Study Notes

# Communication Concepts & Strategies

Communication is the process of sharing information and meaning. It involves the sending of a message (using many different modes – verbal, non-verbal, written, images) from a source (the sender). The message is then received by the receiver and interpreted by them.

They can then give feedback (a response) which can also be verbal, non-verbal, written, image etc.

Image from lecture shows the concept of communication:Diagram

Description automatically generated

Message can sometimes be misinterpreted when things like cliches, jargon, slang, doublespeak and euphemisms are used.

The Communication Channel is important – channels include letter, phone, email, face-to-face, video conference among many others. Different channels should be used depending on the message.

Its important to understand your audience. Technical talk should be used in situations where the audience will understand the technical talk, and should be reframed to be more user friendly for other audiences.

Everyone has bias, consider you bias before communicating.

Feedback is important to ensure the communication was received and understood correctly.

Environment needs to be considered dependant on the communication type as well.