

Communication- preliminaries

Introduction

Definition for communication – transmission of information through written or spoken words, symbols or actions so that the recipient understands what the sender intends

Professional communication – communication in professional settings (contexts)

Process of communication:

Sender or source - Encoding / message creation/ - Channel – Decoding – Receiver

Objectives of communication:

- to be received /heard or read/
- to be understood
- to be accepted
- to get action



Communication barriers

- Differences in perception
- Jumping to conclusions
- Stereotyping
- Lack of knowledge
- Lack of interest
- Difficulties with self-expression
- Emotions
- Personality

Constructing a message

- Identify target audience
- Identify message
- Generate accurate information
- Transmit the information
- Listen and consider the feedback
- Consider next step / actions, further communication, additional information/
- Don't assume anything
- Respond accordingly
- Construct simple, clear messages

THINK AHEAD before communicating

Effective communication

Ask yourself wh- questions

WHY ? /purpose/

WHO? / receiver/

WHERE? WHEN ? / place and context/

WHAT ? / subject/

HOW? / tone and style/

WHY?

- Why am I communicating?
- What is my real reason?
- What am I hoping to achieve ?
- What do I want the receiver to do?
- What is my purpose? /inform? persuade?
influence? educate? explain? etc./

WHO?

- Who exactly is my audience?
- What sort of people are they?
- How will they react to my message?
- What do they already know about the subject?

WHERE? WHEN?

- Where will they be when they receive my message?
- When does my message come?
- What is my relationship with the receiver?
- What is the atmosphere?

WHAT?

- What exactly do I want to say?
- What do I need to say?
- What do they need to know?
- What information could be omitted?
- What information must I include?

HOW?

- How am I going to communicate my message?
/words? pictures? both?/
- Which medium of communication will be most appropriate?
- How will I organize the points I want to make?
- How am I going to achieve the right effect?
- What tone must I use?
- Which words must I use / avoid?

Message planning

- Write down your purpose
- Assemble information
- Write down ideas / points
- Select essential, relevant information
- Group information
- Put information into logical sequence
- Produce a skeleton outline

Message planning - continued

- Write first draft
- Edit rough draft
- Write final draft
- Check for errors, ambiguities, awkward expressions, etc.
- Put yourself in the shoes of your receiver

Effective speaking

Speaking situations in the company:

- ❖ Face-to-face discussions
- ❖ Interviews
- ❖ Meetings
- ❖ On the telephone
- ❖ Group discussions
- ❖ Oral reports
- ❖ Short talks
- ❖ Instructing someone new

Etc.

Speaking skills

Personal qualities + Vocal qualities

Personal qualities:

- clarity
- accuracy
- empathy
- sincerity
- relaxation
- eye contact
- appearance
- posture

Speaking skills- continued

Vocal qualities

- voice control
- pitch
- volume
- diction and accent
- vocal tension
- speed
- use of pause
- tone