

Definition

Communication is the process of transferring information and meaning between *senders* and *receivers*, using one or more media and communication channels.

The essence of communication is sharing—

- providing data, information, insights, and inspiration in an exchange that benefits both you and the people with whom you are communicating.

Communication

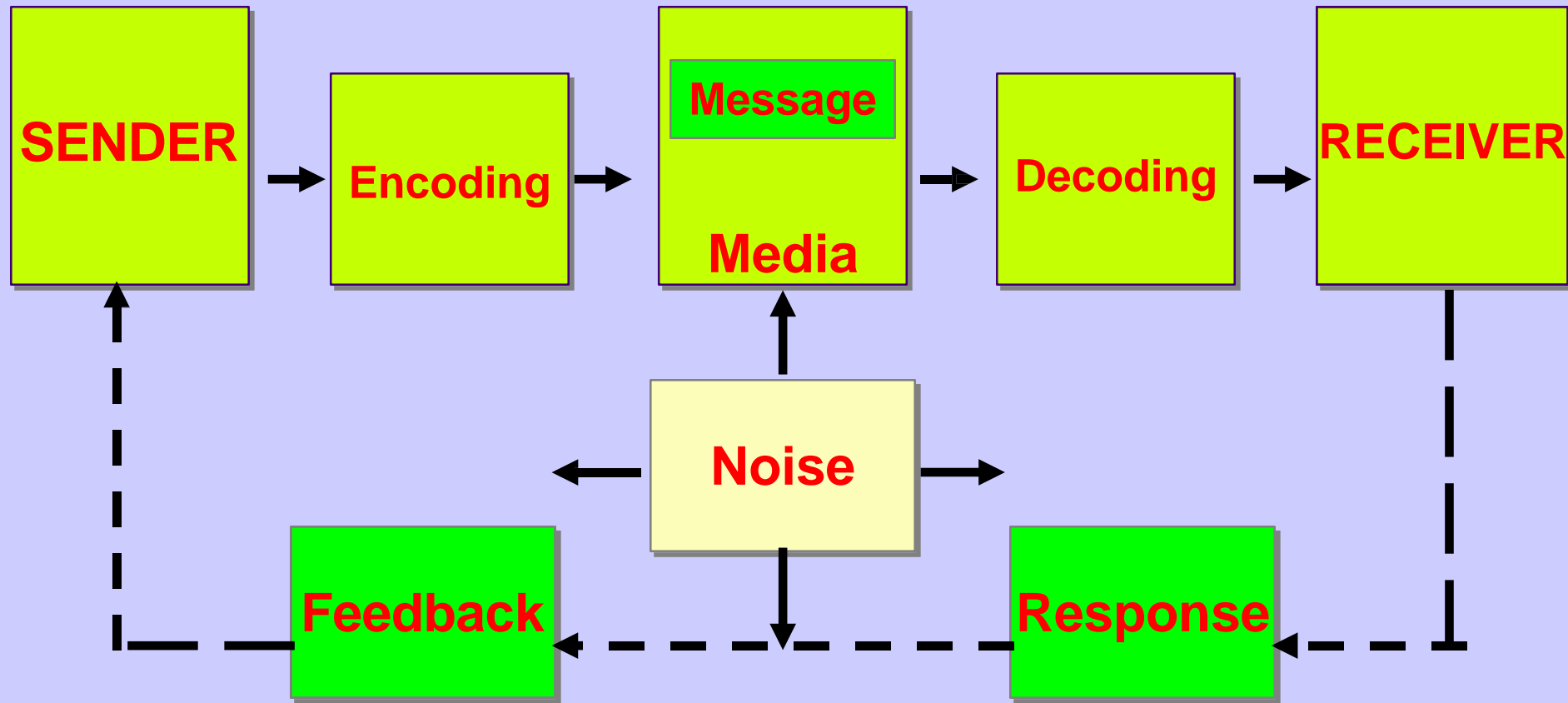
- It is the transmission of understanding and information from one individual to another through words, symbols, letters or actions.
- Communication is the chain of understanding that integrates the members of an organization from top to bottom, bottom to top and laterally.

- Megginson

- It is the interchange of thought or information to bring about mutual understanding and confidence or good human relations.

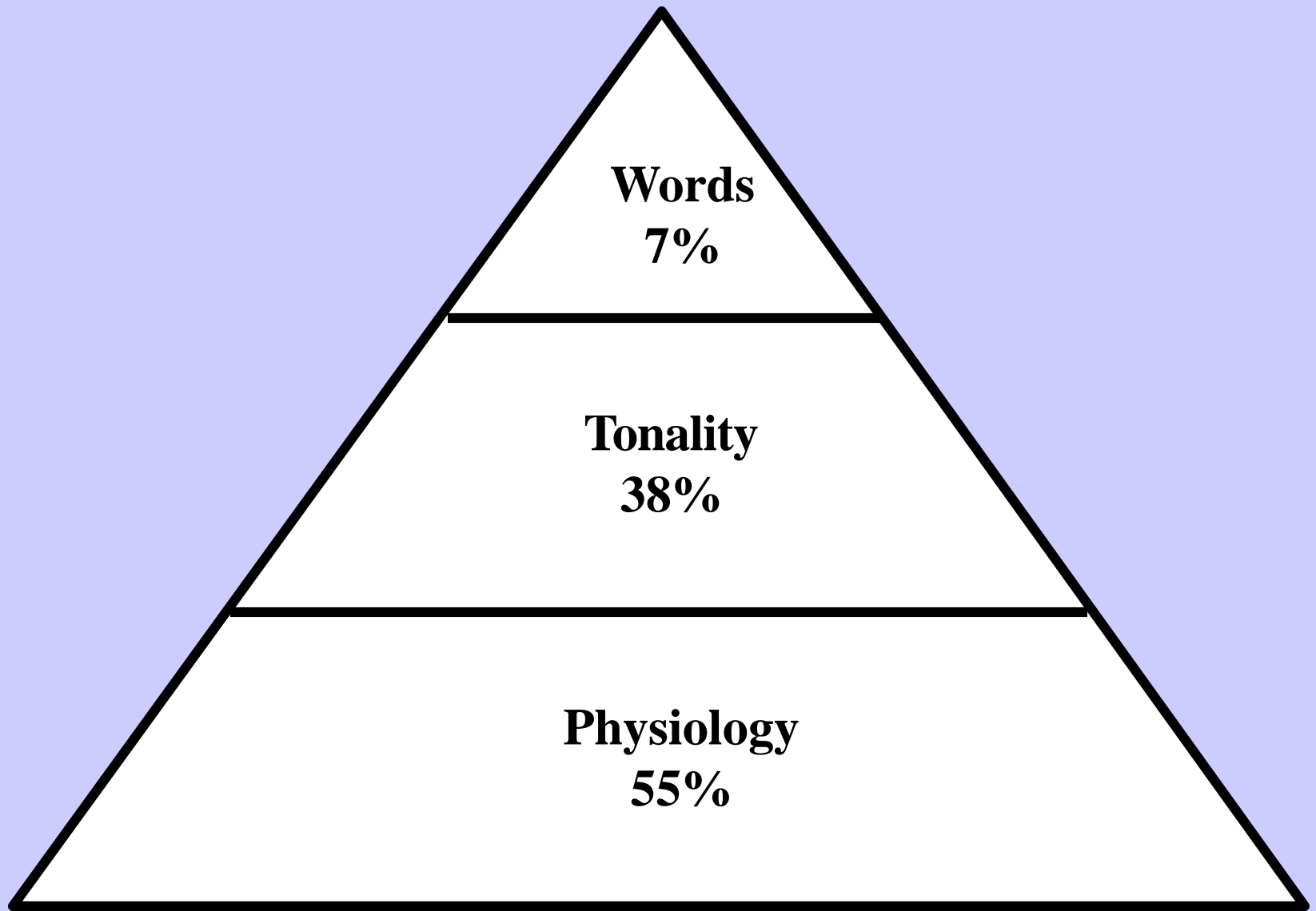
-American Society of Training and Development

Elements in the Communication Process of Communication



Role of Communication

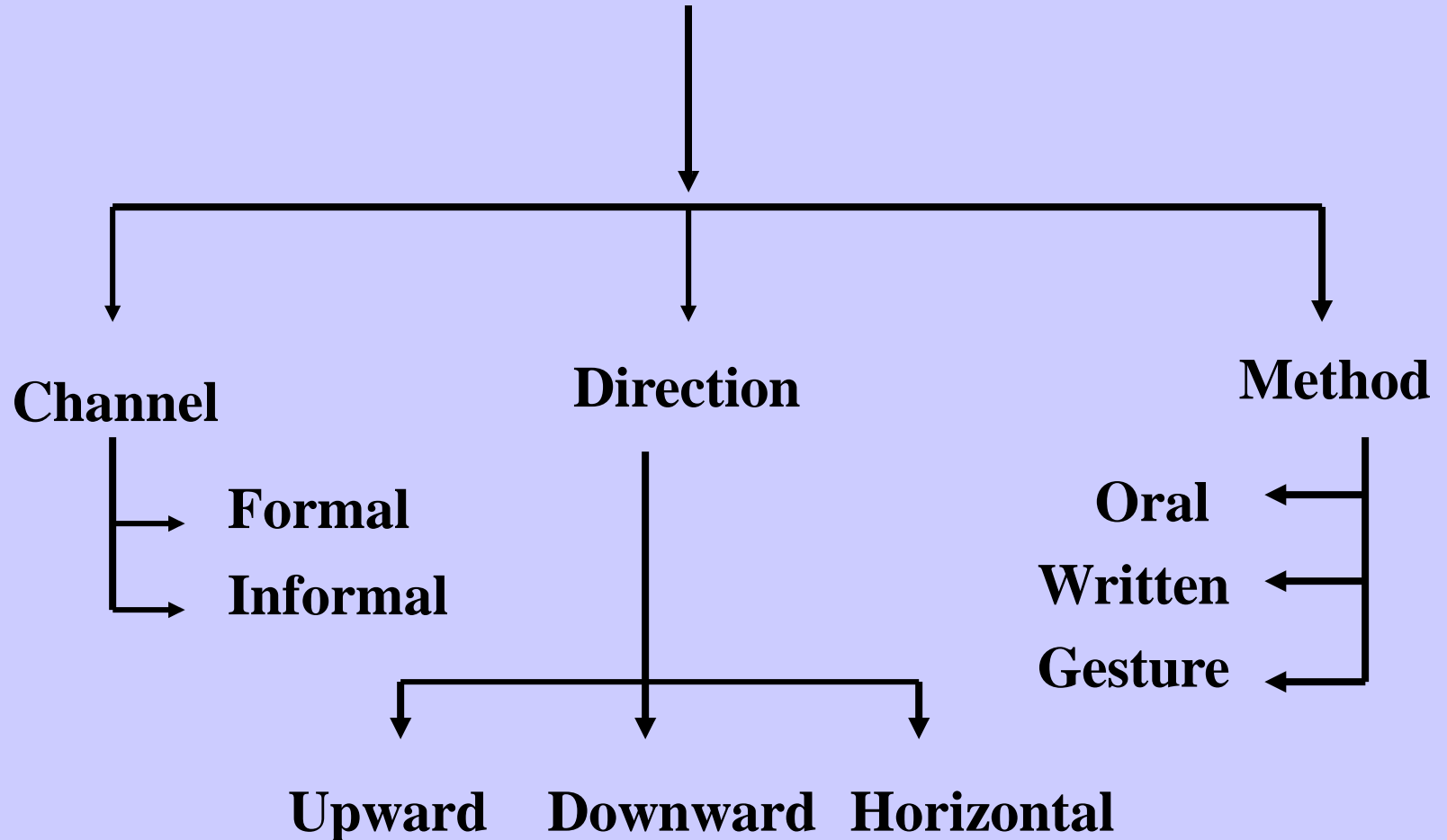
- **Helps the management in making the employees understanding the objectives, plans and policies.**
- **Helps in HR to develop understanding between supervisors and subordinates.**
- **Facilitates decision making and unity of direction to various activities.**
- **Helps in achieving participation by workers,**
- **Facilitates change in behaviour of employees.**



Characteristics of Good Communication System

- 1. Two way channel**
- 2. Clarity of message**
- 3. Credibility of message**
- 4. Speed of transmission**
- 5. Mutual understanding**
- 6. Flexibility**
- 7. Reliance of feedback**

Levels/Types of Communication



Why Communication is important?

- ✓ Single most important step you can take in your career
- ✓ You will have to “sell yourself” into each new contract, communicate successfully in a wide range of work situations, and take full responsibility for your career growth and success.
- ✓ View this as an opportunity to stand out from your competition in the job market.

COMMUNICATION IS IMPORTANT TO YOUR COMPANY

- A stronger sense of trust between individuals and organizations
- Closer ties with important communities in the marketplace
- Opportunities to influence conversations, perceptions, and trends
- Increased productivity and faster problem solving
- Better financial results and higher return for investors

7 C's of Effective Communication



Candidness

Our view of matter should be honest & Sincere

We should speak and listen without prejudice or bias.

Our guiding principle should be fairness to self and to others involved in the situation.

E.g: Frankly speaking, In my honest opinion.

Clarity

We should know what we want to say and why

It is a clear mind that can talk clearly and effectively

We should use accurate and familiar words.

Completeness

It requires that we communicate what ever is necessary, provide answers to all possible questions which could be raised .

The presentations should be planned and structured.

Conciseness

We should be brief and be able to say what ever we have to say in minimum words.

We should avoid being repetitive.

Concreteness

Concreteness means being specific, definite in describing events and things.

Avoid using vague words.

Correctness

Grammatical errors should be avoided.

Courtesy

Give consideration for others

We should not use words that are insulting or hurtful to the listeners

One should say things with force and assertiveness without being rude.

Barriers to Effective Communication



1. SEMANTICS

- ✓ **Definition of words**

- ✓ **Choice of words**

2. POOR CHOICE, USE OF CHANNELS

- **When to use certain channel**

- ✓ **Oral alone:**

- Simple reprimand
- Settle simple dispute

- ✓ **Written alone:**

- Don't need immediate feedback
- Need record

3. PHYSICAL DISTRACTIONS

**4. NOISE, PHYSICAL,
PSYCHOLOGICAL**

5. STATUS DIFFERENCE

6. EFFECTS OF EMOTIONS

7. PERCEPTIONS

✓ **Stereotypes**

✓ **Halo effects**

✓ **Selective perception**

- See and hear what we expect
- Ignore if conflicts with “what we know.”

✓ **Projection**

**8. FILTERING, SCREENING
NEGATIVE INFORMATION**

9. EVALUATING THE SOURCE

**10. ABSENCE OF FEEDBACK,
POOR FEEDBACK**

11. INFORMATION, DATA OVERLOAD

12. POOR LISTENING

✓LISTEN TO RESPOND

✓LISTEN TO UNDERSTAND

13. Language Barriers

- Knowledge of the home country's language is important for personnel placed in a foreign assignment
- Poor writing is a greater barrier than poor talking
- Problems occur frequently when translating a message from one language to another

14. Cultural Barriers

- Approaches to writing letters differ both across and within cultures
- Americans communicate more bluntly than the English and Japanese

Barriers to effective communication

- **Generalisation,**
- **Deletion,**
- **Distortion,**
- **Filtering,**
- **Distance,**
- **Selective perception,**
- **Semantics,**
- **Lack of trust,**
- **Inaccessibility,**
- **Lack of clear responsibility,**
- **Personal incompatibility,**
- **Refusal to listen,**
- **Failure to use proper media,**
- **Communication gap,**
- **Lack of Direction,**
- **Over loading**

Steps to overcome Barriers of Communication

- **Clarity of information,**
- **Prompt information,**
- **Consistent,**
- **Creation of proper information,**
- **Effective listening,**
- **Open mind**
- **Feedback,**
- **Efficient channels.**

TO OVERCOME BARRIERS:

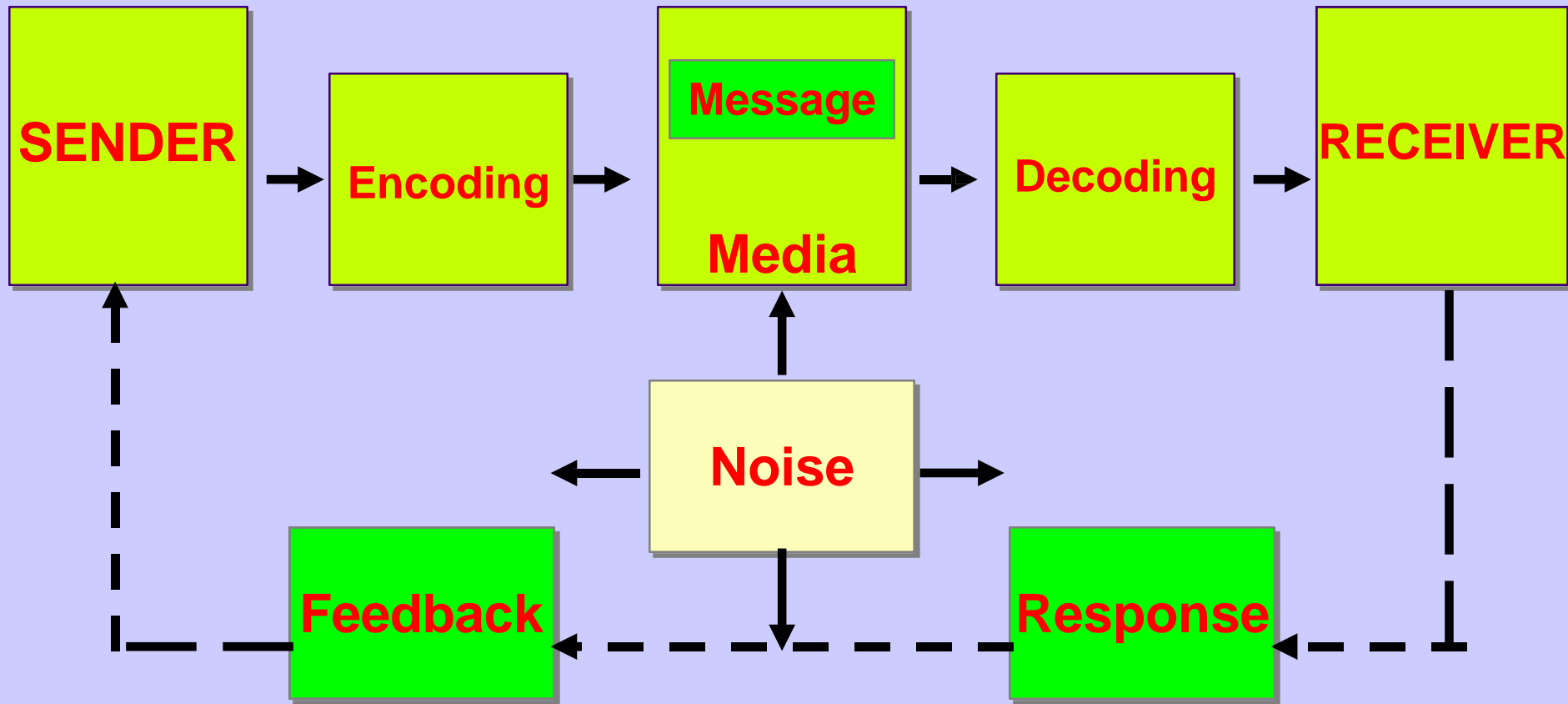
- ➔ Learn to use feedback well.**
- ➔ Be sensitive to receiver's point of view.**
- ➔ Listen to UNDERSTAND!**
- ➔ Use direct, simple language, or at least use language appropriate to the receiver.**
- ➔ Use proper channel(s). Learn to use channels well.**
- ➔ Learn to use supportive communication, not defensive communication.**

Models of Communication



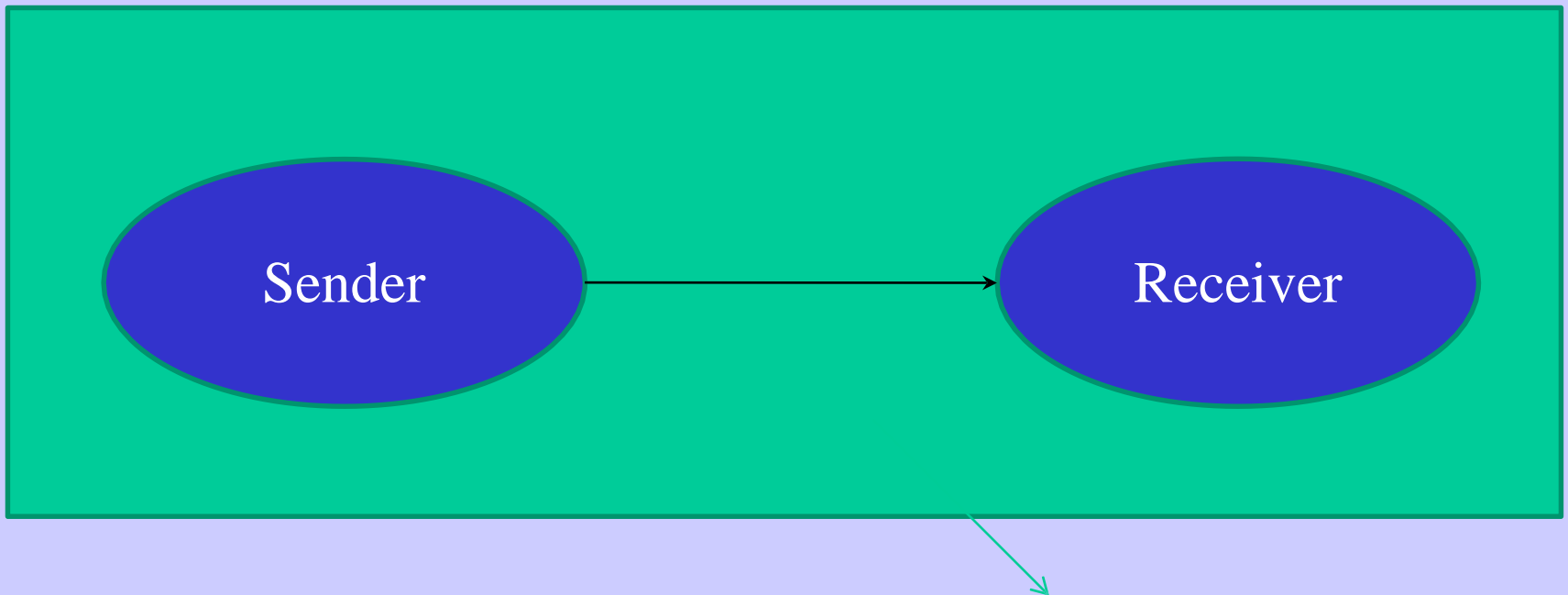
1. The General Model

Shannon-Weaver Model



The Linear Models-One way Communication Process

2. S-R Model

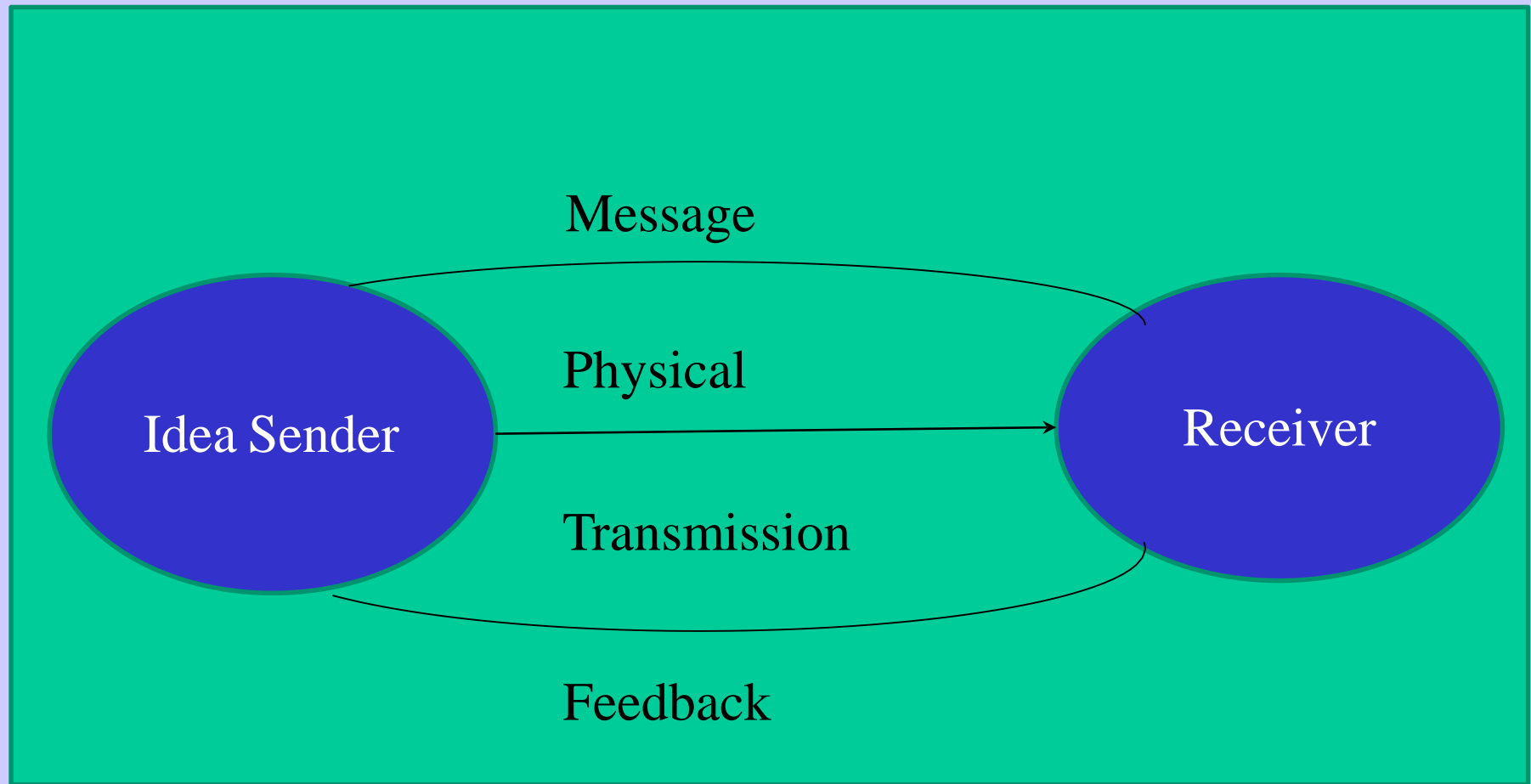


The Non-Linear Models-Two way communication process

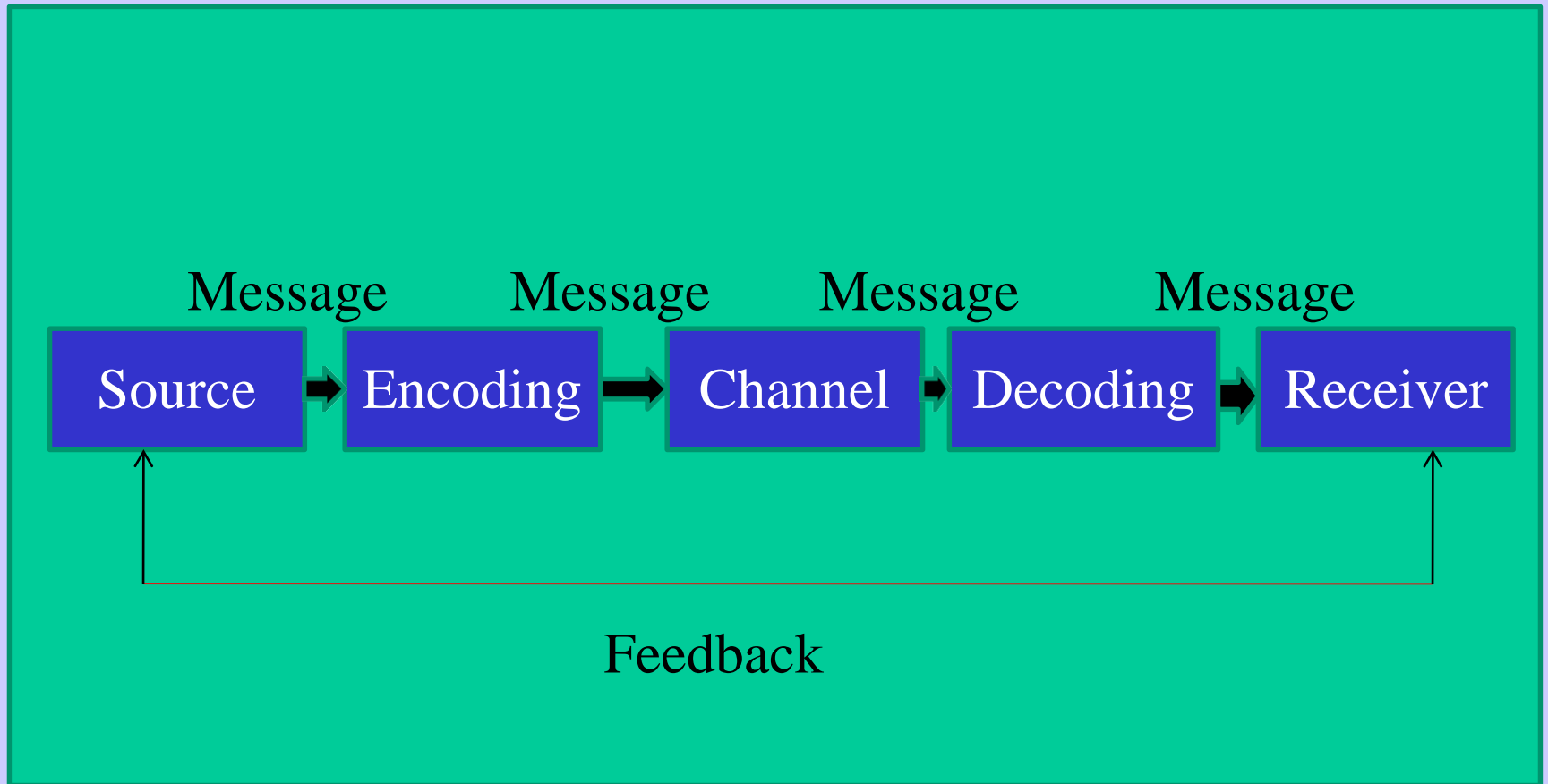
3. Murphy Model

- a. Context
- b. Sender- Encoder
- c. Message
- d. Medium
- e. Receiver- Decoder
- f. Feedback

4. Thill and Bovee Model



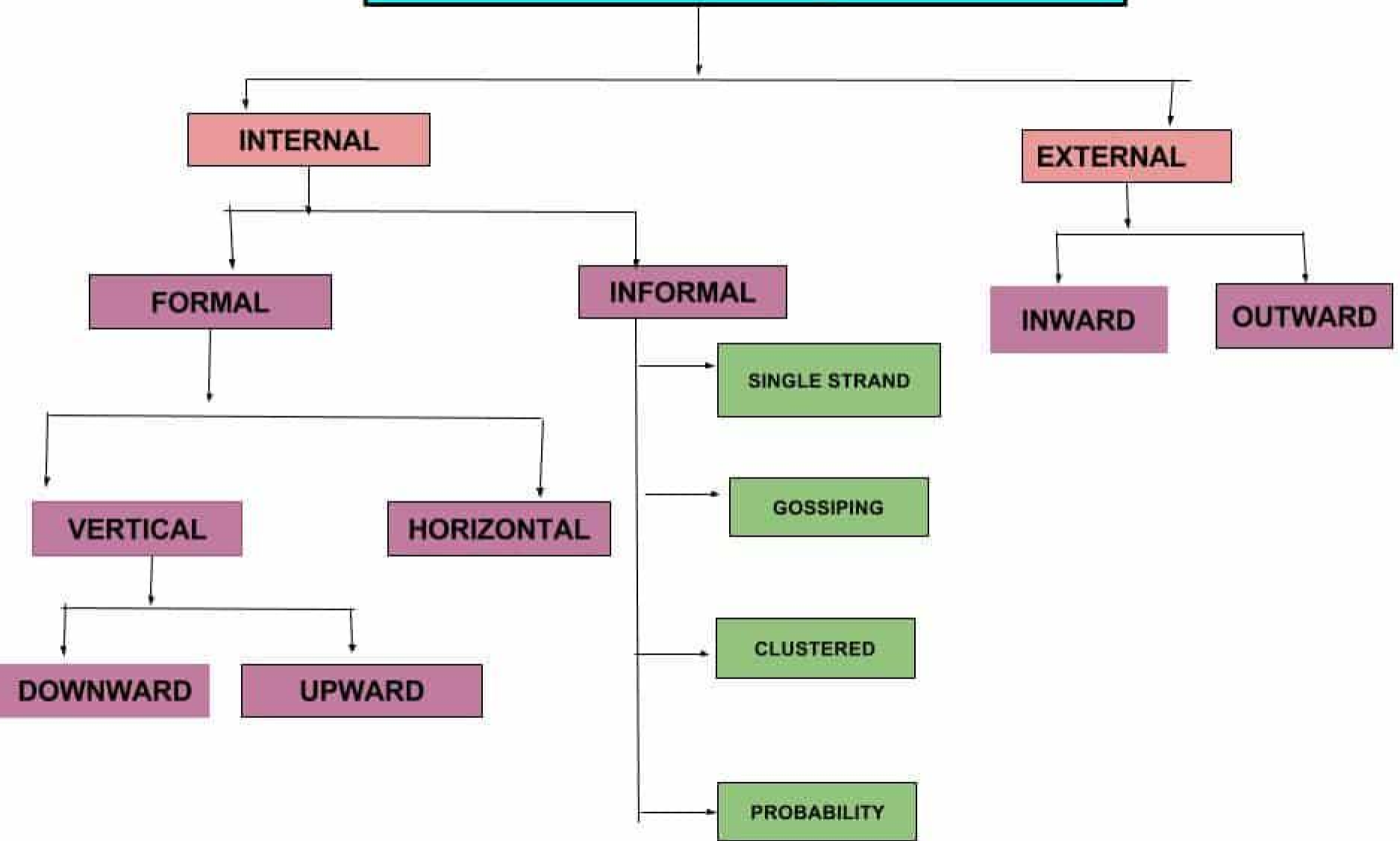
5. Berol's model



Communication Structure

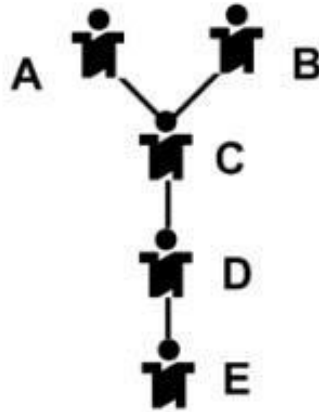
- A communication structure is a pattern that is implemented in the organization to maintain the flow of information. It regulates the flow of information within an organization.
- Communication structure is also called a communication network or communication channel.

Communication In Organisation

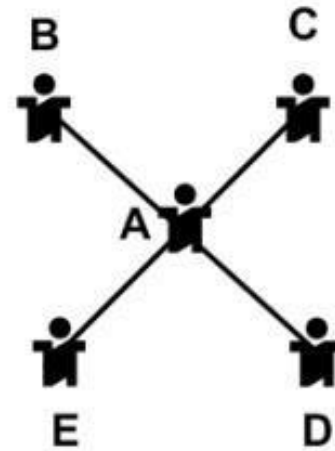




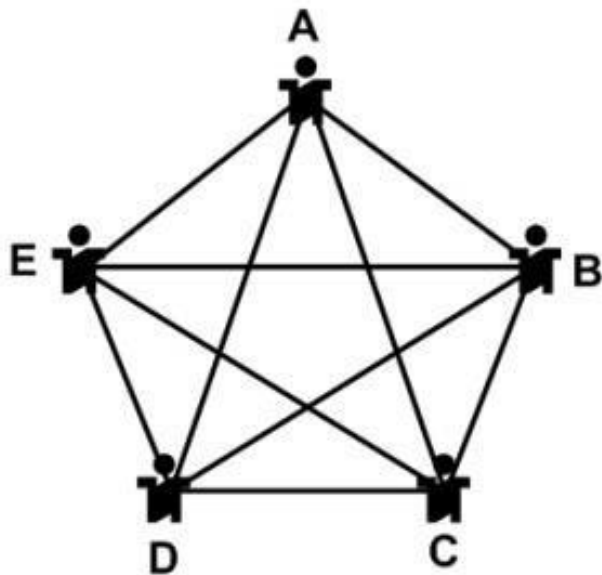
Chain or line



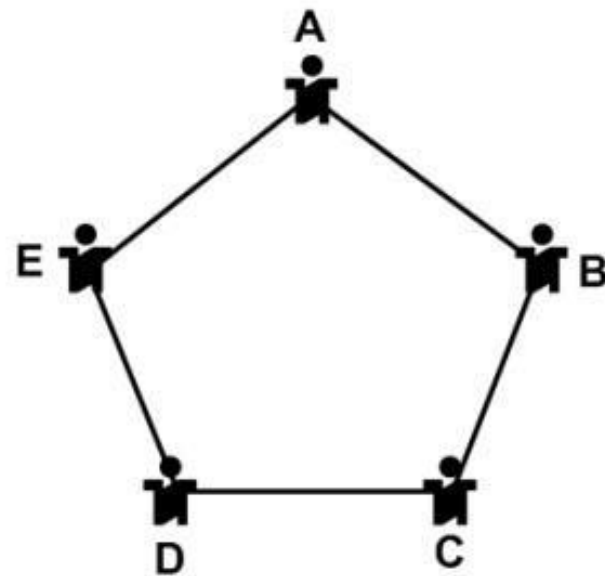
Y



Wheel



All-channel or open



Circle

Chain Structure

- In the chain communication structure, there is a vertical upward and downward form of communication. This structure has everything an organizational chain of command has.
- In this chain structure, a person can only communicate with his immediate superior and subordinate. Information flows in chain form. If the top manager wants to communicate with lower-level employees, the information should go first from the top manager to the middle manager.

Y Structure

In this structure, all information is controlled by the two main people at the top level, for example – Manager A and Manager B. As such, the shape of this communication network becomes like the letter Y.

Only limited information is disseminated by the top managers through a single chain of command. This structure is more popular in functional organizations.

Wheel Structure

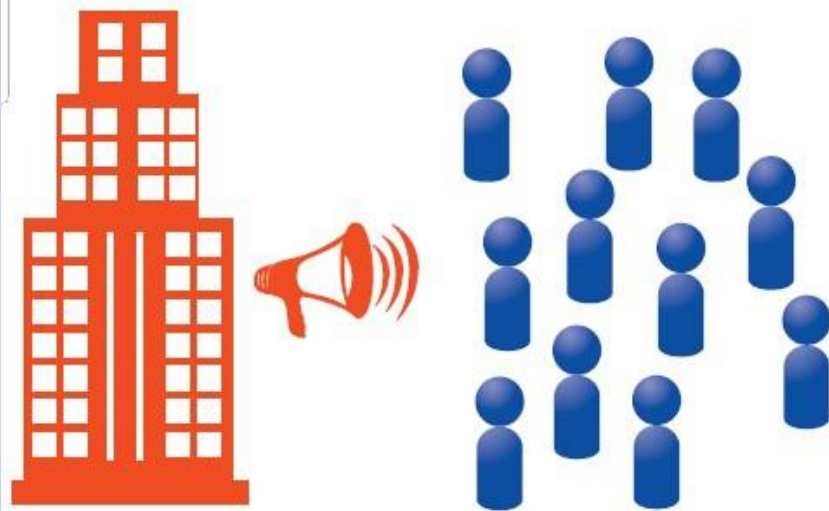
In this wheel structure, employees have no right to communicate with each other to exchange official information. They should communicate one by one with the manager to get and share the information. This structure is faster and suitable for routine tasks but is the most authoritarian structure too.

Circle Structure

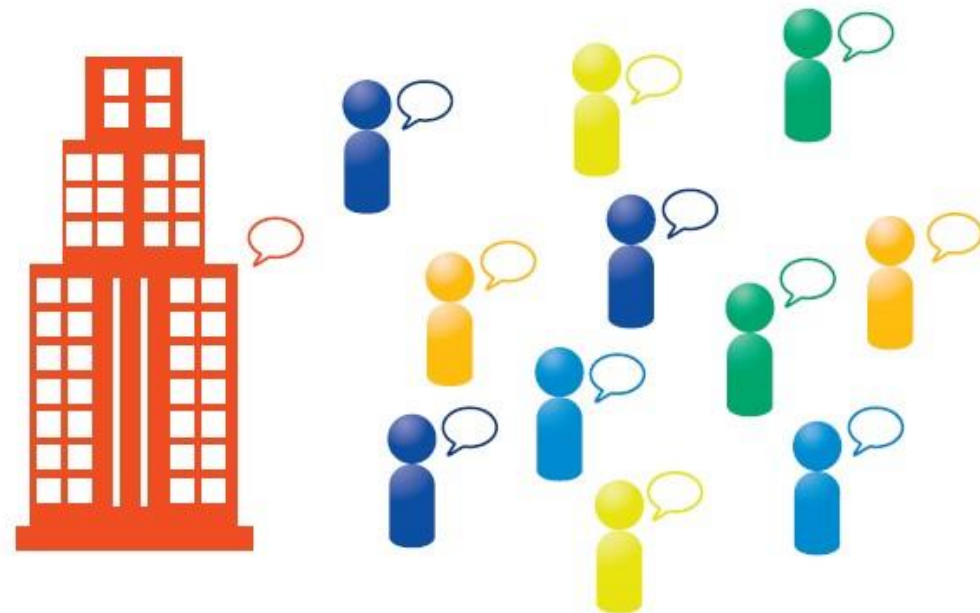
It is a sideward or horizontal form of structure. In this structure, a person can communicate to his right and left people but not to others in his group.

All Channel/Free Flow Structure/Open

The free-flow structure is also called an all-network structure. In such a communication structure, there is no restriction in the flow of information



Conventional Promotion:
“We Talk, You Listen”



The Social Model:
“Let’s Have a Conversation”

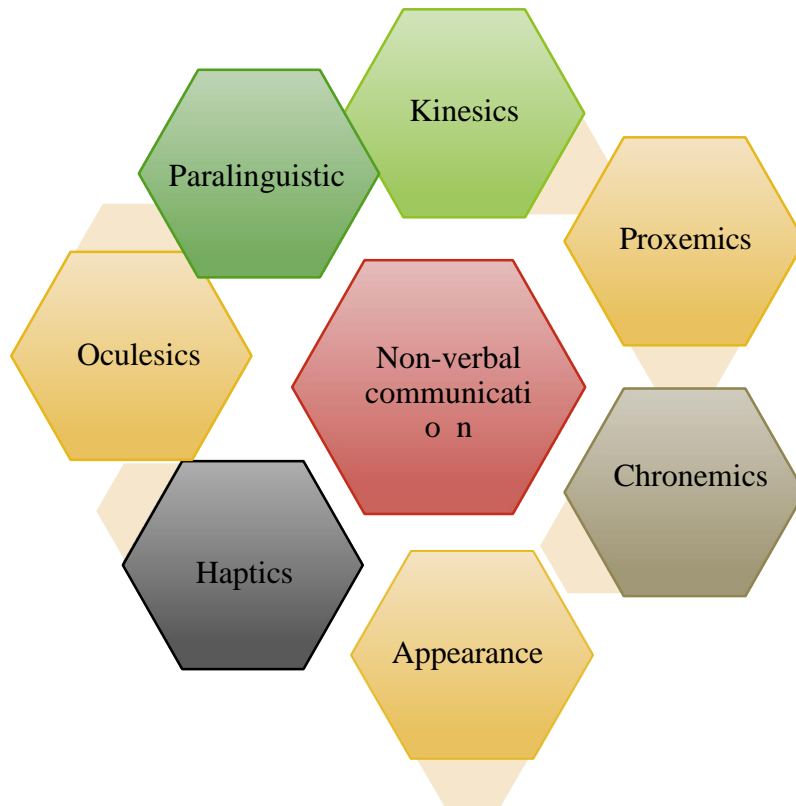
NON-VERBAL COMMUNICATION

It is the transmission of messages by some medium other than speech or writing .

It refers to all external stimuli other than the spoken or written words and that includes body motion, characteristics of voice, appearance, and space distancing .

It is the communication that uses non-linguistics means to convey the message .

TYPES / COMPONENTS OF NON-VERBAL COMMUNICATION



KINESICS

Articulation of the body, or movement resulting from muscular and skeletal shift.

This includes all actions, physical or physiological, automatic reflexes, posture, facial expressions, gestures and other body movements.

Facial Expressions

The face seems to be the most obvious component of body language.

There are five basic physical descriptions of facial expressions.



FACIAL EXPRESSIONS

FACIAL EXPRESSIONS

* **HAPPINESS**

* **SORROW**

* **ANGER**

* **FEAR**

* **SURPRISE**

* **DISGUST**



Of all the things you wear your expression is the most important.



EASE



HAPPY OR
AMUSED



LAUGHTER



ANGER



HATE



AGGRESSIVE



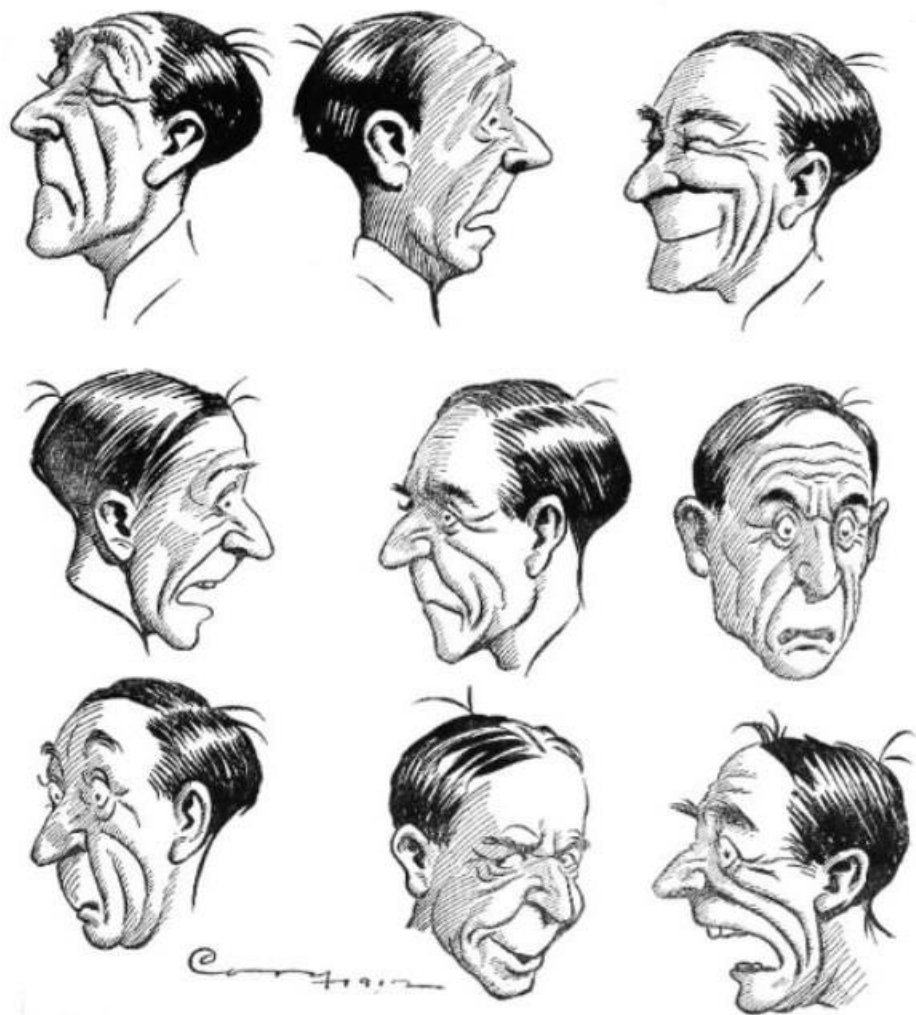
SAD



BORED



MILD



1. The neutral expression could result in various expressions such as displeasure, mask, respect, thoughtfulness and quiet attention.
2. The relaxed expression could result in love, pleasure and submission.
3. The tense expression could result in fear, surprise, determination etc.
4. The uplifted expression could result in happiness, anxiety, love, attention etc.
5. Droopy means suffering, grief, and shock.

Posture

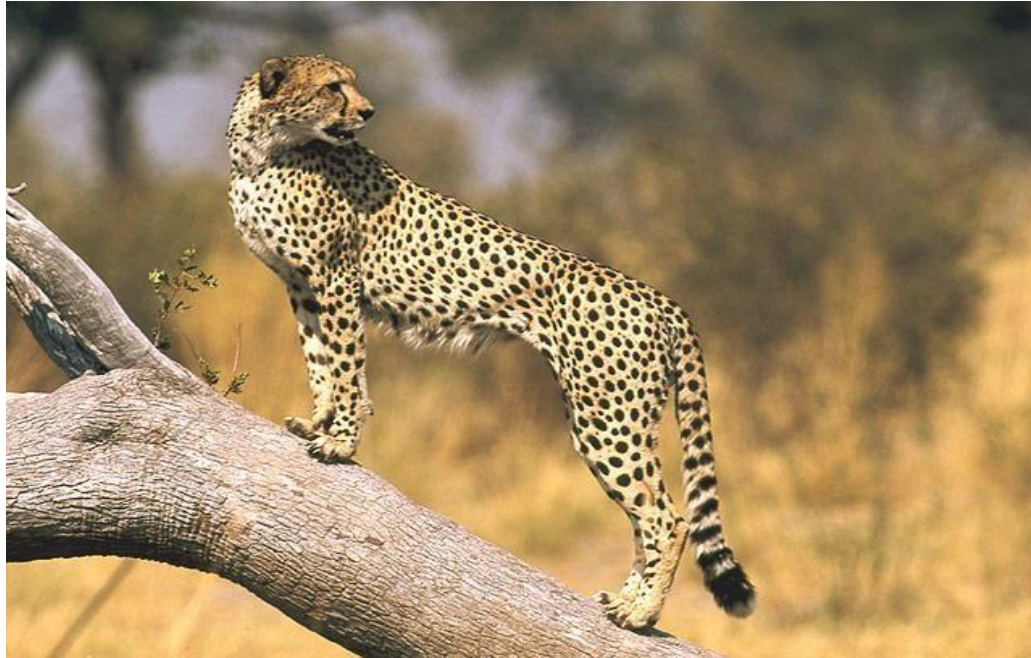
Head position

When you want to feel confident and self assured, keep your head level both horizontally and vertically upright.

legs

Keep them as still as possible in most situations especially at interviews or work meetings.

Be careful too in the way you cross your legs.



POSTURE

SITTING POSTURE

Reclining : Sign of boredom.

Erect : Interested and attentive.

Leaning forward : Keen interest.



STANDING POSTURE

Erect : Confident, positive, enthusiastic.

Leaning forward : Interested.

Leaning backwards : Sign of withdrawal.

**Slouching : Insecure, lacking confidence,
lacking enthusiasm, not interested.**



The angle of the body in relation to others.

We angle towards people we find attractive, friendly, and interesting and angle ourselves away from those we do not.

Body relaxation and tension

Slumped posture: low spirits.

Erect posture: high spirits, energy

Crossed arms: Defensive

Uncrossed arms: willingness to listen.

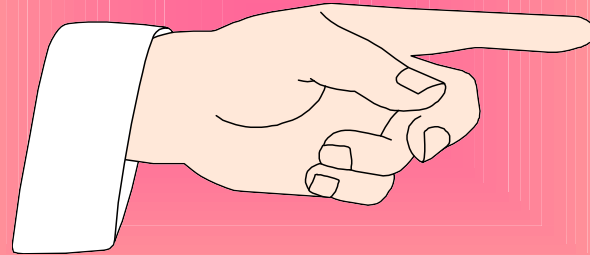
Gestures

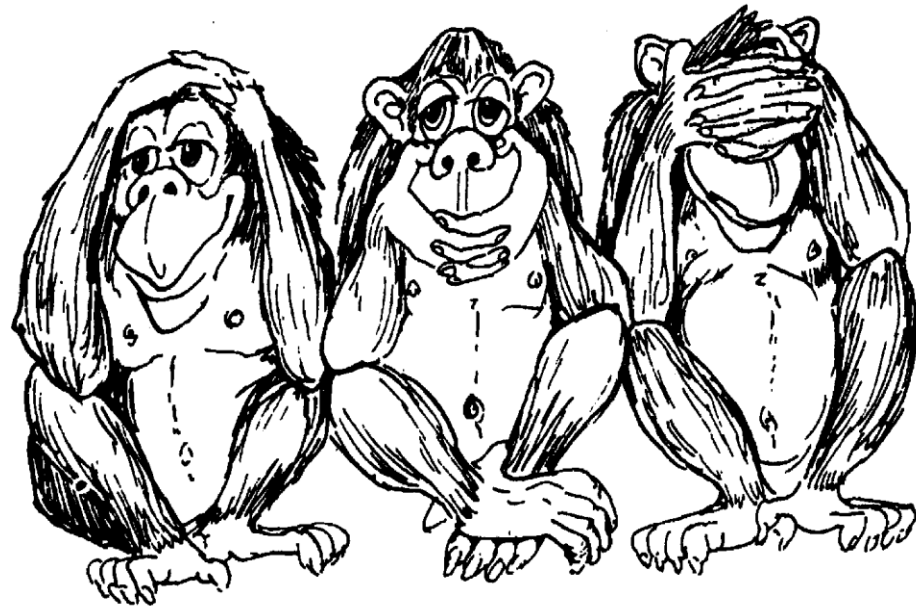
Many gestures, for example, a wave of the hand- have a specific and intentional meaning, such as hello or good bye.

Arms- Keep your arms out to the side of your body or behind your back.

This shows you are not scared to take on what ever comes your way and that you meet things 'full frontal'.

THE MEANING OF GESTURES





Hand Gestures- Universal hand gestures

I am tired- Pressing the palms together and resting the head on the back of the hand

I am hungry- Patting the stomach with the hand

I am cold – rubbing the hands together.

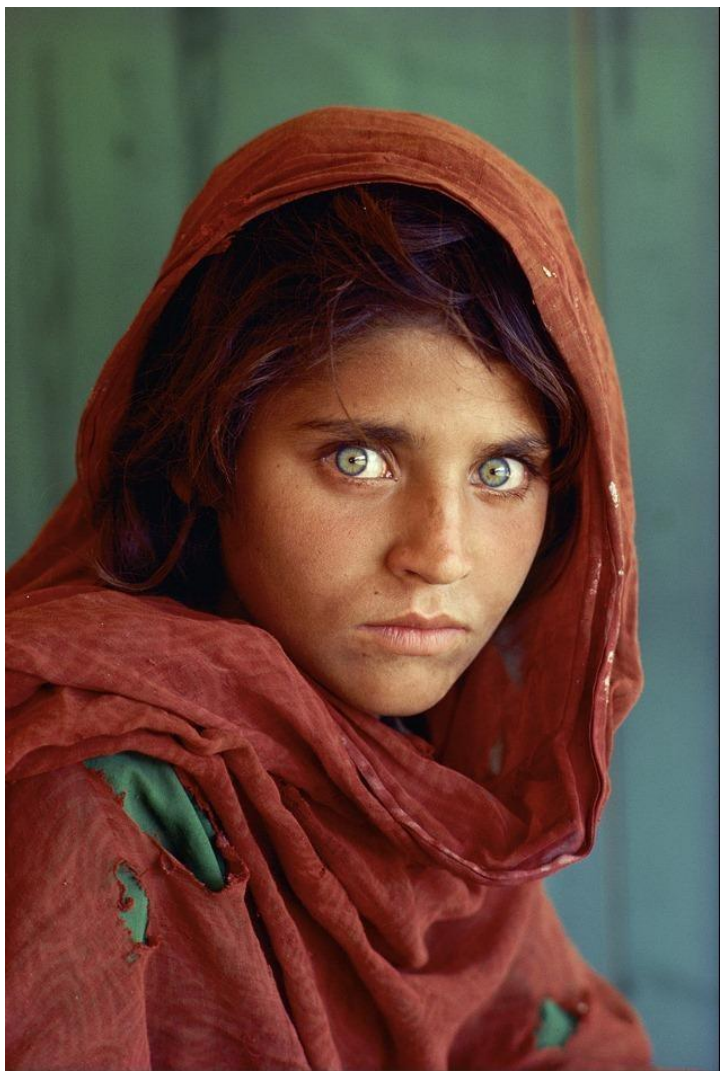
OCULESICS

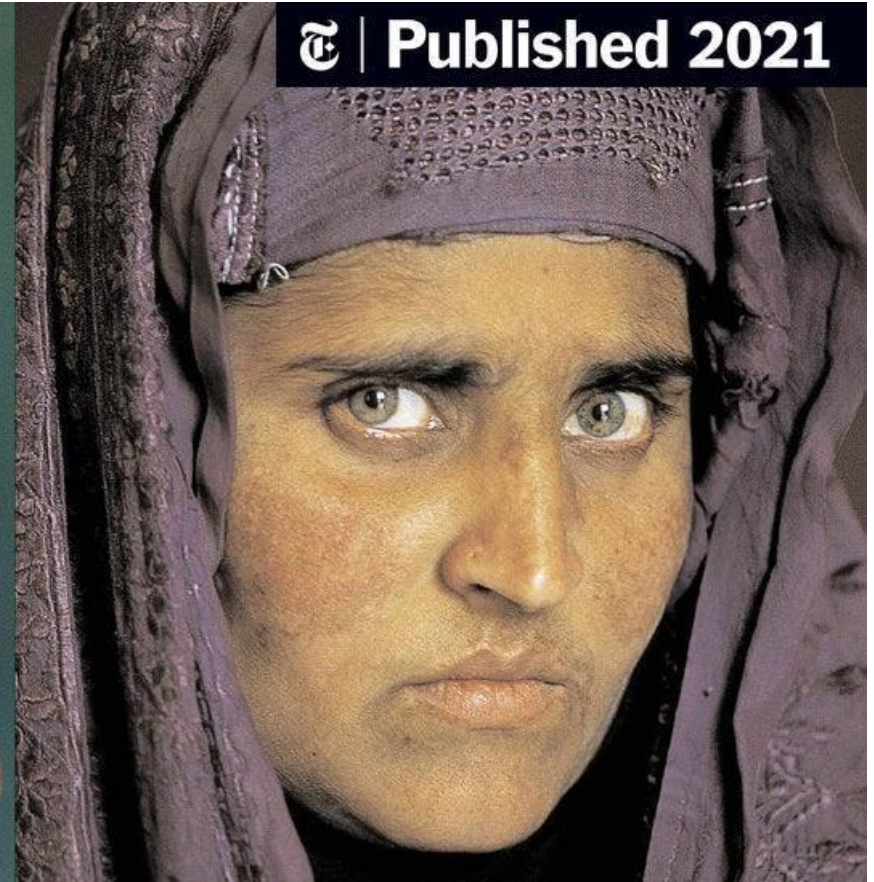
Is the way eyes are used during the communication exchange.

If you have trouble staring someone in the eye, look at something else on their face.

When speaking to a group look at everyone.







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Look at reactive listeners.

Do not look at the floor, or anything that causes you tilt your head away from the receiver.

Do not look at bad listeners who may distract you.

HAPTICS

Touch is used to comfort, to establish dominance, and to establish bonds.

We well loved, cared and respected, appreciated, and emotionally supported with touch.

The different forms are handshake, touching someone's feet to show respect, an arm around the shoulder, a kiss, or a hug.

Divided into the following degrees of intimacy.

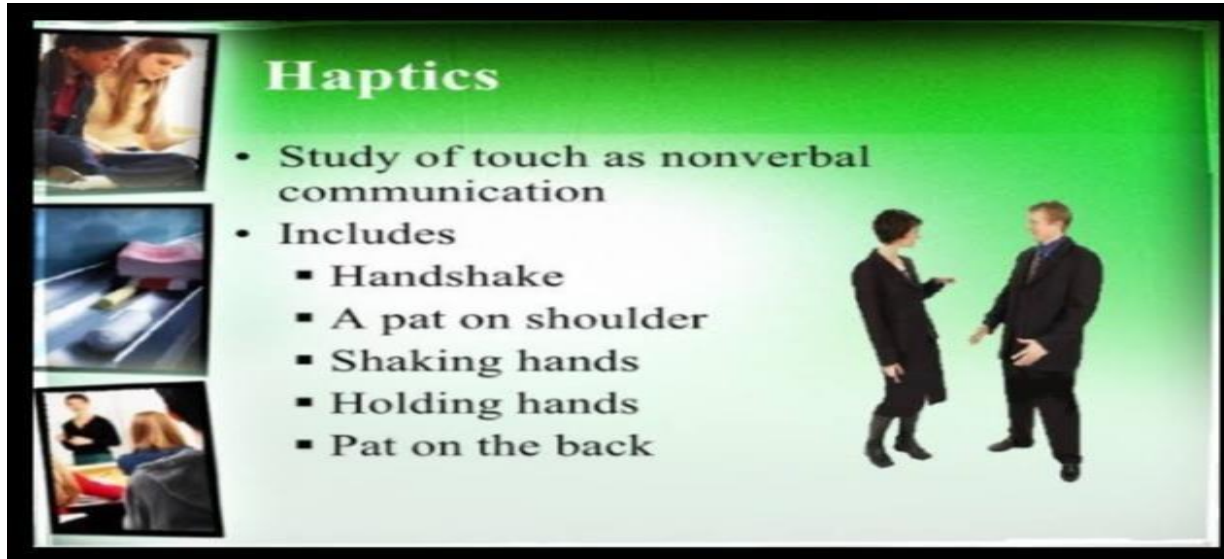
- _Functional/ Professional
- _Social/ polite

HAPTICS



DEFINITION

- ▶ Haptic communication is a branch of nonverbal communication that refers to the ways in which people and animals communicate and interact via the sense of touch. Touch is the most sophisticated and intimate of the five senses.



Haptics

- Study of touch as nonverbal communication
- Includes
 - Handshake
 - A pat on shoulder
 - Shaking hands
 - Holding hands
 - Pat on the back

Importance of Haptics

1. Touch gives us a sense of presence
2. Sensory experience helps us explore the world
3. Haptic feedback makes action possible
4. Touch is essential to emotional connection and wellbeing
5. Your sense of touch is astonishingly acute
6. Hand brushing wheat in a field is the next big thing

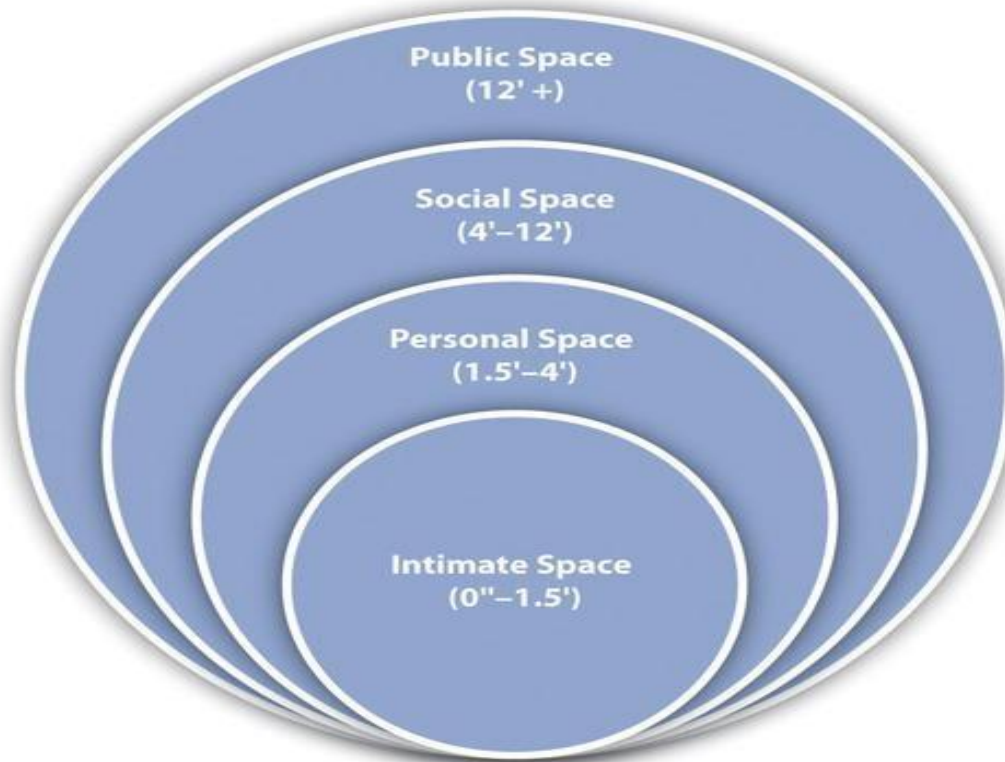
- Friendship/ Warmth
- Love/ Intimacy

PROXEMICS

Uses four categories of space.

- ✓ Intimate distance for embracing or whispering.
- ✓ Personal distance for conversations among close friends.
- ✓ social distance for conversations among acquaintances.
- ✓ Public distance used for public speaking .

Space language: Proxemics





F.1
STRADA
DEFORMATA



F.2
DOSSO



F.3
CUNEO



F.4
CURVA
A DESTRA



F.5
CURVA
A SINISTRA



F.6
DOPPIA CURVA
LA PRIMA A DESTRA



F.7
DOPPIA CURVA
LA PRIMA A SINISTRA



F.8
PASSAGGIO A LIVELLO
CON BARRIERE



F.9
PASSAGGIO A LIVELLO
SENZA BARRIERE



F.12
ATTRaversamento
FERROVIARIO



F.13
ATTRaversamento
PEDONALE



F.14
ATTRaversamento
CICLABILE



F.15
DISCESA
PERICOLOSA



F.16
SALITA
RIPIDA



F.17
STRETTOIA
SIMMETRICA



F.18
STRETTOIA ASIMMETRICA
A SINISTRA



F.19
STRETTOIA ASIMMETRICA
A DESTRA



F.20
PONTE
MOBILE

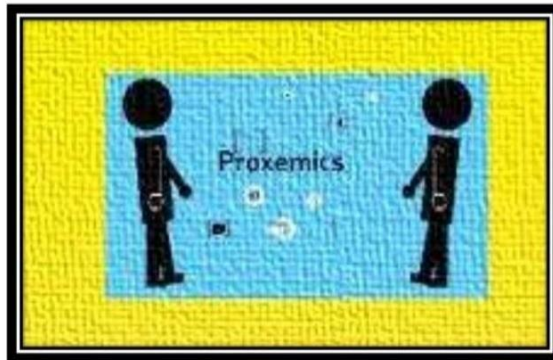
IT'S WHAT YOU **DON'T SAY** THAT COUNTS!



LEARN TO **READ** AND **INFLUENCE** PEOPLE THROUGH
NONVERBAL COMMUNICATION.

DEFINITION

- Proxemics is the study of space and how we use it, how it makes us feel more or less comfortable, and how we arrange objects and ourselves in relation to space.



Close (8 inch- 12 inch) - Highly personal

Near (12 inch- 36 inch) – Social

Neutral (4.5 – 5 ft) - Business transactions

Public distance (5.5 – 8 ft) – Business and social

disclosure.

Across the room (8 ft- 20 ft) – Used by speakers or
teachers.

Far distance (20 ft-----) - Public speaking by
public
figures

Territory

- **Intimate**
 - Touching
 - 6-18"
- **Personal**
 - Close -1½ to 2½ feet
 - Far - 2½ to 4 ½ feet
- **Social**
 - Close 4-7 feet
 - Far - 7-12 feet
- **Public**
 - Close - 12-25 feet
 - Far - 25 feet or greater

Appearance and Artefacts

Remember that the way you look- your clothing, grooming, and accessories- telegraphs an instant non verbal message about you to your audience who make quick judgements about your status, personality, credibility, and capability.

- ✓ Pay attention to good grooming, including a neat hairstyle, body hygiene, polished shoes, and clean nails.
- ✓ Invest in professional looking clothing and accessories.
- ✓ Avoid flashy garments, garish make –up, and overpowering perfumes.
- ✓ Ensure that you feel comfortable in your attire and that your accessories suit you before embarking on your business day.

Paralanguage

Refers to the non-verbal elements of communication used to modify meaning and convey emotion.

Paralanguage may be expressed consciously or unconsciously, and it includes the pitch, volume, and, in some cases, intonation of speech.

Sometimes the definition is restricted to vocally-produced sounds. The study of paralanguage is known as **paralinguistics**.



Vocalics: Paralanguage

"I didn't **SAY** you were stupid."
"I didn't say **YOU** were stupid."
"I didn't say you were **STUPID**."

It involves **HOW** of a speaker's voice rather than
WHAT of the words.

CUES OF PARALINGUISTICS:

- ▶ Volume of voice
- ▶ Speed of voice
- ▶ Intonation
- ▶ Tone
- ▶ Pronunciation
- ▶ Articulation
- ▶ Pause
- ▶ Punctuation marks

FEATURES OF PARALINGUISTICS:

- ▶ Body language
- ▶ Gestures
- ▶ Facial expressions
- ▶ Tone and
- ▶ Pitch of voice
- ▶ Are all examples of paralinguistic features. Paralinguistic features of language are extremely important as they can change message completely.

Chronemics

Is the study of the use of time in nonverbal communication.

The way we perceive time, structure our time and react to time is a powerful communication tool, and helps set the stage for the communication process

Across cultures, time perception plays a large role in the nonverbal communication process.

Time perceptions include punctuality, willingness to wait, and interactions. The use of time can affect lifestyles, daily agendas, speed of speech, movements and how long people are willing to listen.

For example, most Americans will schedule a meeting for a specific time such as 2:15 p.m., and expect all involved parties to be punctual at the specified time

Cultures are usually put into two time system categories: **monochronic** and **polychronic**.

Monochronic Time

A monochronic time system means that things are done one at a time and time is segmented into precise, small units. Under this system time is scheduled, arranged and managed.

- **Monochronic Cultures**

- Germany
- Canada
- Switzerland
- United States
- Scandinavia

A polychronic time system is a system where several things can be done at once, and a more fluid approach is taken to scheduling time.

Unlike Americans and most northern and western European cultures, Latin American and Arabic cultures use the polychronic system of time.

Polychronic Cultures

- Saudi Arabia
- Egypt
- Mexico
- Philippines

Do one thing at a time –mono chronic

Do many things at once –polichronic

Concentrate on the job

Are highly distractible and subject to interruptions

Take time commitments (deadlines, schedules)
seriously

Consider an objective to be achieved, if possible

IMPACT OF TECHNOLOGY ENABLED COMMUNICATION

Various forms of Technology enabled communication used today include

- Internet
- Blog
- Twitter
- Facebook

Internet

Advantages

- Decreased Inhibitions
- Increased opportunities for isolated and disabled people
- Vast information
- Base for E-Commerce
- Interest based communities
- Online Chat
- Provides Platform for downloading software

Disadvantages

- Open access to personal information
- Pornography
- Spamming
- Lack of conflict resolution
- Loneliness
- Internet addiction

Blogs

BLOGS - Short for Weblogs. They reflect the interests, thoughts and opinions of persons.

Types of Blogs:

- Personal Blogs – Ongoing diary or commentary
- Collaborative /group blogs – posts by more than one author
- Microblogging – posting of small pieces of digital content
- Corporate/organisational blogs – meant for business purposes

Blogs

Advantages

- Start a new business
- Garner more clients to existing business
- Become better writer
- Become published author
- Get immediate feedback
- Learn more about a group of people

Disadvantages

- Time consuming
- Finding topics to write about
- No guarantee of income
- Misunderstandings and disagreements

Emails

Emails are electronic messages that work like writing letters.

Email Etiquette:

- Include a clear and direct subject line
- Use a professional email address
- Think before clicking on “Reply All”
- Use professional salutations
- Use exclamation points sparingly
- Be cautious with humour
- Reply to your emails
- Proofread every message
- Add the email address last
- Double check the recipient.

Moodle

Modular Object Oriented Dynamic Learning Environment (MOODLE)

It is an E-Learning tool that facilitates communication amongst all the parties involved in the educational programme.

Features:

- Making files and folders available to course participants
- Collecting resources of any kind with a database
- Attaching files to forum posts
- Importing and linking resources to and from external repositories/portfolios.

Moodle

Advantages

- Helps teacher as an organisational tool
- Various content formats can be uploaded and made available for all
- Allows for communication between instructor and students
- Communication ranges from forums, blogs, chats to messages

Disadvantages

- Can be a technological challenge for some
- Adult learners might be resistant and hesitant
- Does not provide face to face learning

Social Media

Web based communication tools that enable people to interact with one another.

Advantages

- Facilitates open communication
- Allows employees to discuss ideas
- Opportunity to widen business contacts
- Targets a wide audience
- Improves business reputation
- Expands market research, implements marketing campaigns, delivers communication and directs interested people to specific websites.

Disadvantages

- Easy for hackers to commit fraud
- Increases risk of people falling prey to online scams
- Lost productivity if employees are busy updating profiles

WhatsApp

Messaging app for smartphones

Advantages

- Free messages to any part of the world
- Easy to use
- No advertisements
- Can share your location, photos and status with friends

Disadvantages

- Meant only for smartphones
- Needs access to internet
- Can be annoying due to constant messages
- Is a privacy threat

Facebook

Advantages

- Well designed website
- Can share videos with millions
- Access to App store and free gaming facilities
- Easy access to other websites

Disadvantages

- Addicting
- Easy to have fake profiles and IDs
- Can be discriminatory and racist
- Can fuel conflicts between people
- Easy access to personal information
- Can be a waste of time

Twitter(X)

Microblogging service that enables to broadcast social messages

Advantages

- App for smartphones
- Can follow anyone and vice versa
- Provides SMS notification
- Can use Twitter ID to log into other sites

Disadvantages

- Fake accounts
- Spam problems
- Overloading problems
- Addiction
- Provides only 280 character limit

INFORMATION & COMMUNICATION TECHNOLOGIES (ICTs)

■ Information and Communication Technologies can be broadly defined as the means of creation, storage, management and dissemination of information by electronic means.



■ Those technologies that enable the handling of information and facilitate different forms of communication.

What is ICT?

- During last decade of twentieth century there was extraordinary development in information and communication technology (ICT) which led to a transmutation of processes and practices in almost all aspects of human activities.
- Information and communication technologies (ICTs) are the technologies used in the conveying, manipulation and storage of data by electronic means.

ICT includes:

- Capturing technologies (camrecorders)
- Storage technologies (CD-ROMs, DVDs, Pen drives, etc)
- Processing technologies (application software)
- Communication technologies (local area networks)
- Display technologies (computer monitors, LCDs)

TYPES OF ICT TOOLS

Traditional ICT's



Radio



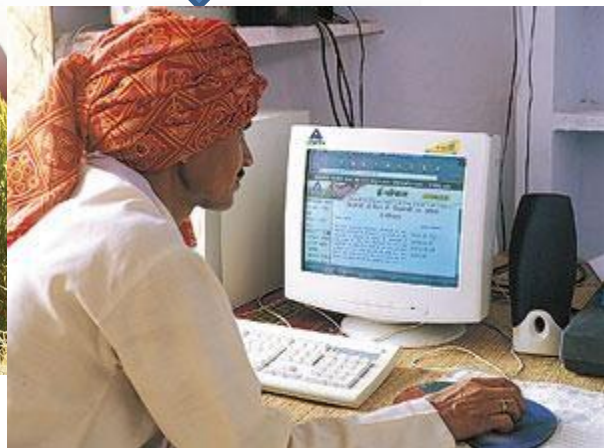
Television



Print media



MODERN ICT's



Internet



Portal



Mobile



Call centre



Video

PURPOSES

**Enhances
education**

**Design
instructional
material**

Change behavior

NEED

- ✱ **Enhances performance**
- ✱ **Capacity building**
- ✱ **Scientific base for teaching and learning**



IMPORTANCE OF USING ICT

- Improves learning process

- Connects processes and products of instructional design

- Improves communication



Synchronous Communication

- **Online Chat**

- Text based
- Audio based
- Video based



- **Mobile Technology**

- Conferencing
- Phone



- **Satellite**

- Television channel
- Video Conferencing



Asynchronous Communication

- Discussion Forums
- Blogs
- e-Groups
- Wikipedia (Knowledge base)
- Google (search engine)
- Mobile SMS, MMS & Podcasting

