

## **COMMUNICATION**

It is a process of transmitting or receiving information from through a particular medium.

### Reasons why we communicate

1. To initiate action, that is to get things done (request, order ).
2. To import information( sharing of beliefs, feelings )
3. To make friends; that is, establish contact/links maintain them.

We have two major domain for communication namely: verbal communication( consisting of oral and written ) and non-verbal communication( comprising of facial expressions, body language, room arrangement, lightening of a place.

### LEVELS OF COMMUNICATION

We have 3 levels of communications; they are:

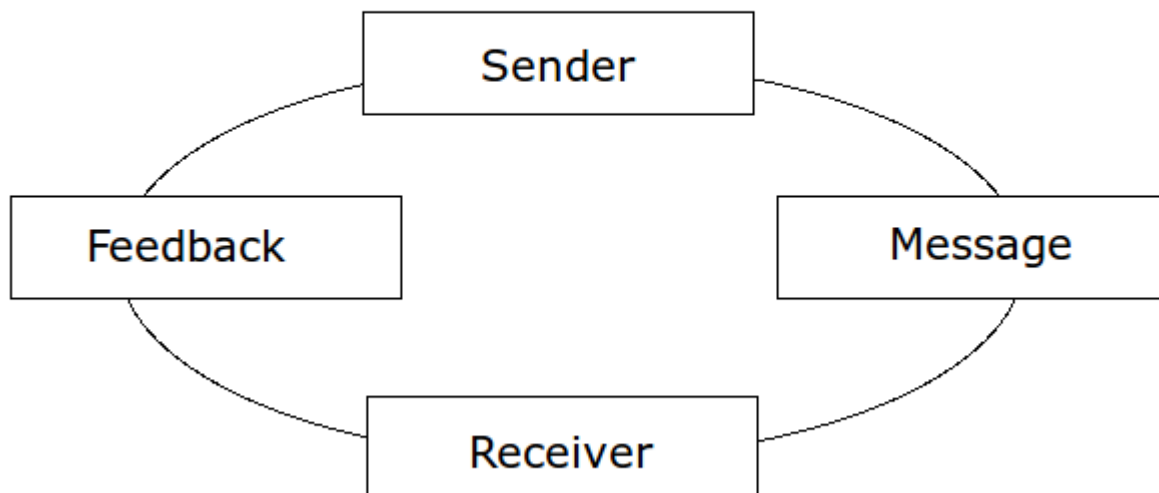
1. Interpersonal
2. Impersonal
3. Intra-personal

Interpersonal: Deals with concious parties communicating whereby reply is immediate. For example, oral interviews, classroom, telephone, mail/sms.

Impersonal: When there is an unconcious party audience observing. It is typical with the print media and mass communication.

Intra-personal: It is when the sender speaks or writes to himself.

### **THE COMMUNICATION PROCESS**



**Sender:** Is the one who initiates the communication and has to have an impulse or experience the desire to communicate. The sender packages the information called the encoding and relays the information or message.

**Message:** Is the mass or content of information being sent to the receiver. It could be by writing or text. The message is carried by a medium such as the internet, letter, letter, telephone, air. Primary channel refers to the language such as Akan, Isaala, Mampruli, Waale, Brong etc. Second degree channel refers to the mode of transmission; that is, either written or verbal.

**Receiver:** Is also called addressee or audience or recipient. The receiver decodes the message to give meaning to what he or she has received and sends a feedback.

**Feedback:** Is the response given to the sender. There are 3 kinds: Positive; which is when the desired response is given by the receiver, Negative; When the undesired response is given by the receiver and zero: When there is no response.

#### THE THEORY OF COMMUNICATION

It is the guidelines or principle used to help in effective communication:

1. Ensure credibility: By way of researching. How much do I know about what I am writing or going to say? How much am I expected to give? These are some questions that should be asked.
2. Conduct an audience analysis. What is the age and gender distribution? What is their social & ethical background? What is the level of literacy.
3. What channel or medium do I use.
4. What additional devices can I add to my language.
5. What feedback should I expect.

#### PROBLEMS WITH COMMUNICATION AND HOW TO SOLVE THEM

1. **Physical noise:** like a baby crying, a corn-mill working, other people talking etc... This refers to a communication process whereby one is interrupted.
2. **Social noise:** When there is a problem in communication due to bad difference in personality, culture, religion, political etc... It is caused when bad audience analysis is made.
3. **Technical noise:** Is caused when there is failure or breakdown in the channel for communication.
4. **Psychological noise:** When the person is emotionally or mentally disturbed or imbalanced.
5. **Overloading:** It is when the sender gives the receiver much more than the receiver can take. It can lead to break in communication.
6. **Wrong non-verbal cues:** Causes a break in communication due to wrong gestures and sayings.
7. **Wrong choice of language:** Can cause noise.
8. Poor listening, reading, writing and speaking skills

## **SOLUTION**

1. A good audience analysis is used to alleviate wrong communication
2. The right non-verbal cues is best used
3. Invitation of feedback after sending a message or sending feedback after receiving.
4. The use of languages like sexist, jargons not be used

## **ORAL COMMUNICATION**

**Non-Verbal communication:** Is a form communication excluding writing and speaking using standard language. It is usually culture bound.

### Kinds of non-verbal communications

1. Facial expression like grinning, grimacing, smiling, smirking, frowning, scowling, nodding of the head, widening of the eyes, narrowing of the eyes etc...
2. Body language like shrugging of the shoulder, snapping of the fingers, waving of the hand, listing of the fingers, gaiety.

Some are useful for writing: e.g. bullets, asterisks, spacing, paragraphing, font-size, pictures, diagrams, maps, specimen, modules, samples.  
General non-verbal: e.g. colours, figures, road signs, lighting system, drumming, sign language, braille( for the blind ).

**Oral communication:** Is the communication where we use the mouth and ear to communicate where auditory sounds are produced and received.

## **TYPES**

Telephone use: This is a device used to transmit and receiving sound over a distance.

### Reason for use:

1. It is economical

How to use the telephone officially:

1. Placing calls
  - identify yourself and destination or address.
  - go straight to the point with the message without wasting much time.
  - be clear and specific with the message.
  - Be courteous by thanking the receiver before you hang-up.
2. Receiving calls:
  - identify yourself and destination.
  - Do not take a message if you know you can't deliver it.
  - Always keep a notepad to take a message: indicate the time of caller, and message as well as destination.
  - Read back the message to the sender for confirmation.
  - Do not hang-up first.

General things to note:

- always keep a handy directory beside you in the office.
- Avoid long hold-ups.
- Always keep a notepad and pencil beside you.
- Do not shout or whisper on the phone.
- Always make your 'hellos' and 'thank you' warm and clear.

## **INTERVIEWS**

An interview is a medium of one to one or one to many interpersonal communication. An oral interview is simply an exchange of views for a particular reason.

### **Types of interviews**

Generally, we can have formal and informal interviews:

1. Selection interviews
2. Information gathering interviews
3. Conflict resolution interviews
4. Counseling interviews
5. Disciplinary interviews

## **PREPARING FOR AN INTERVIEW AS A CANDIDATE**

### **Before interviews**

1. Get to know about the institution or company to be interviewed.
2. Collect relevant documentation to go to the interview with and make sure to take photocopies of the original.
3. If it is possible, go to the site of the interview and familiarize yourself with the venue.
4. Study and prepare yourself for the actual interviews.
5. Sleep well and eat well before you go to the interview.
6. Dress properly and get there at least thirty minutes before time.

### **During the interview**

1. Hesitate at the door if opened or knock if the door is shut. At times, you may be chaperoned into the interview room.
2. Walk briskly and greet the interviewer and do not sit unless you are offered a seat. Always say thank you after you've been offered a seat.
3. Sit properly with your hands clamped either on the desk or on your lap. Also, do not cross your legs; your legs should be firm on the ground.
4. Engage the attention of the interviewer.
5. Don't be anxious when their questions overlap you. Answer the ones you heard right and ask them to repeat those that you did not hear.
6. Don't rush, be precise and don't assume you heard a question.
7. Be honest, polite and be yourself.

### After the meeting

1. Don't be in a hurry to leave.
2. Leave politely when you are told to leave.
3. You may ask when to receive a feedback if they don't say it.

### General things to note for interview

1. Watch your dressing and keep an open mind.
2. Don't be intimidated by someone's negative attitude.
3. Do everything you can to save an interview which is going bad.
4. Be sure of accuracy.

### ROLE OF THE INTERVIEWER

1. The interviewer must send the letter for invitation way ahead before time.
2. Give a correct day, date, time, venue or a plan to follow to the venue.
3. Ideally include the areas he or she would be tested for.
4. Get the purpose of the interviewer clear
5. Ask open ended questions
6. Do not be intimidating unless it is part of the interview.
7. Always give him or her a feedback.

## **ORAL SPEECHES**

Speeches can be formal, informal, or semi-formal.

### TYPES

1. **Manuscript speech:** It is very formal and quite uninteresting because it is very long. It is normally used during national speeches, institutional speeches etc... They are written and read.
2. **Memorized or Rhetoric speech:** Are impressive and been learnt by heart.
3. **Extemporaneous speech:** You can read and then deliver. It is a spontaneous speech bounded by a little reading.
4. **Impromptu speech:** Known as off-cuff. It is the most disorganised speech. It is used for informal occasions.

### **SPEECH PREPARATION**

1. Set out your purpose clearly.
2. Clearly state your aim and objective on the topic chosen.
3. Clearly outline the areas you want to talk about.
4. Explain them step by step.
5. Conclude your speech; that is, a summary of your discussion.
6. Invite feedback if the situation solely marks.

# READING SKILLS

Reading is a way of decoding, interpreting or making meaning from symbols.

## Types

1. scanning
2. Skimming
3. Close reading

**Scanning:** Is a reading technique used to identify or locate some words, expressions or a figure on a written or typed material. In scanning, you arm yourself with the spelling of a word, the length of composition of the word and the nature or composition of a figure. Scanning manifests in activities like locating words in the dictionary, identifying particular names, locating a book title, locating author names from a catalogue, locating a book from a shelf using its name. It helps to locate specific information and is a way of training in word identification.

**Skimming:** Is a reading technique that aims at understanding or at obtaining fact. Skimming seeks to answer questions like what is the gist of the story?, what is this story or passage?, what are the various lessons treated in this chapter. The following are very important in skimming.

- topics and sub-topics
- special writing forms e.g. italics, capitalizations etc...
- topic sentences
- transitional markers such as in addition to, moreover, also, again, furthermore, on the other hand etc...
- keywords

uses:

- It is used to pursue books and articles or even letters.
- Sometimes, there is the need to preview or survey a text in order to access its relevance or to formulate questions which will help in close reading.
- It is useful in revision

Importance:

- It saves time
- It helps in sharpening one's summary skills
- It helps to identify or pay attention to the salient parts of a story.
- It aids imagination
- It increases anxiety and can make the subsequent close reading more active.

**Close Reading:** It aims at yielding full meaning of a text. You need to check words, punctuations, paragraphing, style of presentation( it should be analytical or descriptive ). There are two types of close reading: Extensive and Intensive.

Extensive close reading: It can generally be equated to reading to get oneself

informed. You don't do extensive reading with the objective of being able to tell out the information. However, we use the information in life's numerous activities. It involves information which is dispensable and the reader does not usually take pains to capture the various details of the facts. It is usually faster than intensive reading. You don't need seek to understand the details. They are used for recreation, language development, information for general life.

Intensive close reading: It aims at deep knowledge. It is reading which is undertaken from a professional, vocational or academic point of view. Such information is used in the furtherance of specific goal. Because of a the goals used, associated with intensive close reading, the information one acquires is regarded as indispensable. You therefore heed to pay greater attention to the details as well as the organization of the material

## **COMMUNICATION WITHIN AN ORGANIZATION**

### Types

- upward
- downward
- Grapevine
- diagonal
- horizontal

**Downward communication:** This is a communication from the superior to his subordinate and this maybe delegation of authority, an induction or orientation, an appraisal, a job description, indoctrination.

**Upward communication:** This is a communication from the subordinate to the superior. This may be a report, from the subordinate on a task he has been assigned to perform, a comment about the organization's policies, information about his colleagues, a suggestion about what needs to be done and how it is to be done.

**Horizontal communication:** This is a type of communication between people of the same hierarchical level in the organization. It is important in two ways: it allows people to co-operate and to co-ordinate their activities or tasks towards achieving the set goals of the organization and it also establishes and enhances emotional and social support among colleagues of the same level.

**Diagonal communication:** It is a type of communication with someone at a different level of the hierarchy or in a different section or department. This type of communication is not accepted

**Grapevine communication:** This refers to the rumours that go round within the organization

## **PROBLEMS OF COMMUNICATION WITHIN AN ORGANIZATION**

1. Downward communication may be slow.
2. Upward communication can pose many problems like
  - inferiority complex

- very slow

## **SOLUTIONS**

1. The superiors should be flexible; that is, the balance between hard and soft skill
2. The leaders should act as role models for their subordinates to follow
3. Instituting system and mechanisms such as holding forums, issuing bulleting, giving briefings, holding meetings or interviews, publishing journals, newspapers etc... for staff.
4. The subordinate should be attentive to instructions.
5. The subordinate should not be embarrassed before his superior.
6. Holding regular non-negotiating meetings with representatives of workers.
7. Introducing suggestion boxes.

## **LISTENING SKILLS AND SPEAKING SKILLS**

### **Speaking:**

1. Be articulate. Pronounce your words correctly.
2. Choose the right words for use. Avoid jargons.
3. Speak with precision and within your time.
4. Be credible and confident.
5. Use the right non-verbal cues.

### **Listening:**

1. Keep an open mind.
2. Be selective and take what is being given as important.
3. Choose to be attentive.
4. Don't read into the person's work.
5. Give appropriate feedback.

## **SUMMARY SKILLS**

1. One has to scan, skim and close read I, II.
  - Scan gives you a title or your choice.
  - Skims helps you have a main sub-headings
  - Close reading helps you get notes relevant to problem/topics/title.
2. The summary must be about 1/10 of the entire or parent document.

### **Types of Summary**

1. Informative Abstract
2. Descriptive Abstract



3. Concluding Summary
4. Executive Summary

**Executive Summary:** This is normally targeted or prepared for high officials who are too busy to read everything in the office. It is also meant for a proposal. It is a reliable source of information condensed from the parent document..

**Concluding Summary:** Every write up has a conclusion and that conclusion is the concluding summary.

**Informative Abstract:** It is very much like the executive summary but used in producing units. The information is more technical.

**Descriptive Abstract:** It is just the informative summary plus a description of the method.

## **WRITING SKILLS**

Every writing has three parts namely;

1. introduction
2. body
3. conclusion

### **Introduction:**

1. State the purpose of your writing
2. Define your scope
3. Give the method of your research.
4. Tell how you organized your work.

### **Body:**

1. Try to give subsections or sub-headings e.g.
  - presentation of data.
  - Rules or theories to be used listed.
  - Analyses or discussion or evaluation of data

### **Conclusion:**

1. conclusion summary; that is, it is just the mirror image of the introduction. It also includes recommendation

**Front matter:** Refers to matters found at the beginning of a book.

Things to note:

1. cover or title page
2. name of author
3. date of writing
4. venue of writing
5. dedication
6. acknowledgement
7. forward or preface

8. table of contents

**Back matter:**

1. Bibliography -refers to the books used; that is primary or secondary
2. Notes and references
3. Glossary or foot notes
4. Index which includes subject and author
5. appendix

Bibliography: author name, book title, date, publishers

**Writing Process:**

1. Brainstorming
2. Selected relevant topics / methods
3. Read ( literature review )
4. Plan your work
5. Start your maiden draft

**Editing:**

1. Logical paragraph
2. Coherent paragraph
3. Standards

**6 C's test:**

1. Complete.
2. Correct
3. Concise
4. Concrete
5. Confident
6. Courteous

**Final editing:**

1. Split infinitives to read for.
2. Check over use pronouns
3. Check sentence fragments
4. Check dangling modifiers
5. Check comma splices
6. Check sentence run-ons
7. Check Jargons
8. Check Sexist language.

## **MEMORANDUM( MEMO )**

It is an inter-office communication usually very short with no addresses, salutations etc...

## Structure of a memorandum

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To:

From:

Subject:

Date:

It handles one topic at a time and also we don't sign but some offices do.

Uses:

1. for announcements
2. for invitations to meetings
3. to give instructions
4. to give a brief report
5. as a cover note

## **LETTERS**

Letters are in two groups; that is bad news and good news. Good new letters give pleasant ideas. E.g. admission, promotion, thank you, appointment, acceptance, congratulations etc... Examples of bad news: dismissal, withdrawal, query, claims, collection.

### **FORMAT OF A LETTER**

1. Heading( letter): sender's address with the name( optional ).
2. Date
3. Inside address: Is made up of the receiver's address with the name(mandatory).
4. Salutation
5. Summary title
6. Introduction
7. Body
8. Conclusion
9. Complementary closing

NB: for the salutation, you can either bring a comma, colon or nothing at all.

10. signature
11. Print the name

- 12. CC: carbon copy OR PC: photocopy
- 13. Encl: meaning enclosure
- 14. Initials RA

### Samples of Good news

1. **Application:** Introduction – a. reference to source  
b. express interest

Body: highlights and emphasis

Conclusion: express your eagerness to hear from them. Put in names of referees and their contact lines.

2. **Recommendation:** Letters covering the personality of someone.  
Introduction – self identification with name, status or address  
duration of acquaintance. Relationship between the boss and the candidate.  
Body – Confirm abilities, potentials, modest weaknesses  
Conclusion – express your willingness for help if they want to contact you.
3. Invitation: letters covering the program you want a person to attend  
Introduction - state the function immediately  
Body – tell why you need him or her and also make known the time, date, and exact venue.  
Conclusion – Give him or her incentives in your conclusion.
4. Agenda : refers to topics to be discussed or treated while a programme refers to the entire ceremony.

### **SAMPLES OF BAD NEWS LETTERS**

They are not pleasant to read or write. Example: claim letters; it contains buffers. A Buffer is a statement that prepares the mind for bad news.

Collection letters: Are letters that asks for money. Instead of using a buffer, persuasive or flattery statements for introduction and conclusion. In the body, they tell you the mode of payment and also the date of final payment.

Claim letters: You are claiming your rights. A buffer is used in the introduction and the body tells the problem you are actually address

## **CURRICULUM VITAE( CV )**

There are two types of cv's; narrative and tabulated. The narrative CV is like an essay and its not easy to pick out the points but its the one currently in use. The tabulated CV is very dry. A CV should contain your achievements, potentials, aspirations, present occupation. A CV is a self advertisement by showing what you have done, what you are capable of doing, what you are currently doing, etc...

### **TABULATED CV**

#### **format:**

#### **CURRICULUM VITAE**

#### **ASPIRATION / CAREER GOAL**

It should entail aims and objectives

#### **PERSONAL DETAILS:**

1. name
2. gender
3. date of birth
4. home town
5. nationality
6. address( postal address, and office address, email, facebook account, websites, etc... )

#### **optional**

1. language spoken
2. marital status
3. denomination or religious affiliation
4. titles

#### **EDUCATIONAL BACKGROUND:**

institution	duration	certificate earned	offices held
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*NB: name and hierarchy*

Jack n Jill	1993 -1996	B.E.C.E	
Mfantsipim	2007 – 2010	WASSCE	

#### **PROFESSIONAL BACKGROUND**

institution	duration	function/office/job description
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*NB: list all your professional occupations here*

## **NARRATIVE CV**

### **Format:**

CURRICULUM VITAE

Name

( Titles gotten )

Address

## **MINUTES**

Are a set of written details that cover the preceedings of a meeting

### Usefulness of minutes

1. for record keeping
2. for referencing
3. for settling law court suites

### KINDS OF MINUTES

1. Action minutes
2. Resolution minutes
3. Narrative or regular minutes

Action minutes: It normally contains duties assign to certain people and a time for them to report back.

Resolution minutes: Is a big decision to tage into consideration. It contains a list of resolutions.

Regular minutes: Is the most common and popular. It is detailed and laborate nad the language is always in a passive voice

### **FORMAT**

1. Heading: a. Name of group  
b. Emergency meeting ( kind of meeting )

c. Venue

d. Date and Time

2. Registration or members present or number on roll ( from chairman to CFM )
3. Absent members
4. In attendance( observers, officials )
5. opening:who / when / how
6. previous minutes: previous minutes were read and corrected
7. matters arising from previous meeting or old business
8. main agenda or new business
9. any other business or miscellaneous items( topics coming from the house to the chair )
10. correspondence: letters received to be read to the house for approval or refusal; that is, sample or the content of the letter and the reaction
11. conclusion: remarks given by chairman
12. closing

### **GENERAL THINGS TO NOTE AT A MEETING**

1. keep titles of members consistently
2. no nicknames
3. no flamboyant adjectives
4. do not recall insults
5. record reports or contents of letters in summary
6. record full voting, names of those who move and second motions
7. record all resolutions
8. sign an accepted set of minutes done by chairman and secretary.