

# CHEAT SHEET

## Different Modes of Communication: WHAT, WHY & HOW

### Communication

is a two-way process involving at least two people - one who sends a message and the other who receives it.<sup>1</sup>

As a process, communication involves listening, talking, reading, analysing and interpreting. We can communicate by using verbal, non-verbal, and visual cues such as words, images, and even facial expressions, hand and body gestures, and postures. Using modern devices, we can also post images and comments, upload videos, and cast votes on social media sites. These are just some of the ways through which we communicate our thoughts and feelings with other people.

It is important to communicate effectively due to these reasons:



build and maintain relationships



do well in studies



become successful in business



resolve conflicts and manage expectations



to be understood when seeking assistance



share ideas clearly for solving problems



work and connect with team members

## WAYS TO COMMUNICATE

### ONE TO ONE

#### QUESTION:

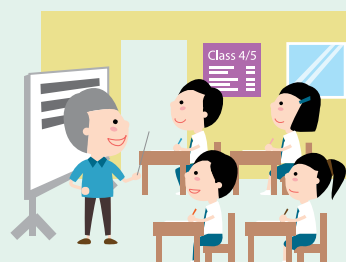
Can you tell me how to get to the General Hospital?

#### ANSWER:

Certainly, let me show you the way.

### SMALL OR BIG GROUP

#### CLASSROOM



#### INTERNET AND SOCIAL MEDIA



# TRACING THE DEVELOPMENT OF COMMUNICATION MODES OVER THE YEARS

## 1 THE SPOKEN WORD AND ORAL TRADITION

The spoken word was the main mode of communication for early Man before the invention of writing.<sup>2</sup> Here's how:

- News travelled through word of mouth, sometimes publicly announced by heralds and town criers.
- Storytelling was a tradition in which stories of the past were recounted by memory and preserved as oral traditions in each community. Some examples include wayang kulit in Indonesia and puppetry featuring Bible stories and Roman legends in Europe.



## 2 EARLY WRITING SYSTEMS



The invention of writing systems in early societies helped to preserve descriptions of what life was like in different times, such as legends which documented the glories and victories of kings. Examples of early writing systems include cuneiform (pictograph) and hieroglyphs. Writing necessitated the development of writing tools as well. Red ink, papyrus, and clay tablets were some of the early examples of writing materials that were used to inscribe and to write.<sup>3</sup>



## 3 PRINTING PRESS FOR BOOKS, NEWSPAPERS, AND JOURNALS

The printing press is a machine used for the initial purposes of printing textual information. The early examples include printing blocks (in wood and clay) and metal presses.<sup>4</sup> Below are two examples of the impact of printing presses:

- The Gutenberg Bible was one of the first printed books in Europe which contributed to the dissemination of information to a much wider population.
- In 1605 in Strasbourg, Johann Carolus transitioned from writing newsletters by hand to printing the first newspaper.



## 4 POSTAL SYSTEMS FOR LETTERS/MAIL

In ancient times, messages and letters were delivered by human runners, dogs, pigeons, camels, and horses. In 1784, mail in Britain was first delivered by horse-drawn mail coaches or carriages instead of the usual post-boy on foot. This drastically improved the speed of the mail, when the usual 38-hour trip taken to reach London from Bristol was cut to 16. Pony Express was an example of a mass mail service which used horseback messengers to ferry saddlebags of mail for 19 months from 1860 to 1861.<sup>5</sup>

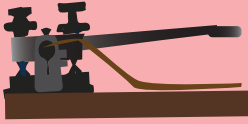


## 5

## LONG-DISTANCE COMMUNICATION: TELECOMMUNICATION

The word 'telecommunication' is derived from the Greek prefix *tele-* meaning 'distant', and Latin *communicare* meaning 'to share'. Therefore, telecommunication can be defined as "communication over a distance by cable, telegraph, telephone, or broadcasting".<sup>6</sup> Long-distance transmission and communication in modern times do not require physical exchange of the object bearing the message and hence rely less on physical messengers. Here are some highlights:<sup>7</sup>

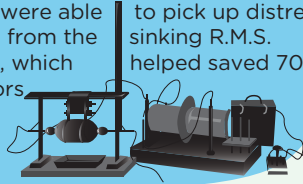
**TELEGRAPH:** The first telegram was sent via electrical telegraph on May 24, 1844, between Washington, D.C. and Baltimore, Maryland.



**TELEPHONE:** Alexander Graham Bell patented the first telephone in 1876.



**RADIO:** Italian engineer Guglielmo Marconi developed the first long-distance wireless telegraph. The first transatlantic radio signal was broadcast in 1901. Marconi Company radios were able to pick up distress signals from the sinking R.M.S. Titanic, which helped saved 700 survivors in 1912.



**TELEVISION:** Transmission of audiovisual information has changed the way news is broadcast, integrating live transmission of real-time images with the simultaneous telecast to a wide audience sometime in the late 1920s.



## 6

## THE INTERNET: EMAIL AND INSTANT MESSAGING

Today, email and instant messaging have become the preferred modes of communication in the 21st century. With instant and real-time messaging made available to anyone with Internet connectivity, people are able to communicate anytime and anywhere, unlimited by geographical barriers and time zones.<sup>8</sup> Hence, the pervasiveness of the Internet has changed the way we communicate through these means:

- With smart devices such as mobile phones working as broadcast platforms, information and news can also be shared by members of the public.
- People from all over the world can share information via social media sites such as Twitter, Instagram, Facebook, YouTube, Flickr, and Snapchat.



## INFORMATION LITERACY: TIPS

### DAVID SENDS A MESSAGE USING A CHAT APP TO HIS GROUP MEMBERS



ALI

Hahaha  
Okie I got it

SUSAN

David's  
message is not  
clear ... I am  
making a guess...

JOHN

No...  
I don't agree  
with David

The convenience of electronic communication via text messages and instant messaging may bring difficulties that could lead to misinterpretations and misunderstandings. In this example, David received three different reactions to his text message from members in his chat group. The hidden messages and meanings attached to every word are subjected to the individual's interpretations. As a guide, do use the questioning technique of 5W and 1H when interpreting messages.

### APPLYING THE 5W AND 1H QUESTIONING TECHNIQUES

#### LOWER ORDER THINKING SKILLS

**WHERE?**  
Locate place,  
position, or  
direction

**WHEN?**  
Identify the time  
when something  
happened

**WHAT?**  
Determine the  
subject matter

**WHO?**  
Identify or  
establish  
person(s)  
involved

#### HIGHER ORDER THINKING SKILLS

**WHY?**  
Establish the  
reason(s) for  
something  
happening/occurring

**HOW?**  
The method  
used or process  
for doing  
something

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