**Effective Group communication**

**Day-to-day interaction**  
Our group uses lots 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 because we all know one another. This means we don’t need to worry about how to say things – as in a formal meeting - and can be more productive as a result.   
Face-to-face communication has lots of advantages over other types of communication. It is generally faster, asthere is no delay/it is real time. It actually encourages better communication as it the natural way to talk, unlike video conferencing when tiny delays and the lack of physical presence and the technology itself all distract from productive communication.  
We can also be informal when using email. 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 is lots 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 email. 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 already happened beforehand. We will have agreed who is presenting each topic and what we are going to say.  
Most of the communication during the presentation is with our audience. If we are pitching an idea, we need to persuade the audience the idea is good idea. If we are explaining a concept, we need to make sure 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.  
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”.