

Questions and Answers:

1. What is communication?

- Communication is a process which involves sharing of information between people through a continuous activity of speaking, listening, and understanding.
- Communication is derived from the Latin word 'Communico' which means "to share". Hence the word "communication" means: the process of sharing.
- Communication is a learned skill

2. Why is communication important?

- Communication is important because it is the most vital means by which people are connected together in society. It plays a crucial role in almost all aspects of life.

3. What percentage of our waking hours do we spend on communication?

- Nearly 70% of our waking hours are spent in communication – writing, reading, speaking, & listening.

4. What percentage of a college student's communication time is spent on speaking and listening?

- As a college student, 69 percent of your communication time is spent on speaking and listening.

5. What percentage of a college student's communication time is spent on reading and writing?

- You spend 17 percent of your communication time on reading and 14 percent writing.

6. Why are communication skills important for employment?

- Communication skills are one of the essential prerequisites in most occupations. Oral communication skills are identified as valuable for both obtaining employment and successful job performance.

1. What is the communication process?

- 1. **Idea**: Information exists in the mind of the sender (who is the source). This can be a concept, idea, information, or feelings.
- 2. **Encoding**: The source initiates a message by encoding the idea (or a thought) in words or symbols and sends it to a receiver.
 - i. **Message** : The message is the actual physical product from the source encoding. When we speak, the speech is the message. When we write, the writing is the message. When we gesture, the movements of our arms and the expressions of our faces are the message.
- 3. **The Channel**: in the communication process is the medium that the sender uses to transmit the message to the receiver.
- 4- **Decoding**: The act of understanding messages (words or symbols).
- 5- **Feedback**: By two-way communication or feedback. This feedback will tell the sender that the receiver understood the message, its level of importance, and what must be done with it. So the feedback loop is the final link in the communication process. The check on how successful we have been in transferring our messages as originally intended.
 - i. There are five main categories of feedback. They are listed in the order in which they occur most frequently in daily conversations.
 1. **Evaluation**: Making a judgment about the worth, goodness, or appropriateness of the sender's statement.
 2. **Interpretation**: Paraphrasing - attempting to explain what the sender's statement means.
 3. **Support**: Attempting to assist or support the sender.
 4. **Probing**: Attempting to gain additional information, continue the discussion, or clarify a point.
 5. **Understanding**: Attempting to discover completely what the sender means by his/her statement.
 6. **Noise**: The presence of noise can result in fairly significant problems in the communication process. Communication is affected by noise, which is anything – whether in the sender, the transmission, on the receiver – that hinders communication.

2. What factors should be considered when selecting an appropriate channel for communication?

- Factors to consider when selecting an appropriate channel for communication include:
 - i. Need for immediate transmission of message,
 - ii. Need for immediate feedback,
 - iii. Need for permanent record of the message,
 - iv. Degree of negotiation and persuasion required,
 - v. Destination of the message,
 - vi. Nature of content of the message,
 - vii. Skill level of both sender and receiver in using each of the channels.

3. How many channels are normally used simultaneously in communication?

- Communication rarely takes place over only one channel; two or three even four channels are normally used simultaneously.

4. **What is an example of multiple channels being used simultaneously in communication?**

- An example of multiple channels being used simultaneously in communication is face-to-face interactions where we speak and listen but also gesture and receive these signals visually.