

# Communication and Presentation Skills

An Introduction



# What is COMMUNICATION?







Is it an ART or a Skill?



# Benefits of Developing Communication Skills

- It is recognized as a Core Skill for “globally engaged democracy and fueled economy”
- **It is critical for:**
  - Intellectual development
  - Career Trajectory
  - Civic engagement
  - Applicable to all types of majors and occupations
  - It is seen by employers as a critical employability skill for job seekers



# The Fear of Public Speaking- Glossophobia

- Palms sweaty, heart racing, stomach in knots?
- Throat too tight to breathe?
- Trembling legs and hands?

But at some point we've all had to in front of people, so you have to try and overcome it.



# What are you afraid of?

Identify the most common and uncommon reasons for fear of speaking and **make** a list.



# Communication-Definition

- Communication is the **process** of conveying information in such a way that the message is received and understood.





# The Essence of Communication

- ★ Occurs between/among people
- ★ Involves **change** in behavior
- ★ Means to **influence** others
- ★ **Expression** of thoughts and emotions through words & actions.
- ★ Tools for **controlling** and **motivating** people.

“It is a **social** and **emotional** process.”



# Features of Communication

Two-way  
Process

Information  
Sharing and  
Understanding

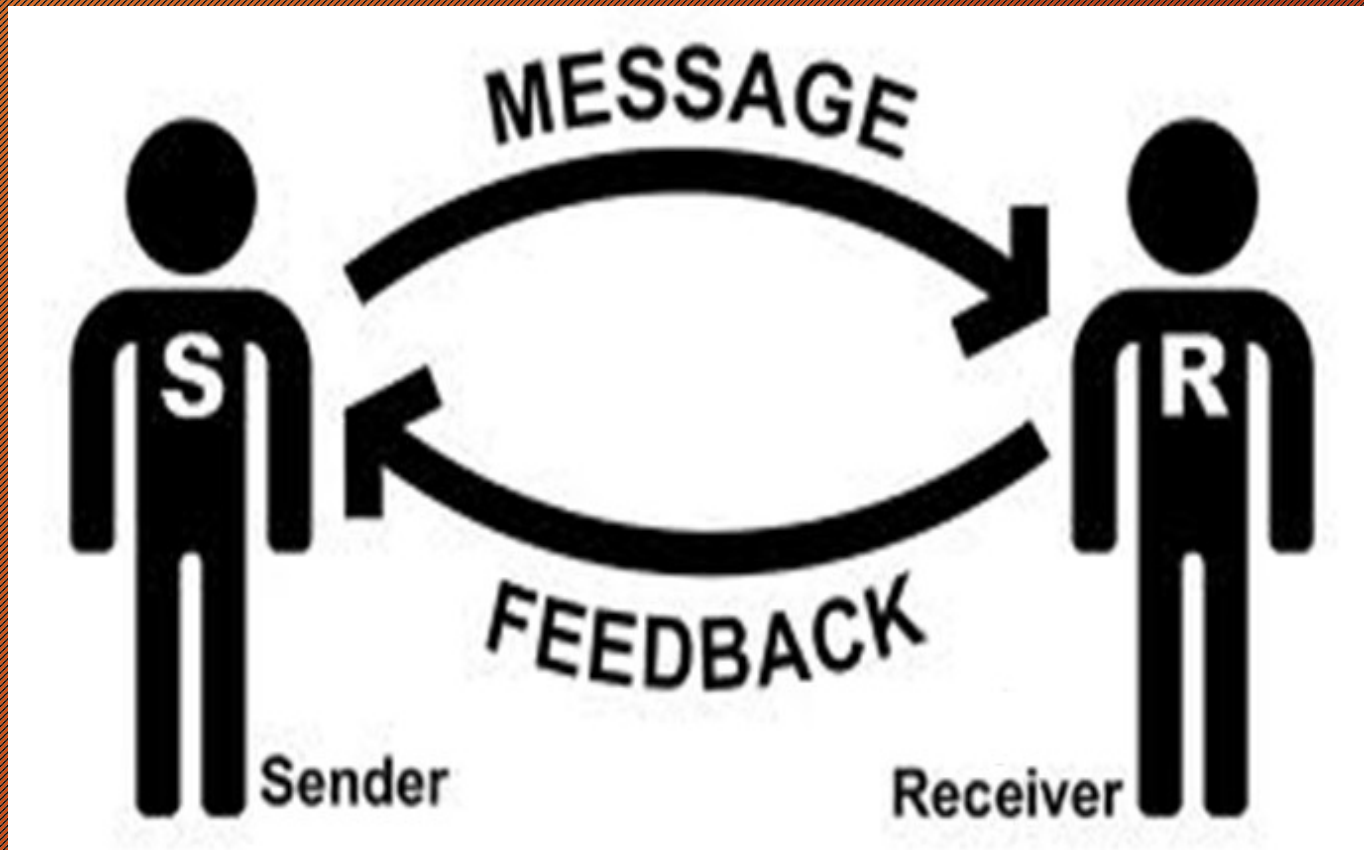
Circular Flow

Goal Oriented

Continuous  
Process



# The basic Communication Process





# Forms/modes of Communication



# Forms of Communication

Verbal

Non-Verbal

Graphic



# Verbal Communication

Verbal form can either be spoken or written. It involves the use of words.





# Non-Verbal Communication

- In this form, words or graphics are not employed.
- It is present in written, oral, and graphic communication.
- It involves the use of body language, paralanguage, dressing in speech.
- On the other hand, format, layout, handwriting style, etc are non-verbal elements in writing.





# Graphic Communication

It represents ideas, feelings, views, etc visually by the use of shapes, diagrams, lines, symbols, illustrations, color, etc. It can have both verbal and non-verbal elements.





# Types of communication





Intrapersonal

Interpersonal

Organizational

Public

Mass



# Intrapersonal Communication

- Can be defined as a communication with one's self
- Includes imagination and visualization





# Interpersonal Communication

It is the process of exchange of information, ideas.





# Organizational Communication

Refers to the forms and channels of **communication** among members of organizations such as corporations, nonprofits or small businesses





# Public Communication

It involves informing and persuading the members of an audience to hold certain attitudes, values, or beliefs, so that they will think, believe, or act in a particular way





A network diagram with a central blue speech bubble icon connected to various other icons representing different digital services and devices, all on a light blue background with white circles.