**COMMUNICATION 1**

**Watch the video. Complete the chart with the options below.**

* Use an appropriate tone (polite and friendly)
* Consider the size and familiarity of the group
* Adjust the level of formality accordingly
* Style: Maintain professional language, correct gramar and spelling
* Consider if communication should be public or private
* Match the medium to the audience’s preference
* Include all the necessary information.
* Use clear, simple language

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|  | **How to Communicate Successfully** |
| **Key Aspect** | **Main Ideas** |
| **The Message** | - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  - Objective: People should understand what you say  - Think about your message before speaking or writing.  - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **The Audience** | - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (a small group you know well, a large meeting where you don´t know the people) - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that is, from formal to informal. - Formal and strong presentations require more details and structure. |
| **The Medium** | - Choose between speaking (*in person, on the phone, in a video call*) or writing (*email, chat, text*)  - Face-to-face communication allows you to perceive people´s reactions to your message.  - Each medium affects communication differently. - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  - Keep a record of your communication - written communication provides a record.  - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  - Think about what the other person wants. |
| **The Delivery** | - Deliver the message professionally  - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ - Pay attention to body language and facial expressions; show interest and involvement - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  - Errors in tone and style can lead to misunderstandings. |
|  | **These four elements have an effect on**   * **how well people understand you &** * **how well you communicate.** |