

42290 - Técnicas de Comunicação e Apresentações  
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# How to communicate effectively

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# 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?



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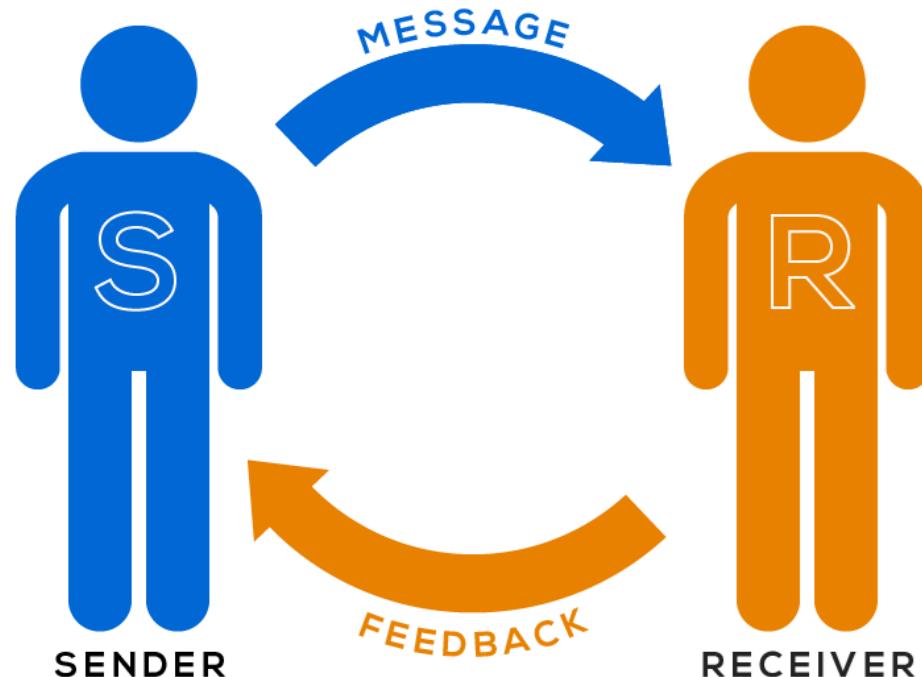


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# The elements of the communication process

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

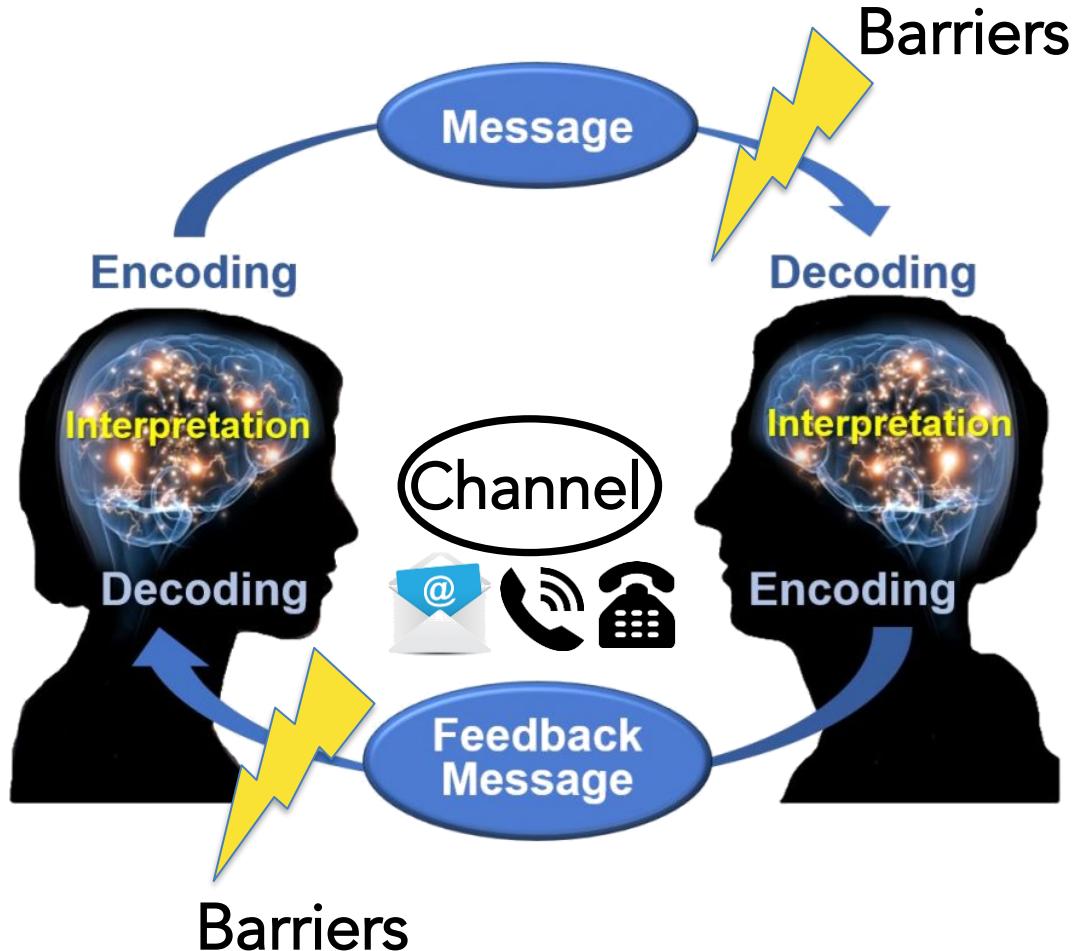


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# The elements of the communication process

- Sender
- Encoding
- Channel
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- Feedback



# Different types of communication

## Verbal communication

ORAL



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WRITTEN



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# Different types of communication

## Non-verbal communication

### BODY LANGUAGE



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### VOICE TONE



### EYE CONTACT



### POSTURE &

### PERSONAL APPEARANCE



### GESTURES



### TOUCH



# Different types of communication

## Non-verbal communication

### BODY LANGUAGE



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- 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



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



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# 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

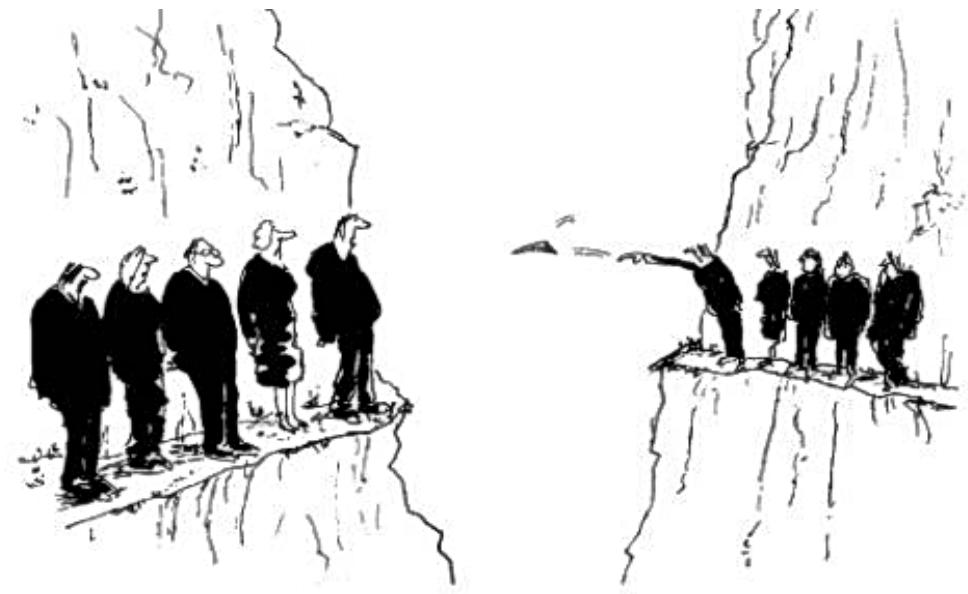
Verbal Communication	Non-verbal Communication
The message is transmitted with the use of words	The message is transmitted without the use of words
No time consuming	Time consuming
The delivery of a wrong message has a low probability to happen	Most of the times
Personal face-to-face presence is not required	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



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**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



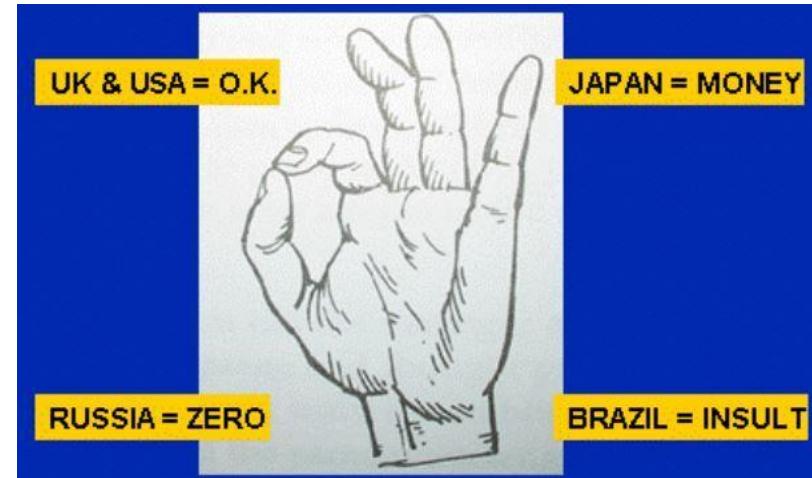
# Barriers to effective communication

- Semantic & Cultural



# Barriers to effective communication

- Semantic & Cultural



# Barriers to effective communication

- Psychological/Emotional & Physiological



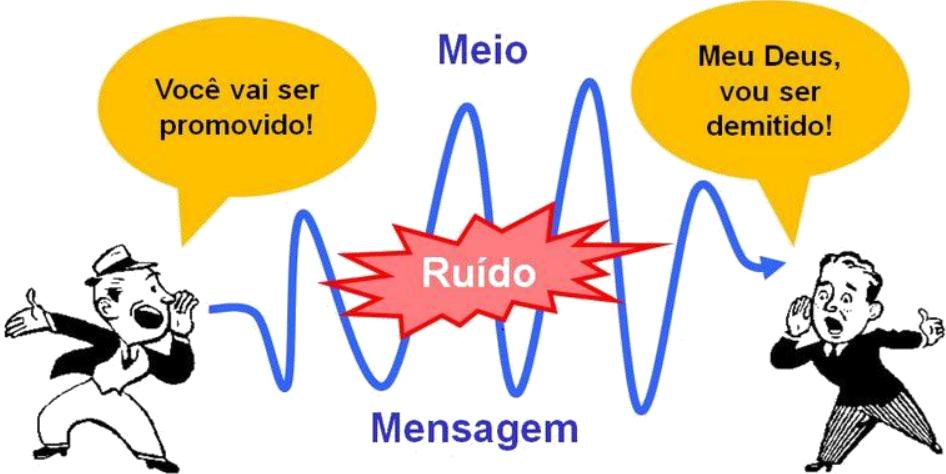
# Barriers to effective communication

- Organizational



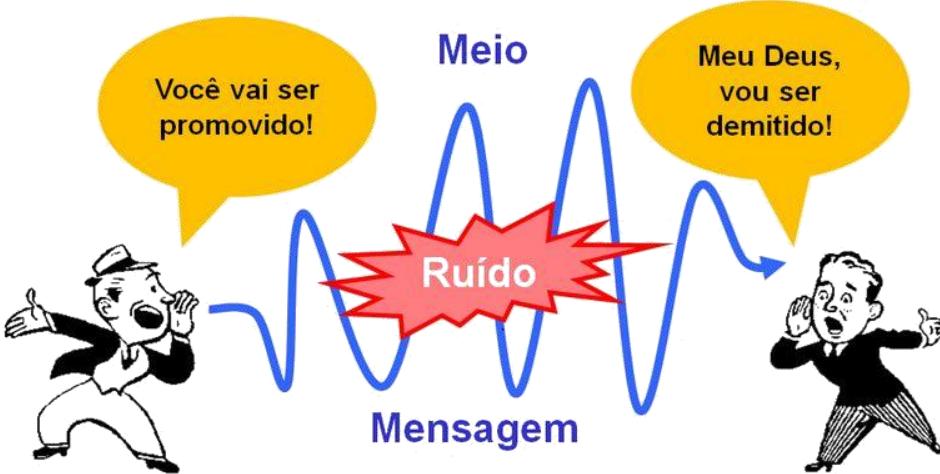
# Barriers to effective communication

- 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.



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