

# KENYA MEDICAL TRAINING COLLEGE


## COMMUNICATION

(The New Curriculum)

**Duration:** 40 Hours



# Course Content

1. Concept of communication
  2. Theories and models of communication
  3. Elements of communication
  4. Stages of communication
  5. Processes of communication
  6. Importance of communication
  7. One & Two-way communication
  8. Effective communication
  9. Modes of communication
  10. Group dynamics
  11. Organizational communication
  12. Cross cultural communication
  13. Kinds of communication
  14. interview
  15. Public speaking
  16. Elements of non-verbal
  17. Importance of non-verbal
  18. Patterns of communication
  19. Direction of communication
  20. Strategies to improve comm.
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# Course Content

- |   |                                       |
|---|---------------------------------------|
| 18. Reading and writing skills              | 32. Process of counselling            |
| 19. Presentation soft skills training       | 33. Therapeutic communication skills  |
| 20. Critical thinking and reflection skills | 34. Interpersonal skills              |
| 21. Problem solving skills                  | 35. Student Centred Learning          |
| 22. Principles of critical thinking         | 36. SCL vs traditional learning       |
| 26. Importance of critical thinking         | 37. Lifelong learning                 |
| 27. Reflective writing                      | 38. Active vs passive learning        |
| 28. Application of theory to practice       | 39. Principles of SDL & SGL           |
| 29. Counselling concept                     | 40. Customer care and Public relation |
| 30. Theories of counselling                 | 41. Introduction to IT                |
| 31. Principles of counselling               |                                       |

# Concept and Definition of Communication

- Communication is the process of sending and receiving information/messages between/among people, *OR*,
- Communication is the process of exchanging information, ideas, thoughts, and feelings between individuals or groups.
  - Communication can take various forms, including verbal, non-verbal, written, and visual communication.
  - Effective communication is essential in all areas of life, from personal relationships to professional environments.
  - Effective communication assists to overcome barriers, and enhancing communication skills and fostering better connections with others.





# Purposes of Communication

Communication serves the following major purposes, to:

1. **Information sharing:** Conveying facts, data, and knowledge to inform others.
2. **Understanding:** Facilitating comprehension between individuals or groups by explaining concepts and ideas.
3. **Persuasion:** Influencing others' beliefs, attitudes, or actions through arguments or emotional appeal.
4. **Relationship building:** Establishing and maintaining connections with others, fostering trust and collaboration.
5. **Conflict resolution:** Addressing and resolving disagreements or misunderstandings through dialogue.



## Cont.... **Purposes of Communication**

6. **Expression of Emotions:** Sharing feelings and experiences to enhance personal connections and empathy.
7. **Decision Making:** Collaborating with others to weigh options and reach conclusions.
8. **Social Interaction:** Engaging in conversations and activities that promote social bonds and community.
9. **Education and Learning:** Facilitating the teaching and acquisition of knowledge and skills.
10. **Entertainment:** Providing enjoyment through storytelling, humor, and other forms of creative expression.



## Cont..... **Purposes of Communication**

11. **Express feelings**, for example, affection, disgust, happiness etc.
12. **Imagine** – making imaginations on how things would be.
13. **Influence, inspire** and **motivate** – to do something.
14. Meet social expectations
15. Preparing people to accept change
16. Developing good human relations
17. Flow of information: top to bottom and vice vasa
18. Coordination of activities
19. Learning new skills, for example, getting work done.



# Major Theories and Models of Communication

Several theories and models of communication have been developed to explain how communication works and the various factors that influence it. Here are some major theories/key and models:

## 1. **Shannon-Weaver Model:**

**Overview:** Often referred to as the "mother of all models," it was created by Claude Shannon and Warren Weaver in 1948.

### **Components:**

- *Sender:* The originator of the message.
- *Encoder:* Translates the message into a signal.
- *Channel:* The medium through which the message is sent.



## Cont.... **Major Theories and Models of Communication**

- *Decoder*: Converts the signal back into the message.
- *Receiver*: The destination of the message.
- *Noise*: Any interference that distorts the message.

### 2. **Schramm's Model**

- **Overview**: Developed by Wilbur Schramm, this model emphasizes the importance of shared experiences.

#### **Key Points:**

- Communication is a two-way process.



## Cont.... **Major Theories and Models of Communication**

- The sender and receiver must have a common field of experience for effective communication.
- Feedback is crucial for understanding.

### 3. **Berlo's SMCR Model**

- **Overview:** David Berlo's model focuses on the components of communication.

#### **Components:**

- *Source:* The person or group sending the message.
- *Message:* The content being communicated.



## Cont.... **Major Theories and Models of Communication**

- *Channel*: The medium used (e.g., face-to-face, written).
- *Receiver*: The individual or group receiving the message.
- **Key Insight**: Each component can affect the overall effectiveness of communication.



# Cont.... **Major Theories and Models of Communication**

## **4. Barnlund's Transactional Model**

**Overview:** This model views communication as a dynamic and continuous process.

### **Key Features:**

- Both parties are simultaneously senders and receivers.
- Context and environment play a crucial role.
- Emphasizes feedback and the ongoing nature of communication.





# Cont.... **Major Theories and Models of Communication**

## **5. Interpersonal Communication Theory**

**Overview:** Focuses on the communication between individuals.

### **Key Concepts:**

- Self-disclosure: Sharing personal information fosters intimacy.
- Relational Development: Communication evolves through stages, from initial interactions to deeper connections.



# Cont.... **Major Theories and Models of Communication**

## **6. Social Penetration Theory**

**Overview:** Developed by Irwin Altman and Dalmas Taylor, it explains how relationships develop through communication.

### **Key Points:**

- Relationships deepen through increasing levels of self-disclosure.
- The "onion metaphor" illustrates layers of intimacy, from superficial to deep.



# Cont.... **Major Theories and Models of Communication**

## **7. Uncertainty Reduction Theory**

- **Overview:** Proposed by Charles Berger and Richard Calabrese, this theory addresses how communication reduces uncertainty in initial interactions.

### **Key Concepts:**

- Individuals seek information to reduce uncertainty about others.
- Communication strategies evolve as relationships develop.



# Cont.... **Major Theories and Models of Communication**

## **8. Uses and Gratifications Theory**

**Overview:** Focuses on why people engage with media and communication.

### **Key Points:**

- Audiences actively seek out media to satisfy specific needs (e.g., information, entertainment).
- Understanding audience motivations is crucial for effective communication.



# STAGES OF COMMUNICATION

Communication occurs in well defined stages as follows:

1. Know what to say
2. Find the right words to use
3. Convey the message clearly
4. Listen to the message accurately
5. Decode the message correctly
6. Translating message into thoughts
7. Providing Feedback



## Cont.....**Stages of Communication**

### **Stage 1 – Know what to say**

- Before a sender communicates any message, he/she must know what is to be said (sent).
- Ever encounter situations when someone is talking to you and you have the feeling that he has no idea what he is talking about.
- This could happen when the sender is relaying a message for someone else, but have limited information and is required to fill the gaps with assumptions or, miscommunication have already taken place between the original sender and the medium.



## Cont.....**Stages of Communication**

### **Stage 2 – Find the right words to use**

- Different words have different meaning. Different meaning will lead to different perception.
- Language deficiency could be one of the reasons for breakdown at this stage. Great players do not necessarily make great coaches.
- One reason is because despite their experience, they are unable to find the right words to piece their thoughts together.

### **Stage 3 – Convey the message clearly**

- The key to this stage is to articulate the message clearly, using the right tone, at the right pace.
- Issues could arise when the speaker is not speaking clearly, and the listener is not impelled to raise the matter.



## Cont.....Stages of Communication

### Stage 4 – Listen to the message accurately

- Moving on to the receiver's half. Breakdown could arise if the environment does not support accurate listening.
- Setbacks could also occur at this stage if the receiver is not use to the pace or language the sender is using, or, if there are too much information to digest.





## Cont.....**Stages of Communication**

### **Stage 5 – Decode the message correctly**

- In the receiver's mind, the words heard draw linkages with his understanding of each word.
- Language deficiency could cause break down at this stage as the same word may have a different mean differently between the two parties. The need to assume if the word is not understood could also lead to break downs.



## Cont.....**Stages of Communication**

### **Stage 6 – Translating message into thoughts**

- The meaning of words used are put together to form a perception in the receiver's mind. Once the entire message is put together, the receiver will intend to connect it with his knowledge.
- If the receiver is unable to draw any links, he will not be able to fully comprehend the actual meaning of the message, resulting in misinterpretation or misconception. When the receiver translates the misinterpreted thoughts into action and it does not align with the sender's intention, both parties will realize that there has been a miscommunication. Trust is also an element which might affect the communication process at this stage. If the receiver of the message does not fully trust the sender, he might misinterpret the message.



## Cont.....**Stages of Communication**

### **Stage 7 – Providing Feedback**

- Feedback is needed for a successful communication. Without it, the communication is failed. Feedback is a responding action from the receiver and completes the communication process.
- Sometimes a feedback will become a communication distortion if it is delayed.



# PRINCIPLES OF COMMUNICATION

The seven principles of communication are:

1. Clarity
2. Attention
3. Feedback
4. Informality
5. Consistency
6. Timeliness
7. Adequacy
8. Active Listening
9. Non-verbal communication
10. Empathy
11. Respect and open-mindedness
12. Context and environment
13. Use of technology
14. Cultural awareness
15. Continuous improvement

**Assignment: *Discuss No. 8 - 15***



# 1. Clarity

- The idea or message to be communicated should be clearly spelt out, and made short and clear.
- It should be worded in such a way that the receiver understands the same thing which the sender wants to convey without ambiguity in the message.
- It should be kept in mind that the words do not speak themselves but the speaker gives them the meaning. A clear message will evoke the same response from the other party/receiver.



- The receiver must be conversant with the language, inherent assumptions, and the mechanics of communication.

## 2. **Attention**

- In order to make communication effective, the receiver's attention should be drawn towards message.
- People are different in behaviour, attention, emotions etc. so they may respond differently to the message. Subordinates should act similarly as per the contents of the message.



- The acts of a superior also draw the attention of subordinates and they may follow what they observe. For example, if a superior is very punctual in coming to the office then subordinates will also develop such habits. It is said that 'actions speak louder than words.'

### 3. **Feedback**

- The principle of feedback is very important to make the communication effective.
- There should be feedback information from the recipient to know whether he has understood the message in the same sense in which the sender has meant it.



## 4. **Informality**

- Formal communication is generally used for transmitting messages and other information.
- Sometimes formal communication may not achieve the desired results, informal communication may prove effective in such situations.
- Management should use informal communication for assessing the reaction of employees towards various policies.
- Senior management may informally convey certain decisions to the employees for getting their feedback.
- So this principle states that informal communication is as important as formal communication.





## 5. **Timeliness**

- This principle states that communication should be done at proper time so that it helps in implementing plans.
- Any delay in communication may not serve any purpose rather decisions become of historical importance only.

## 6. **Adequacy**

- The information communicated should be adequate and complete in all respects.
- Inadequate information may delay action and create confusion. Inadequate information also affects efficiency of the receiver.
- So, adequate information is essential for taking proper decisions and making action plans.



## 7. **Consistency**

- This principle states that communication should always be consistent with the policies, plans, programmes and objectives of the organization and not in conflict with them.
- If the messages and communications are in conflict with the policies and programmes then there will be confusion in the minds of subordinates and they may not implement them properly. Such a situation will be detrimental to the interests of the organization.



# IMPORTANCE OF COMMUNICATION

The importance of communication include the following:

1. Building relationships
2. Facilitating collaboration
3. Problem-solving
4. Conflict resolution
5. Enhancing engagement
6. Information sharing
7. Influencing and persuasion
8. Cultural understanding
9. Personal development
10. Leadership
11. Base for action
12. Makes planning Easy
13. Means of coordination
14. Aids in decision-making
15. Provides effective leadership
16. Boosts morale and motivation
17. Attitude change
18. Socialization
19. Controlling behaviour/events/actions

## Cont.... **Importance of Communication**

### **1. Base for Action**

- Communication acts as a base for any action.
- Starting of any activity begins with communication which brings information necessary to begin with.
- One makes a decision on what to do based on the information received.



## Cont.... **Importance of Communication**

### **2. Makes Planning Easy**

- Communication facilitates planning. Planning is made easy by communication.
- Any type of information regarding the human resource requirement for each department of the organisation with their qualifications, the type and kinds of job etc. can be collected through communication which helps in human resource planning.
- Policies and programmes for their acquisition can be prepared and implemented.
- In the entire process communication plays a vital role, it also facilitates managerial planning of the organisation.



## Cont... **Importance of Communication**

### **3. Means of Coordination**

- Communication is an important tool for coordinating the efforts/activities of various people/departments at work in the organisation.



## Cont... **Importance of Communication**

### **4. Aids in Decision-Making**

- The information collected through communication aids in decision-making.
- Communication facilitates access to the vital information required to take decisions as it helps in identifying and assessing alternative course(s) of action(s).



## Cont.... **Importance of Communication**

### **5. Provides Effective Leadership**

- A communication skill bring manager near to his subordinates and exchange ideas and submits appropriate proposals, knows their opinions, seeks advice and make decisions.
- This enables a manager to win confidence of his subordinates through constantly communicating with them and removing probable misunderstandings.
- In this way he leads his people to accomplish the organisational goal.





## Cont.... **Importance of Communication**

### **6. Boosts Morale and Motivation**

- An effective communication system instils confidence among subordinates and workers ensuring change in their attitude and behaviour.
- Informing and clarifying to the employees about the task to be done, the manner they are performing the task, and how to improve their performance if it is not up to the mark.



## Cont.... **Importance of Communication**

- The main cause of conflict and dissatisfaction is misunderstanding which can be removed through communication skills.
- The removal of misunderstanding makes manager and his subordinates understand each other and create good industrial relations.
- This boosts up the morale of the people and motivates them to work harder.



## Cont.... **Importance of Communication**

### **7. Attitude change**

- Plays a crucial role in altering individual's attitudes, i.e., a well-informed individual will have better attitude than a less-informed individual.
- Organizational magazines, journals, meetings and various other forms of oral and written communication help in moulding employee's attitudes.



## Cont.... **Importance of Communication**

### **8. Socialization**

- Helps in socializing those involved in the communication process.
- In today's life the presence of another individual foster communication. It is also said that one cannot survive without communication.



## Cont.... **Importance of Communication**

### **9. Controlling**

- It helps controlling organizational member's behaviour in various ways.
- There are various levels of hierarchy and certain principles and guidelines that employees must follow in an organization.
- They must comply with organizational policies, perform their job role efficiently and communicate any work problem and grievance to their superiors.



# KEY ELEMENTS OF COMMUNICATION

– The ten major elements (components)  
of communication process are:

1. Referent (situation prevailing)
2. Sender
3. Encoding
4. Message / **Idea** / **Information**
5. Channel
6. Receiver
7. Decoding
8. Feedback
9. Context
- 10.Noise




## Cont.... **Key Elements of Communication**

- Communication is a complex process that involves several key elements.
- Understanding these elements can help improve communication effectiveness in both personal and professional settings. Here are the primary components:
  1. **Referent:** It is the situation prevailing that prompts the process of communication to be initiated. For example, a nurse sighting a patient with difficulty in breathing may serve as a referent to the nurse prompting her to initiate communication process with the patient or team.
  2. **Sender:** The person or entity that initiates the message. They encode the information they wish to convey.
  3. **Message:** The content or information being communicated. This can be verbal, non-verbal, written, or visual.



## Cont.... **Key Elements of Communication**

4. **Encoding:** The process of converting the message into symbols or language that can be understood by the receiver.
  5. **Channel:** The medium through which the message is transmitted. This can include spoken words, written text, emails, social media, etc.
  6. **Decoding:** The process by which the receiver interprets or makes sense of the message.
  7. **Feedback:** The response from the receiver back to the sender, indicating whether the message was understood correctly.
  8. **Context:** The environment or situation in which the communication takes place, including cultural, social, and physical contexts that can affect understanding.
  9. **Noise:** Any interference that can distort or obstruct the message. This can be physical noise, distractions, or even misunderstandings.
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# Adverse Elements of Communication

These elements adversely interfere with the process of communication. They are:

1. **Entropy:** Is a measure of the amount of uncertainty in the message/content.
2. **Redundancy:** Refers to undesired repetition of either words or sentences during communication.
3. **Noise:** Is actually anything irrelevant, unwarranted, undesired and hence, a disturbance/interference to effective transmission.



## Cont... **Key types of Noise in Communication**

- Noise refers to anything that disrupts or distorts the clarity of a message.
- Understanding and addressing these types of noise can significantly improve effective communication. Here are the main types of noise in communication:

### 1. **Physical Noise**

- External sounds that interfere with the message, such as traffic, construction, or loud conversations. For example: Trying to talk on the phone in a crowded café.

### 2. **Psychological Noise**

- Internal thoughts or emotions that hinder understanding, such as stress, anxiety, or preconceived notions. For example: A person worrying about a personal issue may not fully listen to a colleague.



## Cont... **Key types of Noise in Communication**

### 3. **Physiological Noise**

- a) In communication refers to biological factors that can impede the transmission or reception of a message.
- b) This type of noise originates from the physical state of the individuals involved in the communication process.
- c) Examples of physiological noise: Physical Discomfort, Sensory Impairments, Medication Effects, and Stress and Anxiety.

### 4. **Semantic Noise**

- a) Misinterpretations due to language barriers, jargon, or ambiguous phrases.
- b) Example: Using technical terms that the audience does not understand.



## Cont... **Key types of Noise in Communication**

### 5. **Technical Noise**

- a) Issues with technology that affect communication, such as poor connections, glitches, or software malfunctions.
- b) Example: A video conference where the audio cuts out intermittently.

### 6. **Cultural Noise**

- a) Differences in cultural backgrounds that affect interpretation and understanding.
- b) Example: Gestures or expressions that have different meanings in various cultures.

### 7. **Environmental Noise**

- a) Factors in the surrounding environment that can distract or inhibit communication.
  - b) Example: Poor lighting or uncomfortable seating in a meeting space.
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## Cont... **Key types of Noise in Communication**

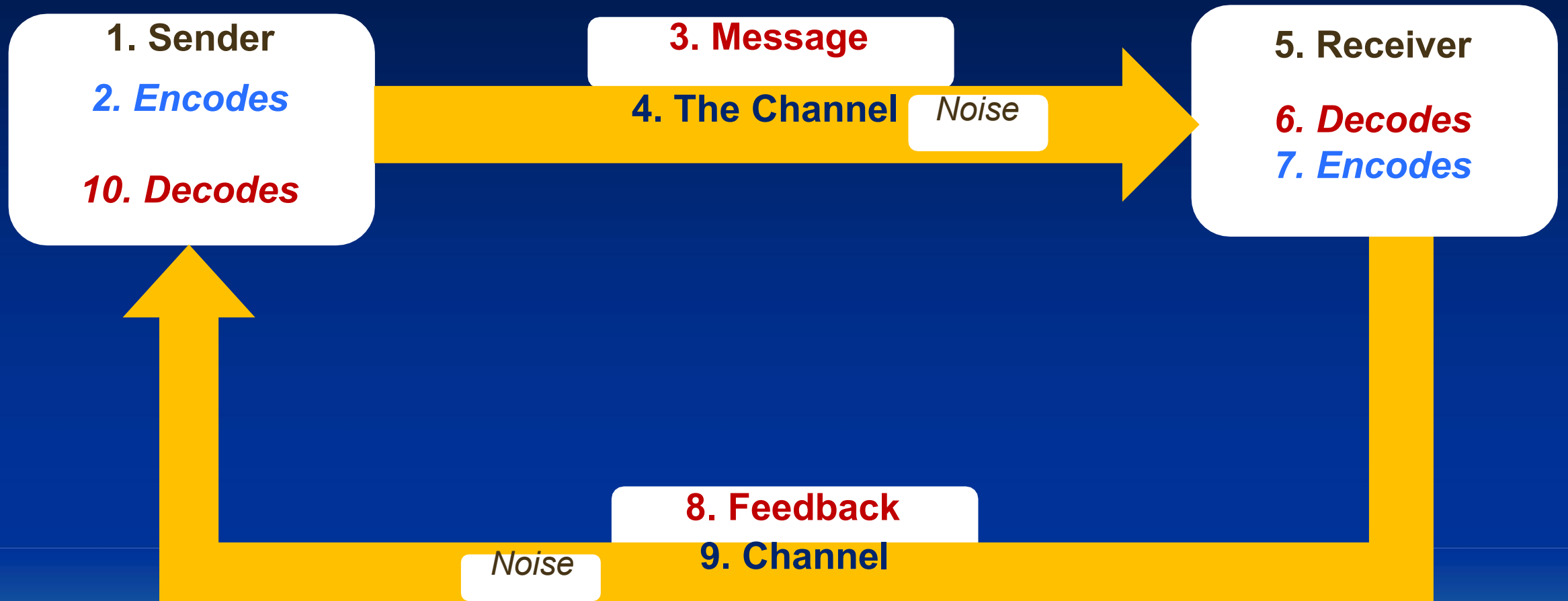
### **Strategies to Minimize Noise**

Individuals and organizations can significantly reduce noise in communication, leading to clearer, more effective interactions.

1. Active listening
2. Appropriate medium
3. Reduce distractions
4. Clear and concise language
5. Use of visual aids
6. Feedback mechanisms
7. Create a conducive environment
8. Be Mindful of timing
9. Cultural sensitivity
10. Empathy
11. Emotional awareness
12. Use technology wisely



# THE PROCESS OF COMMUNICATION



# FACTORS INFLUENCING COMMUNICATION

There are so many factors that influence communication, for example:

- ☐ Cultural diversity
- ☐ Socio-economic statuses
- ☐ Grooming
- ☐ Misunderstanding of message
- ☐ Emotional difference
- ☐ Past experiences
- ☐ Educational and intellectual difference
- ☐ Group affiliations
- ☐ Positional differences among the personnel
- ☐ Functional relationship between sender and receiver, etc.





# Cont..... Factors Influencing Communication





# ONE AND TWO WAY COMMUNICATION

## ONE - WAY COMMUNICATION

- One-way communication is linear and limited because it occurs in a straight line from sender to receiver and serves to inform, persuade or command.
- The information is transferred from the sender to the receiver without any opportunity for the receiver to give feedback to the sender.
- One-way communication is most often used to give factual information, persuade or manipulate the receiver to act in a certain way.



## Cont.... **One - Way Communication**

### Examples:

- 📺 The weather report presented on television
- 📺 The sweater's tag with washing instructions
- 📺 The nutritional label on the cereal box etc.
- 📺 The recorded music on the CD
- 📺 The billboard message erected on road side.
- 📺 Mr. KY's lecture (*if he only lectures and doesn't open up a discussion with the students*).

# Advantages of One-way Communication

1. **Clarity and Consistency:** Since the message flows in one direction, it can be crafted carefully to ensure clarity and consistency, reducing the chance of misunderstanding.
2. **Efficiency:** One-way communication is often quicker, as it eliminates the time required for back-and-forth exchanges. This is especially useful for disseminating information to large groups.
3. **Control of Message:** The sender has complete control over the content and delivery of the message, ensuring that the intended message is communicated without alteration.



## Cont.... **Advantages of One-way Communication**

4. **Reduced Miscommunication:** With no immediate feedback or questions from the audience, there's less likelihood of miscommunication or distractions that can arise in interactive exchanges.
5. **Scalability:** This method is effective for reaching a large audience simultaneously, such as in broadcasting announcements, newsletters, or presentations.
6. **Simplicity:** One-way communication is straightforward and easy to implement, making it ideal for situations where the complexity of dialogue is unnecessary.



## Cont.... **Advantages of One-way Communication**

7. **Time-saving:** It saves time for the sender and allows the audience to receive information quickly, which can be crucial in emergency situations or for urgent announcements.
8. **Focus on Content:** The audience can focus solely on the content being delivered without the distractions of interactions, questions, or discussions.



# Disadvantages of One-way Communication

## 1. Lack of Feedback:

- No immediate response means misunderstandings may go uncorrected.
- The sender cannot gauge the receiver's comprehension or reaction.

## 2. Reduced Engagement:

- Recipients may feel excluded or undervalued, leading to disengagement.
- Lack of interaction can diminish interest and reduce motivation.

## 3. Potential Misinterpretation:

- Messages can be misinterpreted without the opportunity for clarification.
- Tone and context may be lost, leading to confusion.



## Cont.... **Disadvantages of One-way Communication**

### 4. **Limited Understanding:**

- Information may not be fully understood, leading to incomplete knowledge.
- Recipients may have questions that go unanswered.

### 5. **Inflexibility:**

- One-way communication does not allow for adaptability in response to the audience's needs or reactions.
- It can be rigid and fail to address evolving situations.

### 6. **Decreased Trust:**

- Lack of open dialogue can foster mistrust between the parties involved.
- Recipients may feel that their opinions are not valued.



## Cont.... **Disadvantages of One-way Communication**

### 7. **Ineffective Problem Solving:**

- Without input from all parties, solutions may be less effective or relevant.
- Collaboration is stifled, leading to missed opportunities for innovation.

### 8. **Overload of Information:**

- Recipients may feel overwhelmed with information without the chance to discuss or digest it.
- Important points may be lost in a flood of one-sided messages.





# TWO - WAY COMMUNICATION

- Two-way communication always includes feedback from the receiver to the sender and lets the sender know the message has been received accurately.
- Two-way communication is when one person is the sender and they transmit a message to another person, who is the receiver.
- When the receiver gets the message, they send back a response, acknowledging the message was received. Two-way communication is essential in the business world.



# Advantages of two-way Communication

1. **Enhanced understanding:** Both parties can clarify misunderstandings in real time, leading to better comprehension of messages.
2. **Feedback mechanism:** Immediate feedback allows for adjustments to be made quickly, improving the effectiveness of communication.
3. **Increased engagement:** Active participation encourages engagement, fostering a sense of involvement and commitment.
4. **Stronger relationships:** Open dialogue builds trust and rapport between individuals or groups, enhancing collaboration.
5. **Problem-solving:** Two-way communication facilitates brainstorming and collective problem-solving, as diverse perspectives are shared.



## Cont... **Advantages of two-way Communication**

6. **Empowerment:** It empowers individuals by valuing their input, leading to increased motivation and morale.
7. **Adaptability:** Allows communicators to adapt their messages based on the responses and reactions of others, making communication more relevant.
8. **Conflict resolution:** Promotes dialogue that can help resolve conflicts through understanding differing viewpoints.



# Disadvantages of two-way Communication

1. **Time-Consuming:** Engaging in back-and-forth dialogue can take more time than one-way communication, potentially delaying decision-making.
2. **Potential for Miscommunication:** If not managed well, the exchange can lead to misunderstandings or misinterpretations, especially if messages are unclear.
3. **Overwhelming Feedback:** Too much feedback can complicate discussions, making it difficult to reach a consensus or make decisions.
4. **Emotional Responses:** Open communication can sometimes lead to emotional reactions, which may escalate conflicts or create tension.



## Cont... **Disadvantages of two-way Communication**

5. **Dependence on skills:** Effective two-way communication requires good interpersonal skills, which not everyone may possess, potentially leading to ineffective exchanges.
6. **Power dynamics:** In hierarchical settings, individuals may hesitate to express their opinions, limiting true two-way communication.
7. **Information overload:** Receiving too much information at once can overwhelm individuals, making it harder to process key points.
8. **Difficulty in management:** Coordinating and managing two-way communication can be challenging, especially in larger groups or organizations.



# EFFECTIVE COMMUNICATION

## Definition

Effective communication is one that produces the intended result, hence, enabling the sender and receiver to understand each other's point of view.

- Effective communication is a vital skill that enhances personal and professional relationships.
- It is a two way process involving sending the right message, through the right channel, to the right person; at the right time; with a timely feedback.



# Principles of Effective Communication

- By applying these principles, you can foster better understanding and stronger relationships in both personal and professional settings.
- The Principles of Effective Communication are:
  1. Clarity
  2. Active listening
  3. Non-verbal communication
  4. Empathy
  5. Conciseness
  6. Open-mindedness
  7. Feedback
  8. Adaptability listening
  9. Simplicity
  10. Preparation
  11. Visuals
  12. Conciseness
  13. Relation



## Cont.... **Principles of Effective Communication**

### 1. **Clarity and Conciseness**

- Be clear about your message.
- Avoid jargon or overly complex language.
- Get to the point quickly to maintain the listener's attention.

### 2. **Active Listening**

- Pay full attention to the speaker.
- Show that you are listening through nodding and verbal affirmations.
- Reflect back what you hear to ensure understanding.





## Cont.... **Principles of Effective Communication**

### 3. **Non-Verbal Communication**

- Be aware of body language, facial expressions, and gestures.
- Maintain eye contact to convey confidence and engagement.
- Use appropriate tone and volume to match the context.

### 4. **Empathy**

- Try to understand the feelings and perspectives of others.
- Acknowledge emotions and respond appropriately.
- Build rapport by showing genuine interest in others' viewpoints.



## Cont.... **Principles of Effective Communication**


### 5. **Open-Mindedness**

- Be willing to consider different ideas and viewpoints.
- Avoid jumping to conclusions or making assumptions.
- Encourage an open dialogue where all participants feel valued.

### 6. **Feedback**

- Provide constructive feedback that is specific and actionable.
- Be open to receiving feedback about your own communication style.
- Use feedback as a tool for growth and improvement.

### 7. **Adaptability**

- Tailor your communication style to suit your audience.
  - Be flexible in your approach depending on the context and feedback.
  - Adjust your message based on the situation and the responses you receive.
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## Cont.... **Principles of Effective Communication**

### 8. **Active listening**

- Always seek to know your audience better and be a good listener.
- Allow the receiver to fully express himself before you speak.

### 9. **Simplicity**

- Avoid technical jargons that may not understood by your audience.
- Use simple and familiar language and be patient with your audience.
- Clients will appreciate your patience and willingness to walk them through each step.



## Cont.... **Principles of Effective Communication**

### 10. **Preparation**

- Always prepare adequately before engaging the audience on any subject matter.
- Coming prepared is key to staying one step ahead of your client.
- Creating a fluent and convincing story line that consists of a beginning, middle, and end will buy you some street cred.

### 11. **Visuals**

- Use visual aids to reinforce understanding.
- A picture is worth a thousand words” since where words fail, a picture can provide a foundation for discussion.
- When appropriate, consider using a graphical representation to jump –start a conversation.



## Cont.... **Principles of Effective Communication**

### 12. **Conciseness**

- Always be short and clear, that is, use few words for greater clarity.
- Get to the point and make your words count. Do not waste time with unnecessary statements.

### 13. **Relation**

- Use your personal experiences, difficulties and successes to strengthen relationships with receiver (audience).



# Characteristics of Effective Communication

- Are also referred to as elements of effective communication or the 7Cs of effective communication):

1. **Completeness**

2. **Conciseness**

3. **Consideration**

4. **Clarity**

5. **Correctness**

6. **Courtesy**

7. **Concreteness**



## Cont.... **Characteristics of Effective Communication**

### 1. **Completeness**

- The information conveyed in the message should be complete (wholesome) for the communication to be effective
- The sender must take into consideration the receivers mind-set and convey the message appropriately.
- Complete information always gives additional information whenever required, it leaves no questions in the mindset of receiver.
- Complete information helps in better decision making as it serves all the desired manner.



# Cont.... **Characteristics of Effective Communication**

## 2. **Conciseness**

- This means communicating the message in the least possible words
- Helps in effective communication
- It provides short and essential message in limited words
- Concise messages are more appealing and comprehensive to the audience
- Concise messages are non –repetitive in nature.





## Cont.... **Characteristics of Effective Communication**

### 3. **Consideration**

- Effective communication must take the audience into consideration by the audience's view point, background, mindset, educational level, profession, culture, tradition, age, status etc.
- Consideration imply stepping into the shoes of others.
- It ensures that the self-respect of the audiences is maintained and the emotions are not harmed.
- Consider the needs and requirements of the audience to achieve effective communication.



## Cont.... **Characteristics of Effective Communication**

### 4. **Clarity**

- This implies emphasizing on a specific goal or objective at a time rather than trying to move away from the track.
- Help understand the message easily.
- Complete clarity of thought and ideas enhance the meaning of the message.
- Clarity comes with the use of exact appropriate and concrete words.



## Cont.... **Characteristics of Effective Communication**

### 5. **Correctness**

- Implies that correct information is conveyed through messages
- Boosts up confidence level of the sender.
- Correct information has greater impact on the audience i.e. leads to a desired change or action in the individual group or person.
- It is free from grammatical errors and use appropriate and correct language.
- Correct information includes the precision and accurateness of facts and figures used in the messages.




# Advantages of Effective Communication

## 6. Courtesy

- Means being respectful, polite, kind, just, enthusiastic and convincing.
- Courtesy is an important element of effective communication.
- It reflects the nature and character of sender of message
- Same as giving respect and expecting the same
- It is not at all biased in nature.

## 7. Concreteness

- Means the message is detailed with vivid facts.
  - Concrete communication implies being particular and clear rather than being fuzzy and general. It also shows the good level of confidence.
  - Helps to strengthen the reputation of the organization or profession.
  - Concrete information can't be misinterpreted (because it is particular and clear based on evidence).
- 

## Cont.... **Characteristics of Effective Communication**

### 3. **Coherence**

- When your communication is coherent, it's logical. All points are connected and relevant to the main topic, and the tone and flow of the text is consistent.



# Advantages / Importance of Effective Communication

## 1. Improved relationships

- Benefit: Builds trust and understanding between individuals.
- Impact: Enhances personal and professional relationships, leading to stronger collaborations.

## 2. Increased productivity

- Benefit: Clear communication reduces misunderstandings and errors.
- Impact: Streamlines processes and boosts overall efficiency in teams and organizations.

## 3. Better decision-making

- Benefit: Facilitates the sharing of ideas and perspectives.
  - Impact: Leads to well-informed decisions based on comprehensive information and diverse viewpoints.
- 

# Advantages / Importance of Effective Communication

## 4. Enhanced engagement

- Benefit: Encourages participation and involvement from all parties.
- Impact: Fosters a sense of belonging and commitment, particularly in teams.

## 5. Conflict resolution

- Benefit: Promotes open dialogue about issues and concerns.
- Impact: Helps to resolve conflicts quickly and amicably, preventing escalation.

## 6. Effective leadership

- Benefit: Leaders who communicate well inspire and motivate their teams.
- Impact: Creates a positive work environment and drives team performance.

## 7. Increased customer satisfaction

- Benefit: Clear communication with clients enhances service delivery.
  - Impact: Builds customer trust and loyalty, leading to repeat business.
- 

# Advantages / Importance of Effective Communication

## 8. Cultural awareness

- Benefit: Encourages understanding and appreciation of diverse perspectives.
- Impact: Fosters inclusivity and respect in multicultural environments.

## 9. Personal growth

- Benefit: Enhances interpersonal skills and self-awareness.
- Impact: Aids in personal development and the ability to connect with others meaningfully.

## 10. Innovation and creativity

- Benefit: Encourages the sharing of ideas and brainstorming.
- Impact: Promotes a culture of innovation where new concepts can flourish.





# Barriers to Effective Communication

## *Definition*

A barrier to communication refers to any obstacle that prevents the effective exchange of information/message/idear between individuals or groups.

- These barriers can distort, block, or hinder the message being conveyed, leading to misunderstandings, confusion, or conflict.
- Understanding barriers to communication is crucial for improving interpersonal and organizational interactions.
- By identifying and addressing these barriers, individuals and organizations can enhance their communication effectiveness, leading to better relationships and outcomes.



# Types of Barriers to Effective Communication

The following are factors that hinder effective communication:

1. **Encoding barriers**
2. Transmitting/channel/medium barriers
3. **Decoding barriers (problems with receiver)**
4. Feedback/Responding barriers
5. **Physical barriers**
6. **Language barriers**
7. Psychological barriers
8. **Cultural barriers**
9. Perceptual barriers
10. **Technological barriers**
11. Organizational barriers
12. **Others:** dressing, talking style, behaviour etc.



## Cont... **Barriers to Effective Communication**

### 1. **Physical Barriers**

- Definition: Environmental factors that impede communication.
- Examples: Noise, distance, office layout, or interruptions.

### 2. **Language Barriers**

- Definition: Issues arising from differences in language or terminology.
- Examples: Jargon, slang, or language proficiency differences that cause misunderstandings.

### 3. **Psychological Barriers**

- Definition: Emotional or mental factors that affect communication.
- Examples: Stress, anxiety, prejudices, or biases that can lead to misinterpretation.



## Cont... **Barriers to Effective Communication**


### 4. **Cultural Barriers**

- Definition: Differences in cultural backgrounds that affect communication styles.
- Examples: Variations in non-verbal cues, values, or social norms that lead to miscommunication.

### 5. **Perceptual Barriers**

- Definition: Differences in how individuals perceive information.
- Examples: Personal experiences, beliefs, or attitudes that shape understanding and interpretation.

### 6. **Technological Barriers**

- Definition: Challenges related to the use of technology in communication.
  - Examples: Poor internet connection, lack of access to communication tools, or unfamiliarity with technology.
- 

## Cont... **Barriers to Effective Communication**

### 7. **Organizational Barriers**

- Definition: Structural issues within an organization that hinder communication.
- Examples: Hierarchical structures, lack of clear communication channels, or insufficient feedback mechanisms.



# Overcoming Barriers to Effective Communication

Overcoming barriers to effective communication is essential for fostering understanding and collaboration.

- ✓ By implementing these strategies, individuals and organizations can significantly enhance their communication effectiveness, leading to better relationships and outcomes.



## Cont... **Overcoming Barriers to Effective Communication**

✓ Here are some key strategies to enhance communication:

### 1. **Identify the barriers**

- *Physical barriers*: Noise, distance, or environmental factors that hinder communication.
- *Psychological barriers*: Stress, emotional states, or biases that affect perception.
- *Language barriers*: Differences in language or jargon that create misunderstandings.
- *Cultural barriers*: Varied cultural backgrounds that influence communication styles.



## Cont... **Overcoming Barriers to Effective Communication**

### 2. **Active listening**

- Engage fully by maintaining eye contact, nodding, and providing feedback.
- Avoid interrupting and allow the speaker to finish before responding.

### 3. **Use clear language**

- Avoid jargon and complex terms; use simple, straightforward language.
- Be specific and articulate your thoughts clearly.

### 4. **Non-verbal communication**

- Pay attention to body language, facial expressions, and gestures.
- Ensure your nonverbal cues match your verbal messages.





## Cont... **Overcoming Barriers to Effective Communication**

### 5. **Empathy and understanding**

- Try to understand the other person's perspective and feelings.
- Show compassion and validate their emotions.

### 6. **Feedback mechanism**

- Encourage questions and clarifications to ensure understanding.
- Provide constructive feedback and be open to receiving it.

### 7. **Adaptability**

- Be flexible in your communication style based on the audience.
- Adjust your approach depending on the context and feedback received.



## Cont... **Overcoming Barriers to Effective Communication**

### 8. **Create an open environment**

- Foster a culture of openness where individuals feel safe to express themselves.
- Encourage dialogue and collaboration among team members.

### 9. **Use technology wisely**

- Leverage tools like video conferencing, messaging apps, and collaborative platforms.
- Ensure that technology enhances rather than hinders communication.

### 10. **Continuous improvement**

- Regularly assess and improve your communication skills.
- Seek training or workshops focused on effective communication strategies.



# STRATEGIES FOR IMPROVING COMMUNICATION

- Being Assertive (and nice)
- Being available to the audience
- Being an Influencer
- Considering culture difference
- Dealing with conflict effectively
- Embracing straight talk
- Following up in writing
- Reflecting on the message
- Acknowledging others' feelings
- Giving full information, do not hold
- Correctly interpret the message
- Clarifying the message
- Confrontation of the receiver
- Offering alternative
- Using humour appropriately
- Inform and inspire
- Knowing your audience
- Listening attentively
- Avoiding a noisy place
- Painting the bigger picture
- Restating /paraphrasing
- Using appropriate channel
- Putting in extra effort at crisis time



# MODES OF COMMUNICATION

Communication among human beings is classified as follows:

1. Intrapersonal Communication
2. Interpersonal Communication
3. Mass Communication
4. Group Communication
5. Public Communication
6. Organizational Communication
7. Cross Cultural Communication



## Cont... **Modes of Communication**

### **1. Intrapersonal Communication**

- It refers to the internal dialogue or self-talk that occurs within an individual involving thoughts, reflections, and self-analysis.
- It is a critical component of how we understand ourselves, process information, and make decisions.

### **Components**

- **Self-talk**: The ongoing internal dialogue that influences feelings and behaviours.
- **Reflection**: Analyzing past experiences and thoughts to derive meaning and insights.



## Cont... **Modes of Communication**

- **Emotional processing**: Understanding and managing one's emotions through internal dialogue.

### **Functions of Intrapersonal Communication**

- **Decision making**: Helps individuals weigh options and consider consequences before making choices.
- **Self-understanding**: Aids in developing self-awareness and personal identity.
- **Problem solving**: Facilitates the analysis of challenges and the formulation of solutions.
- **Decision making**: the individual evaluates options and make personal decisions.
- **Goal setting**: Assists in clarifying personal goals and motivations.



## Cont... **Modes of Communication**

### **2. Interpersonal Communication**

- Interpersonal communication is the exchange of information, feelings, and meaning between two or more individuals.
  - It plays a crucial role in building relationships, understanding, and collaboration.
  - Interpersonal communication involves direct, face-to-face interaction or communication through various channels, including verbal and non-verbal cues.
  - It enhances interpersonal skills can lead to more meaningful connections, better conflict resolution, and improved overall communication effectiveness.






## Cont... **Modes of Communication**

### **Types of Interpersonal Communication**

- **Verbal communication:** The spoken or written exchange of messages, including conversations and discussions.
- **Non-verbal communication:** Includes body language, facial expressions, gestures, and tone of voice that convey meaning beyond words.

### **Components of Interpersonal Communication**

- **Sender and receiver:** The individuals involved in the communication process.
  - **Message:** The information or idea being communicated.
  - **Feedback:** The response from the receiver that indicates understanding or reaction to the message.
  - **Context:** The environment or situation in which the communication takes place.
- 



## Cont... **Modes of Communication**

### **Functions of Interpersonal Communication**

- **Building relationships**: Fosters connections and trust between individuals.
- **Sharing information**: Facilitates the exchange of ideas, knowledge, and feelings.
- **Conflict resolution**: Helps address misunderstandings and disagreements through dialogue.
- **Emotional support**: Provides a channel for expressing empathy and support during challenging times.



## Cont... **Modes of Communication**

### **Barriers to Effective Interpersonal Communication**

- **Misinterpretation**: Differences in perception can lead to misunderstandings.
- **Emotional barriers**: Personal emotions, such as anger or anxiety, can hinder clear communication.
- **Cultural differences**: Variations in cultural backgrounds can affect communication styles and interpretations.
- **Distractions**: Environmental factors, such as noise or interruptions, can disrupt the communication process.



## Cont... **Modes of Communication**

### **Techniques for Improving Interpersonal Communication**

- **Active listening**: Fully concentrating on the speaker, understanding their message, and responding thoughtfully.
- **Empathy**: Recognizing and validating the feelings of others to foster understanding.
- **Clarity and conciseness**: Expressing thoughts clearly and directly to avoid confusion.
- **Open-ended questions**: Encouraging deeper dialogue by asking questions that require more than a yes or no answer.



## Cont... **Modes of Communication**

### **3. Group Communication**

- It refers to the interaction that occurs among a small number of individuals who come together to achieve a common goal or purpose.
- Group communication involves the exchange of information, ideas, and feelings among members of a group, facilitating collaboration and decision-making.
- Group communication is vital for effective teamwork and collaboration.
- This form of communication is essential in various contexts, including work teams, study groups, and social gatherings.



## Cont... **Modes of Communication**

### **Types of Groups**

- **Formal groups**: Structured groups with defined roles and objectives, such as work teams or committees.
- **Informal groups**: Casual gatherings based on personal relationships, such as friendship circles or social clubs.

### **Characteristics of group communication**

- **Interactivity**: Members actively engage in discussions, share ideas, and provide feedback.
- **Shared goals**: Members collaborate toward common objectives or outcomes.
- **Diversity**: Groups often consist of individuals with varying backgrounds, perspectives, and expertise.



## Cont... **Modes of Communication**

### **Functions of Group Communication**

- **Information sharing**: Members exchange knowledge and insights relevant to the group's objectives.
- **Decision making**: Groups collaboratively evaluate options and make collective decisions.
- **Problem solving**: Facilitates the identification and resolution of challenges through group discussion.
- **Support and motivation**: Provides emotional and social support among members, enhancing morale and motivation.



## Cont... **Modes of Communication**

### **Barriers to Effective Group Communication**

- **Groupthink**: A tendency for group members to conform to consensus without critically analyzing alternatives.
- **Poor leadership**: Ineffective leadership can hinder communication flow and decision-making processes.
- **Conflict**: Personal disagreements or misunderstandings can disrupt group harmony and productivity.
- **Lack of participation**: Some members may dominate discussions while others remain passive, leading to unequal contributions.



## Cont... **Modes of Communication**

### **Techniques for Effective Group Communication**

- **Establish clear roles**: Define individual responsibilities to enhance accountability and focus.
- **Encourage open dialogue**: Foster an environment where all members feel comfortable sharing their opinions.
- **Use active listening**: Ensure that all members feel heard and understood by practicing active listening techniques.
- **Facilitate conflict resolution**: Address disagreements constructively to maintain group cohesion and productivity.





## Cont... **Modes of Communication**

### **Technology in Group Communication**

- **Virtual Meetings:** Tools like Zoom and Microsoft Teams allow groups to communicate effectively, regardless of location.
- **Collaborative Platforms:** Applications like Google Docs and Slack enable real-time collaboration and information sharing.



## Cont... **Modes of Communication**

### **4. Public Communication**

Public communication involves conveying messages to a large audience, often in a formal setting, with the intent to inform, persuade, or entertain.

- Public communication is the process of delivering messages to an audience that is not engaged in direct interaction with the speaker, typically in a one-to-many format.
- This mode of communication plays a crucial role in various fields, including politics, education, and media.
- Public communication is a vital skill that influences various aspects of society, from politics to social movements.



## Cont... **Modes of Communication**

- By mastering the techniques of effective public communication, individuals can significantly impact their audiences and achieve their communicative goals.

### **Types of Public Communication**

- **Public speaking**: Addresses audiences in settings such as lectures, speeches, and presentations.
- **Media presentations**: Involves broadcasts, podcasts, and online videos aimed at reaching a wide audience.
- **Public relations**: Communication strategies used by organizations to manage their image and engage with the public.




## Cont... **Modes of Communication**

### **Characteristics of Public Communication**

- **Audience awareness:** Understanding the audience's interests, needs, and background to tailor messages effectively.
- **Formal structure:** Well organized with a clear introduction, body, & conclusion.
- **Use of visual Aids:** Incorporating slides, charts, or props to enhance understanding and engagement.

### **Functions of Public Communication**


- **Informing:** Providing information about news, events, policies, or products to the public.
  - **Persuading:** Influencing opinions, beliefs, or behaviours through compelling arguments and emotional appeals.
  - **Entertaining:** Engaging audiences through storytelling, humour, or artistic presentations.
- 

## Cont... **Modes of Communication**

### **Role of Technology in Public Communication**

- **Digital platforms:** Social media and streaming services allow for broader reach and engagement with audiences.
- **Recording and broadcasting tools:** Technology enables speeches and presentations to be recorded and shared widely.

### **Barriers to Effective Public Communication**

- **Lack of clarity:** Ambiguous language or complex jargon can confuse the audience.
  - **Emotional barriers:** Audience members may be resistant to messages due to emotional biases or preconceptions.
  - **Distractions:** Noise, interruptions, or technological issues can disrupt the message delivery.
- 

## Cont... **Modes of Communication**


### **Techniques for Effective Public Communication**

- **Know your audience:** Research the audience's demographics, interests, and expectations to tailor the message.
- **Practice delivery:** Rehearse the presentation to enhance confidence and reduce anxiety.
- **Engage with the audience:** Use questions, anecdotes, or interactive elements to maintain interest and involvement.
- **Use clear and concise language:** Avoid jargon and complex terms to ensure the message is easily understood.



## Cont... **Modes of Communication**

### 5. **Organizational Communication**

- Organizational communication refers to the ways in which information flows within an organization and between its members, *OR*,
  - It is the process of creating, sharing, and interpreting messages within an organization, facilitating coordination, collaboration, and decision-making.
  - It encompasses various forms of communication, including formal and informal interactions, and plays a crucial role in achieving organizational goals.
  - Effective organizational communication is essential for the success of any organization.
  - It fosters clear communication channels, encouraging feedback, and utilizing technology, organizations can enhance collaboration, improve decision-making, and create a positive work environment.
- 



## Cont... **Modes of Communication**

### **Types of Organizational Communication**


- **Formal communication:** Structured messages that follow established protocols, such as reports, memos, and official meetings.
- **Informal communication:** Casual interactions that occur naturally among employees, such as chats in the break room or informal emails.
- **Vertical communication:** Information flow between different levels of an organization, including upward (from subordinates to superiors) and downward (from superiors to subordinates).
- **Horizontal communication:** Interaction among peers or colleagues at the same organizational level.





## Cont... **Modes of Communication**

### **Functions / Importance of Organizational Communication**

- **Information dissemination**: Sharing necessary information about policies, procedures, and updates to keep employees informed.
  - **Decision making**: Facilitating discussions and debates that lead to informed choices and strategic planning.
  - **Conflict resolution**: Addressing misunderstandings and disputes to maintain a harmonious work environment.
  - **Team building**: Enhancing collaboration and cohesion among team members through effective communication.
  - **Enhances collaboration**: Clear communication fosters teamwork and collaboration among employees, leading to improved problem-solving and innovation.
- 

## Cont... **Modes of Communication**

- **Boosts employee engagement:** Open lines of communication help employees feel valued and heard, increasing their commitment and motivation to the organization.
- **Supports change management:** Effective communication is crucial during periods of change, helping to manage resistance and ensuring that employees understand new policies or practices.
- **Builds organizational culture:** Communication shapes the organizational culture by reinforcing values, norms, and expectations, fostering a cohesive work environment.



## Cont... **Modes of Communication**

- **Enhances customer relations:** Strong internal communication translates to better customer service, as employees are informed and prepared to meet customer needs.
- **Facilitates performance management:** Regular feedback and communication regarding performance expectations help employees understand their roles and improve their productivity.
- **Encourages innovation:** A culture of open communication encourages the sharing of ideas and feedback, leading to creative solutions and innovations.



## Cont... **Modes of Communication**

### **Barriers to Effective Organizational Communication**

- **Communication overload**: Excessive information can overwhelm employees, leading to confusion or missed messages.
- **Cultural differences**: Diverse backgrounds can lead to misunderstandings and misinterpretations of messages.
- **Lack of clarity**: Ambiguous language or poorly structured messages can hinder understanding.
- **Technological issues**: Problems with communication tools can disrupt the flow of information.
- **Others include**: Lack of feedback, organizational structure, perceptual issues, emotional issues, language, and physical barriers etc.



## Cont... **Modes of Communication**

### **Strategies for Enhancing Organizational Communication**

- **Establish clear channels:** Define and communicate preferred methods for sharing information (e.g., email, meetings, intranet).
- **Encourage feedback:** Create a culture where employees feel comfortable providing feedback and asking questions.
- **Use clear and concise language:** Aim for straightforward communication to minimize misunderstandings.
- **Regular updates:** Keep employees informed about changes and developments through regular communication.



## Cont... **Modes of Communication**

### **Role of Technology in Organizational Communication**

- **Collaboration tools**: Platforms like Slack, Microsoft Teams, and project management software facilitate real-time communication and collaboration.
- **Intranets and portals**: Centralized resources for sharing information, documents, and updates within the organization.
- **Video conferencing**: Tools such as Zoom and Webex enable face-to-face communication, especially for remote teams.

### **Importance of Organizational Culture on Organizational Communication**

- *A strong organizational culture promotes open communication, trust, and collaboration, leading to higher employee engagement and productivity.*



## Cont... **Modes of Communication**

### **6. Cross-Cultural Communication**


- Cross-cultural communication involves the exchange of information and ideas between individuals from different cultural backgrounds. *OR*,
- The study and practice of how people from diverse cultural backgrounds communicate, taking into account the cultural differences that influence their interactions.
- It plays a vital role in an increasingly globalized world, where interactions across cultures are common in personal, professional, and social contexts.
- Cross-cultural communication is essential for navigating our diverse world by building stronger relationships, enhance collaboration, and foster mutual respect across cultural boundaries.





## Cont... **Modes of Communication**

### **Importance of cross-cultural communication**

1. **Globalization**: As businesses and societies become more interconnected, effective communication across cultures is essential for collaboration and understanding.
  2. **Diversity**: Embracing cultural diversity enhances creativity, innovation, and problem-solving within teams and organizations.
  3. **Enhances understanding**: It fosters a deeper understanding of diverse cultures, reducing misunderstandings and promoting empathy among individuals from different backgrounds.
  4. **Facilitates collaboration**: In multicultural environments, effective cross-cultural communication promotes teamwork and collaboration, leading to more innovative solutions and ideas.
- 



## Cont... **Modes of Communication**

5. **Improves business opportunities**: In international business, understanding cultural nuances can improve negotiations, marketing strategies, and customer relationships, ultimately enhancing success in global markets.
6. **Promotes inclusivity**: It encourages inclusivity and respect for diversity, which can enhance social cohesion and harmony within communities.
7. **Enhances personal growth**: Engaging with different cultures broadens perspectives and encourages personal development, making individuals more adaptable and open-minded.
8. **Conflict resolution**: Understanding cultural differences can help in resolving conflicts more effectively by addressing the root causes of misunderstandings.



## Cont... **Modes of Communication**

9. **Supports global citizenship:** Cross-cultural communication promotes the idea of global citizenship, encouraging individuals to think beyond their local or national identities.
10. **Navigates global challenges:** In addressing global issues like climate change, health crises, and human rights, cross-cultural communication is essential for collaborative efforts across nations.

### **Cultural Dimensions cross-cultural communication**


**High-context vs. low-context cultures:** High-context cultures rely heavily on non-verbal cues and the context of the message, while low-context cultures prioritize explicit verbal communication.



## Cont... **Modes of Communication**

- **Individualism vs. collectivism**: Individualistic cultures emphasize personal achievements and autonomy, whereas collectivist cultures prioritize group harmony and community.
- **Power distance**: Cultures vary in how they perceive and handle inequalities in power and authority, influencing communication styles.

## **Barriers to Effective Cross-Cultural Communication**

- **Language Differences**: Variations in language can lead to misunderstandings or misinterpretations.
  - **Cultural Stereotypes**: Preconceived notions about other cultures can hinder open-mindedness and respect.
  - **Non-Verbal Misinterpretations**: Gestures, body language, and expressions may carry different meanings across cultures.
- 

## Cont... Modes of Communication

### Strategies for Effective Cross-Cultural Communication

- Cultural Awareness**: Educate yourself about different cultures to understand their values, norms, and communication styles.
- Active Listening**: Pay close attention to verbal and non-verbal cues to fully understand the message being conveyed.
- Adaptability**: Be flexible in your communication style to accommodate cultural differences and preferences.
- Clarification**: Encourage questions and seek clarification to ensure mutual understanding.



## Cont... **Modes of Communication**

### **Role of Technology in cross-cultural communication**

- **Communication tools:** Technology enables real-time communication across distances, facilitating cross-cultural interactions through platforms like video conferencing and social media.
- **Translation services:** Online translation tools and apps help bridge language gaps, making communication more accessible.

### **Applications of cross-cultural communication**

#### **1. Business and International Trade**

- **Negotiations:** Understanding cultural differences can lead to more effective negotiations and partnerships.
- **Marketing:** Tailoring marketing strategies to fit cultural preferences enhances brand acceptance and customer engagement.
- **Team collaboration:** Multinational teams benefit from improved communication and reduced conflict through cultural awareness.

## Cont... **Modes of Communication**

### **2. Education**

- **Curriculum development:** Incorporating diverse cultural perspectives enriches the educational experience.
- **Study abroad programs:** Facilitating understanding among students from different backgrounds enhances their global competence.

### **3. Healthcare**

- **Patient care:** Culturally competent communication improves patient-provider interactions, leading to better health outcomes.
- **Public health campaigns:** Tailoring health messages to resonate with different cultural groups increases effectiveness.



## Cont... **Modes of Communication**

### **4. Travel and Tourism**

- **Cultural sensitivity training**: Preparing staff in the tourism industry to understand and respect diverse cultures enhances visitor experiences.
- **Destination marketing**: Promoting destinations with cultural insights attracts a wider audience.

### **5. Conflict Resolution**

- **Mediation**: Understanding cultural contexts can aid in mediating disputes and fostering dialogue in conflict situations.
- **Peacebuilding**: Cross-cultural communication skills are essential for diplomatic efforts and international relations.





## Cont... **Modes of Communication**

### **6. Social Services**

- **Community outreach**: Effective communication with diverse populations improves service delivery and community engagement.
- **Advocacy**: Raising awareness on social issues requires an understanding of different cultural perspectives.

### **7. Media and Journalism**

- **Reporting**: Culturally aware reporting helps to portray communities accurately and sensitively.
- **Content creation**: Creating content that resonates with diverse audiences fosters greater engagement.





## Cont... **Modes of Communication**

### **8. Technology and Social Media**

- **Global platforms:** Understanding cultural nuances is crucial for developing and managing social media platforms that serve global audiences.
- **User experience design:** Tailoring digital interfaces to different cultural contexts enhances usability and satisfaction.



## Cont... **Modes of Communication**

### **6. Mass Communication**

Mass communication refers to the process of transmitting information, ideas, and messages to large audiences through various media channels (mass media outlets, such as television, radio, newspapers, magazines, and the internet).

- It plays a crucial role in shaping public opinion, culture, and societal norms.
- Mass communication is a powerful tool that influences society in myriad ways.
- Understanding its mechanisms, functions, and impacts enables individuals to navigate the media landscape more effectively and critically.



## Cont... **Modes of Communication**

### **Characteristics of Mass Communication**

- **One-to-many communication**: Information is sent from a single source to a large audience simultaneously.
- **Impersonal**: Lacks direct interaction between the sender and the receiver.
- **Diverse audience**: Reaches people from various backgrounds, cultures, and demographics.



## Cont... **Modes of Communication**

### **Functions / Importance of Mass Communication**

1. **Informing**: Provides news and information about current events, issues, and developments.
2. **Educating**: Offers educational content to enhance public knowledge and awareness.
3. **Information dissemination**: Mass communication allows for the rapid spread of information to a large audience. This is essential for keeping people informed about current events, government policies, and health advisories.
4. **Public opinion formation**: Media influences public opinion by framing issues and shaping perceptions. This power can drive social change and influence political decisions.



## Cont... **Modes of Communication**

5. **Cultural exchange:** Mass communication facilitates the sharing of cultural values and ideas across different societies, promoting understanding and tolerance.
6. **Education:** Educational programs and informative content expand knowledge and skills, making learning accessible to a broader audience.
7. **Entertainment:** Mass media provides entertainment, which is essential for leisure and relaxation. It can also reflect societal values and trends.
8. **Advertising and marketing:** Businesses use mass communication to reach potential customers, thereby driving economic growth and competition.
9. **Crisis management:** During emergencies, mass communication channels are vital for disseminating critical information quickly, helping to manage public safety.



## Cont... **Modes of Communication**

10. **Social connectivity**: It connects people across distances, fostering a sense of community and shared experience, especially through social media platforms.
11. **Persuading**: Influences public opinion and behaviour through advertising and political messaging.

### **Impact on Society**

- **Cultural influence**: Shapes societal norms, values, and trends through popular media.
- **Political engagement**: Informs citizens about political issues and encourages participation in democratic processes.
- **Social change**: Raises awareness of social issues and mobilizes action for change.



## Cont... **Modes of Communication**

### **Challenges of Mass Communication**

- **Misinformation**: The spread of false or misleading information can lead to confusion and distrust.
- **Media bias**: Potential for biased reporting can shape perceptions and opinions unfairly.
- **Information overload**: The vast amount of information available can overwhelm audiences, making it difficult to discern credible sources.



# KINDS OF COMMUNICATION

These are also referred to as types of communication, namely:

## 1. Verbal Communication

a) Oral communication

b) Written communication

iii. Visual communication

iv. interview

v. Public speaking

## 2. Non-verbal Communication

## 3. Formal & Informal Communication





## Cont.... **Overview: Kinds of Communication**

### **1. Verbal Communication**

- a) **Oral Communication:** Involves spoken words, such as conversations, speeches, and presentations.
- b) **Written Communication:** Involves written words, such as emails, reports, and texts.

### **1. Non-verbal Communication:**

- a) **Body Language:** Includes gestures, facial expressions, posture, and eye contact.
- b) **Paralanguage:** Refers to vocal elements that accompany speech, such as tone, pitch, and volume.

### **2. Visual Communication:** Utilizes visual elements to convey information, such as graphs, charts, images, and videos.

### **3. Formal Communication:** Structured and follows specific channels, often used in professional settings, including official meetings and reports.

### **4. Informal Communication:** Casual and spontaneous interactions, often occurring in social contexts, such as chats among friends or colleagues.



## Cont.... **Overview: Kinds of Communication**

### **5. Public Speaking**

Public speaking is the act of delivering a structured message to an audience with the intent to inform, persuade, entertain, or motivate.

### **6. Interview**

An interview is a structured conversation where one participant (the interviewer) asks questions to another (the interviewee) to gather information, assess qualifications, or explore opinions.



## Cont..... **Kinds of Communication**

### 1. **VERBAL COMMUNICATION**

- Verbal communication is the exchange of information, thoughts, messages using words (either spoken or written).
- Verbal communication takes place through:
  1. Face-to-face communication
  2. Group discussion
  3. Counselling
  4. Interviewing



## Cont..... **Kinds of Communication**

4. interview
  5. Radio and TV
  6. Telephone calls
  7. Memos
  8. Letters
  9. Reports
  10. Notes and e-mail etc.
- The major signals that make up verbal communication are: *signs* and *symbols*.
  - Symbols are the words spoken while signs are the secondary products of the underlying message and include tone of voice, blushing and facial expressions.



## **Types of Verbal Communication**

1. Oral Communication
2. Written Communication

### **a) Oral - Verbal Communication**

#### **Definition**

- It is the process of expressing/exchanging information or ideas by word of mouth, or the process of verbally transmitting information and ideas from one individual or group to another. **OR,**
- The ability to talk with others to give and receive information and ideas through asking questions, giving directions, coordinating tasks, explaining and persuading by using the words of mouth.

## Cont..... **Kinds of Communication**

### **Key Elements of Verbal Communication**

#### **1. Language**

- Vocabulary: The set of words used in communication. A rich vocabulary allows for more precise expression.
- Grammar and Syntax: The rules governing the structure of sentences. Proper grammar ensures clarity and professionalism.

#### **2. Words**

- Vocabulary: The choice of words used to convey a message, which can significantly affect understanding and interpretation.
- Clarity: Using clear and precise language to avoid ambiguity.



## Cont..... **Kinds of Communication**

### 3. **Volume**

- Loudness: The degree of loudness can convey confidence or urgency.  
**Adjusting volume** according to the situation is important.

### 4. **Tone of Voice**

- Pitch: The highness or lowness of the speaker's voice can convey emotions and attitudes.
- Volume: The loudness or softness of speech can indicate confidence or urgency.
- Inflection: Variation in tone can emphasize important points or convey sarcasm or enthusiasm.



## Cont..... **Kinds of Communication**

### 5. **Pace**

- Speed of Speech: Speaking too quickly can lead to misunderstandings, while speaking too slowly can lose the listener's attention.
- Pausing: Strategic pauses can enhance comprehension and allow listeners to process information.

### 6. **Articulation**

- Pronunciation: Clear and accurate pronunciation of words ensures that the message is understood.
- Enunciation: Speaking clearly and distinctly so that each word is heard and understood.





## Cont..... **Kinds of Communication**

### 7. **Context**

- Setting: The environment in which communication takes place (e.g., formal vs. informal settings) influences how messages are interpreted.
- Cultural Background: Cultural norms and values shape how language is used and understood.

### 8. **Listening**

- Active Listening: Engaging with the speaker through feedback, nodding, and asking questions to show understanding and interest.
- Response: How one responds to verbal communication can enhance or hinder the exchange.



## Cont..... **Kinds of Communication**

### **9. Nonverbal Cues**

- Although primarily verbal, communication is often accompanied by nonverbal elements such as gestures, facial expressions, and body language, which can reinforce or contradict spoken words.

### **10. Feedback**

- **Verbal Feedback**: Responses from listeners that indicate understanding or confusion, which can help the speaker adjust their message.
- **Encouragement**: Positive reinforcement encourages continued communication.



## Cont..... **Kinds of Communication**

### **11. Clarity**

- **Precision**: Clear articulation of thoughts, avoiding jargon or overly complex language that might confuse the listener.
- **Conciseness**: Being brief while still delivering the necessary information effectively.

### **12. Articulation**

- **Pronunciation**: The ability to pronounce words correctly ensures understanding.
- **Enunciation**: Clear and distinct speech helps convey messages accurately.




## Cont..... **Kinds of Communication**

### **Importance of Verbal Communication**

#### **1. Clarity of Message**

- **Direct Communication:** Verbal communication allows for clear and direct expression of thoughts, ideas, and feelings, reducing the risk of misunderstandings.
- **Immediate Feedback:** It enables real-time clarification and feedback, allowing for adjustments in the conversation as needed.

#### **2. Building Relationships**

- **Personal Connections:** Effective verbal communication fosters trust and rapport, which are essential for building strong personal and professional relationships.
  - **Conflict Resolution:** Open dialogue helps address and resolve conflicts, enhancing mutual understanding and cooperation.
- 

## Cont..... **Kinds of Communication**

### **3. Expressing Emotions**

- Emotional Connection: Verbal communication allows individuals to express feelings and emotions, facilitating empathy and emotional support.
- Tone and Inflection: The use of tone and inflection can convey emotions that words alone may not fully express.

### **4. Persuasion and Influence**

- Convincing Others: Verbal communication is a powerful tool for persuasion, enabling individuals to influence opinions, motivate actions, and inspire change.
- Effective Arguments: Clear articulation of ideas can strengthen arguments and enhance credibility.



## Cont..... **Kinds of Communication**

### **5. Information Sharing**

- Knowledge Transfer: It is essential for sharing information, knowledge, and expertise in both formal and informal settings.
- Education and Training: Verbal communication is fundamental in educational environments, facilitating learning and understanding.

### **6. Professional Advancement**

- Career Development: Strong verbal communication skills are often key to career success, including job interviews, presentations, and networking opportunities.
- Team Collaboration: In a workplace, effective communication enhances teamwork and collaboration, leading to better outcomes.



## Cont..... **Kinds of Communication**

### **7. Cultural Exchange**

- Understanding Diversity: Verbal communication allows for the exchange of cultural ideas and perspectives, promoting inclusivity and understanding.
- Language Learning: Engaging in verbal communication helps individuals learn new languages and improve linguistic skills.

### **8. Decision-Making**

- Collaborative Decisions: Effective verbal communication is essential in group discussions and meetings, facilitating collaborative decision-making processes.
- Clarity in Direction: Clear verbal communication ensures that everyone understands goals, expectations, and responsibilities.





## Cont.... **Kinds of Communication**

### **How to use Oral Communication the skill**

- Greeting people and taking messages
- Reassuring, comforting or persuading
- Seeking information and resolving conflicts
- Facilitating or leading a group.

It involves face-to-face communication through:

- Story telling, Telephone calls
- interviews, Meetings
- Interrogations, Press conference
- Debates, Radio/TV
- Discussions, Speeches
- Lectures, Coaching





## Cont..... **Kinds of Communication**

### **Forms of Oral Communication**

1. Face-to-face communication
2. Using mechanical devices:
  - a) Phones
  - b) Recorders
  - c) Bell
  - d) Buzzer
  - e) Coloured lights etc.
3. Speeches
4. Presentations
5. Discussions
6. interviews
7. Classroom lectures



## Cont..... **Kinds of Communication**

### b) **Written - Verbal Communication**

#### **Definition**

- Involves any type of message/information that makes use of the written word.
- Written communication is the most important and the most effective of any mode of business communication as it is documented and comprises records that can be referred.



## **Elements of Written Communication**

1. The main idea, the subject matter being communicated.
2. Organization (introduction-body-conclusion)
3. Conclusion – summary of the main points
4. Word choice – how well this is translated into written form
5. Syntax (*the way linguistic elements e.g. words, are put together to form constituents such as phrases or clauses etc.*)
6. Punctuation, and,
7. Style (*a way in which a writer interacts and exchanges information with others. There are four basic communication styles: passive, aggressive, passive-aggressive and assertive*).

## Cont..... **Kinds of Communication**

### **Effective Writing Skills**

1. Clarity
2. Conciseness
3. Concise writing
4. Tone
5. Active voice
6. Grammar and punctuation



## Cont..... **Kinds of Communication**

### **Types of Written – Verbal Communication**

- There are various forms of written communications that are used internally for business operations include:
  - ☐ Memos
  - ☐ Reports
  - ☐ Bulletins
  - ☐ Job descriptions
  - ☐ Employee manuals
  - ☐ Emails
  - ☐ Instant messages



## Cont..... **Kinds of Communication**

**Examples** of written communications generally used with clients/businesses:

1. Email
2. Internet websites
3. Letters
4. Proposals
5. Telegrams
6. Faxes
7. Postcards
8. Contracts
9. Advertisements
10. Brochures
11. News releases etc.



## **Advantages of Written Communication**

These are:

- i. Written communication helps in laying down apparent principles, policies and rules for running of an organization.
- ii. It is a permanent means of communication. Thus, it is useful where record maintenance is required.
- iii. Written communication is more precise and explicit.
- iv. Legal defences can depend upon written communication as it provides valid records or proof.



## Cont.... **Kinds of Communication**

### Cont.... **Advantages of Written Communication**

- v. Effective written communication develops and enhances an organization's image.
- vi. It provides ready records and references for users.
- vii. It assists in proper evidence based delegation of responsibilities which is not the case with oral communication.
- viii. No need for personal contact - you can tell an employee he or she has to work overtime through an email instead of face-to-face.
- ix. Saves money - you can send an email instead of calling long distance.





## Cont..... **Kinds of Communication**

### **Disadvantages of written communication**

These are:

- i. **Costly:** Written communication does not save upon the costs. It costs huge in terms of stationery and the manpower employed in writing/typing and delivering letters.
- ii. **Lack spontaneous response:** Also, if the receivers of the written message are separated by distance and if they need to clear their doubts, the response is not spontaneous.



## Cont..... **Kinds of Communication**

- iii. **Delayed response:** Written communication is time-consuming as the feedback is not immediate. The encoding and sending of message takes time.
- iv. **Require great skills:** Effective written communication requires great skills and competencies in language and vocabulary use. Poor writing skills and quality have a negative impact on organization's reputation.



## Cont..... **Kinds of Communication**

- v. **A lot of paper work:** Too much paper work and e-mails burden is involved.
- vi. **Delay in communication:** It may take a while to get to the intended recipient.
- vii. **Lack of secrecy:** Once the message is on paper or written, anyone can read it.



## **2. NON-VERBAL COMMUNICATION**

### **Definition**

- It is the process of giving or exchanging messages/information without using any spoken or written word.
- *For example, we might combine a frown with crossed arms and unblinking eye gaze to indicate disapproval.*



## Cont..... **Kinds of Communication**

### **Importance of Non-verbal Communication**

#### **1. Enhances Understanding**

- Complementing Verbal Messages: Non-verbal cues, such as facial expressions and gestures, can reinforce and clarify spoken words, aiding in comprehension.
- Contextual Meaning: Non-verbal signals provide context and meaning that may not be conveyed through words alone.

#### **2. Conveys Emotions**

- Emotional Expression: Non-verbal communication is essential for expressing feelings and emotions, often more effectively than verbal communication.
- Empathy and Connection: Understanding non-verbal cues helps build emotional connections and fosters empathy between individuals.



## Cont..... **Kinds of Communication**

### **3. Builds Relationships**

- Trust and Rapport: Positive body language and eye contact can enhance trust and rapport, making interactions more meaningful.
- Cultural Sensitivity: Recognizing and respecting non-verbal signals from different cultures can strengthen relationships and promote inclusivity.

### **4. Indicates Attitudes and Intentions**

- Body Language: Posture, gestures, and facial expressions can reveal a person's confidence, openness, or defensiveness, indicating their true feelings.
- Subtle Signals: Non-verbal cues often convey intentions that may not be explicitly stated, providing deeper insight into a person's mindset.



## Cont..... **Kinds of Communication**

### **5. Facilitates Communication in Diverse Contexts**

- Language Barriers: Non-verbal communication can bridge gaps when language differences exist, allowing for understanding across cultures.
- Universal Cues: Some non-verbal signals, like smiles or frowns, are universally understood, making them powerful tools for communication.

### **6. Influences Perception**

- First Impressions: Non-verbal communication significantly impacts first impressions, affecting how individuals are perceived in social and professional contexts.
- Authority and Credibility: Confident body language can enhance perceptions of authority and competence.



## Cont..... **Kinds of Communication**

### **7. Enhances Persuasion**

- Support for Arguments: Non-verbal cues can strengthen persuasive messages by conveying enthusiasm, sincerity, and conviction.
- Engagement: Positive non-verbal communication can engage listeners and make them more receptive to ideas.

### **8. Aids in Conflict Resolution**


- Non-verbal Signals: Understanding and interpreting non-verbal cues during conflicts can help de-escalate tensions and facilitate resolution.
- Listening Skills: Active listening, demonstrated through non-verbal engagement, fosters a more constructive dialogue.





## Cont..... **Kinds of Communication**

### **Summary: Importance of Non-verbal Communication**

- Reinforce or modify what is said in words.
  - Convey information about one's emotional state.
  - Define or reinforce the relationship between people.
  - Provide feedback to the other person.
  - To supplement verbal communication
  - Regulate the flow of communication. For example by signalling to others that they have finished speaking or wish to say something.
  - It makes communication better and more understandable.
  - Non-verbal communication strengthens a first impression in common situation
  - Catches more attention
  - Regulates interaction
  - Expressing intimacy
  - A strong predictor of attractiveness, popularity and socio-economic status
- 

## Cont..... **Kinds of Communication**

### **Types of Non-verbal Communication**

These are also referred to as **Components** or **Elements** of non-verbal communication.

They are:

1. Initiating interactions
2. Facial expressions
3. Oculesics
4. Gestures
5. Paralinguistics
6. Kinesics (Body language )
7. Posture/gestures
8. Proxemics
9. Eye gaze
10. Haptics
11. Appearance
12. Artefacts
13. Chronemics
14. Movement



## Cont..... **Kinds of Communication**

### **1. Initiating interactions**

- Being the first to make eye contact, offer your hand to shake, have an idea or solution, go into a room, and make the call.
- Wood says. “You can only afford to wait and go last when you are in the C-suite (Chief Executive Officer level) and ready to retire.



## 2. **Facial Expressions**

- Facial expressions (kinesics) are responsible for a huge proportion of non-verbal communication.
- The look on a person's face is often the first thing we see, even before we hear what they have to say.
- Consider how much information can be conveyed with a *smile or a frown*.
- While non-verbal communication and behaviour can vary dramatically between cultures, the facial expressions for happiness, sadness, anger, and fear are similar throughout the world.



## Cont..... **Kinds of Communication**

### **3. Oculesics**

- It is the study of the role of eye contact in non-verbal communication.
- Did you know that in the first 90 sec - 4 min you decide that you are interested in someone or not.
- Studies reveal that 50% of this first impression comes from non-verbal communication which includes oculesics. Only 7% of comes from words - that we actually say.



#### 4. **Gestures**

- Deliberate movements and signals are an important way to communicate meaning without words.
- Common gestures include waving, pointing, and using fingers to indicate numeric amounts.
- Other gestures are arbitrary and related to culture.
- In courtroom settings, lawyers have been known to utilize different nonverbal signals to attempt to sway juror opinions.



## Cont..... **Kinds of Communication**

- An attorney might glance at his watch to suggest that the opposing lawyer's argument is tedious or might even roll his eyes at the testimony offered by a witness in an attempt to undermine his or her credibility.
- These nonverbal signals are seen as being so powerful and influential that some judges even place limits on what type of nonverbal behaviours are allowed in the courtroom.



## Cont..... **Kinds of Communication**

### **5. Paralinguistics**

- Paralinguistics refers to vocal communication that is separate from actual language.
- This includes factors such as tone of voice, loudness, inflection, and pitch.
- Consider the powerful effect that tone of voice can have on the meaning of a sentence.
- When said in a strong tone of voice, listeners might interpret approval and enthusiasm.
- The same words said in a hesitant tone of voice might convey disapproval and a lack of interest.





## Cont..... **Kinds of Communication**

- Consider all the different ways that simply changing your tone of voice might change the meaning of a sentence.
- A friend might ask you how you are doing, and you might respond with the standard "I'm fine," but how you actually say those words might reveal a tremendous amount of how you are really feeling.
- A cold tone of voice might suggest that you are actually not fine, but you don't wish to discuss it.
- A bright, happy tone of voice will reveal that you are actually doing quite well. A sombre, downcast tone would indicate that you are the opposite of fine and that perhaps your friend should inquire further.



## Cont..... **Kinds of Communication**

### **6. Body Language (Kinesics) – Posture and Gestures**

- Posture and movement can also convey a great deal of information.
- Accepting postures include: leaning forward, leaning and resting body part on another individual.
- Defensive postures include: arm-crossing, and leg-crossing, especially after publishing Julius Fast's book Body Language.
- While these non-verbal behaviours can indicate feelings and attitudes, research suggests that body language is far more subtle and less definitive than previously believed.




## Cont..... **Kinds of Communication**

- Ever watch great presenters in action—men and women who are alone on the stage yet make us laugh, cry and be swept along by their words and enthusiasm?
- Watch them carefully and you'll note that they don't stand rigidly in one spot. No, they bounce and run and stroll and glide all around the stage.

### **Why do they do that?**

- Because they know that we human beings, men in particular, are drawn to movement.
- As part of man's genetic heritage we are programmed to pay attention to movement. We instantly notice it, whether we want to or not, assessing the movement for any hint of a threat to us.

## **7. Proxemics**

- People often refer to their need for "personal space," which is also an important type of nonverbal communication.
  - The amount of distance we need and the amount of space we perceive as belonging to us is influenced by a number of factors including social norms, cultural expectations, situational factors, personality characteristics, and level of familiarity.
  - For example, the amount of personal space needed when having a casual conversation with another person usually varies between 18 inches to four feet.
  - On the other hand, the personal distance needed when speaking to a crowd of people is around 10 to 12 feet.
- 

## 8. **Eye Gaze**

- The eyes play an important role in nonverbal communication and such things as looking, staring and blinking are important nonverbal behaviours.
- When people encounter people or things that they like, the rate of blinking increases and pupils dilate. Looking at another person can indicate a range of emotions including hostility, interest, and attraction.



## Cont..... **Kinds of Communication**

- People also utilize eye gaze as a means to determine if someone is being honest.
- Normal, steady eye contact is often taken as a sign that a person is telling the truth and is trustworthy.
- Shifty eyes and an inability to maintain eye contact, on the other hand, is frequently seen as an indicator that someone is lying or being deceptive.



## Cont..... **Kinds of Communication**

### **9. Haptics**

- Communicating through touch and contact are another important non-verbal behaviour.
- Studies have shown that touch and contact in infancy and early childhood is significant to the growth and development of a child. Deprivation of touch and contact impedes a child's development.
- Touch can be used to communicate emotions, for example, affection, familiarity and sympathy among others.





## Cont..... **Kinds of Communication**

- Touch is also often used as a way to communicate both status and power - high-status individuals tend to invade other people's personal space with greater frequency and intensity than lower-status individuals.
- Sex differences also play a role in how people utilize touch to communicate meaning. Women tend to use touch to convey care, concern, and nurturance while men are more likely to use touch to assert power or control over others.





## 10. **Appearance**

- Our choice of colour, clothing, hairstyles, and other factors affecting appearance are also considered a means of non-verbal communication.
- Research on colour psychology has demonstrated that different colours can evoke different moods.
- Appearance can also alter physiological reactions, judgments, and interpretations.



## Cont..... **Kinds of Communication**

- These first impressions are important, which is why experts suggest that job seekers dress appropriately for interviews with potential employers.
- Researchers have found that appearance can play a role in how people are perceived and even how much they earn. More attractive people are more accepted and are likely to earn more.
- Culture is an important influence on how appearances are judged.
- While thinness tends to be valued in Western cultures, some African cultures relate full-figured bodies to better health, wealth, and social status.



## Cont..... **Kinds of Communication**

### **11.Artefacts**

- Objects and images are also tools that can be used to communicate nonverbally.
- On an online forum, for example, you might select an avatar to represent your identity online and to communicate information about who you are and the things you like.



## Cont..... **Kinds of Communication**

- People often spend a great deal of time developing a particular image and surrounding themselves with objects designed to convey information about the things that are important to them.
- Uniforms, for example, can be used to transmit a tremendous amount of information about a person. A soldier will don fatigues, a police officers will wear a uniform, and a doctor will wear a white lab coat. At a mere glance, these outfits tell people what a person does for a living.



## Cont..... **Kinds of Communication**

### **12.Chronemics**

- It is the use of time in non-verbal communication.
- Have you ever observed that while an employee will not worry about running a few minutes late to meet a colleague, a manager who has a meeting with the CEO, a late arrival will be considered as a non-verbal cue that he/she does not give adequate respect to his superior?



## **Effects of Non-verbal Communication**

There are five main effects that nonverbal communication can have:

1. **Repetition:** They can reinforce what is already being said
2. **Contradiction:** They can contradict the message and make the speaker seem untruthful
3. **Substitution:** They can take the place of words
4. **Complementing:** They can compliment a verbal message, for instance, a pat on the back
5. **Accenting:** They can underline a certain point in the message



## Cont..... **Kinds of Communication**

### **3. FORMAL AND INFORMAL COMMUNICATION**

#### **a) FORMAL COMMUNICATION**

- It is a structured way of conveying messages within an organization or professional setting.
- It adheres to established protocols and uses official language, ensuring clarity and professionalism.



## Cont..... **Kinds of Communication**

### **Characteristics of Formal Communication**

1. **Structured Format:** Follows specific formats and channels, such as memos, reports, or presentations.
2. **Official Language:** Uses professional and technical language appropriate to the audience and context.
3. **Hierarchical Flow:** Typically flows along the organizational hierarchy, from higher to lower levels or vice versa.
4. **Documented:** Often recorded, creating a trail for accountability and future reference.
5. **Purposeful:** Aimed at conveying important information, decisions, or policies.





## Cont..... **Kinds of Communication**

### **Types of Formal Communication**

#### **1. Written Communication:**

- a) **Emails:** Official correspondence exchanged between employees or departments.
- b) **Reports:** Detailed documents summarizing findings, analyses, or project statuses.
- c) **Memos:** Brief written messages used to communicate specific information within an organization.



## Cont..... **Kinds of Communication**

### **2. Verbal Communication:**

- a) **Meetings:** Scheduled gatherings to discuss specific topics or make decisions.
- b) **Presentations:** Formal displays of information to an audience, often using visual aids.

### **3. Non-Verbal Communication:**

- a) **Body Language:** Professional demeanor during formal interactions, such as maintaining eye contact.
- b) **Dress Code:** Adhering to organizational standards for attire during formal events or meetings.



## Cont..... **Kinds of Communication**

### **Importance of Formal Communication**

It ensures the following:

1. Clarity and Precision
2. Responsibility and Accountability
3. Professionalism
4. Consistency
5. Facilitates Decision-Making
6. Legal Protection
7. Enhances Organizational Hierarchy
8. Promotes Strategic Alignment



## Cont..... **Kinds of Communication**

### **b) INFORMAL COMMUNICATION**

- It refers to the casual and spontaneous exchange of information that occurs outside of formal channels.
- It plays a crucial role in building relationships and fostering a collaborative environment.



## Cont..... **Kinds of Communication**

### **Characteristics of Informal Communication**

1. **Casual Tone:** Utilizes everyday language and a relaxed conversational style.
2. **Spontaneous:** Often occurs without pre-planning and can happen anytime and anywhere.
3. **Flexible Structure:** Does not follow rigid formats or protocols, allowing for free-flowing conversations.
4. **Personal Interaction:** Encourages sharing personal experiences, emotions, and informal discussions.
5. **Non-Hierarchical:** Can occur between individuals at different levels within an organization, promoting equality



## Cont..... **Kinds of Communication**

### **Types of Informal Communication**

1. **Face-to-Face Conversations:** Casual chats that happen in person, often in common areas like break rooms or hallways.
2. **Social Media and Messaging Apps:** Use of platforms like WhatsApp, Slack, or social networks for quick exchanges and updates.
3. **Phone Calls:** Informal discussions that may not adhere to a strict agenda.
4. **Team Outings and Gatherings:** Social events that facilitate bonding and informal exchanges among team members.



## Cont..... **Kinds of Communication**

### **Importance of Informal Communication**

1. Fosters relationships between individuals or parties involved
2. Enhances collaboration with stakeholders/partners
3. Improves communication flow leading common understanding
4. Boosts morale and engagement, thus, improving productivity
5. Facilitates quick feedback for timely actions
6. Encourages open communication enhancing trust
7. Supports organizational culture and improved performance.



## Cont..... **Kinds of Communication**

### 3. **THE INTERVIEW**

#### **Definition**

It refers to a planned formal, in-depth conversation between two or more persons, wherein exchange of information takes place, with a view to checking candidate's acceptability/suitability for the intended purpose.






## **Goals or Objectives of interview**

These include:

- 1.To verify the information provided by the candidate. It helps to ascertain the accuracy of provided facts and information about the candidate.
- 2.To determine if what the candidate has written in the resume are the main points. What other additional skill set does he have?
- 3.To provide the interviewer information about the candidate's technical knowledge and insight into interviewee's creative and analytical skills.



## Cont..... **Kinds of Communication**

4. To establish the mutual relationship between the employee and the company.
  5. To enable the candidate to know about his/her profession, the type of work that is expected of him/her and knowledge about the company.
  6. To benefit the interviewer and the interviewee as individuals, because both will gain experience, both professionally and personally.
  7. To enable the interviewee to assess his/her skills and know where he/she lacks and areas of improvement.
  8. To enable the company to build her credentials and image among the employment seeking candidates.
- 

## Cont..... **Kinds of Communication**

### **Types of interview**

1. Traditional interviews
2. Behavioural interviews
3. Situational interviews
4. Panel interviews
5. Group interviews
6. Technical interviews
7. Case interviews
8. Phone interviews
9. Video interviews
10. Informational interviews
11. Structured interview
12. Unstructured interview
13. Stress interview
14. Behavioural interview
15. Problem Solving
16. Panel interview
17. Personal interviews



## Cont..... **Kinds of Communication**

### Cont... **Types of interview**

- 18. Persuasive interviews
- 19. Evaluation interviews
- 20. Counselling interviews
- 21. Disciplinary interviews
- 22. Public interviews
- 23. Informal interview
- 24. General interview Guide Approach
- 25. Standardized interview
- 26. Closed or fixed-response interview




## Cont..... **Kinds of Communication**

1. **Traditional (Face-to-face) Interviews:** One-on-one discussions, typically in person or over the phone. General questions are asked about the candidate's background, experience, and motivations.
2. **Behavioural Interviews:** Structured questions that ask candidates to describe past experiences. It is for assessing how candidates handled specific situations using the STAR method (Situation, Task, Action, Result).
3. **Situational Interviews:** Hypothetical scenarios presented to candidates. It helps to evaluate problem-solving and decision-making skills of the candidate under specific circumstances.



## Cont..... **Kinds of Communication**

4. **Panel Interviews:** A candidate is interviewed by multiple interviewers at once. Different perspectives from various stakeholders, such as human resource (HR), team leads, and department heads.
  5. **Group Interviews:** Several candidates are interviewed simultaneously. It is used for assessing teamwork, communication, and interpersonal skills among candidates.
  6. **Technical Interviews:** Focused on evaluating specific technical skills relevant to the job. Candidates may be asked to solve problems, complete coding tasks, or demonstrate their expertise in a particular area.
  7. **Case Interviews:** Commonly used in consulting, candidates are given a business problem to solve. Assessing analytical thinking, problem-solving abilities, and business acumen of the candidate.
- 

## Cont..... **Kinds of Communication**

8. **Phone Interviews:** Conducted over the phone as a preliminary screening. Used for quick assessment of qualifications, skills, and fit before moving to in-person interviews.
9. **Video Interviews:** Conducted via video conferencing platforms. Similar to in-person interviews, but offers convenience and flexibility for both parties as they remain in their usual geographical settings.
10. **Informational Interviews:** Casual conversations to learn more about a specific role or industry. Networking and gathering insights rather than directly applying for a job.





# Cont..... **Kinds of Communication**

## **Importance of Interview**

### **1. Assessment of Skills and Fit**

- **Evaluation of competence:** Interviews allow employers to assess a candidate's skills, qualifications, and experience directly.
- **Cultural fit:** They provide insight into whether a candidate aligns with the company's values, culture, and team dynamics.

### **2. Opportunity for Clarification**

- **Detailed discussion:** Candidates can elaborate on their resumes, clarify any ambiguities, and discuss specific experiences in depth.
- **Real-time questions:** Candidates can ask questions about the role and company, leading to a better understanding for both parties.





## Cont..... **Kinds of Communication**

### **3. Interpersonal Interaction**

- **Communication skills:** Interviews help evaluate a candidate's verbal communication skills, body language, and overall demeanour.
- **Building rapport:** Employers can gauge how well a candidate interacts with others, an essential aspect of teamwork.

### **4. Insight into Problem-Solving**

- **Behavioural questions:** Many interviews include situational or behavioral questions that reveal how candidates handle challenges and make decisions.
- **Critical thinking:** Employers can assess a candidate's analytical abilities and thought processes in real-time.



## Cont..... **Kinds of Communication**

### **5. Validation of Information**

- Fact-Checking: Interviews provide a platform for employers to verify the information presented in resumes and cover letters.
- Reference to Experiences: Candidates can provide specific examples that demonstrate their qualifications and achievements.

### **6. Candidate Experience**

- First Impressions: Interviews contribute to a candidate's overall perception of the company, influencing their decision if offered a position.
- Engagement: A positive interview experience can enhance a candidate's interest in the role and the organization.



## Cont..... **Kinds of Communication**

### **7. Decision-Making Support**

- Informed Choices: Employers use interviews to gather insights that aid in making informed hiring decisions.
- Comparative Analysis: Interviews allow for direct comparison between candidates, helping to identify the best fit for the role.

### **8. Personality Assessment**

- It helps in knowing details about candidate's personality.
- Employer can observe physical characteristics of the candidates.
- It helps managers to check authenticity of details in the application form.



## **Techniques for Preparing for an Interview**

Follow the this Seven-Step interview Preparation Plan:

1. Research the organization
2. Compare your skills and qualifications to the job requirements
3. Prepare responses
4. Plan what to wear
5. Plan what to bring
6. Pay attention to non-verbal communication
7. Follow up



## Cont..... **Kinds of Communication**

### **Techniques For A Successful Job Interview**

#### **Improving Your Interview Techniques**

1. Dress for interview success
2. Brush up your interview skills
3. Minimize interview stress
4. Make the best first impression
5. Sell yourself to the interviewer
6. What to do when you're an introvert
7. Take the time to say thank you after the interview
8. Practice interviewing



## Cont..... **Kinds of Communication**

9. Use your networking contacts
10. Check out the company
11. Be prepared for a phone interview
12. Handle a group interview
13. interview while dinning
14. Avoid these interview mistakes



#### 4. **PUBLIC SPEAKING**

##### **Definition**

It is the process of communicating information to an audience, like in school, the workplace and even in our personal lives.

- **The benefits** of knowing how to communicate to an audience include:
  - ✓ Sharpening your critical thinking skills
  - ✓ Improving your verbal and non-verbal communication skills.



## Cont..... **Kinds of Communication**

### **Goals/Objectives/Purpose/Types of Public Speaking**

The goals shared by public speaking and conversation include:

1. Providing information to people on what they need to know.
2. Persuading/inspiring people to take a certain action.
3. Entertaining the audience
4. Educating/motivating people on a subject, knowledge or skill.






## **Importance of Public Speaking**

1. **Majorly to** – Inform, inspire, motivate and persuade people
2. **Improves or demonstrates your confidence:** Not only does public speaking increase your knowledge during the process of preparation but it also develops and demonstrates your confidence.

Whether you are interviewing for a job or hoping for a promotion, your confidence is what will make you stand out among other candidates.



## Cont..... **Kinds of Communication**

### 3. **Acquiring better research skills or demonstrates your**

**knowledge:** You are always at your best when you can articulate your thoughts clearly and effectively. Public speaking skills help you do exactly that. After all, the true worth of the knowledge you possess can only be realized when you can show and apply it.

### 4. **Stronger deductive skills** – using logic or reasoning to make at conclusions or opinion.



## Cont..... **Kinds of Communication**

5. **Ability to advocate for causes** - Motivate/inspire/influence

6. **Helps you lead better** - The higher you climb up the career ladder, the greater will be the number of people you shall have to lead. As a result, the need for public speaking skills and the confidence pertinent to it also increases, making it one of the determining characteristic when considering someone for promotion.



## Cont..... **Kinds of Communication**

### **Principles of Effective Public Speaking**

1. **Perception:** Stop trying to be a great “public” speaker.
2. **Perfection:** When you make a mistake, no one cares but you.
3. **Visualization:** If you can see it, you can speak it.
4. **Discipline:** Practice makes perfectly good.
5. **Description:** Make it personal.
6. **Inspiration:** Speak to serve.
7. **Anticipation:** Always leave ‘em wanting more.



## Cont..... **Kinds of Communication**

### **Elements of Public Speaking**

The speech communication process has seven elements, namely:

1. Speakers
2. Message
3. Channel
4. Listener
5. Feedback
6. Interference
7. Situation –time/place



## **Types of Speech Delivery**

There are four primary types of speech delivery:

1. **Manuscript:** Manuscript speaking, like it sounds, involves reading your speech word-for-word from its written form.
2. **Memorized:** is a speech that is recited from memory rather than read from cue cards or using the assistance of notes. This method of speech delivery does not come as highly recommended as others



## Cont..... **Kinds of Communication**

3. **Impromptu:** is a speech and debate on an individual event that involves a five- to eight-minute speech with a characteristically short preparation time of one to seven minutes.
4. **Extemporaneous:** Prepared in advance but delivered without notes or text: an extemporaneous speech. Skilled at or given to unrehearsed speech or performance: an accomplished extemporaneous speaker. Extemporaneous speaking provides 30 minutes of preparation time, followed by a seven minute *speech*.

## Cont..... **Kinds of Communication**

### **Becoming Better Public Speaker**

To help you become better at public speaking, we'll take a look at these four areas:

1. Writing the speech
2. Overcoming a fear/anxiety of speaking
3. Practicing the speech
4. Giving the speech





## Cont..... **Kinds of Communication**

### **Writing An Effective Speech**

Use the following seven steps to ensure a well-organized and engaging speech for your audience:

1. Research your audience
2. Select a topic
3. Research the topic

3. Research your topic

4. Write your speech:

- Begin with an outline
- Use a conversational tone
- Use the speaker notes
- Be specific
- Use short sentences



## Cont..... **Kinds of Communication**

5. Have and stick to the outline:

- ✓ *Introduction*
- ✓ *Type of Business*
- ✓ *Give recent examples (of a recent web design project)*
- ✓ *Conclusion*
- ✓ *Give hand-outs.*

6. Select a Presentation Tool

7. Select a Template and Finish

8. Making a Public Speech – **Observe the following:**

- ✓ Don't read your speech
- ✓ Practice
- ✓ Do use visual aids
- ✓ Dress comfortably, but professionally
- ✓ Stand and speak naturally
- ✓ Be enthusiastic



## Cont..... **Kinds of Communication**

### **Causes of Anxiety During Public Speaking**

Anxiety about public speaking exists for six reasons. Many people are anxious because public speaking is:

1. **Novel.** We don't do it regularly and lack necessary skills as a result.
2. **Done in formal settings.** Our behaviours when giving a speech are more prescribed and rigid.
3. **Often done from a subordinate position.** An instructor or boss sets the rules for giving a speech, and the audience acts as a critic.



## Cont..... **Kinds of Communication**

4. **Conspicuous or obvious.** The speaker stands apart from the audience.
5. **Done in front of an audience that is unfamiliar.** Most people are more comfortable talking with people they know. . . .
6. **A unique situation in which the degree of attention** paid to the speaker is quite noticeable... Audience members either stare at us or ignore us, so we become unusually self-focused."



## Cont..... **Kinds of Communication**

### **Strategies For Managing Anxiety in Public Speaking**

1. Start planning and preparing your speech early.
2. Choose a topic of interest.
3. Become an expert on your topic.
4. Research your audience.
5. Practice your speech.
6. Know your introduction and conclusion well.
7. Anticipate questions and objections, and develop solid responses.




## Cont..... **Kinds of Communication**

8. Use breathing techniques and tension-relieving exercises to reduce stress.
9. Stop thinking about yourself and how you appear to the audience. Switch your thoughts to the audience and how your presentation can help them.
10. Accept nervousness as natural, and do not try to counteract it with food, caffeine, drugs, or alcohol prior to the presentation.
11. If all else fails and you start getting the shakes, pick out a friendly face in the audience and talk to that person.



## Cont..... **Kinds of Communication**

### **Speaking Strategies: A Checklist**

1. Be confident, positive, and energetic.
  2. Maintain eye contact when speaking or listening.
  3. Use gestures naturally--don't force them.
  4. Provide for audience participation; survey the audience
  5. Maintain a comfortable, erect posture.
  6. Speak up and speak clearly--don't rush.
  7. Reword and clarify when necessary.
  8. After the presentation, ask for questions and answer them clearly.
  9. Thank the audience for attendance and listening.
- 

# HEARING AND LISTENING SKILLS

## HEARING

### Definition

- Hearing is the physiological process of perceiving sound.
- It involves the detection of sound waves by the ear, where they are converted into electrical signals that are sent to the brain for interpretation.
- Hearing is an involuntary and passive activity, meaning it occurs automatically without conscious effort.
- While hearing is a necessary component of listening, it is distinct from listening in that it does not require active engagement or understanding.





## Cont... **Hearing**

### **Key Elements / Aspects of hearing**

- These elements together facilitate the basic process of hearing, enabling individuals to detect and respond to their auditory environment.
- The key elements of hearing include:
  1. **Sound Waves**: Vibrations that travel through the air (or other mediums) and reach the ear.
  2. **Reception**: The ear's ability to capture sound waves, including frequency (pitch) and amplitude (loudness).
  3. **Frequency**: The pitch of the sound, determined by the rate of vibration of sound waves, measured in hertz (Hz).



## Cont... **Hearing**

4. **Amplitude**: The loudness of the sound, measured by the height of the sound wave; higher amplitude means louder sound.
5. **Auditory Pathway**: The neural pathways through which sound information travels from the ear to the auditory cortex in the brain.
6. **Auditory Processing**: The brain's interpretation of these signals to identify and understand what is being heard.
7. **Perception**: The brain's interpretation of the electrical signals as recognizable sounds, such as speech, music, or environmental noises.
8. **Transduction**: The conversion of sound waves into neural signals by the hair cells in the cochlea of the inner ear.



## Cont... LISTENING

### Definition

- Listening is the active process of receiving and interpreting spoken or non-verbal messages.
- It involves not only hearing the words being said but also understanding the context, emotions, and intentions behind those words.
- Effective listening requires focus, attention, and the ability to respond appropriately, often fostering better communication and deeper connections between individuals.



## Cont... **Listening**

### **Purposes of Listening**

The purposes of listening can be categorized into several key areas:

1. **Information gathering**: To understand and retain new information, such as in educational settings, meetings, or presentations.
2. **Understanding**: To grasp the speaker's thoughts, feelings, and perspectives, fostering empathy and connection.
3. **Problem-solving**: To identify issues and collaborate on solutions, particularly in team settings or conflict resolution.
4. **Building relationships**: To strengthen personal and professional relationships through meaningful engagement and connection.



## Cont... **Listening**

5. **Support and validation:** To provide emotional support by listening to someone's concerns or experiences, validating their feelings.
6. **Critical evaluation:** To assess the validity and relevance of the information presented, especially in persuasive contexts or debates.
7. **Feedback and response:** To engage in a dialogue by providing thoughtful responses and feedback based on what has been heard.



## Cont... **Listening**

### **Types of Listening**

- Each type of listening plays a vital role in effective communication and can be applied depending on the situation and the goals of the interaction.
- There are several types of listening, each serving different purposes and contexts. Here are the main types:
  1. **Active listening**: Involves fully concentrating, understanding, responding, and remembering what the speaker is saying. It requires engagement and feedback.
  2. **Reflective listening**: The listener mirrors back what the speaker has said to confirm understanding. This type often involves summarizing or paraphrasing the speaker's message.



## Cont... **Listening**

3. **Empathetic listening**: Focuses on understanding the speaker's feelings and emotions. The listener aims to connect on an emotional level, providing support and validation.
4. **Critical listening**: Involves analyzing and evaluating the content of the message. The listener assesses the validity of the arguments and the credibility of the speaker.
5. **Comprehensive listening**: Aims to understand and retain information. This type is common in educational settings, where the focus is on grasping concepts and details.



## Cont... **Listening**


6. **Informational listening:** Similar to comprehensive listening, this type is focused on understanding and retaining specific information, often in contexts like lectures or presentations.
7. **Discriminative listening:** The most basic form, where the listener distinguishes between different sounds, tones, and pitches. It's essential for recognizing emotional cues and non-verbal communication.
8. **Dialogic listening:** Involves engaging in a two-way conversation where both parties contribute and respond, fostering a collaborative exchange of ideas.





## Cont... **Listening**

### **Key Components of Listening**

1. **Hearing**: The basic physiological ability to perceive sound. This is the first step in the listening process.
  2. **Understanding**: Comprehending the meaning of the words and the overall message being communicated.
  3. **Interpreting**: Analyzing the message in context, considering tone, body language, and emotional cues to derive deeper meaning.
  4. **Evaluating**: Critically assessing the content and the intent of the message, determining its validity and relevance.
  5. **Responding**: Providing appropriate feedback or reactions, which can include verbal acknowledgments, questions, or comments that indicate engagement.
  6. **Remembering**: Retaining information for future reference, which is crucial for effective communication and follow-up.
- 

## Cont... **Listening**

### **Key Elements of listening**

These elements contribute to effective listening and enhance communication in various contexts.

The key elements of listening can be summarized as follows:

1. **Attention**: Focusing fully on the speaker, minimizing distractions, and being present in the moment.
2. **Empathy**: Understanding and relating to the speaker's feelings and perspectives, which fosters a deeper connection.
3. **Non-verbal Cues**: Observing body language, facial expressions, and eye contact, which can enhance understanding of the message.



## Cont... **Listening**

4. **Clarification**: Asking questions or seeking further information to ensure comprehension and remove ambiguity.
5. **Feedback**: Providing verbal and non-verbal responses that indicate engagement and understanding, such as nodding or summarizing key points.
6. **Open-mindedness**: Being receptive to new ideas and perspectives without judgment, allowing for a more meaningful exchange.
7. **Retention**: Remembering key details and messages for future reference, which supports ongoing conversations and relationships.



## Cont... **Listening Skills**

### **Active (Effective) Listening**

Active listening comprises doing of:

1. **Sitting squarely** - Facing the client /patient who should also be seated
2. **Observing nonverbal** - Communication and maintain open posture
3. **Leaning forward** - Towards the client
4. **Ensuring eye contact** - As much as possible should be maintained.
5. **Repeating /paraphrasing /revising** - As often possible repeat what the client has said.



## Cont... **Listening Skills**

### **Importance (Benefits) of Active Listening**

The importance (benefits) of listening are:

1. Eliminating barriers to effective communication
2. Encouraging the sender or receiver to talk more
3. Both the sender and receiver feel respected and expected
4. Avoiding a lot of repetition thus saving time
5. Avoiding wrong conclusions
6. Enhancing mutual relationships
7. Fostering an atmosphere of trust between the sender and receiver
7. Evaluating the communication process or instruments
8. Clarifying of messages appropriately to the receiver
9. Avoiding being judgmental in the course of communication.



## Cont... **Listening**

### **The Listening Process (Listening Steps)**

- These steps together create a comprehensive framework for effective listening, enhancing communication and understanding between individuals.
- The listening process can be broken down into several key steps:
  1. **Receiving**: Physically hearing the sound and the words spoken by the speaker. This is the initial stage where attention is focused on the incoming message.
  2. **Understanding**: Comprehending the meaning of the message. This involves interpreting the words and context to grasp what the speaker is trying to convey.
  3. **Interpreting**: Analyzing the message in terms of its context, tone, and non-verbal cues to understand the speaker's intent and emotions.



## Cont... **Listening**

4. **Evaluating**: Critically assessing the information provided. This includes judging the validity of the message, weighing evidence, and determining the relevance to the listener's perspective.
5. **Responding**: Providing feedback to the speaker, which can be verbal or non-verbal. This shows engagement and understanding, and may include asking questions or summarizing key points.
6. **Remembering**: Retaining the information for future reference. This step is crucial for effective follow-up and ongoing conversations.





## Cont... **Listening**

### **The Levels of Listening**

- Each level of listening serves different purposes and can impact communication effectiveness and relationships.
- The levels of listening can be categorized into several distinct types, each reflecting different depths of engagement with the speaker. Here are the primary levels:
  1. **Ignoring**: At this level, the listener is not paying attention at all. They may be physically present but are mentally disengaged.
  2. **Pretend listening**: The listener appears to be engaged but is not fully concentrating on the speaker's message. They may nod or provide minimal feedback without actually processing the information.





## Cont... **Listening**

3. **Selective listening:** The listener hears and responds only to specific parts of the message that interest them, while ignoring other parts. This can lead to misunderstandings.
4. **Active listening:** This involves fully concentrating on the speaker, understanding their message, and responding thoughtfully. Active listeners engage with the content and demonstrate their understanding through feedback.
5. **Empathetic listening:** At this level, the listener seeks to understand the speaker's emotions and perspective. They show empathy and support, creating a deeper emotional connection.
6. **Critical listening:** This involves analyzing and evaluating the message critically. The listener assesses the speaker's arguments, logic, and credibility, often used in debates or persuasive contexts.

## Cont... **Listening**

### **The Barriers to Effective Listening**

- Addressing these barriers can significantly improve listening skills and enhance overall communication effectiveness.
- Barriers to effective listening can hinder communication and understanding. Here are some common barriers:
  1. **Distractions**: External noise, visual distractions, or a chaotic environment can divert attention away from the speaker.
  2. **Prejudgment**: Forming opinions about the speaker or their message before fully listening can lead to misunderstandings and bias.
  3. **Emotional reactions**: Strong emotions, whether positive or negative, can cloud judgment and prevent open-minded listening.



## Cont... **Listening Skills**

4. **Listening is hard:** requires total concentration which is not easy for some people.
5. **Competition:** This may emanate from self or from environment thus interfering.
6. **Rush for action:** this occurs when there's partial listening before the entire message is received.
7. **Speed differences:** for instance, men speak ....200.... words/min vs women 360 word/min.
8. **Lack of training:** Basic training in communication is necessary for the professional staff.



## Cont... **Listening**

9. **Limited attention span:** Difficulty maintaining focus for extended periods can result in missed information, especially during lengthy conversations or presentations.
10. **Information overload:** Receiving too much information at once can overwhelm the listener, making it hard to process and retain key points.
11. **Personal biases:** Preconceived notions or stereotypes about the speaker or topic can inhibit the listener's ability to engage fully.
12. **Lack of interest:** If the topic is not engaging or relevant to the listener, they may disengage and not absorb the information.



## Cont... **Listening**

13. **Cultural differences:** Variations in communication styles, language, and non-verbal cues can lead to misunderstandings.
14. **Assumptions:** Assuming that you know what the speaker will say or that you understand their message without active listening can block effective communication.
15. **Fatigue:** Physical or mental tiredness can impair concentration and retention, making it difficult to engage fully with what is being said.



## Cont... **Listening Skills**

### **Motivators (Improving) of Active Listening Skills**

The following factors facilitate/influence/inspire active listening:

#### **1. Environment**

Conducive environment e.g.:

- Non-threatening
- Interruption free
- Free from distraction
- Appropriate facilities e.g. chairs, tables
- Cleanliness



## Cont... **Listening Skills**

### 2. **Sender/receiver**

- Emotionally stable
- Not anxious
- Not in a hurry
- Not biased/judgmental
- A good communicator



## Cont... **Listening Skills**

### **3. Channel**

- A good channel should be stimulating e.g. one that both the sender and receiver of the message are comfortable with and that enhances communication and retention of facts.
- It should be devoid of any interference.





## Cont... **Listening Skills**

### **4. Messages**

A good message should be:

- Timely
- Meaningful
- Applicable to situation, and,
- Must be short and clear, that is, concise.



# **Summary:** Improving Listening Skills

## Overcoming Barriers to Effective Listening

### **(Improving listening Skills)**

- By incorporating these strategies into daily interactions, you can significantly enhance your listening abilities and improve communication effectiveness.
- Improving listening skills involves practice and a conscious effort to engage more effectively with speakers. Here are some practical strategies:
  1. **Be present/available:** Eliminate distractions by putting away devices and focusing entirely on the speaker. Make eye contact to show engagement.
  2. **Practice active listening:** Engage with the speaker by nodding, using verbal acknowledgments (like "I see" or "I understand"), and asking clarifying questions.




## **Summary:** Improving Listening Skills

3. **Reflect and paraphrase:** Summarize what the speaker has said to confirm understanding. For example, say, "So what you're saying is..."
4. **Stay open-minded:** Avoid forming judgments or assumptions before the speaker has finished. Keep an open mind to new ideas and perspectives.
5. **Cultivate empathy:** Try to understand the speaker's emotions and viewpoint. Acknowledge their feelings and respond with compassion.
6. **Manage your responses:** Focus on the speaker's message rather than planning your response while they are talking. This helps maintain concentration.
7. **Take notes:** In formal settings, jotting down key points can help retain information and demonstrate engagement.

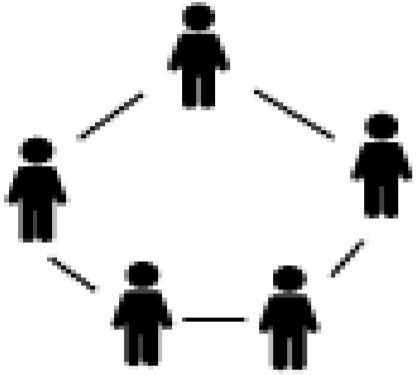


## **Summary:** Improving Listening Skills

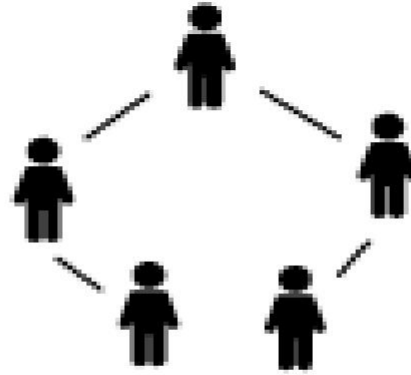
8. **Practice mindfulness:** Techniques such as deep breathing or meditation can improve overall focus and concentration, making it easier to listen attentively.
  9. **Limit interruptions:** Allow the speaker to finish their thoughts before responding. Practice patience and resist the urge to interject.
  10. **Seek feedback:** Ask others for feedback on your listening skills and areas for improvement. This can provide valuable insights.
  11. Practice active listening
  12. Avoid external distractions
  13. Avoid speaker distractions
  14. Ensure clarity and avoid semantics
  15. Avoid being emotional
  16. Use appropriate language
  17. Personal Perspective – be well composed
- 

# PATTERNS OF COMMUNICATION

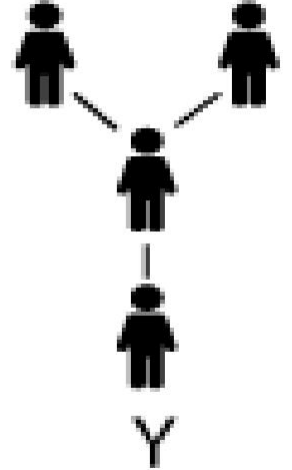
*(Assignment: Discuss the following)*



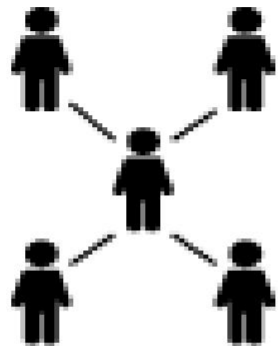
Circle



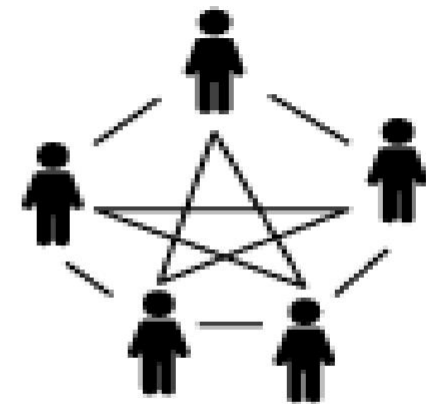
Chain



Y



Wheel



Network

## Cont.... **Patterns of Communication**

### **1. Circle Pattern**

- Comprise a leader and hierarchies in the group members.
- The leader only communicates to the members who are next, his direct subordinates. He/she does talk with any other members in the lowest level of workers.
- Similarly, if an office assistant has to talk to the leader, he/she has to send the message to their seniors, which finally reaches to the leader.

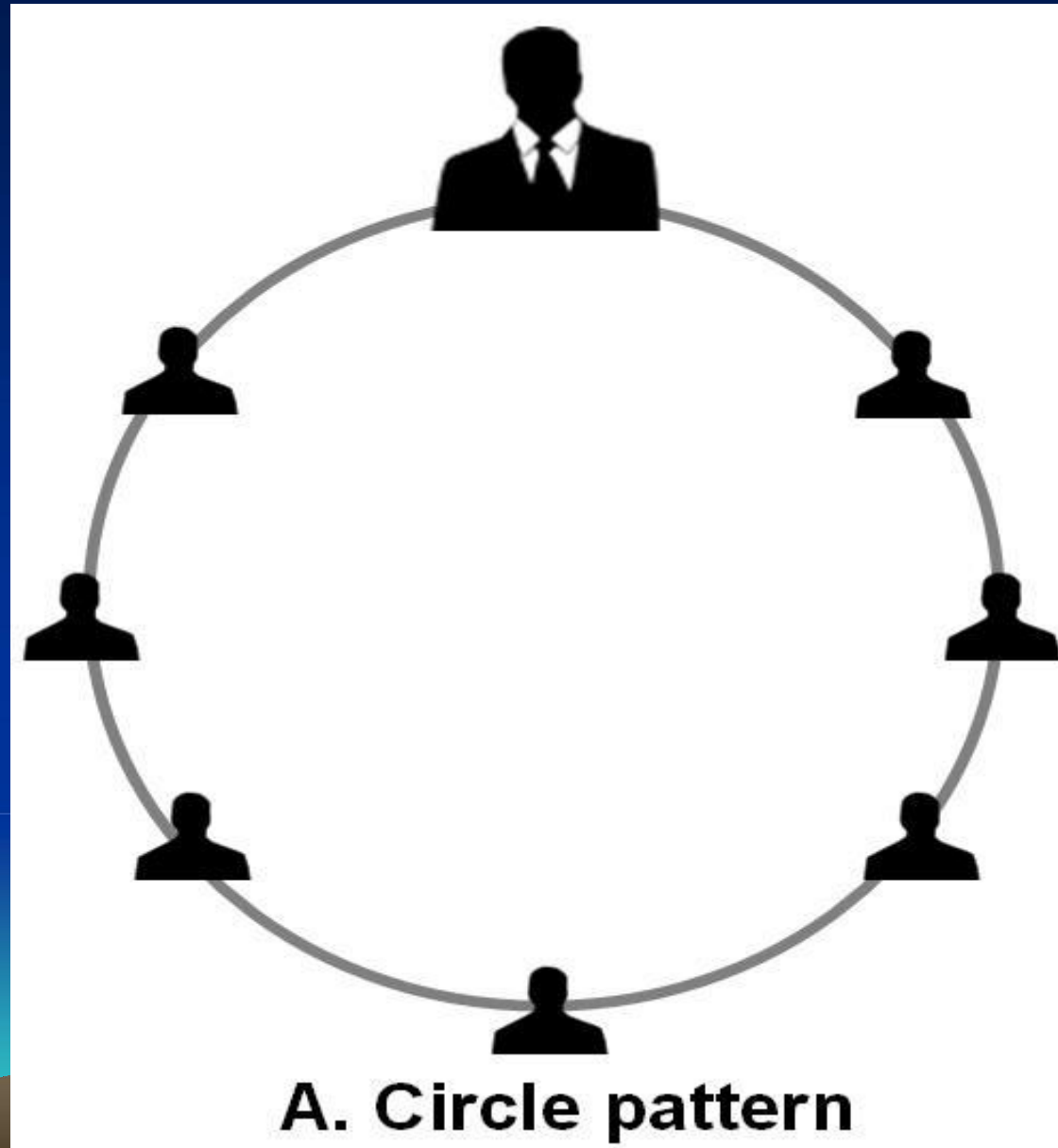


## Cont.... **Patterns of Communication**

- Group members can only communicate to the people who are above them or below them in the chain of command. The message flows in one direction or way.
- In this communication pattern, lower level staffs do not get a chance to criticize anything to the upper level. They do not have a role in decision making too.



## Cont... **Patterns of Communication**





## Cont.... **Patterns of Communication**

### **2. Chain Pattern**

- The group leader passes/sends the message to the group member who appears next to him. This member then passes the message to the next member who then passes/sends the message to the next member and the chain continues.
- The message gets modified as it moves from one member/recipient to the other.
- The worst part in the pattern is the last member receives the modified messages from the leader.



## Cont.... **Patterns of Communication**

- In this case the leader cannot find whether the last member receives the correct information or not because there is no feedback to identify the message distortion.



**B. Chain pattern**

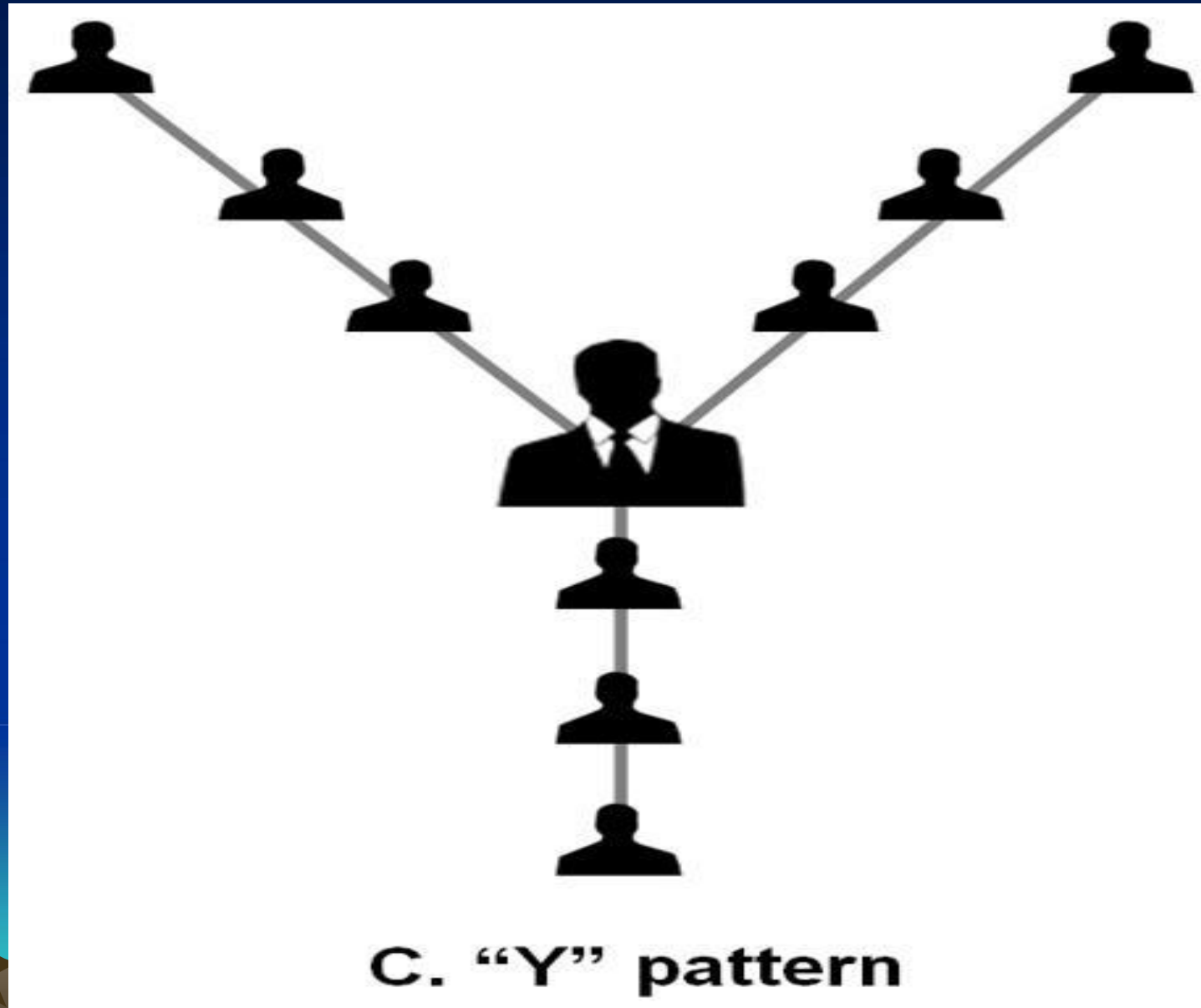
## Cont.... **Patterns of Communication**

### **3. Y Pattern**

- In Y pattern, the group is separated into three.
- The group members can communicate with the other members group through leader only.
- There is no provision for feedback from each member to the group leader.
- There is likelihood of distortion of the message as it moves along the chain in the groups.



## Cont... **Patterns of Communication**



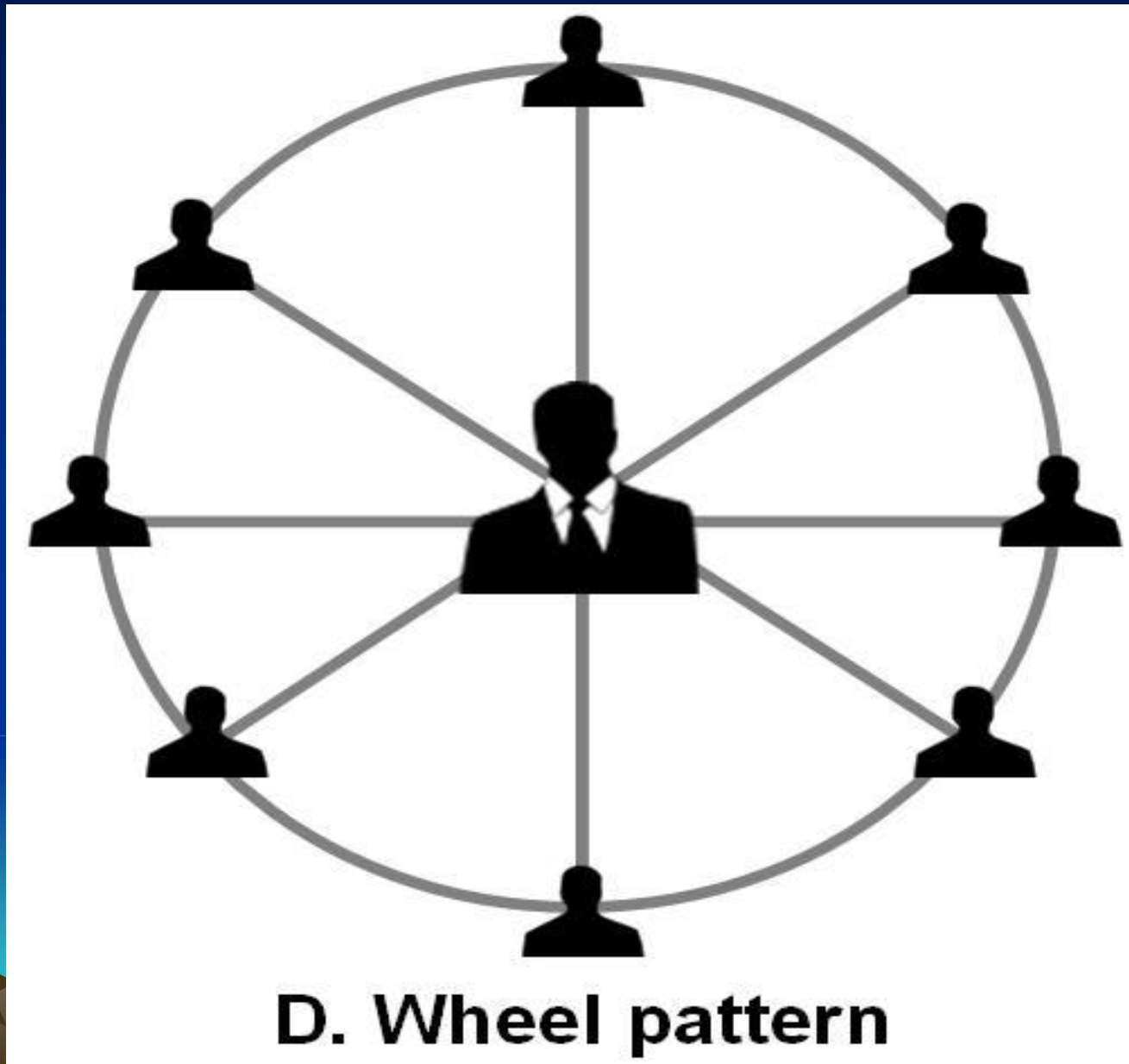
## Cont.... **Patterns of Communication**

### **4. Wheel Pattern**

- Is one of the best patterns of communication.
- It is found in centrally managed group or team.
- The leader has direct contact with all the group members and there are no communication problems. It ensures good time management and timely feedback from the group members.
- However, not all the group members are able to connect with one another.



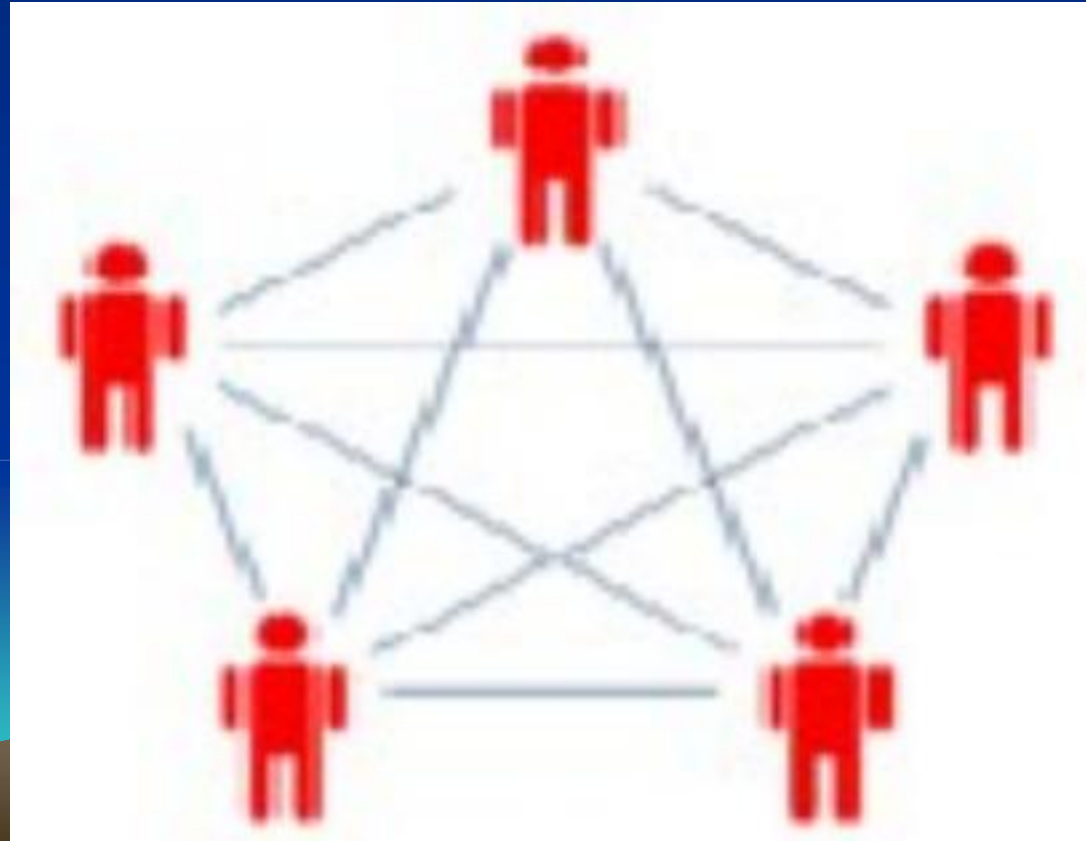
## Cont... **Patterns of Communication**



## Cont.... **Patterns of Communication**

### **5. Network pattern**

- Comprise self-managed groups/teams or individuals with clear linkages and channels for communication.
- Each group or individual freely communicates with the other group uninterrupted.



# **DIRECTION OF COMMUNICATION**

- Understanding the direction of communication helps individuals and organizations manage information flow more effectively, ensuring clarity, efficiency, and improved relationships.
- The direction of communication refers to the flow of information between individuals or groups.
- It can be categorized into several types, each with distinct characteristics and purposes.





## Cont..... **Direction of Communication**

The directions of communication whether in an organization or the wider community may be (next slide):

1. Internal communication
2. Vertical communication
  - i. Downward Communication
  - ii. Upward Communication
3. Diagonal communication
4. Horizontal/lateral communication
5. External communication
6. Formal communication
7. Informal communication
8. Interpersonal communication
9. Group communication



## Cont..... **Direction of Communication**

1. **Informal Communication:** Often referred to as the "grapevine," this type involves spontaneous and casual exchanges of information. It can occur in social settings or through personal networks and often provides insights into organizational culture and sentiment.
2. **Vertical Communication:**
  - a) **Downward Communication:** Information flows from higher levels of authority to lower levels (e.g., managers to employees). Common for sharing policies, directives, and performance feedback.
  - b) **Upward Communication:** Information flows from lower levels to higher levels (e.g., employees to managers). Important for providing feedback, suggestions, and reporting issues.



## Cont..... **Direction of Communication**

3. **Horizontal Communication:** Information flows between individuals or groups at the same organizational level. This type promotes collaboration, coordination, and information sharing among peers.
4. **Diagonal Communication:** Information flows between different levels and departments (e.g., a manager communicating with a subordinate in another department). This type enhances collaboration across functions and helps break down silos.
5. **Informal Communication:** Often referred to as the "grapevine," this type involves spontaneous and casual exchanges of information. It can occur in social settings or through personal networks and often provides insights into organizational culture and sentiment.



## Cont.....**Direction of Communication**

5. **Formal Communication:** Structured and official communication that follows established protocols and channels. This includes memos, reports, meetings, and official correspondence.
6. **Interpersonal Communication:** Direct communication between individuals, which can be face-to-face, over the phone, or via digital platforms. This type emphasizes personal interaction and relationship building.
7. **Group Communication:** Involves communication within a group of people, such as teams or committees. This type is essential for collaboration, decision-making, and problem-solving.



# STRATEGIES FOR IMPROVING COMMUNICATION

- By implementing these strategies, you can enhance your communication skills, leading to more effective interactions and stronger relationships.
- Improving communication involves enhancing both verbal and non-verbal skills. Here are several effective strategies:
  1. **Practice active listening:** Focus entirely on the speaker, avoiding distractions. Use verbal and non-verbal cues to show engagement, such as nodding and maintaining eye contact.
  2. **Be clear and concise:** Use simple, straightforward language to express your thoughts. Avoid jargon or overly complex terms that may confuse the listener.
  3. **Ask questions:** Encourage dialogue by asking open-ended questions. Clarify any uncertainties to ensure you fully understand the message.



## Cont..... **Strategies for Improving Communication**

4. **Provide feedback:** Offer constructive feedback, summarizing key points and expressing your understanding. Use reflective listening to show you're engaged and to confirm comprehension.
5. **Be aware of non-verbal cues:** Pay attention to body language, facial expressions, and tone of voice, both yours and the speaker's. Use appropriate non-verbal signals to reinforce your message.
6. **Adjust your communication style:** Adapt your approach based on the audience and context. Consider their preferences and needs. Be flexible in your communication to foster better understanding.



## Cont..... **Strategies for Improving Communication**

7. **Create a safe environment:** Foster an atmosphere of openness and respect where all participants feel comfortable sharing their thoughts. Encourage honest dialogue without fear of judgment.
8. **Use visual aids:** Incorporate charts, graphs, or other visual tools to clarify complex information. Visuals can enhance understanding and retention.
9. **Be mindful of your tone:** Use a tone that matches your message and is appropriate for the context. Be aware that tone can significantly impact how your message is received.





## Cont..... **Strategies for Improving Communication**

10. **Reflect on your communication:** After conversations, consider what went well and what could be improved. Seek feedback from others about your communication style and effectiveness.
11. **Practice empathy:** Try to understand the speaker's perspective and emotions. Acknowledging feelings can enhance connection and understanding.
12. **Follow up:** After important discussions, summarize key points and any action items in writing. This reinforces understanding and accountability.





## Cont... **Strategies for Improving Communication**

- Speaking clearly and properly
- Giving your undivided attention
- Providing proper & timely feedback
- Understanding the mood of the second party (the receiver)
- Keeping silent appropriately
- Supporting /Re-assuring \_\_shows that you are concerned
- Sharing observation for common understanding and action
- Planning a budget for enhancing communication
- Conveying a negative message tactfully
- Performing a role play to improve communication.
- Using broad open-ended statements



# INTRODUCTION TO READING AND ACADEMIC WRITING SKILLS

## INTRODUCTION TO READING SKILLS

### Definition

- Reading is a cognitive (mental) process that involves decoding symbols to arrive at meaning; or It is an active process of constructing meanings of words.
- It is a multifaceted process involving word recognition, comprehension, fluency, and motivation.
- It is also a thinking process and allows the reader to use what he or she may already know, also called prior knowledge.



# IMPORTANCE OF READING

1. Reading is important because it develops the mind
2. It is how we discover new things
3. Reading develops the imagination-develops creative side of people
4. The pen is mightier than the sword words - spoken and written - are the building blocks of communication fundamental in developing a good self-image.
5. Reading is a very good exercise for our minds. It keeps our mental faculties constantly engaged.
6. Reading hones our language skills and improves our vocabulary.
7. Creativity stems from diverse reading and the ability to think out of the box.
8. We need to do a variety of reading at our workplace.



# THINGS TO CONSIDER IN READING

- The following are considered:
  1. Reading techniques
  2. Critical reading skills
  3. Presentation skills
  4. Academic writing skills



# READING TECHNIQUES

- This is also referred to as **critical reading skills**.
- Critical reading involves presenting a reasoned argument that evaluates and analyses what you have read, that is:

*1. What the text says;*

*2. What the text describes; and,*

*3. Interpretation (meaning) of the text.*

NB: *Being critical, therefore - in an academic sense - means advancing your understanding, not dismissing and therefore closing off learning.*



## Cont..... Techniques of Reading

Specifically, the reading techniques/skills are:

1. Skimming
2. Scanning
3. Intensive reading
4. Extensive reading



## Cont..... **Techniques of Reading**

### 1. **Skimming** –

- Done to understand the essence of a given topic.
- Skimming is *used to quickly gather the most important information*, termed the 'gist' of the written text.
- Run your eyes over the text, noting important information.
- Use skimming to quickly get up to speed on a current business situation.
- It is not essential to understand each word when skimming.
- It involves reading the titles, sub titles, subheadings and illustrations.
- Read the first and the last paragraphs and headings and summaries.
- Read the first sentence (topic sentence) of each paragraph.
- You ignore the details and look for the main idea.
- Skimming is done at least 3 to 4 times faster than your normal speed.



## Cont..... Techniques of Reading

### 2. Scanning –

- It is done to find out the specific words or to find a particular piece of information.
- Run your eyes over the text looking for the specific piece of information you need.
- Use scanning on schedules, meeting plans, etc. in order to find the specific details you require.
- If you see words or phrases that you don't understand, don't worry when scanning.
- **Examples of Scanning:** The "What's on TV" section of your newspaper; a train/airplane schedule; a conference guide.





## Cont..... **Techniques of Reading - SCANNING**

- This is a method where in you *read a particular list, sentence, paragraph, passage, or chapter with the intention of searching for specific facts related to a particular subject.*
- When you scan a particular piece of written passage you are not actually reading the material line by line, but you are searching the passage for a particular piece of information very quickly.



## Cont..... **Techniques of Reading**

### **3. Intensive Reading**

- It is used to get specific details or information from a written material.
- It is usually slow reading done with a lot of concentration.
- It includes very close accurate reading for detail. Use intensive reading skills to grasp the details of a specific situation. In this case, it is important that you understand each word, number or fact.
- Examples of Intensive Reading: A bookkeeping report; An insurance claim; A contract.



## Cont..... **Techniques of Reading**

### 4. **Extensive Reading**

- To read at leisure.
- Extensive reading is used to obtain a general understanding of a subject and includes reading longer texts for pleasure, as well as business books. Use extensive reading skills to improve your general knowledge of business procedures.
- Do not worry if you understand each word.
- *Examples of Extensive Reading*: The latest marketing strategy book; a novel you read before going to bed; Magazine articles that interest you.



# THE SQ3R READING TECHNIQUE

- This refers : **Survey – Question – Read – Recite – Review**
- The method aims at to facilitating a clear understanding of the text that the reader would be toable to teach whatever he has learned during the process of reading.
- **The process of SQ3R Technique** involves five different steps:
  1. Survey
  2. Question
  3. Read
  4. Recite
  5. Review



## Cont..... **THE SQ3R READING TECHNIQUE**

### 1. **Survey**

The survey involves getting a quick idea on the whole writing piece. For example, reading the introduction or summary of a book will be enough to get an idea on that book.

2. **Question:** We are not just reading the words or looking at the words but are actually trying to make out the underlying meaning of the text. So we should prepare questions in our mind and look for the answers while reading the text.

3. **Read:** The reader reads selectively if he is looking for any specific information.

4. **Recite:** The reader answers the questions in his own words using only the keywords that are required to sum up the complete idea.

5. **Review:** The reader reviews the entire things/information in his mind.



# COMPREHENSION IN READING

- Refers to understanding and remembering what has been read, thus, enabling one to effectively communicate what he/she has learnt from reading to others.

## Levels of Comprehension

- The 4 levels of reading comprehension are based on the depth and complexity of reading to be done.
- The levels of comprehension in reading are arranged from the simplest to the complex level of comprehension. That is:
  1. Literal reading
  2. **Interpretive reading**
  3. Inferential reading
  4. **Applied reading**



## Cont..... **COMPREHENSION IN READING**

### 1. **Literal reading**

- It is an appropriate way to improve/test an individual's vocabulary.
- This level of reading can help answer the:  
**Who, What, When, and Where** questions.
- It involves only surface (superficial) understanding of the written text.



## Cont..... **COMPREHENSION IN READING**

### 2. **Interpretive reading**

- In this level, the reader needs to go beyond what is said and read for deeper meaning.
- The reader needs to look for relationship of ideas, see how ideas go together and also see the implied meaning in the message.
- It includes thinking processes such as drawing logical conclusions, **making generalizations** and **predicting outcomes**.
- This level of reading can help answer why, what if, and how questions.





## Cont..... **COMPREHENSION IN READING**

### **3. Inferential reading**

- Helps in tapping into prior knowledge / experience
- Attaching new learning to old information
- Making logical leaps and educated guesses
- Reading between the lines to determine what is meant by what is stated.



## Cont..... **COMPREHENSION IN READING**

### 4. **Applied reading**

- Applied reading is the highest and most sophisticated level of reading comprehension.
- In this level, the reader absorbs what was stated i.e. the literal meaning and then understands what was meant by that statement-which is the interpretation, and finally apply the concepts to a given situation.
- The reader should be able to go deeper in to the given text and understand the ideas and evidence provided by the writer.



# Cont..... **COMPREHENSION IN READING**

## **Methods of Applied Reading**

1. Differentiating between facts and figures
2. Understanding the purpose behind the writing
3. Recognizing the tone and the persuasive elements
4. Analyzing and synthesize the given information
5. Evaluating the accuracy of the given information
6. Applying the information derived from a thorough understanding of a situation to a new one.



# THE SEVEN STRATEGIES OF READING

## The Seven Strategies of Reading

Also referred to seven cognitive strategies of effective reading. include:

1. Activating
  2. Inferring
  3. Monitoring-Clarifying
  4. Questioning
  5. Searching-Selecting
  6. Summarizing, and,
  7. Visualizing-Organizing.
- 

# THE READING PROCESS

- Reading is a process that involves recognizing words, leading to the development of comprehension.
- According to research, reading is a process that negotiates the meaning between the text and its reader.
- The reading process involves **three stages**, namely:
  1. Pre-reading
  2. During reading
  3. After reading



## Cont..... **THE READING PROCESS**

### **1. Pre-reading stage:**

- Which allows the reader to activate background knowledge, preview the text, and develop a purpose for reading.
- A strategy for students to utilize during this stage is to look at the title of the selection and list all the information that comes to mind about the title.



## Cont..... **THE READING PROCESS**

### **2. During reading stage:**

- When the reader makes predictions as they read and then confirms or revises the predictions.
- For example, double-entry journal enables the reader to write the text from the reading on one side and their personal reaction on the other side.



## Cont..... THE READING PROCESS

### 3. After reading stage:

- Allows the reader to retell the story, discuss the elements of a story, answer questions and/or compare it to another text.
- **For example**, students can create summaries, where they take a huge selection and reduce it to its main points for more concise understanding.
- NB//

*Comprehension is an intentional, active, and interactive process that occurs before, during and after a person reads a particular piece of writing.*





# READING A DIFFICULT MATERIAL

Do the following to make it easy to read and comprehensible. The steps involved are:

1. Break your reading into portions
2. Skim the text and get an overview
3. Flag what you do not understand to re-read
4. Find some resources to help you understand
5. Make notes while you read
6. Talk to or discuss with others
7. Do not panic.




# INTROCTION TO ACADEMIC WRITING SKILLS

## Definition

Academic writing is clear, concise, focussed, structured and evidence-based use of symbols to develop a message either as hard copy or electronic copy that the receiver can read to get the message sent by the sender.



## **Purpose of Academic Writing**

1. **General purpose:** To inform, persuade or entertain.
  2. **Specific purpose:** Addresses assigned subject or question.
  3. **Argument and Persuasion:** Presents reasoned approach with supporting data to convince the reader.
  4. **Narration:** To tell a story about something.
  5. **Exposition:** To explain or clarify situation or something
  6. **Description:** To provide an account of something.
- 

# Cont.... **Academic Writing Skills**

## **Types of Academic Writing**

- The categories/types of academic writing are:

1. Expository

4. Narrative

2. Descriptive

5. Analytical

3. Persuasive

6. Critical



## **Characteristics of Academic Writing**

These include:

1. **Planned and focused:** answers the question and demonstrates an understanding of the subject.
2. **Structured:** is coherent, written in a logical order, and brings together related points and material.
3. **Evidenced:** demonstrates knowledge of the subject area, supports opinions and arguments with evidence, and is referenced accurately.
4. **Formal in tone and style:** uses appropriate language and tenses, and is clear, concise and balanced.



## Cont... **Academic Writing Skills**

5. **Outline** - A proper outline is a must for academic writing. An outline will not only help you formulate your thoughts, but will sometimes make you aware of certain relationships between topics. It will help you determine the pertinent information to be included in your paper.
6. **Tone** - A formal tone is used. You do not use slang words, jargon, abbreviations, or many clichés.



## Cont... **Academic Writing Skills**

5. **Language** - The language in your paper needs to be clear and words need to be chosen for their precision. A thesaurus is a good tool to help you pick just the right words to explain the issues.
6. **Point-of-view** - The point of view in the third person, as the focus of academic writing is to educate on the facts, not support an opinion.
7. **Approach** - Deductive reasoning is a big part of academic writing as your readers have to follow the path that brought you to your conclusion.



## **Method of Writing Academically**

1. **Start by introducing your topic.** Try using a series of questions about the topic, using startling or unusual facts or figures, defining an important, subject-related term or quoting a well-known expert on your topic or a literary work.
2. **State your main idea clearly.** This is your thesis statement. It contains the focus of your essay and tells your reader what the essay is going to be about. The thesis statement is usually located at the end of your introduction.





## Cont... **Academic Writing Skills**

3. **State the main idea of each paragraph.** These are the topic sentences. They contain the focus of your paragraphs and tell your reader what each paragraph is going to be about. Topic sentences are usually located at the beginning of each paragraph. Each paragraph should flow smoothly from one to the next (e.g. the first sentence in each new paragraph should serve as a link to the paragraph before it).
4. **Use supporting examples and details** to make complicated ideas easier to understand. Do not assume that your reader will understand what you are trying to say.



## Cont... **Academic Writing Skills**

5. **Use third person point-of-view** (e.g. he, she, it and they). No first and second person points-of-view (e.g. I, you, we) are used in academic writing.
6. **Use formal voice**. This means no slang, colloquialism (common expressions of ordinary speech), contractions, etc.
7. **End by restating your main idea**, or summarizing important points, and then drawing a final conclusion for your reader.
8. **Proofread your work**, making any necessary corrections to sentence structure, punctuation, spelling and grammar. Use a dictionary and a writer's guide if you are unsure about the rules.



# Cont.... **Academic Writing Skills**

## **Structure of Academic Writing**

This consists of three parts, namely:

**1. Introduction**

**2. Body**

**3. Conclusion**



## **1. Introduction**

- In the introduction, you must grab the reader's attention and identify the thesis (the main idea) of the paper.
- You can do this by starting with:
  - Asking several questions
  - Making a quote from a famous work or person
  - Bringing some interesting facts or information
  - Defining an important term related to the work

## Cont... **Academic Writing Skills**

### **2. Body**

- This is the main part of the work and the paragraphs must be clearly written and be arranged in a logical order, like chronologically or in order of importance.
- Each initial sentence links the preceding paragraph and the whole section flows smoothly.
  - Within each paragraph:
  - The sentences need to flow and refer back to the topic.
  - Cohesion is achieved by repeating important words, using synonyms for the main subject, and using transitional words like: however, such as, therefore, and for example.



## Cont.... **Academic Writing Skills**

### **3. Conclusion**

- In the conclusion, you re-emphasize the thesis and summarize all the main points.
- The conclusion consists of one paragraph which shows the final conclusion to the reader.



## **Forms of Academic Writing**

- Examples of academic writing include:

### **1. Literary analysis**

- A literary analysis is an essay that examines, evaluates, and makes an argument about a literary (scholarly) work.
- As its name suggests, a literary analysis essay goes beyond mere summarization.
- It requires careful close reading of one or multiple texts and often focuses on a specific characteristic, theme, or motif.

## Cont... **Academic Writing Skills**

### 2. **Research paper**

- A research paper uses outside information to support a thesis or make an argument.
- Research papers are written in all disciplines and may be evaluative, analytical, or critical in nature.
- Common research sources include data, primary sources (e.g., historical records), and secondary sources (e.g., peer-reviewed [scholarly articles](#)).
- Writing a research paper involves synthesizing this external information with your own ideas.





### 3. **Dissertation**

- A dissertation (or thesis) is a document submitted at the conclusion of a higher degree program.
- The dissertation is a book-length summarization of the doctoral candidate's research.
- Academic papers may be done as a part of a class, in a program of study, or for publication in an academic journal or scholarly book of articles around a theme, by different authors.



# PRESENTATION SOFT SKILLS

## Definition

Soft skills refers to a cluster of personal qualities, habits, attitudes, abilities and social graces that influence how we interact with others in our social and professional life.



## Cont..... **Presentation Soft Skills**

- The good news is that, like any skill, soft skills can be learned
- Boosting your soft skills not only gives you a leg up on a new job or promotion, but these skills also have obvious applications in all areas of a person's life i.e both professional and personal.
- **Some of methods to acquire/learn soft skills are:**
  1. Taking a course (training)
  2. Seeking mentors (mentoring)
  3. Volunteering in an organization
  4. Socialization

## **Soft Skills & Nursing Profession**

As an effective nursing professional, your soft skill set should include the following:

1. Strong oral and written communication skills
2. Appropriate critical thinking ability
3. Effective problem identification and solving resourcefulness
4. Ability to work productively through teamwork
5. Appropriate leadership and management ability



## Cont.... **Presentation Soft Skills**


### **Importance (benefits) of Soft Skills:**

Soft skills are required by an individual not only to enter into workplace, but also to sustain oneself in the workplace as they helps in:

1. Taking (making) proper decision
2. Handling interpersonal relationships
3. Communicating with others properly and effectively
4. Gaining Professional development
5. Having good impact/image/impression on others
6. Inspiring leadership excellence & dynamic communication



## Cont.... **Presentation Soft Skills**

7. Optimizing leadership and managerial effectiveness
  8. Enhancing team building and maintenance skills
  9. Increasing the employability skills of students along with overall corporate grooming
  10. Enhancing public speaking & presentation skills
  11. Developing interpersonal & time management skills
  12. Providing motivational training along with practical orientation that helps in career visioning and planning
- 

## Cont... **Presentation Soft Skills**

The soft skills include the following:

- Body language & grooming
- Communication
- Language
- Grammar
- Teamwork
- Flexibility
- Adaptability
- Initiative
- Professionalism & empathy
- Patience
- Persuasion
- Time management
- Motivation
- Leadership
- Rate of speech
- etc.

## Cont... **Presentation Soft Skills**

### **Communication Skills**

- Verbal communication Skills
- Listening, Humour, Writing
- Presentation skills
- Public speaking, Interviewing

### **Leadership Soft Skills**

- Team building, Delegation
- Strategic planning, budgeting
- Mentoring, Giving feedback, Humility, Visionary

### **Interpersonal Soft Skills**

Interpersonal relationships

Handling difficult people

Conflict resolution

Personal branding

Office politics

Networking





## Cont... **Presentation Soft Skills**

### **Creativity Soft Skills**

- Design sense
- Artistic sense
- Critical thinking
- Troubleshooting
- Innovation
- Problem solving

### **Personal Soft Skills**

- Friendliness
- Work-life-balance
- Time management
- Self confidence
- Taking criticism
- Enthusiasm
- Humility
- Ethical orientation











*The End*

*Thank You for Listening.*

*Success...!*

