strong desire for something but you cannot express them. There would be no life.

What is communication theory?

→ communication theory was proposed by J.S. F. S. Cudder in the year 1980. It states that all living beings existing on the planet communicate.

Although the way of communication is different, Plants communicate their needs to be taken care of and watered immediately through subtle changes in the colour of the leaves, and the falling of leaves and flowers.

Animals communicate by sounds. Several acts to indicate that they are hungry or unwell or need of medical attention. example

A mother would never understand that her child is hungry unless and until the child cries. Crying is again a form through which the child communicates that he is hungry and needs food.

Qn: Using vivid examples support a statement that all living beings living on planet communicate.

The same applies when he is injured where rises crying again as a tool to communicate his pain and need of urgent medical attention. Thus the universal law of communication says

"All living things whether they are plants, animals, human beings communicate through sounds, speech, visible changes, Body Mvt, gestures all in the best possible way to make others aware of their thoughts, feelings, problem, happiness, all any other information.

Like human beings, animals also communicate among themselves through gestures and body movement. Monkeys for example, always carry their babies with them wherever they go, again thru the a way, through which the mother tries to communicate that, their babies are safe and the Mother is there to take good care of them.

During the Mating Season of Animals, communication through gestures plays a very important role in bringing them close, the same way a peacock dances to attract its partner.

COMMUNICATION THEORY FRAMEWORK

This are the view points of various people on the theory of framework

i) Mechanistic point

The Mechanistic view point says that communication is simply the transmission of information from first part to the second part. The first part being the sender and the second part being the receiver.

ii) Psychological point

According to the psychological view points, communication is simply not the flow of information from the sender to the receiver but actually the thoughts, feelings of the sender he tries to share with the recipients. It also includes the reactions, feelings of the receiver after he decodes the

Decoding is the process in which the information is changed to its original form.

Information

iii) Social point

The Social view point considers communication as a result of interaction between the sender and the receiver. It simply says that communication is directly dependent on the content of the speech. How one communicates is the basis of social view point.

iv) Systemic point

The systemic view point says that communication is actually a new and different message which is created when various individuals interpret it in their own way and then re-interpret it and draw their own conclusion.

v) Critical point

The critical view point says that communication is simply a way with the help of which an individual expresses his power and authority among other individual.

To summarize

The communication theory proposes that to survive every living entity needs to communicate with others and also among themselves. Communication therefore is a dire need of survival.

Types of communication

Communication can be classified using different approaches, they include

a) Medium of transmission

Messages or Information can be transferred using words or using odd language. When information is transferred using words, it is called verbal communication. But when information is transferred without using words we talk of non-verbal communication.

• Verbal communication

Verbal communication refers to the case when the message is transferred / translated into signals or symbols and later transmitted through a medium. The receiver interprets the message and gives feedback as to whether he/she has received the message or not.

Verbal communication includes the use of words. In information transmission, it is often referred to as linguistic communication.

• Non-verbal communication

Non-verbal communication is when messages are sent via body motion, smell, touch and the tone of voice. Non-verbal communication does not use words.

b) Nature of communication process

This refers to whether the communication involves just one person or more than one person. When the communication process involves just one individual, it is known as intra-personal communication. When it involves more than one individual, it is known as interpersonal communication.

Intrapersonal communication

In a communication process, in a direct or face-to-face situation that occurs between two or more people. It is essentially a dialogue or a conversation between two or more people and permits maximum interaction through words and gestures.

Interspersonal communication

Refers to the communication which take place within oneself. This implies individual reflection, contemplation and meditation. Included here are players, electrochemical impulse/desire sent from sense organs of the sight, sound, touch, smell and taste through the central nervous system to the brain.

c) The purpose of communication

This refers to whether the communication is for transacting business or it is aimed at creating and maintaining personal relationships. If the communication transacts business it is known as business communication. But if it is for purposes of creating and maintaining relationships then it is known as social communication.

Forms of Verbal communication

Verbal communication refers to the type of communication that uses words, when these words are spoken, the type of communication is known as oral communication. But when these words are written down the type of communication is known as written communication.

Modes of Communication

There are three modes of communications:

- i) Simplex
- ii) Half-duplex
- iii) Full-duplex

Simplex Mode of communication Means only one way communication is possible (There is only one channel communication channel). It allows transmission of signals in one direction at a time e.g. Radio and television broadcast.

Half-duplex Mode of communication Means two way communication is possible but one at a time. It has a single communication channel but can be used in both directions for transmission. example Radio call.

Full duplex Mode of communication Mean two way communication is possible in both direction simultaneously. There are two communication channels one for each direction of transmission. example

telephone or mobile communication phones

Three revolutionary stages of written communication

(a)

First stage;

At first, written communication began with pictographs which were made on stones which was too heavy to transfer.

During this time, written communication was not mobile but nonetheless existed. At this stage, written communication began to appear on paper, papyrus, clay, wax etc. Communication alphabets were introduced following the uniformity of language across large continent. Much later, Gutenberg printing press was invented in the 15th century.

2nd Stage

Third stage

Information at this stage could now be transferred via controlled electronic webs and signals.

It is a dynamic process of action and interaction towards desired goals therefore communication is the process; It is an activity it is an exchange of meaning that is dynamic. Communication is therefore not static.

Communication is the system of symbols

Why is communication/language is dynamic?

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Essentials of communication

→ Individuals must adapt their communication to a variety of setness based on the role they are assuming in the interaction.

→ Individuals must also make decisions about the appropriateness of the message they are communicating.

→ The methods that individuals choose to communicate their messages have an impact on the effectiveness of those messages.

→ Individuals change ideas through transferring information from one person to another.

Why communication skills are so important

The purpose of communication is to get your message across to the other clearly and unambiguously. Doing this involves such efforts from both the sender of the message and the receiver and it is the process that can be difficult to pass without error. Either misinterpreted by a sender or misinterpreted by the recipient, when this isn't detected, it can cause tremendous confusion, wasted effort and missed opportunities. In fact, communication is only successful when both the sender and the receiver understand the same information as a result of having the communication, by successfully getting your message across, you convey your thoughts and ideas effectively. When not successful, the thoughts and ideas that you convey do not necessarily reflect your own, causing a communication breakdown and creating road blocks that stand in the way of your goals of personal and professional.

Getting your message across is paramount to progressive. To do this, you must understand what your message is and audience you are sending it to, and how will it be received or perceived.

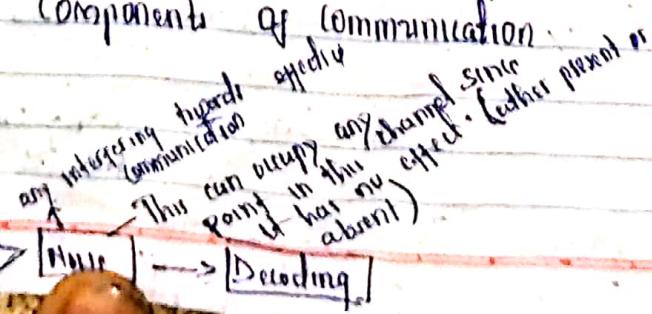
Question: Getting your message across is paramount discuss

You must also weight in the circumstances surrounding your communication, such as situational and cultural context such as

Question Why do we think it better or better to make it important to consider the cultural context before making communication

Elements / Components of communication

- * Decoding
- * Receiver
- * Feedback
- * Encoding



Channel

1. way in which electrical signals can be transferred

Question During two Medias are commonly used in university and how they are promoted in their environment.

Media - Face to face - emails - Noticeboard - Telephone

Club Meeting - Newspapers - Posters

→ Why do people choose a particular Media of communication in a particular situation

Answer

(i) Nature of message

(ii) Distance

(iii) Cost

(iv) Privacy

(v) Scale of organization

(vi) Secrecy

(vii) Safety

(viii) Relationship

(ix) Urgency

(x) Supporting technology.

* Library

→ Newspaper

→ Notice board

* Business woman

- Telephone

- poster

- Social media

* Computer

- Social media

- Email

→ Blog

→ Telephone