**Explain Communication Concepts and Strategies.**

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The Professional Communication Skills for ICT Unit explains both the concepts and strategies for communication in detail. It shows what they are, why they are used and how to use them.

Concepts include but are not limited to:

* Senders & Receivers
* The Message that’s being sent
* Channels being used
* Interference
* Miscommunication
* Environment

Channels used can include Formal, Informal, and Back channels. Formal is also split into Downward, Upward, Horizontal and Diagonal. This is talking about in the positions/levels in which people communicate, for example talking to an employee would be “Downward” and “Horizontal” would be a peer or same level.

Strategies were explained with the use of “HURIER”. Using HURIER helps to create an environment where the people involved can communicate in a progressive and healthier way.

This acronym represents:

* Hear - Listening and attentiveness.
* Understand - Don’t Interrupt and try to clarify and use paraphrasing when responding.
* Recall - Sort and remember information.
* Interpret - Work out what the main points are.
* Evaluate - break down the information to organise facts, inferences, and judgements.
* Respond – Give a reply with feedback, this also acknowledges you listened well.

Using both these Communication “Concepts” and “Strategies” will help improve communication across the board both in the workplace and even everyday life.