



Communication Skills



An Introduction



Let's split the word "Communication":

- It originates from the Latin verb "communicare" or the noun "communicatio"
- Another origin is from the French "communis"
- Think about the aspect of COMMONALITY or COMMON in the word
- What is COMMONALITY?
- Focus of Communication:
 - I. UNITY
 - II. HARMONY
 - III. COHESION
 - IV. SHARING OF AIMS
 - V. TEAM SPIRIT
 - VI. MUTUALITY

Communication: History of the Idea

- A mutual exchange in language – Cicero’s contribution – from sharing to sharing in language (RHETORICAL)
- A form of spiritual sharing (SPIRITUALIST)
- Pollution or contamination (PURIST)
- Kings James Bible Both speech and sharing material goods
- In Shakespeare the verb “to communicate” could involve diverse substances (parts, strength, words), not exclusively symbolic matters.
- 18th century: It went predominantly physical! For example, Philosopher David Hume, for instance, used “communication” to refer both to billiard balls (communicating motion) and to feelings (communicating emotion).
- The modern sense came through Locke’s Essay Concerning Human Understanding

- The next step was the twinned revolution of transportation and distant signaling that occurred in the long nineteenth century.
- “Free commerce and communication” : Adam Smith – political and industrial revolutions, the steamship and railroad, imperialism and the growth of a world market.
- With Alfred Marshall’s epoch-making *Principles of Economics* (1890), “communication” became a regular term in economics.
- Even Karl Marx placed it right at the centre of his theory.
- “Communication” retained a strong transportational sense into the early twentieth century and the term “lines of communication” still describes military networks for moving messages, troops, and supplies.
- By the early twentieth century, “communication” could refer to all the ways in which people interact symbolically.

Now the RUPTURE!

- An American sociologist Charles Horton Cooley in 1894: “transportation is physical, communication is psychical.”
- Dematerialization of communication?
- The electrical telegraph revived the older spiritualist sense of “communication.”
- Telepathy: “the communication of impressions of any kind from one mind to another, independently of the recognized channels of sense.”
- The sense that communication was uniquely PSYCHICAL spoke for a sea change in human economic and symbolic relations over the long nineteenth century.
- Critics: Carlyle, Kierkegaard, Mill, Emerson and Thoreau – they lamented how communication made everything common!
- Communication: both cure and disease! Sharing and pollution! Ambiguity.
- Late 19th century playwrights tackled impossibility of communication.

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- American social thought and communication: turn of the 20th century, pragmatist thinkers like Dewey, Cooley, Addams, Sanders Peirce celebrated the ethical and political potential of communication.
 - Position of the other through Communication and Democratic community
 - Post WWI communication and power of symbols: writers, poets, linguists, political scientists all grappled with the failure of communication.
 - 1920s mass communication
 - 1940s communications research as an academic field established by figures such as Paul Lazarsfeld

- Two more strands round out the 20th century
- Therapeutic: communication as a criterion of mental health and a requirement for self-realization.
- — Psychiatrists embraced it: Communication: The social matrix of Psychiatry by Jurgen Ruesch and Gregory Bateson in 1952; Communicology
- Metacommunication: Paul Watzlawick and the Palo Alto school in the 1960s: schizophrenia as a problem of communication
- Harry Sullivan and Carl Rogers: solution for global conflicts
- By 1970s the notion that “communication” was a means of self-affirmation as well as a deep existential need had become an established and sometimes parodied part of American culture
- Finally, communication as progress in techniques and technologies
- The mathematical theory of communication by Claude Shannon and Warren Weaver: conceived information in terms of entropy
- Norbert Wiener’s Cybernetics (1948): These two texts, which emerged from commercial and military research, had international resonance. In the Soviet sphere, translations of Wiener in the 1950s led to a new term kommunikatsiya, which entered Russian to join older terms such as obshchestvo (society) and obshcheniye (communication).

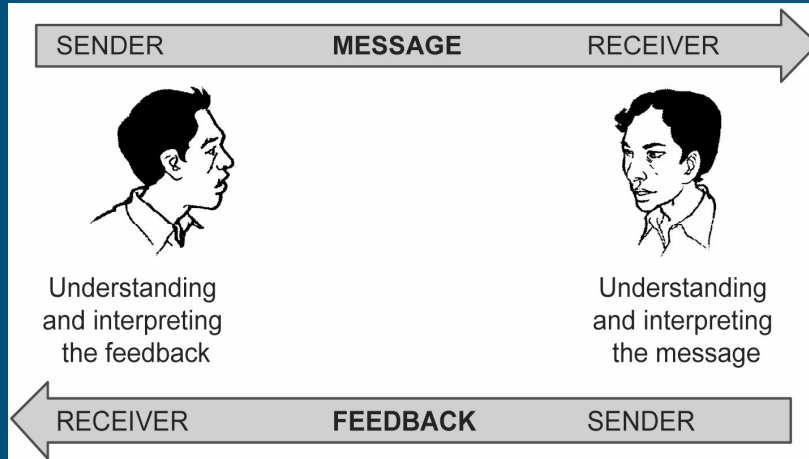
The history of the idea of communication reveals diverse semantic strands: rhetorical, spiritualist, purist, transportational, communitarian, therapeutic, and technical. These lines of meaning give the term power and resonance. Some might consider it ironic that “communication” as a term fails to live up to the ideal of communication that it is often expected to fulfill – indisputable transmission of meaning. Rather, we might learn something profound about communication itself from the fact that even its name is full of competing meanings and visions. Plurality and difference seem to be our lot in both the theory and the practice of communication.

“Half the world is
composed of people
who have something to
say and can't, and the
other half who have
nothing to say and
keep on saying it.”

Robert Frost

What is Communication?

- It is a learned skill. Though we are born with the ability to speak, we cannot communicate well unless we make special effort to refine and develop the skill further.
- Ability to speak is not synonymous with refined communication skill.
- Communication can be categorised broadly into two categories.
 - I. Verbal Communication-- Oral and Written communication comes under this category.
 - II. Non-Verbal-- Actions and gestures



- Effective communication is not limited to understanding the messages of others and being understood by others.
- It also refers to understanding the context and persuading the receiver.

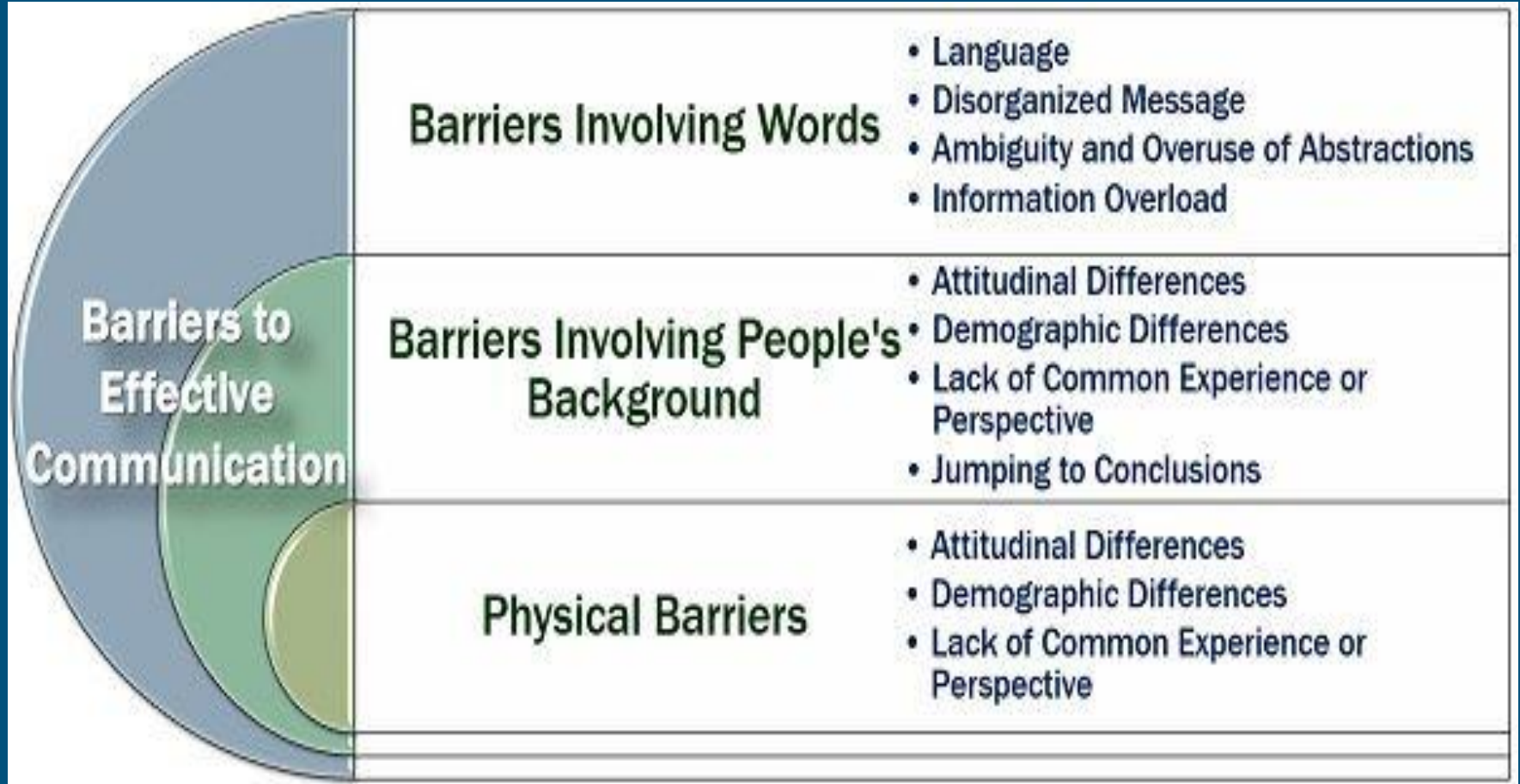


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This is yes.

Effective Communication:

- What's so special about it?
- How to achieve this:
 - I. Listen actively
 - II. Give Feedback
 - III. Body Language
 - IV. Stay Enthusiastic
 - V. Be inquisitive
 - VI. Don't reply too soon

Barriers to Effective Communication





Hey, Do you know that your father's genes can give you diabetes?

Stupid!

I don't wear my father's Jeans?





ETHOS

[CREDIBILITY AND ETHICS]

**PERSUASIVE AD
TECHNIQUES**

PATHOS

[EMOTIONS AND FEELINGS]

LOGOS

[LOGIC AND REASON]

Mark Antony's Speech (*Julius Caesar*)

1. Two problems: surrounded by Brutus and other murderers where he needs to fake an agreement; second, the audience seem convinced.
2. So what does he do? : i) faking the agreement ii) persuade the romans about unjustified murder
3. Isn't it an impossible task?
4. Two Contradictory objectives
5. Shakes the murderers' hands and tells them that although he loved caesar there are good reasons why he was murdered.
6. Pretending to side with them for a favour

Seven Strategies of Mark Antony

1. Gentle Approach (Take time to convince the mob, delicate game of words, indication that i am one with you: “friends, romans ...”; looks as if Antony agrees; hint-sprinkler;
2. Repeats HONOURABLE and AMBITIOUS (five times each; caesar was ambitious and that incites hatred; ambitious: hearsay/opinion; but honourable is spoken directly; SEMANTIC SATIATION: repetition loses meaning; audience becomes numb to its meaning; honourable becomes tainted;)
3. Examples of Caesar’s good character (brought many captives; when poor cried; crown refusal) – Antony’s speech appeals to both mind and heart; reason and emotion
4. Rhetorical Questions (not for answers); guilt-tripping: “you all did love him once”; hypocrisy;
5. Makes the Romans feel guilty
6. Teases Caesar’s will
7. Humanizes Caesar and brutally describes his dead body (regular human and frailties and friends; displays Caesar’s corpse on stage while giving his speech; 23 stabs;

