COMMUNICATION SKILLS

The process of passing information from one person to the other via a medium or a channel.

ELEMENTS OF COMMUNICATION

* + Sender; initiates communication.
  + Message; what the sender communicates to the sender.
  + Receiver; the target of the message the sender wants to communicate.
  + Channel; means used by the sender to transmit the message from sender to the receiver.

COMMUNICATION PROCESS

STAGES OF COMMUNICATION

* + 1. Conception of the message: at the stage a thought or feeling is formulated in the brain of the sender due to external or internal stimulus.
    2. Encoding: Involves giving the message a communication form in verbal or non-verbal language.
    3. Channel selection: the selects the most effective vehicle to transmit the message to the receiver.
    4. Transmission: the message is transmitted to the receiver via a channel.
    5. Reception: the physical act of receiving the message through any of the 5 senses.
    6. Decoding: the receiver tries to assign meaning to the language used by the sender.
    7. Comprehension: the moment the receiver used to understand technicalities used by the sender.
    8. Interpretation: when the receiver searches out the underlying meaning of the message.
    9. Feedback: when the receiver reacts to the message by sending his response to the sender in a language they understand.

BARRIERS TO THE EFFECTIVE COMMUNICATION

1. Language: if the language used by the sender is not familiar to the sender, recipient may interpret the wrong message.
2. Use of the wrong medium: if the medium chosen is not appropriate the message may be distorted.
3. Information overload: too much information is bad since the audience’s concentration span.
4. Poor timing: if the sender gives the message at a wrong time, there may be a communication breakdown.
5. Poor listening skills: the receiver may deliberately refuse to listen to the message or otherwise have a poor concentration span leading to a communication breakdown.
6. Prejudice: preformed attitude to the sender or message may lead to a communication breakdown.
7. Lack of feedback: if the receiver fails to give feedback, it may lead to communication breakdown.
8. Noise: could be physical that causes poor understanding between sender and receiver thus causing communication breakdown.
9. Physical distance: geographical between the sender and receiver may cause a communication breakdown.

ETHICAL ISSUES IN COMMUNICATION

* Truthfulness: a communicator has to ensure the information given out is not distorted.
* Cult: a communicator shouldn’t give speeches that may offend persons on basis of religion, tribe, race or political inclinations.
* Fairness: when involved in two parties, the communicator shouldn’t lean or favor one side at the expense of the other.
* Objectivity: personal emotions should be avoided in order to avoid influencing the audience negatively.

TYPES OF COMMUNICATION

* Formal communication
* Informal communication
* Internal communication
* External communication