**Effective Group communication**

**Day-to-day interaction.**Our group uses a variety of interpersonal skills and forms of communication. These include talking face-to-face, E-mail and social networking.  
For face-to-face communication, we generally communicate informally, as we all know one another. This is good, because it means we don’t need to worry about how to say things – as in a formal business meeting – and instead can focus on *what* is being said, and be more productive as a result.   
Face-to-face communication has numerous advantages over other types of communication. It is generally faster, as there is no delay. It actually encourages better communication, as it the natural way to talk, unlike, for example, video conferencing, in which tiny delays, the lack of physical presence and the technology itself all distract and detract from productive conversation.  
We can also be informal when using E-mail. This means we can communicate faster as we don’t have to spend time worrying about how to phrase things formally.  
In face-to-face communication there are numerous subtle hints and gestures, in the form of body language and intonation, that aren’t present in other forms of communication.  
Social networking, such as Yammer, combines the best of face-to-face communication with technology such as E-mail. It allows us to easily have group discussions, or speak to specific members of the group, share files and documents, regardless of where we are. It also allows us to organise our work – groups can be created for specific parts of the project, and numerous group chats can happen in parallel – something that is impractical at best face-to-face.

**Giving a presentation.**When our group gives a presentation, most of the communication will have happened beforehand. We will have agreed who is presenting each topic, and what we are going to say.  
The bulk of the communication during the presentation is with our audience. If we are pitching an idea, we need to persuade the audience our idea is a good idea. If we are explaining a concept, we need to ensure the audience has understood it.  
Most of this communication is done verbally, so we have to use intonation – changing the way we talk to suit the purpose and audience (e.g. talking enthusiastically during a pitch, or sounding more serious during an explanation).  
We must also consider body language – not walking around and making lots of hand gestures that distract the audience from what is being said, for example.  
Finally, language – the words and phrases we use. For example, if presenting an ideas pitch to a formal audience, it would be inappropriate to say “It’s so cool”.