



LESSON I

COMMUNICATION: ITS NATURE, TYPES, AND ELEMENTS OF COMMUNICATION





WHAT IS COMMUNICATION?

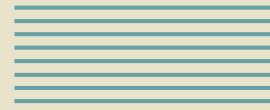
LESSON PROPER



The Nature of Communication

As we all know, human communication is vital for survival and it is one thing in life that we cannot avoid doing.

Communication comes from two (2) Latin words:

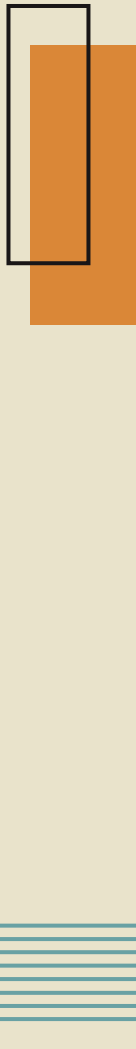
1. '*communis*', which means 'common', meaning "to come together" or "to commune"; and
 2. '*communicare*', which means "to share something".
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Adler and Rodman


- “Communication is innate.”

Wood

- “Communication is an active process that keeps moving forward and changes constantly.”
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Now, let's take a look at some of the **definitions of “communication”**.

- Communication is the process of exchanging ideas, thoughts, feelings and emotions from one person to another with the use of symbols which may be verbal and/or non-verbal and aims for understanding.
- Communication involves imparting ideas, concepts, and data to a group of listeners.
- Leagans define communication as a process by which two or more people exchange ideas, facts, feelings or impression in such ways that each gains a common understanding of the meaning and use of messages.
- Communication is about two people talking such as with a sibling, a parent, a teacher, or a face-to-face conversation in real life or even via the Internet.
- Communication is the sharing of ideas among a bunch of individuals. It is imparting concepts to an audience. It is sharing of experiences publicly for the common good.



***"Communication is
usually a two-
way process"***

THE TYPES OF COMMUNICATION

Types of *Communication*

People communicate with each other in a number of ways that depend upon the message and its context in which it is being sent.

Types of communication based on the communication channels used are –

- ❖ Verbal Communication
- ❖ Nonverbal Communication

1. VERBAL COMMUNICATION

KISS (Keep it Short and Simple)

2 types of Verbal Communication

1. Oral Communication
2. Written Communication



1.1. Oral Communication

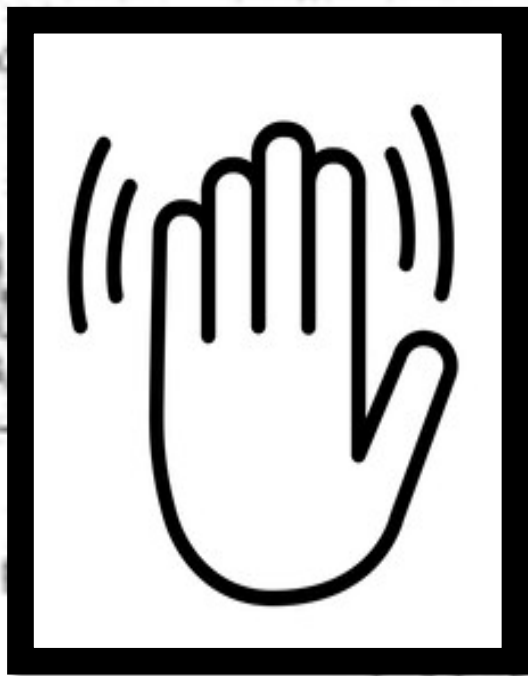


1.2. Written communication




2. NON-VERBAL COMMUNICATION









THE ELEMENTS OF HUMAN COMMUNICATION

1. **Sender** - is the one who initiates or starts the communication.
 2. **Receiver** - the individual whom the message is directed. The receiver also provides the sender with feedback which may prompt the sender to clarify the message.
 3. **Message** – is the central idea of the communication process. It is made up of the ideas and feelings that a sender-receiver wants to share with others. The message is may be sent either through verbal symbols – expressed through words or non-verbal symbols – expressed through gestures, inflection, tone, etc.
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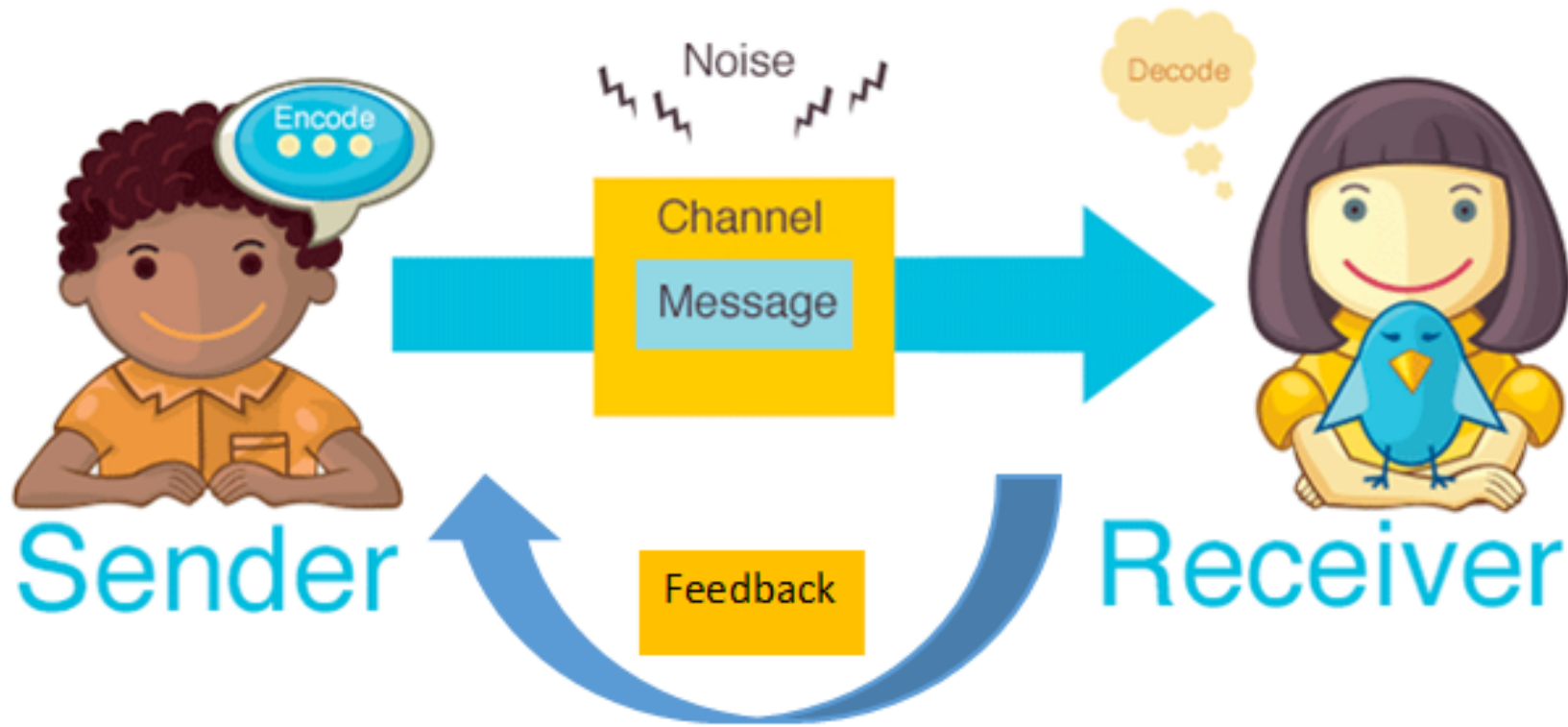
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4. **Channel** - the means through which we transmit the message in either vocal or non-vocal messages.
 5. **Feedback** - the response of the sender-receiver to each other.
 6. **Noise** – any unwanted sound that interferes or bars the message from being understood or interpreted. Noise is an impediment to clear communication.

Types of Noise

- Physical Noise
 - Psychological Noise
 - Physiological Noise
 - Semantic Noise
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THE COMMUNICATION PROCESS







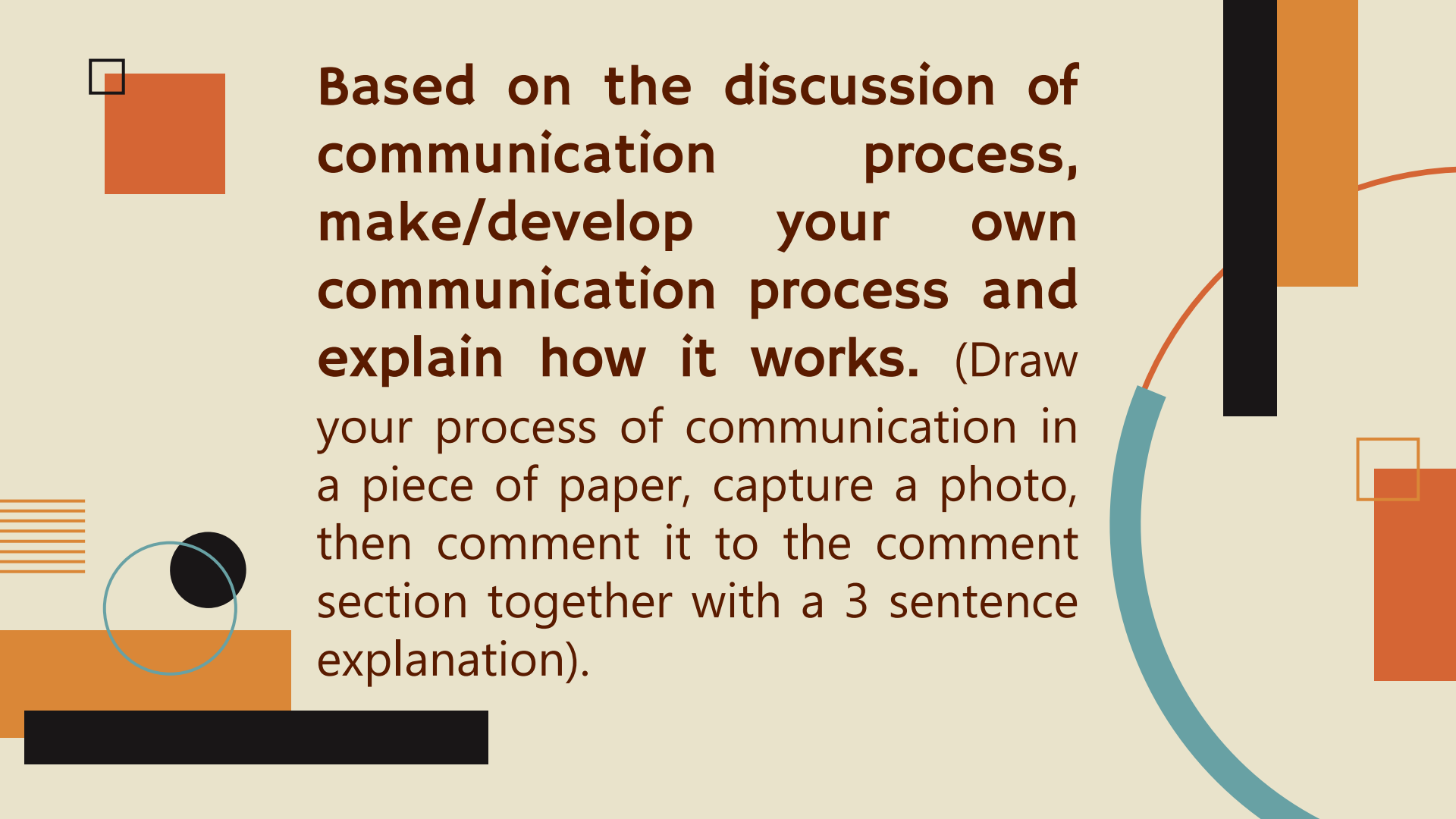
The Basic Principles of Communication

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1. Know your target audience;
 2. Know the purpose of your engagement in communication;
 3. Know your topic very well;
 4. Anticipate objections from your listeners;
 5. Achieve credibility with your audience;
 6. Present pieces of information in various ways;
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How to be an Effective Communicator?

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1. Care about the communication success.
 2. Know what you are talking about.
 3. Be organized.
 4. Use language well.
 5. Use effective nonverbal symbols.
 6. Listen carefully.
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Based on the discussion of communication process, make/develop your own communication process and explain how it works. (Draw your process of communication in a piece of paper, capture a photo, then comment it to the comment section together with a 3 sentence explanation).