COMMUNICATION

Communication is the exchange of information between persons, the giving and receiving of information.

Information is uncollected data, and data is roll information.

Communication Cycle/System

Communication Channel

Receiver

Sender

Feedback

* Whenever there is a communication there must be a sender.
* Whenever there is a communication there must be a communication channel.
* Whenever there is a communication there must be a receiver.
* And whenever there is a communication there must be a feedback.

Qualities of Communication

* Complete
* Cost effective
* Correct
* Relevant
* User-targeted
* Sufficient
* Timely
* Accurate

Objectives of Communication

* To be understood
* To get something done
* To be understood by others
* To be accepted

Methods (Types) of Communication

1. Non-verbal communication-This is any type of communication which does not used words, e.g. sign language.
2. Verbal communication-This is any type of communication which uses words, e.g. speech.
3. Oral Communication-This involves face to face communication, telephone communication, etc.

Advantages of Oral Communication

* Response is immediate
* Interactive
* Not costly

Disadvantages of Oral Communication

* Has no future reference
* It can be distorted if big words are used
1. Written Communication-It involves books, magazines, newspapers, etc.

Advantages of Written Communication

* It can be used to emphasize points
* Can be used for future reference

Disadvantages of Written Communication

* Costly
* It is difficult to correct if big words are used
1. Visual Communication-It includes television, computer, fax, etc.

Effective Rules of Speaking

* Choose the right time to communicate with a friend
* Develop a pleasant tune of voice
* Be positive
* Be clear and specific
* Be courteous and respectful to your friend’s opinion
* Be sensitive to needs and feeling of your friends
* Develop the art of conversation.

Points to Consider About Speaking

1. Clarity-the words you speak must be clear and listeners are to understand what you say.
2. Volume-speak and do not mumble.
3. Speed-if you speak too quickly, listeners may difficulties making individual words.
4. Variety-speed has its own rhythms and tones. The voice rises for instance a question, some words in a sentence require more emphasis than others if the meaning is to be clear.
5. Audience and Tone-if you are discussing something with friends you are likely to use an informal conversation tone.

Barriers to Communication

* Language
* Noise
* Culture
* Technical terms

Percentage of Communication

* 10% of our communication is represented by the words we say
* 30% of our communication is our words/sounds
* 60% of our communication is our body language.

You will remember

* 10% of what you see
* 20% of what you hear
* 50% of what you read
* 90% of what you do.