

By Justus Karegyeya

The Art Of Communication

What is Communication?

- The dictionary defines communication as:

A process by which information is exchanged between individuals through a common system of symbols, signs or behavior

Communication is a two-way process which involves:

- Listening to others (Receiving) message
- Asserting/Expressing (Sending)

Perspectives of Communication

Technical Definition

- It is the transmission of messages from one person/place to another. It tells us about the technical means/ machinery.

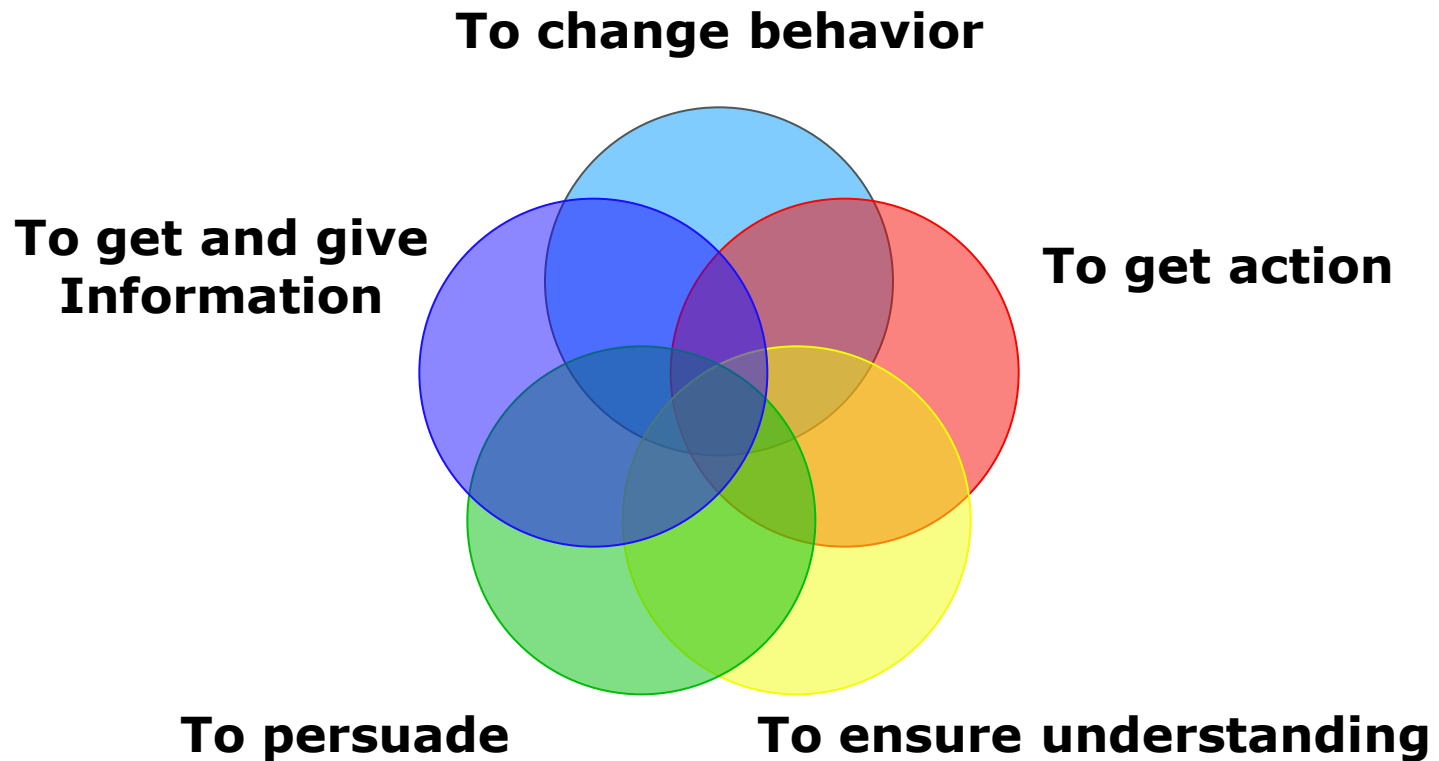
Process Definition

- It is a complex & dynamic process of exchanging meaningful messages. It tells us about interpretation & meaning.

Transactional Definition

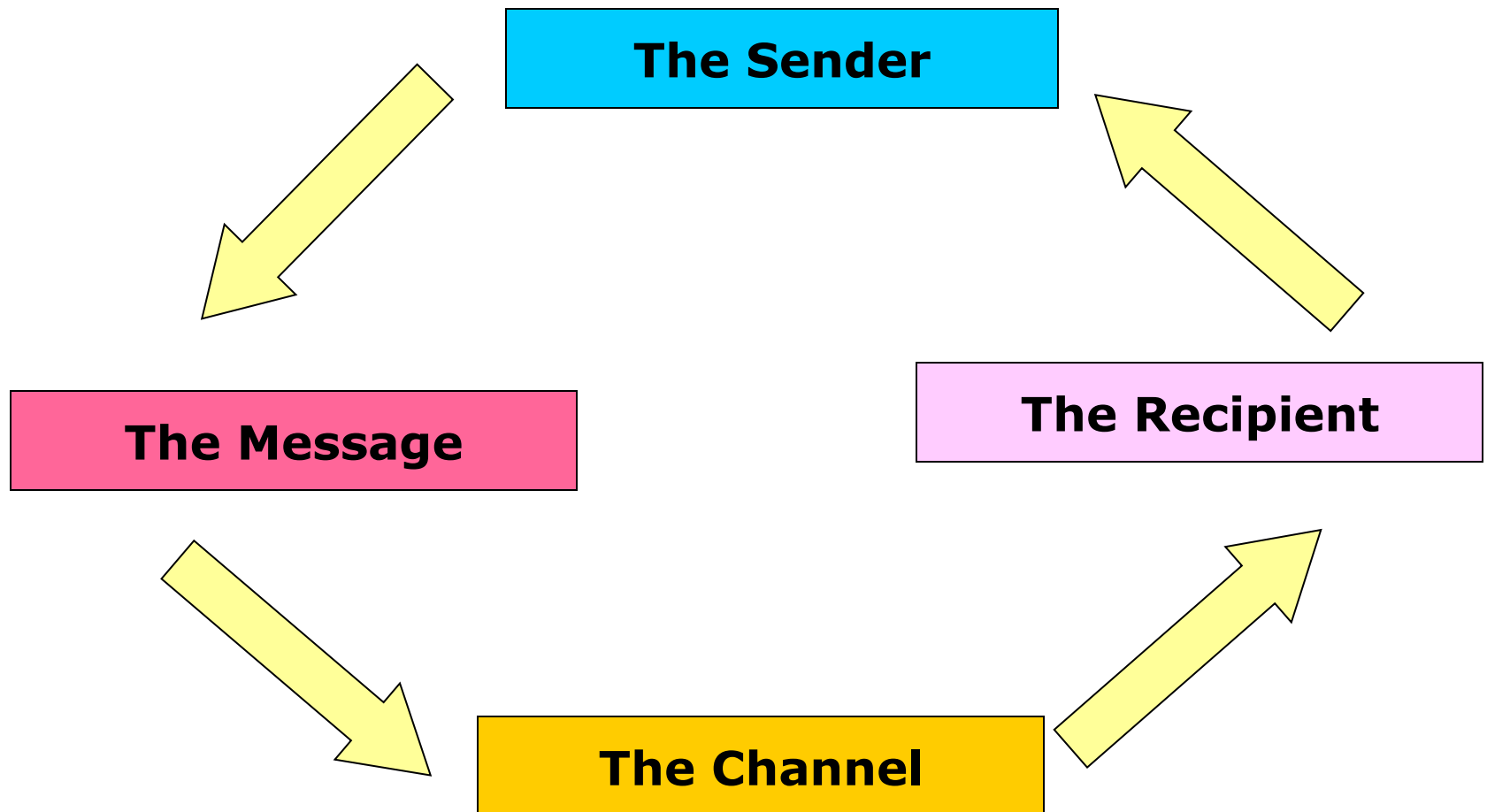
- ❖ It is a transaction between participants during which relationships develop. Participants are mutually responsible for the outcome of the communication as they transmit, create meaning & elicit responses.

Goals/Functions/Importance of Communication



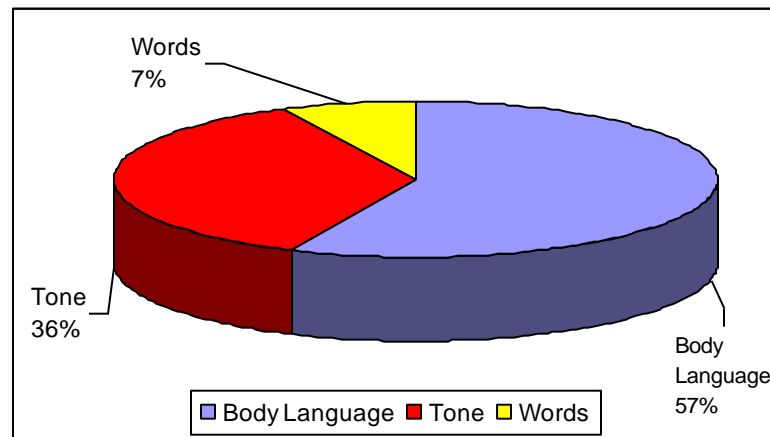
Communication Cycle

Communication normally goes through a cycle involving:



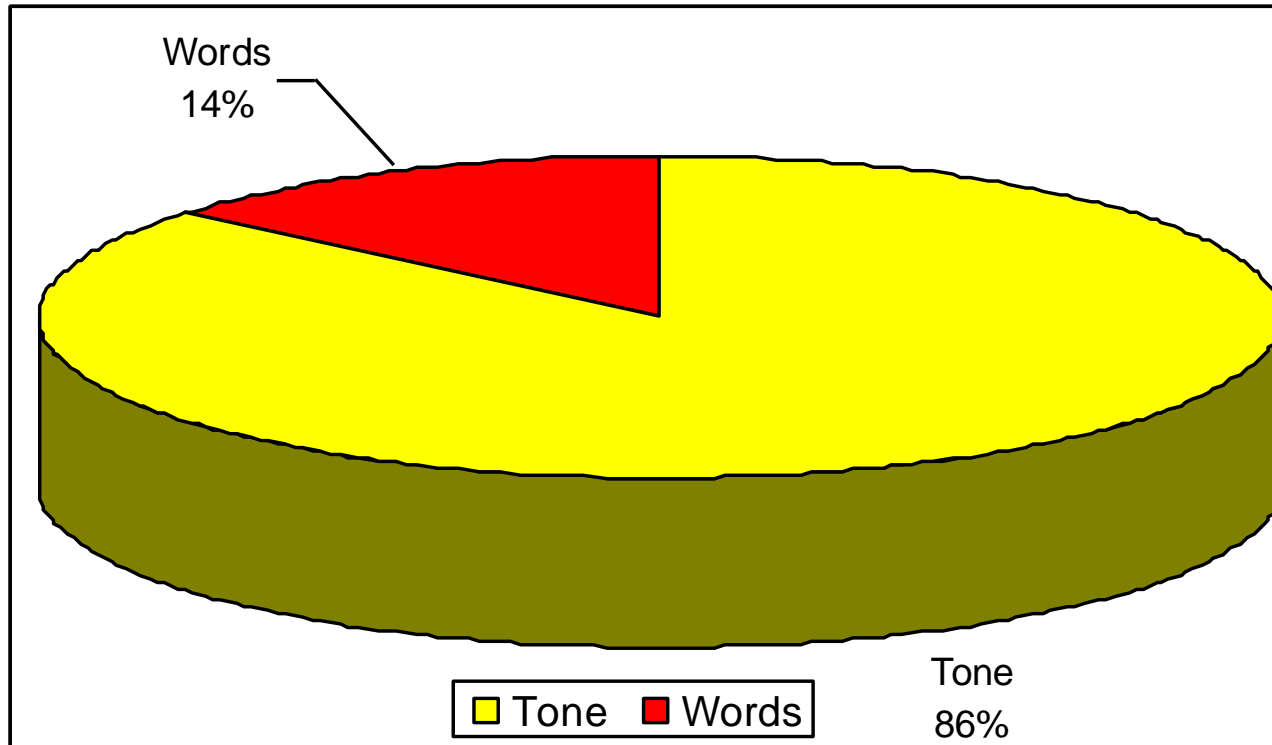
Impact of a Message

Face-To-Face Communication



Impact of A Message

Voice Communication



Types of Communication

Communication types are classified according to Channel or Style. Therefore there are two types

1. Verbal Communication

- Words
- Voice modulation

2. Non-Verbal Communication

- Communicates emotions and attitudes
- Regulates verbal messages

Formal & informal communication

- *formal communication* - official, organization-sanctioned episodes of information transmission
- *informal communication* - more unofficial
 - *grapevine* - the social network of informal communications
 - helps people to interpret the organization
 - conveys information that the formal system leaves unsaid
- *Managing informal communication*
 - managers need to work with the grapevine
 - talk to the key people
 - prevent rumors from starting
 - neutralize rumors once they have started

Verbal Communication

This is comprised of words and voice in both written and spoken forms

- **Words**

- Use simple language (avoid jargon and slang)
- Make sure that you are grammatically correct
- Be clear and precise (avoid redundancy)

- **Voice Modulation**

- Diction
- Tone
- Pitch
- Volume
- Rate

Non-Verbal Communication

This is communication using gestures, symbols, signs, feelings, emotions e.t.c.

- **Gestures**

- Are you aware of how you look to others?
- Find out your habits and nervous gestures

- **Posture and movement**

- Stand tall

- **Facial Expressions**

- Smile
- Eye Communication

***90% of our personal communication calls for involvement.
To show involvement, look at your audience for 5 to 10
seconds before looking away.***

Nonverbal Communication

- Actions, gestures, facial expressions, etc.
- Transmits most information in face-to-face meetings
- Influences meaning of verbal and written symbols
- Less rule bound than verbal communication
- Important part of emotional labour

Types of Communication based on Style and Purpose

Based on the style of communication, there can be two broad categories of communication, which are formal and informal communication .

Formal communication includes all the instances where communication has to occur in a set formal format. Typically this can include all sorts of business communication or corporate communication. The style of communication in this form is very formal and official. Official conferences, meetings and written memos and corporate letters are used for commn. It can also occur between two strangers when they meet for the first time. Hence formal communication is straightforward, official and always precise and has a stringent and rigid tone to it.

Informal Communication



Informal communication includes instances of free unrestrained communication between people who share a casual rapport with each other. Informal communication does not have any rigid rules and guidelines. Informal conversations need not necessarily have boundaries of time, place or even subjects for that matter since we all know that friendly chats with our loved ones can simply go on and on.

Forms of Communication

Forms of Communication in the Workplace

- Business Letters
- Memos
- Presentations
- Notices
- Agenda
- Announcements
- Meetings
- Policies
- Group Discussions

Forms of Communication Ctd.

Forms of Communication in Business

- Advertisements
- Memos
- Letters
- Declarations
- Press Releases
- Campaigns
- Annual General Meetings
- Publications
- Researched Articles for Journal
- Addressing to the Public at Large
- Manuals and Notices
- These were the forms of communication in a corporate organization

Settings/Levels of Communication

- Intra – personal Communication
- Interpersonal Communication
- Small group Communication
- Large Group Communication
- Public Communication
- Mass Communication

Communication

Rights and Responsibilities

Rights

1. You have the right to be treated with respect.
2. You have the right to have and express your own opinions.
3. You have the right to ask for what you need in order to be effective.
4. You have the right to set reasonable limits.

Responsibilities

1. You have the responsibility to treat others with respect.
2. You have the responsibility to listen to the opinion of others.
3. You have the responsibility to acknowledge and address the needs of others.
4. You have the responsibility to respect the limits and boundaries of others.

Styles of Behaviour in Communication

Passive

- Accepts responsibilities.
- Extends but does not feel entitled to “rights” .

Assertive

- Both exercises and extends “rights” and responsibilities.

Aggressive

- ◆ Demands but does not extend “rights”.
- ◆ Does not accept responsibilities.

Effective Listening Involves. . . To be comprehensively Covered later

1. Setting the stage

- Remove Distractions
- Be open and accessible
- Listen with Empathy

2. Ensuring Mutual Understanding

- Reflect feelings
- Paraphrase main ideas
- Seek clarification
- Confirm next steps

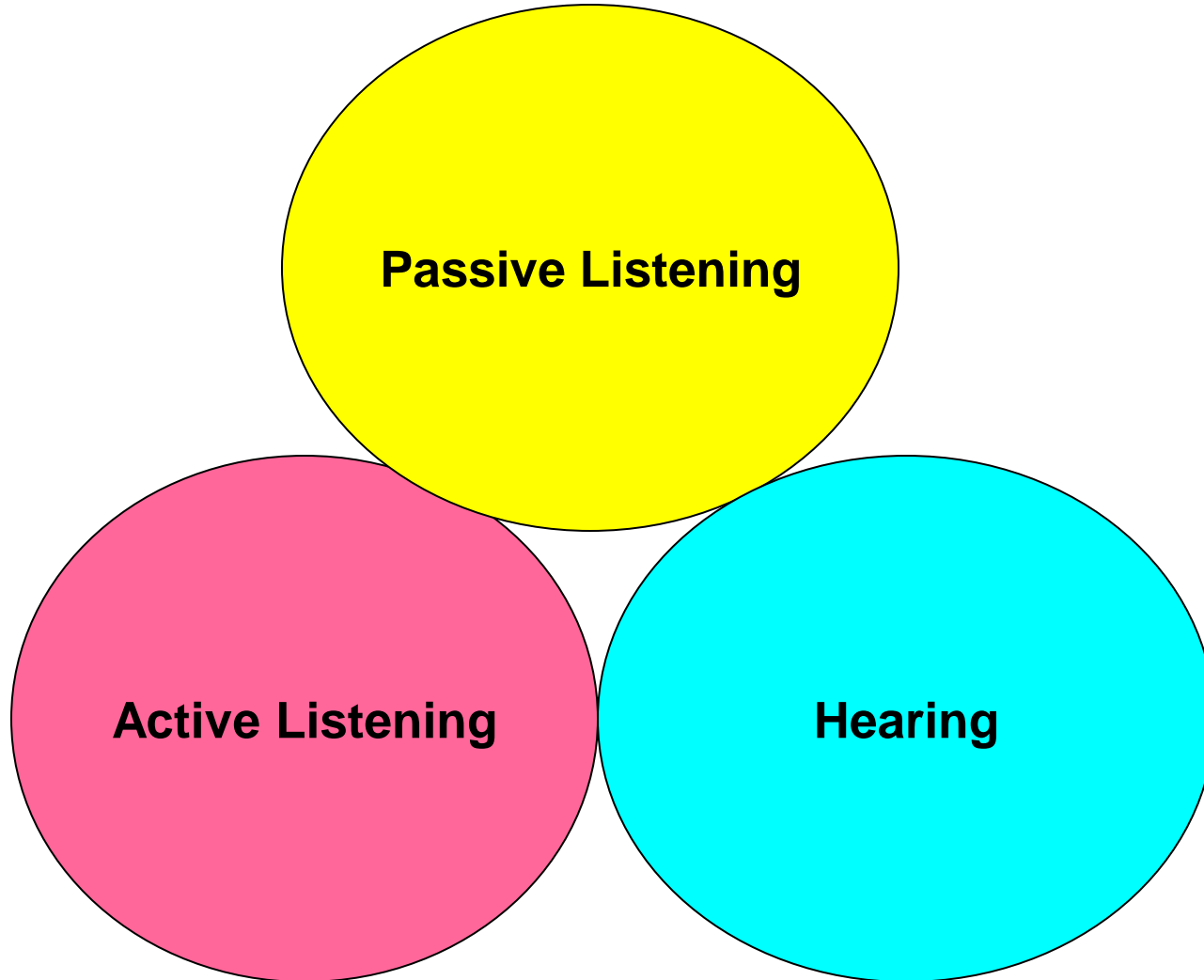
3. Understanding body Language

- Observe position and posturing
- Make eye contact
- Consider expressions/gestures

4. Suspending judgment

- Concentrate
- Keep an open mind
- Hear the person out

3 Types of Listening



Listening and Speaking

Listening takes:

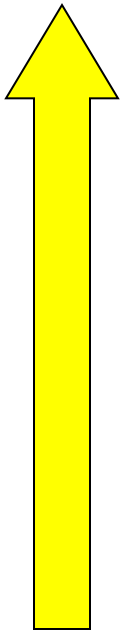
- Concentration and energy
- Curiosity and open-mindedness
- Analysis and understanding

Speaking requires:

- Sharp focus
- Logical thinking
- Clear phrasing
- Crisp delivery

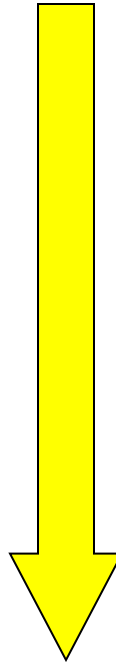
Organizational Communication Flow

◆ Upward



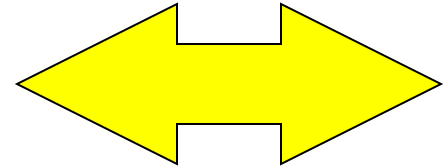
**Information,
Answers
&Outputs**

• Downward



**Giving
Instructions
Directives**

◆ Horizontal



**Coordination &
Collaboration**

Vertical / Linear Communication

- **Upward Communication**

- Consists of messages sent up the line from subordinates to bosses.
- Includes employee suggestions, reactions to organizational policies, inquiries or concerns.

- **Downward Communication**

- Flows from individuals in higher levels of the organization to those in lower levels.
- Includes meetings, official memos, policy statements, manuals, and organizational publications.

Horizontal Communication

The horizontal information flow that occurs both within and between departments.

Generally, the purpose of lateral communication is coordination and collaboration.

Barriers To Effective Communication

- **Assumptions**
- **Psychological**
 - Emotional- fear, shyness & aggression
- **Language**
 - Vocabulary, ambiguity, jargon, fuzzy use of language
- **Fears**
 - Reluctance to confront
 - Ridicule, rejection, fear of being wrong
- **Values and attitudes**
- **Generation Gap**
- **Information overload**
 - When the information we can process is exceeded
- **Trust and Honesty**
 - A lack of trust can cause the receiver to look for hidden meanings in the sender's message.
- **Cross-Cultural Diversity**
 - The greater the difference between the sender's and receiver's cultures, the greater the chance for miscommunication.

Key To Communicating Effectively

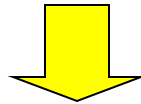
- **Know your subject.**
- **Focus on the purpose.**
- **Know your audience.**
- ◆ **Use a confident tone and a level pitch.**
 - Be calm and collected at all times.
 - Try to eliminate excessive “ums” and “uhs” as fillers.
- ◆ **Speak slowly and make use of pauses to stress important ideas.**
 - Use accurate diction and correct pronunciation
- ◆ **Know what you are talking about and accept the limitations of your knowledge.**
- ◆ **Be vibrant and enthusiastic.**
 - Avoid a dull, monotonous tone.
 - Be loud enough to be easily heard.



*Barriers to communication
can lead to misunderstanding and confusion*

Remember. . .

**Effective communication
encompasses a multitude of
skills.**



**Skills can be learned and
practiced.**