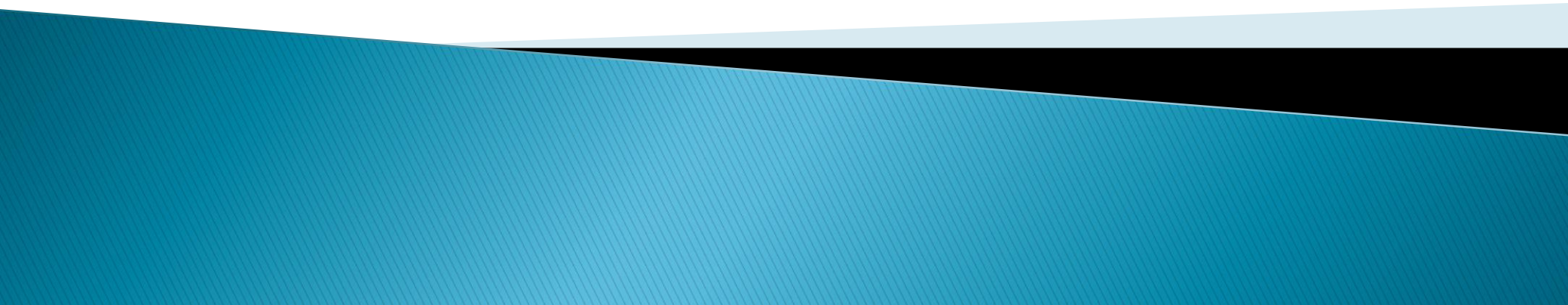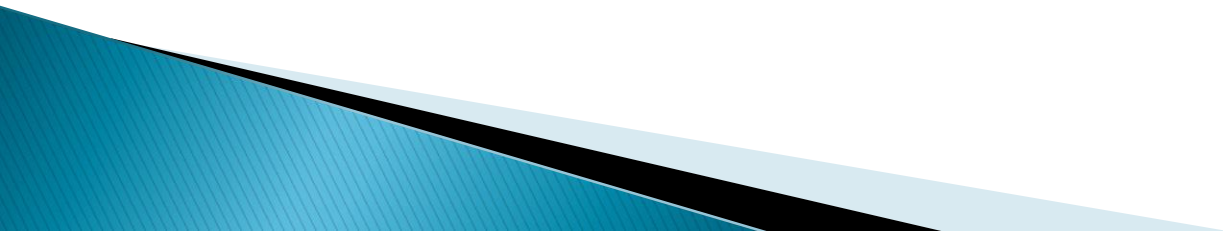# Introduction to Communication

Chapter 1

Communication Is...
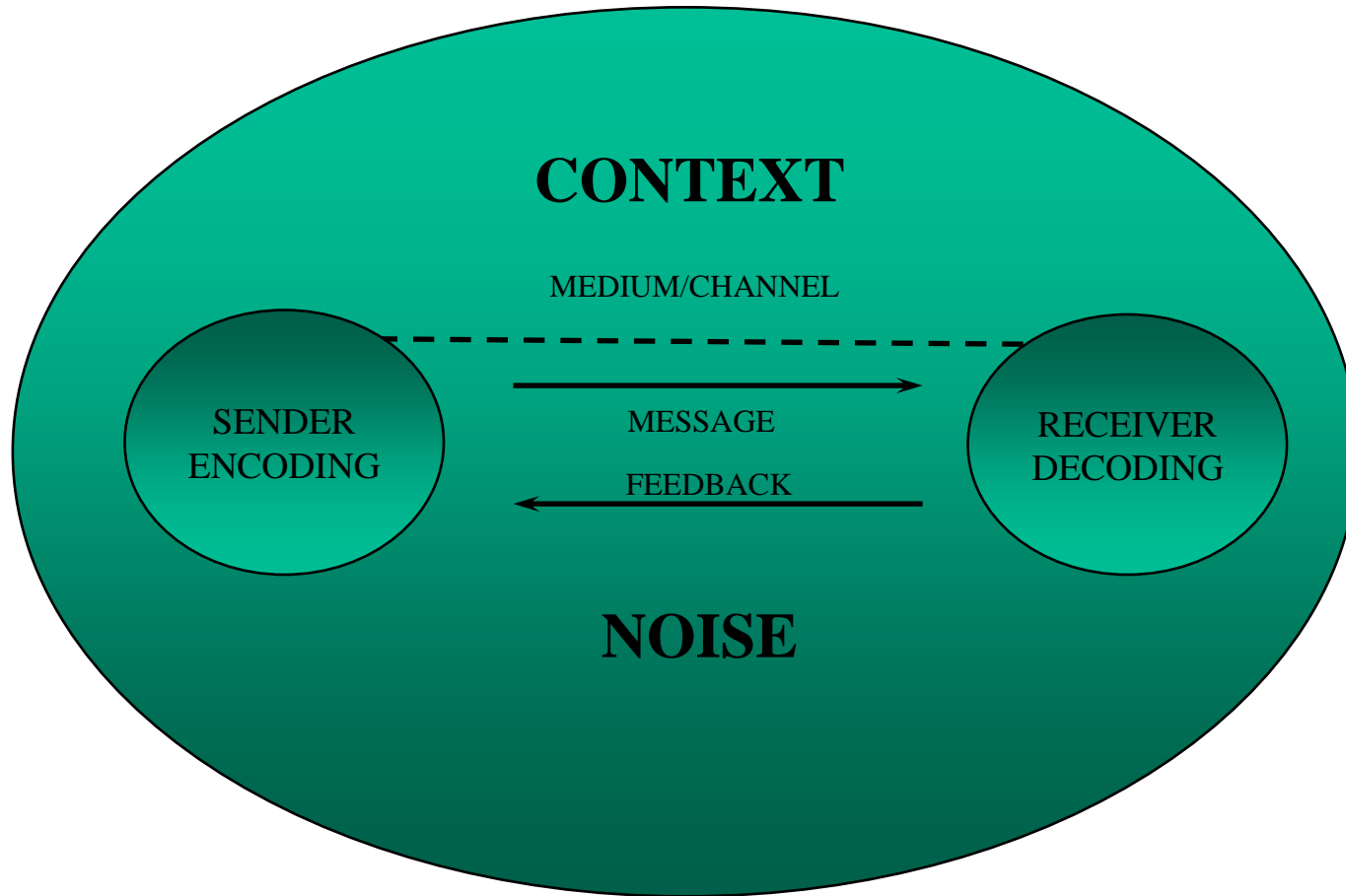
- The process by which ideas, information, opinions, attitudes and feelings are conveyed from one person or group to another

Communication May Be…

- Deliberate, carefully planned and thought out
  - A written report, for example
- Casual, spontaneous
  - Ordinary conversation, for example
- Unintentional, unconscious
  - Some non-verbal communication: body language, for example
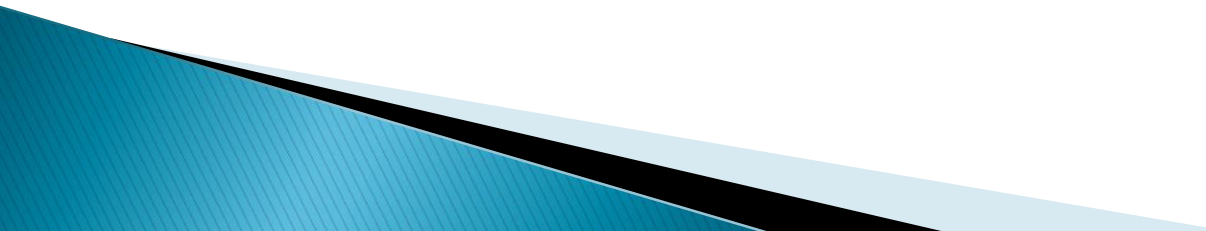
Communication Process

Encoding the Message

▸ Before information can be transmitted it has to be *encoded,* that is, represented as a set of symbols that make sense to the receiver

The Codes We Use Include...

- Spoken languages
- Written languages
- Non-verbal communication or body language
- Visuals such as photographs and diagrams

Medium

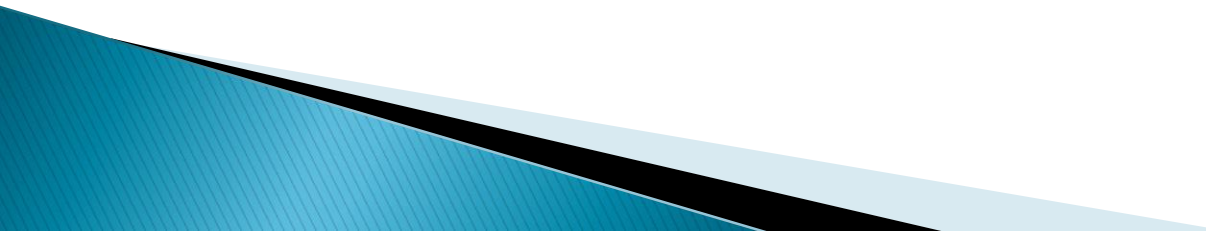- **Written** | - Letter, report, company magazine

- **Oral** | - Meeting, interview, presentation

- **Visual** | - Charts, maps, diagrams

- **Electronic** | - E-mail, Internet, telephone

- **Mass** | - Television, radio, newspapers

Decoding the Message
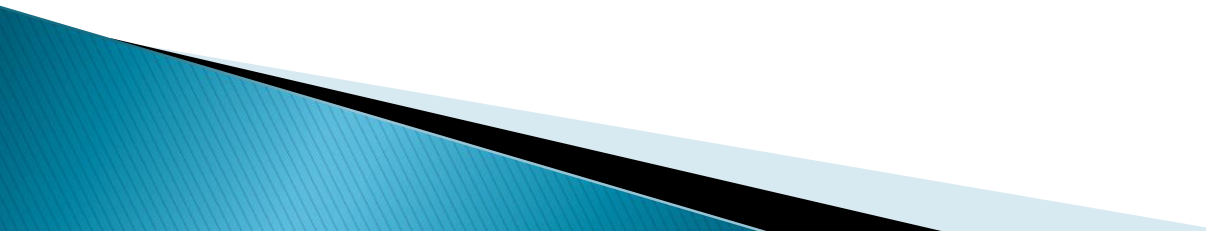
- Decoding means hearing or reading the message **and** making sense of it
- Key skills are listening, reading and note taking

Feedback

- Feedback is the response given by the receiver
- It gives vital information to the communicator
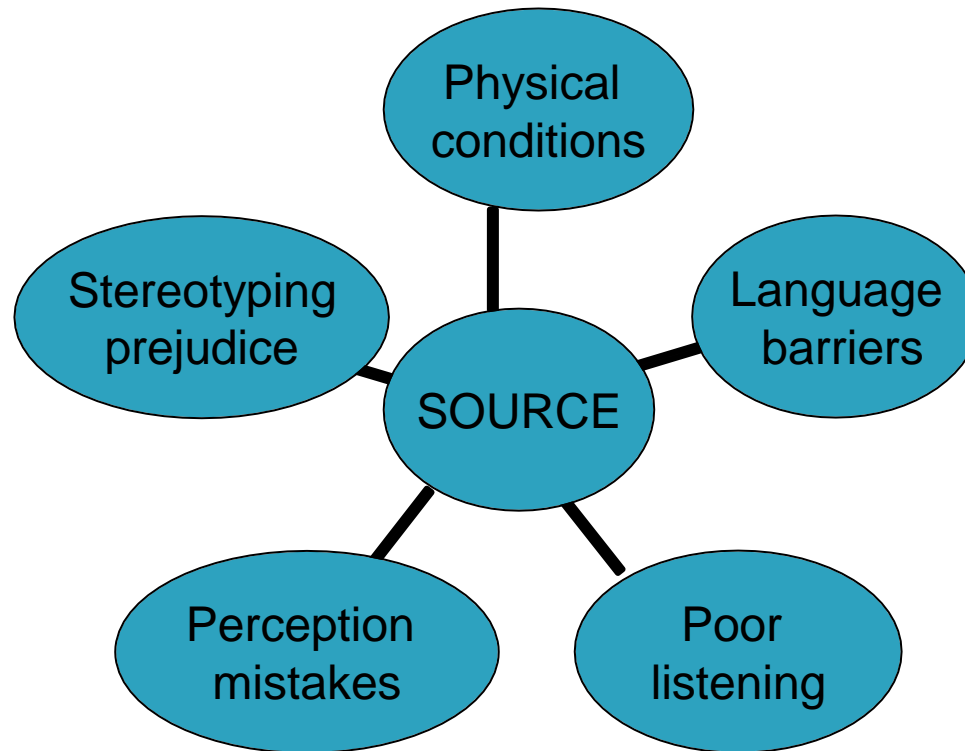- It can be positive or negative
- It can be non-verbal as well as verbal

Context

- Contextual factors such as *time* and *place* can have a significant influence on communication – Why?
- Can you think of examples?

Noise

- 'Noise' is anything that interferes with the message

Communication Barriers

Physical Barriers
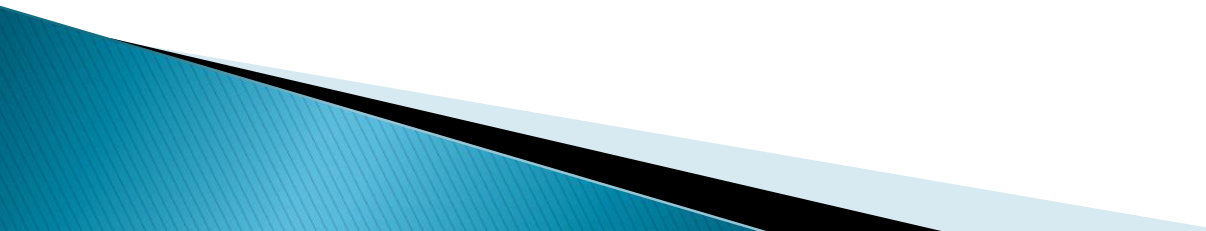
- Disabilities such as poor hearing or vision
- Physiological states such as tiredness, stress or illness
- Environment problems such as a noisy workplace

Language Barriers

- *Jargon* – technical language in the wrong place/'show off' language
- *Dialect* – a version of a language used only in a local region
- *Slang* – casual expressions that shouldn't be used in formal communication

Non-verbal barriers

- Sending out the wrong non-verbal signs, perhaps through nervousness
- Misinterpreting the non-verbal language of another culture

Perception Barriers

- Perception is how we see and make sense of the world around us
- Mistakes can arise if we assume that other people perceive things exactly as we do

Attitudinal Barriers

Stereotyping
- We stereotype people when we assume they will behave in a certain way simply because of their appearance, role or membership of a particular social group.

Prejudice
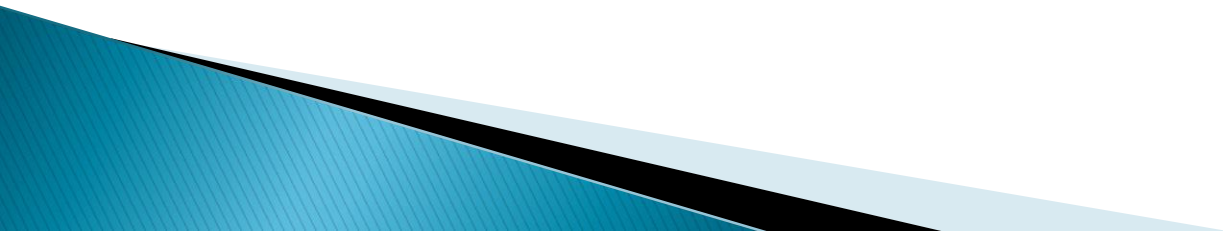- Prejudice is an attitude of hostility towards another person or group based on false generalizations.

Attribution
- This is when we make assumptions about other people based on flimsy evidence such as hearsay or gossip.

Communication Ethics

- Ethical communication is crucially important in building relationships of integrity and trust with other people

Key Ethical Principles

Truth and accuracy	• Give information that is factually correct and represents the true state of affairs. Don't lie or deceive.
Respect	• Treat others with dignity and respect. Don't use communication to ridicule or demean.
Fair persuasion	• Use reasonable arguments and objective evidence to persuade others. Don't resort to bullying or flattery.

Key Ethical Principles

Open dialogue	• Be open to the ideas of others and respect democratic norms in discussion.
Empathy and care	• See the 'whole person' . Listen and speak with understanding, sympathy and compassion.
Confidentiality	• Ensure that confidential information is not divulged.

Principles of Effective Communication

- Consider the receiver
- Think out your objectives and plan the message
- Select the right medium
- Use simple, clear language
- Use an appropriate tone

Principles of Effective Communication

- Give information at the right time and place
- Remove all 'noise'
- As receiver, attend carefully to the message
- Be open to information
- Respond in the right way