

42290 - Técnicas de Comunicação e Apresentações
Aula 2
20/11/2025

How to communicate effectively

João Borges

Departamento de Química, Universidade de Aveiro

E-mail: joaoborges@ua.pt



Outline

- Introduction to communication and its process
- Different types of communication
- Barriers to effective communication
- How to overcome the barriers to effective communication
- Take-home message
- Bibliography



What is communication?

- The word “communication” derives from the Latin noun “*communicatio*” and the Latin verb “*communicare*”, which means “to share” or “to participate”.
 - Communication is a process of exchanging information, ideas, thoughts, opinions, and feelings between two or more people through speech, writing or behavior.



What is communication?



Copyright © paulendress.com



Copyright © Shutterstock



Copyright © VectorStock



Copyright © Adobe Stock

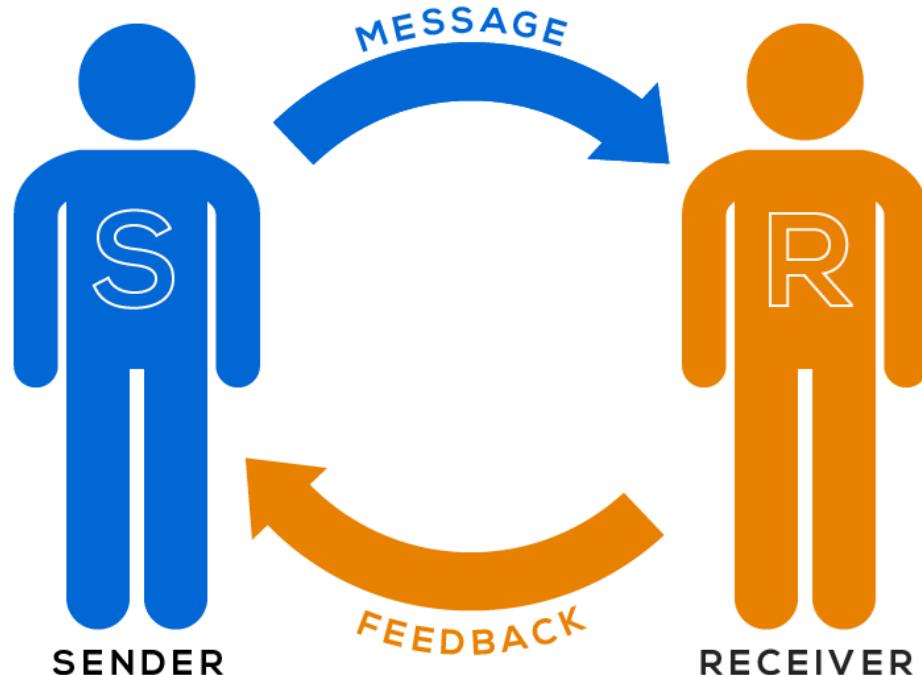


Copyright © VipPng.com



The elements of the communication process

- Sender
- Encoding
- Channel
- Receiver
- Decoding
- Feedback

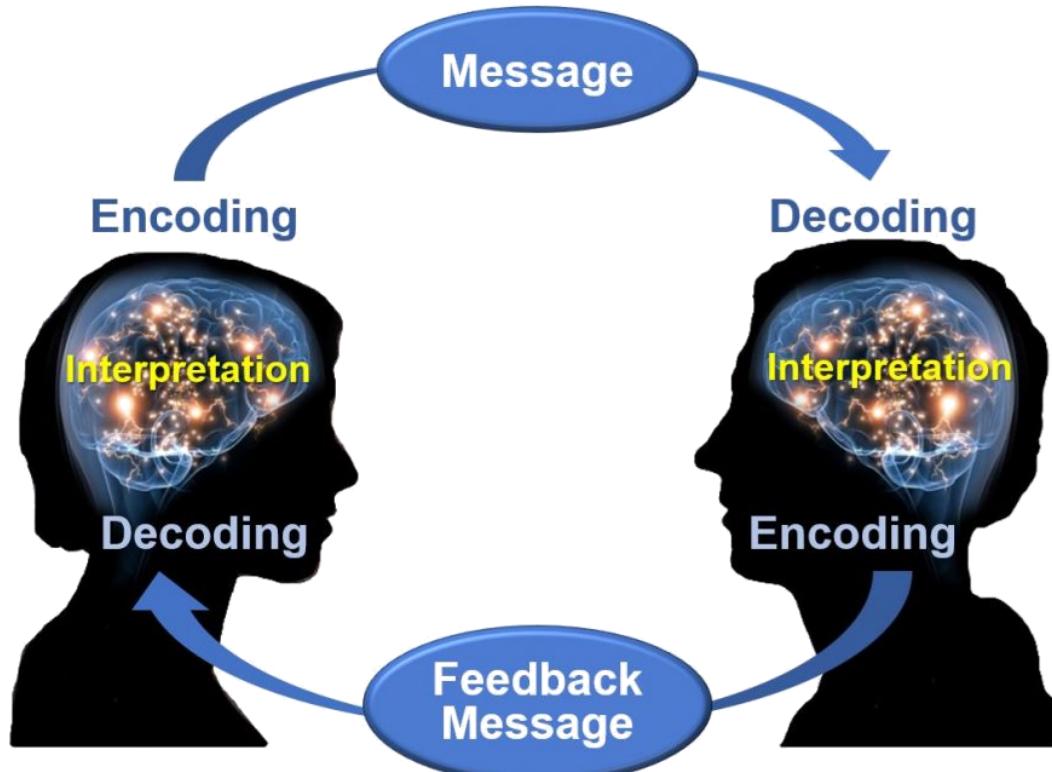


Copyright © Shutterstock



The elements of the communication process

- Sender
- Encoding
- Channel
- Receiver
- Decoding
- Feedback

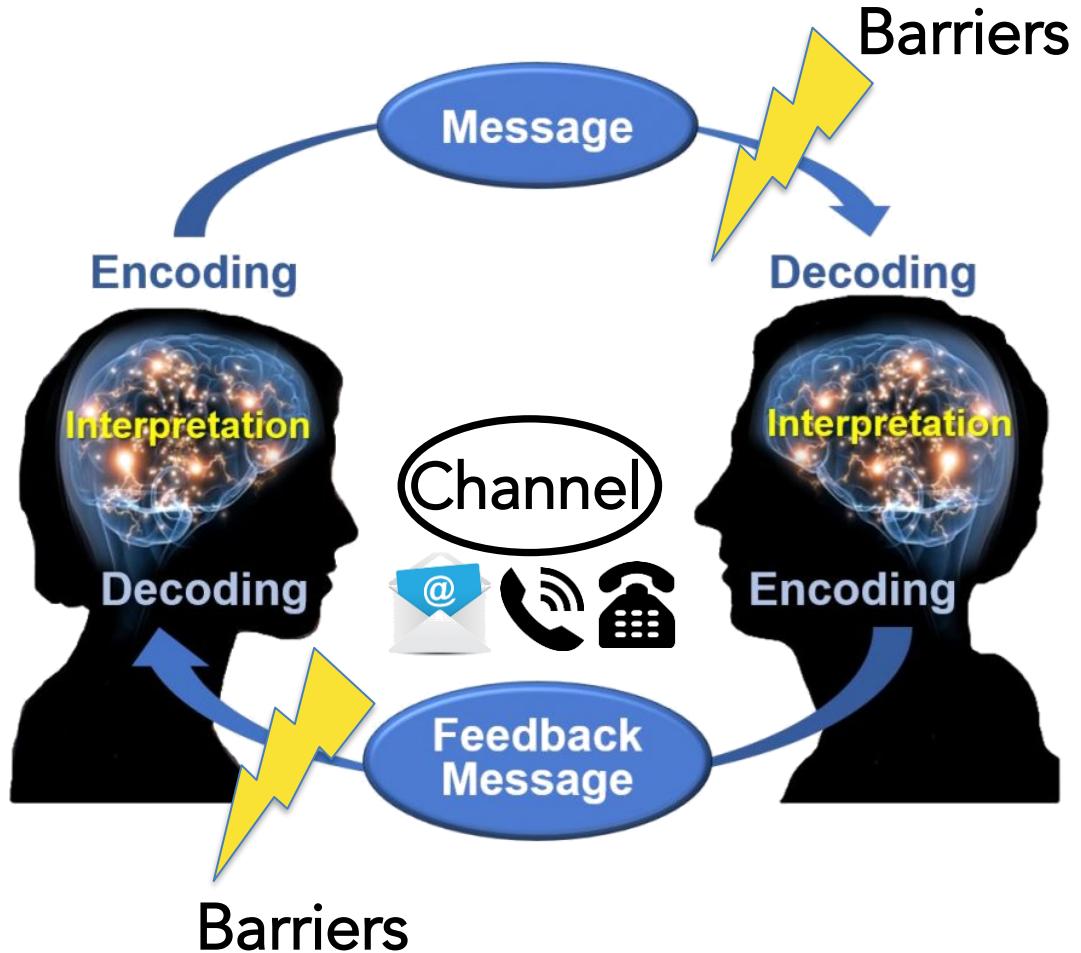


Copyright © 2017 Web Editor 4



The elements of the communication process

- Sender
- Encoding
- Channel
- Receiver
- Decoding
- Feedback



Different types of communication

Verbal communication

ORAL



Copyright © Jacob Wackerhausen

WRITTEN



Copyright © Writerful Books



Copyright © Shutterstock



Copyright © The Balance Careers



Different types of communication

Non-verbal communication

BODY LANGUAGE



Copyright © Shutterstock

VOICE TONE



EYE CONTACT



POSTURE &

PERSONAL APPEARANCE



GESTURES



TOUCH



Different types of communication

Non-verbal communication

BODY LANGUAGE



Copyright © Shutterstock

- Adequate face expressions
- Use hands to help in the communication process
- BUT... do not exaggerate your movements!



Different types of communication

Non-verbal communication

VOICE TONE



Copyright © Digital Vision/Getty Images

- Use different tones, i.e. vocal diversity while communicating
- Adequate the volume and speed of your voice
- Make pauses
- Articulate well your words



Copyright © Adobe Stock



Different types of communication

Non-verbal communication

EYE CONTACT



- Ensure regular eye contact with the person you are talking to build a connection and create bonds
- BUT... do not fixate your eye contact into the same individuals when speaking to the audience



Different types of communication

Non-verbal communication

POSTURE & APPEARANCE



- Ensure a good posture and personal appearance that would fit to the circumstances and meeting you will have
- Choose the best clothing: reflects your personality, interest, confidance and persuasiveness



Verbal vs. Non-verbal communication

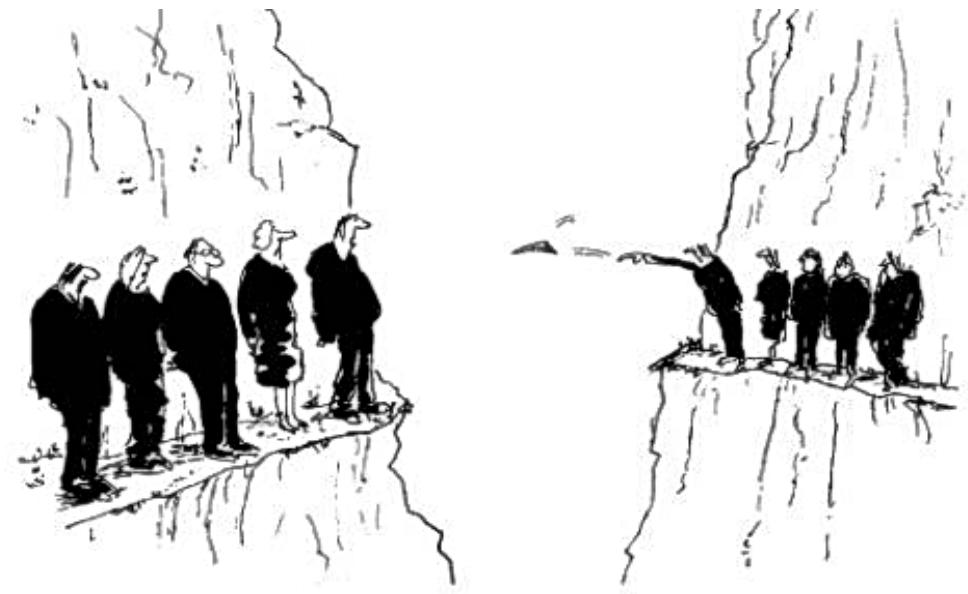
Verbal Communication	Non-verbal Communication
The message is transmitted with the use of words	The message is transmitted without the use of words
No time consuming	Time consuming
The delivery of a wrong message has a low probability to happen	Most of the times
Personal face-to-face presence is not required	Personal face-to-face presence is needed
Message is conveyed clearly and immediate feedback is possible	It complements the verbal communications



Barriers to effective communication



Copyright © Getty Images



Couldn't we communicate better if we built a bridge?



Barriers to effective communication

- Semantic & Cultural
- Psychological/emotional
- Physiological
- Organizational
- Physical
- Technological



Barriers to effective communication

- Semantic & Cultural



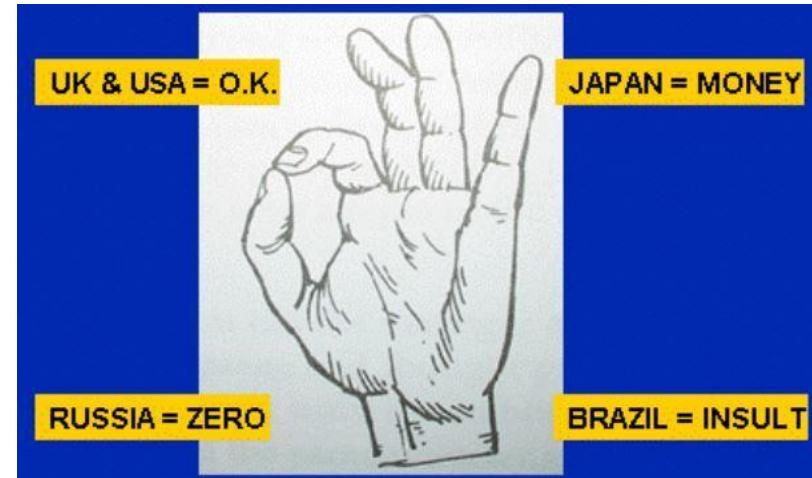
Barriers to effective communication

- Semantic & Cultural



Barriers to effective communication

- Semantic & Cultural



Barriers to effective communication

- Psychological/Emotional & Physiological



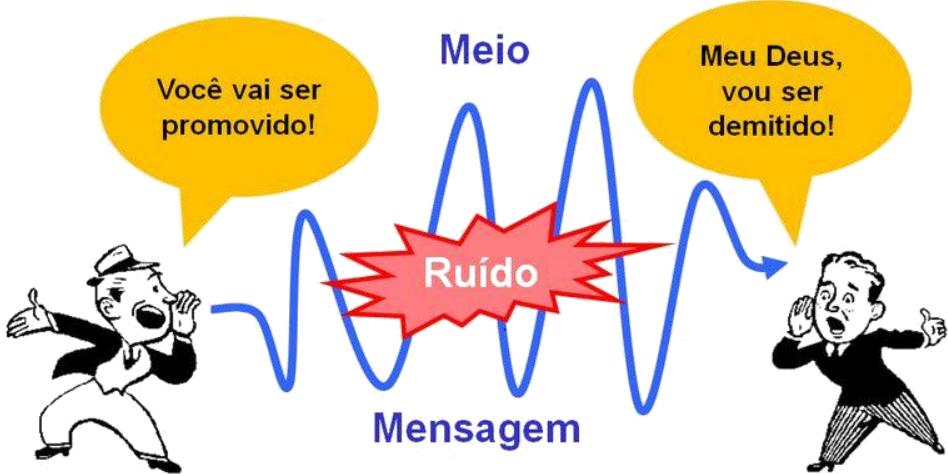
Barriers to effective communication

- Organizational



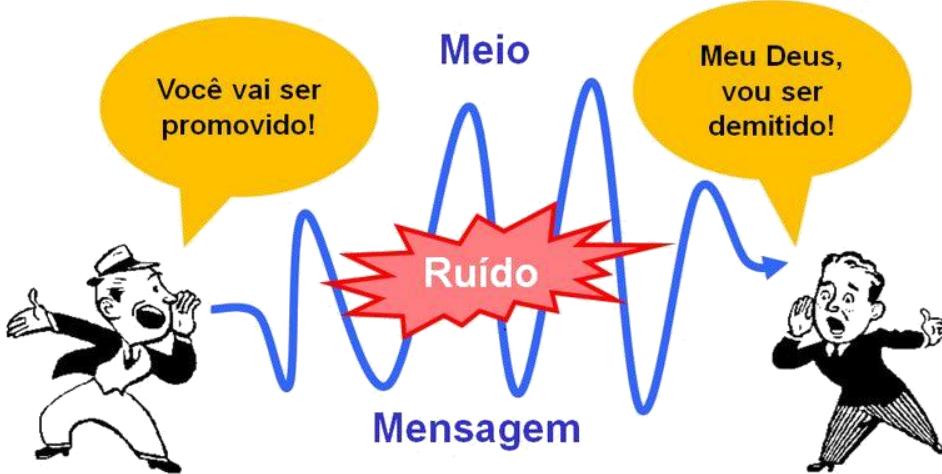
Barriers to effective communication

- Physical



Barriers to effective communication

- Physical



Barriers to effective communication

- Technological



Overcoming the communication barriers



Overcoming the communication barriers

- Plan well and be clear about the content of the message you want to communicate and make it concise, clear and concrete before doing it.
- Be aware of the verbal and non-verbal communication (including body language, tone of voice, eye contact, gestures, facial expressions, posture, ...).
- Choose the right time and medium/channel for communicating it according to the needs of the receiver and use it appropriately.



Overcoming the communication barriers

- Check if the receiver understood your message.
- Be an active listener by using the feedback you get from the receiver and encourage a two-way communication by ensuring a proper and constructive feedback.
- Whenever possible, communicate face-to-face to avoid misunderstandings as much as possible.
- Limit (as much as possible) the number of interactions in the communication chain.



Take-home message

- Apprehended what is communication.
- Understood the communication process.
- Identified the elements driving communication.
- Identified and distinguished between verbal communication and non-verbal communication.
- Perceived the barriers behind an effective communication.
- Identified ways to overcome the communication barriers.



Bibliography

- Herbert L. Hirsch, **The essence of technical communication for engineers: writing, presentation, and meeting skills**, IEEE Press, cop., NY, USA, 2000. ISBN: 0-7803-4738-2.
Livro disponível na Biblioteca da Universidade de Aveiro: <http://opac.ua.pt/cgi-bin/koha/opac-detail.pl?biblionumber=140040>
- Dennis W. Hess, **Communication**, In: *Leadership by Engineers and Scientists: Professional Skills Needed to Succeed in a Changing World*, 1st Ed., John Wiley & Sons, Inc., NJ, USA, pp. 194-210, 2018.
<https://doi.org/10.1002/9781119436553.ch12>
- Norberto Amaral, **Impacto: como comunicar em público**, Lisboa: Arena, Penguin Random House Grupo Editorial Unipessoal, Lda., 2019. ISBN: 978-989-665-794-9.
Livro disponível na Biblioteca do ISCA:
<http://opac.ua.pt/cgi-bin/koha/opac-detail.pl?biblionumber=298283>
- Allan e Barbara Pease, **Linguagem Corporal**, Pergaminho, ISBN: 9789896874018.
- Sandra Duarte Tavares, **Comunicar com Sucesso**, Oficina do Livro, 2019. ISBN: 9789896606336.
- James O'Rourke, **Comunicar com Eficácia** (Coleção: Manuais de Gestão), Livraria Civilização Editora, 2010. ISBN: 9789895508662.

