



Group 7 and 9

PROFESSIONAL COMMUNICATION



Social Issues and Professional Practice





CONTENTS

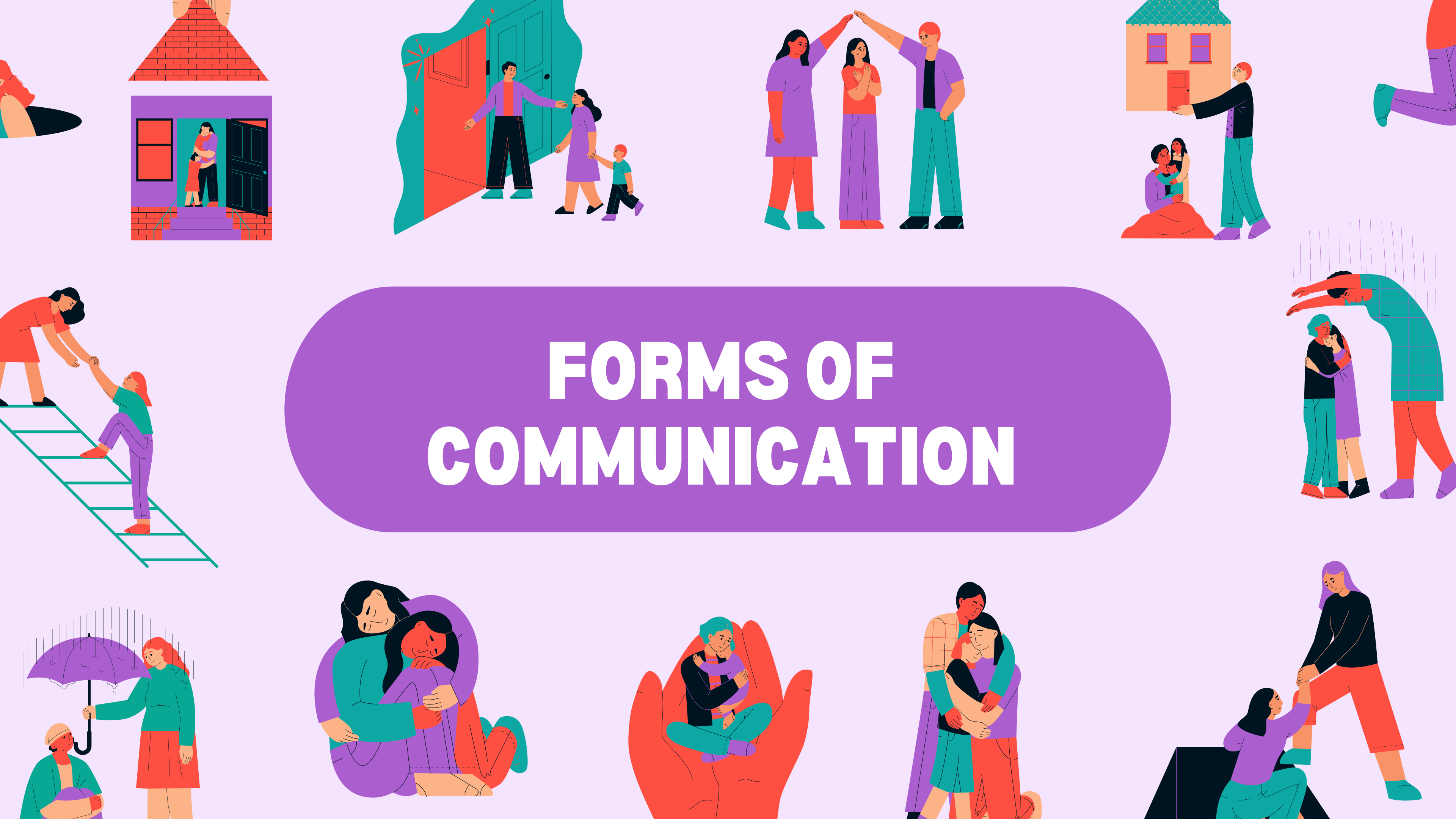
- **Forms of Communication**
- **Key Elements for Effective Communication**
- **Importance**
- **Strength and Weakness**



LEARNING OBJECTIVES

By the end of the lesson, everyone should be able to:

- Identify and explain the various forms of professional communication.
- Highlight the key elements that contribute to effective communication in the workplace.
- Emphasize the importance of professional communication in encouraging collaboration and productivity.
- Analyze the strengths and weaknesses of each communication form to guide appropriate usage.



FORMS OF COMMUNICATION

INTRODUCTION

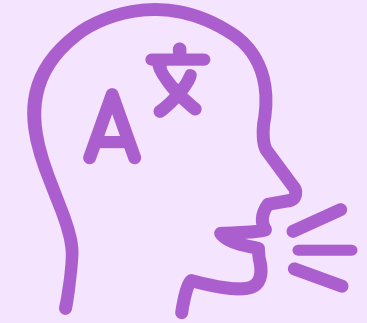
Forms of Communication Professional communication takes place through various forms, each with its own context, purpose, and method of delivery. The main forms include verbal, non-verbal, written, and visual communication.



Forms of Communication



**Verbal
Communication**



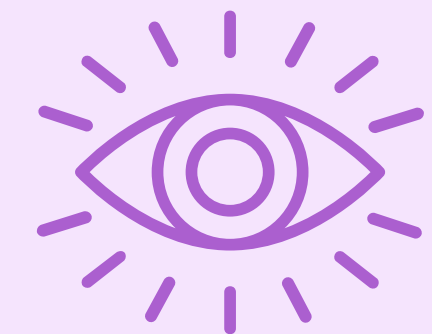
**Non-Verbal
Communication**



**Written
Communication**



**Visual
Communication**





FORMS OF COMMUNICATION



Verbal

Verbal communication involves the use of spoken words and is common in meetings, phone calls, interviews, and presentations. It allows immediate feedback and is ideal for dynamic conversations.

Non-Verbal

Non-verbal communication includes body language, facial expressions, gestures, posture, and eye contact. It supports or contradicts verbal messages and can convey emotions or attitudes.

Written

Written communication covers emails, reports, memos, letters, and other documents. It is essential for record-keeping and conveying detailed information in a clear and organized way.

Visual

Visual communication uses visual elements such as charts, graphs, infographics, and videos to support or convey information effectively. It enhances understanding, especially of complex data.



KEY ELEMENTS FOR EFFECTIVE COMMUNICATION

THE KEY ELEMENTS

When communicating in a professional setting, especially with stakeholders involved in a project, it's essential to ensure the message is clear, respectful, and goal-oriented.





KEY ELEMENTS OF EFFECTIVE COMMUNICATION

Clarity and Conciseness

Stakeholders often have limited time. Messages should be straightforward, free from jargon or ambiguity.

Active Listening

Communication isn't just about speaking—it's about understanding others. Listening shows respect and helps avoid misunderstandings.

Appropriate Tone and Language

The tone should match the context and the relationship with the stakeholder. Formal for external stakeholders; a bit more relaxed for internal teams.

Proper Medium Selection

Choosing the right communication method (email, call, meeting, etc.) impacts how well the message is received.



KEY ELEMENTS OF EFFECTIVE COMMUNICATION



Feedback and Follow-up

Feedback ensures the message was understood as intended and allows continuous improvement in communication.

Nonverbal Communication

Body language, facial expressions, and gestures can reinforce or contradict verbal messages.

Cultural Awareness

Projects often involve stakeholders from diverse backgrounds. Being sensitive to cultural norms avoids offense and builds trust.



IMPORTANCE

IMPORTANCE

communication is a key skill in the workplace. It helps individuals share information clearly, understand each other, and work better as a team. Whether it's through speaking, writing, or using digital tools, good communication leads to better results and a more positive work environment



IMPORTANCE OF COMMUNICATION

Builds good relationship

Effective communication fosters trust, respect, and collaboration among colleagues, clients, and stakeholders. When people feel heard and understood, they are more likely to engage positively and contribute to a healthy work environment.

Enhances teamwork and collaboration

In any professional setting, teamwork is essential. Clear communication ensures that team members understand their roles, responsibilities, and goals. It reduces the chances of conflicts and promotes a sense of unity and cooperation.

Minimises misunderstandings and Errors

Poor communication can lead to mistakes, missed deadlines, and project failures. By ensuring clarity and accuracy in both verbal and written communication, professionals can avoid costly errors and confusion.



IMPORTANCE OF COMMUNICATION

Improves productivity and Efficiency

When communication is streamlined, tasks are completed faster and more efficiently. Employees spend less time clarifying instructions and more time working towards objectives. This leads to better time management and higher output.

Essential for leadership and Management

Good leaders are also effective communicators. They use communication to motivate, direct, and guide their teams. It's through communication that leaders share their vision, set expectations, and provide feedback to drive performance.

Facilitates Decision Making

Clear communication provides all necessary information for informed decision-making. It ensures that everyone involved understands the situation, the options, and the possible outcomes, leading to better and quicker decisions.



IMPORTANCE OF COMMUNICATION

Conclusion

Communication is essential in every aspect of life because it enables understanding, builds trust, and strengthens relationships. Whether in personal interactions, professional settings, or larger societal contexts, effective communication ensures that ideas are clearly shared, problems are resolved efficiently, and collaboration can thrive. Ultimately, strong communication is the foundation for connection, progress, and success.





STRENGTH AND WEAKNESS OF EACH FORMS

STRENGTH OF EACH FORMS

When assessing communication methods in project stakeholder engagement, strengths refer to the advantages that enhance clarity, trust, and efficiency,

- **Verbal (Face-to-Face, Calls)**
- **Written (Emails, Reports)**
- **Non-Verbal (Body Language)**
- **Visual (Charts, Infographics)**





STRENGTH OF EACH FORMS



Verbal

- **Immediate** feedback and clarification, reducing misunderstandings
- **Builds** rapport and trust through tone and non-verbal cues.
- **Good for complex** or sensitive issues

Written

- **Creates a permanent,** referenceable record of decisions and action items.
- **Allows precise wording** and thoughtful organization of details.
- **Scalable** to large stakeholder groups.

Non-Verbal

- **Conveys** sincerity, engagement, and unspoken concerns in face-to-face settings.
- **Reinforces** or contradicts verbal messages, giving extra context.

Visual

- **Simplifies complex data,** making trends and comparisons immediately clear.
- **Engages visual** learners and enhances retention of key points.

WEAKNESS OF EACH FORMS

while weaknesses denote the limitations that can impede understanding or slow decision-making.

Verbal (Face-to-Face, Calls)

Written (Emails, Reports)

Non-Verbal (Body Language)

Visual (Charts, Infographics)



WEAKNESS OF EACH FORMS

Verbal

- **Difficult** to document unless summarized afterward.
- **Scheduling challenges**, especially across time zones.
- **Can be dominated** by strong personalities.

Written

- **Lacks** vocal tone and body language, so intent can be misread.
- **Over-long** messages risk being ignored.
- **Slow for urgent** clarifications.

Non-Verbal

- **Easily misinterpreted** across cultures or personalities.
- **Invisible in remote** or written communication

Visual

- May **omit necessary nuance** or detail.
- Requires design time and skills; **risk of misleading** graphics if poorly constructed.



quiz

True or False

- 1. Visual communication can support or enhance verbal and written information.**
- 2. Non-verbal communication cannot affect the interpretation of a spoken message.**
- 3. One of the weaknesses of visual communication is that it may oversimplify complex ideas.**
- 4. Effective communication does not require empathy and respect.**
- 5. Written communication is useful for situations where a message needs to be reviewed multiple times.**