

Lecture 1

What is communication?

It is giving, receiving or exchanging information, opinions or ideas so that what is communicated is completely understood.

Week 2

- ▶ Methods of communication:
 - ▶ 1. Written word
 - ▶ 2. Spoken word
 - ▶ 3. Symbolic gesture
 - ▶ 4. Visual images
 - ▶ 5. Multi-media

Examples

- ▶ 1. Written word
- ▶ E.g. Letters, memos, fax messages, e-mail, reports, notices, leaflets, etc.
- ▶ Benefits:
 - ▶ * permanent record
 - ▶ * authority
 - ▶ * evidence for future
 - ▶ * can be read at leisure
 - ▶ * can include visual aids to assist understanding



▶ 2. Spoken word

▶ E.g. Telephone calls, discussions, meetings, interviews, speeches, etc.

▶ Benefits:

▶ * voice adds emphasis

▶ * immediate feedback

▶ * body language or tone of voice adds emphasis.



- ▶ 3. Symbolic gestures

- ▶ E.g. Tone of voice, voices, gestures, facial expressions, etc.

- ▶ Benefits:

- ▶ * we can gain extra information

- ▶ * we may be able to read 'between the lines'.



▶ 4. Visual images

▶ E.g. Cartoons, illustrations, graphics, photographs, slides, drawings, etc.

▶ Benefits:

▶ * understanding is often aided with visual images.

▶ * they can convey powerful conscious and unconscious messages.

▶ * hold attention and interest.



- ▶ 5. Multi-media

- ▶ E.g. Newspapers magazines, radios, television, CD-ROMs, Internet, etc.

- ▶ Benefits:

- ▶ * can combine any of the above methods for interest and participation.

Stages in communication

- ▶ 5 stages in the communication cycle:
- ▶ 1. sender
- ▶ 2. message
- ▶ 3. medium
- ▶ 4. recipient
- ▶ 5. feedback

Barriers to communication:

1. non-verbal signals
2. language
3. listening
4. pre-judgment
5. relationship
6. emotions
7. systems