



# COMMUNICATION SKILLS I

Introduction

# WHAT IS COMMUNICATION?

The word communication is derived from the Latin word, “communis” which means common.

## DEFINITIONS:

(1) Process of sending and receiving messages.

(2) Imparting or exchanging of ideas, information by any medium (speaking or writing).

Speaking and writing are productive skills

Reading and listening are receptive skills

(3) Communication can be defined as the process of transmitting information and common understanding from one person to another.

# ABOUT COMMUNICATION

- A communication process involves a sender, a receiver and the message to be sent.
- Effective Communication is a process where a message is received and understood by the receiver in the manner that the sender intended it to be.
- A common mistake people make is to focus only on the delivery of message, rather than how it is received. Communication has to be two-way!

# 1. LANGUAGE AND COMMUNICATION

## \* Language As a tool for Communication



Society would have to recreate itself every generation if it could not pass its knowledge on through language

# TYPES OF COMMUNICATION

Sending spoken and written messages (process of sending and receiving messages).

\_Verbal communication

(use of language or words either spoken or written)

\_Paraverbal (paralinguistic) communication

(helps in verbal communication like tone, pitch of voice and speed etc)

\_Non-verbal communication

(communication through gestures, body language etc)

# ENTITIES INVOLVED IN COMMUNICATION PROCESS

Three entities

- Sender (who can be speaker, writer or addresser)
- Message (can be in form of verbal or non-verbal form)
- Receiver (who can be listener, reader or addressee)

Processes:

1. Encoding: (message is encoded by sender)
2. Decoding (message is decoded by receiver)

# PROCESSES

- Sender- formulate (encode) an idea or message - through communication channel deliver the message to receiver, who receives or acts on the message (decode).
- Receiver responds by formulating his own message and communicates to sender (feedback)



**THANK YOU**  
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