

COMMUNICATION

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WHAT IS COMMUNICATION?

- The activity of conveying information
- Something that is communicated by or to or between people or groups
- The imparting or exchanging of information or news

Advanced English Dictionary

WHAT IS COMMUNICATION?

- Communication is defined as;-
- Two-way process of reaching mutual understanding, in which participants not only exchange (encode-decode) information, news, ideas and feelings but also create and share meaning. In general, communication is a means of connecting people or places.
- In business it is the key function of management – an organisation cannot operate without communication between levels, departments and employees.

Business Dictionary.com

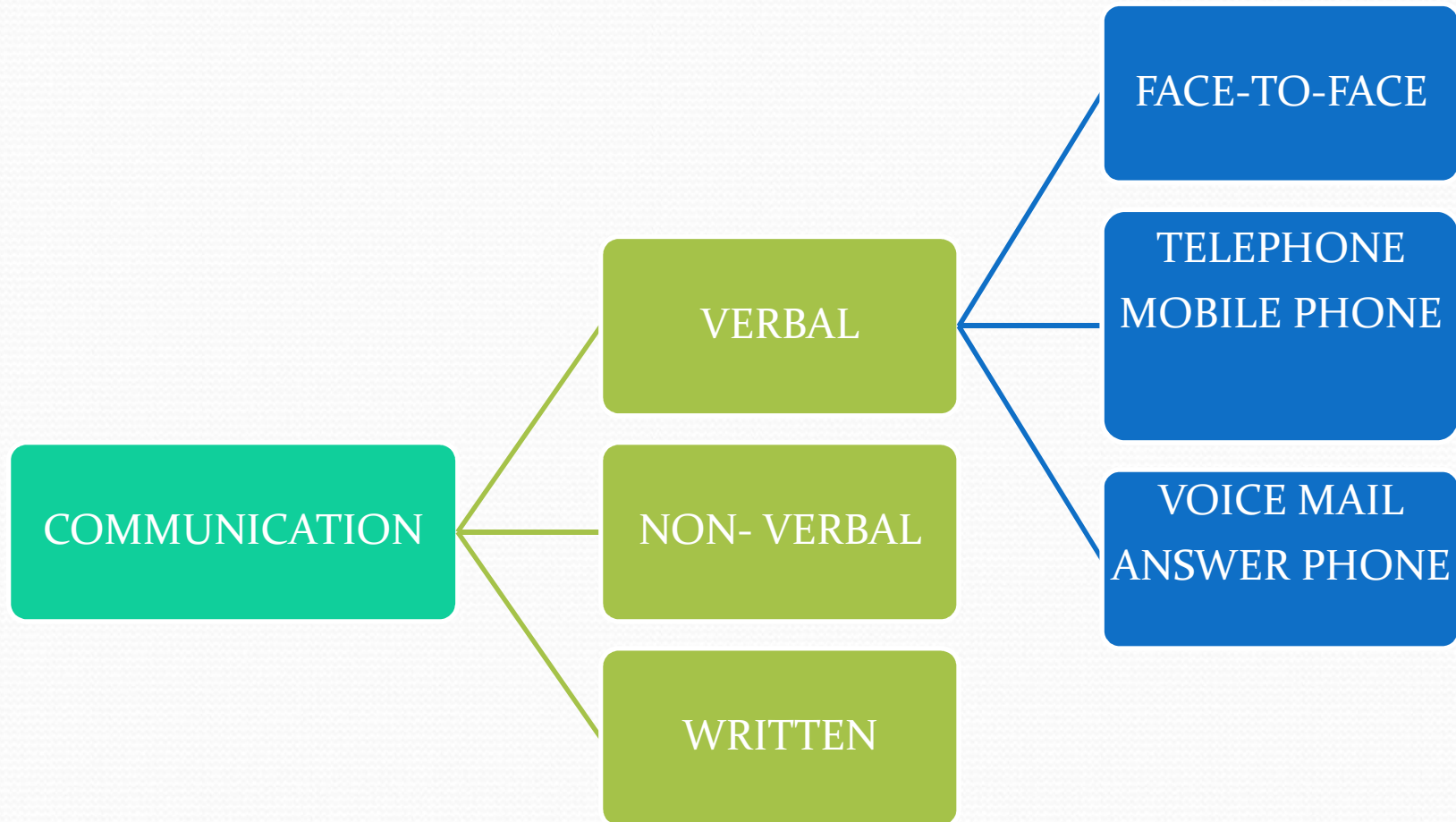
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TYPES OF COMMUNICATION

- Verbal
- Non-verbal
- Written



TYPES OF COMMUNICATIONS





VERBAL COMMUNICATION

- Verbal communication is communication which is spoken, conveying a message to another person.
- It can be formal or informal
- It can be positive or negative (as with other forms of communications)

FORMAL, INFORMAL, GRAPEVINE VERBAL & NON-VERBAL

- **Formal communication** involves utilizing the formal communication channels of an organization. Formal communication can move vertically in an organization. Information is collected and flows up to the top levels of management for review and decision making, while orders flow down from the top to the place where it will be implemented. For example, employees may be given a presentation from the human resources department on new policies and procedures.

FORMAL, INFORMAL, GRAPEVINE VERBAL & NON-VERBAL

- Formal communication can also flow horizontally across the organization. Unlike vertical communication that involves communication between a higher and lower level of an organizational hierarchy, horizontal communication occurs between two parts of the organization at the same level. For example, the vice-presidents of a company may hold a quarterly meeting to discuss the upcoming quarter.

FORMAL, INFORMAL, GRAPEVINE VERBAL & NON-VERBAL

- . **Informal communication** is communication between employees outside the formal communication structure of the company. While the subject of informal communication can be business-related, it need not be. You can think of informal communication as 'water-cooler talk.'



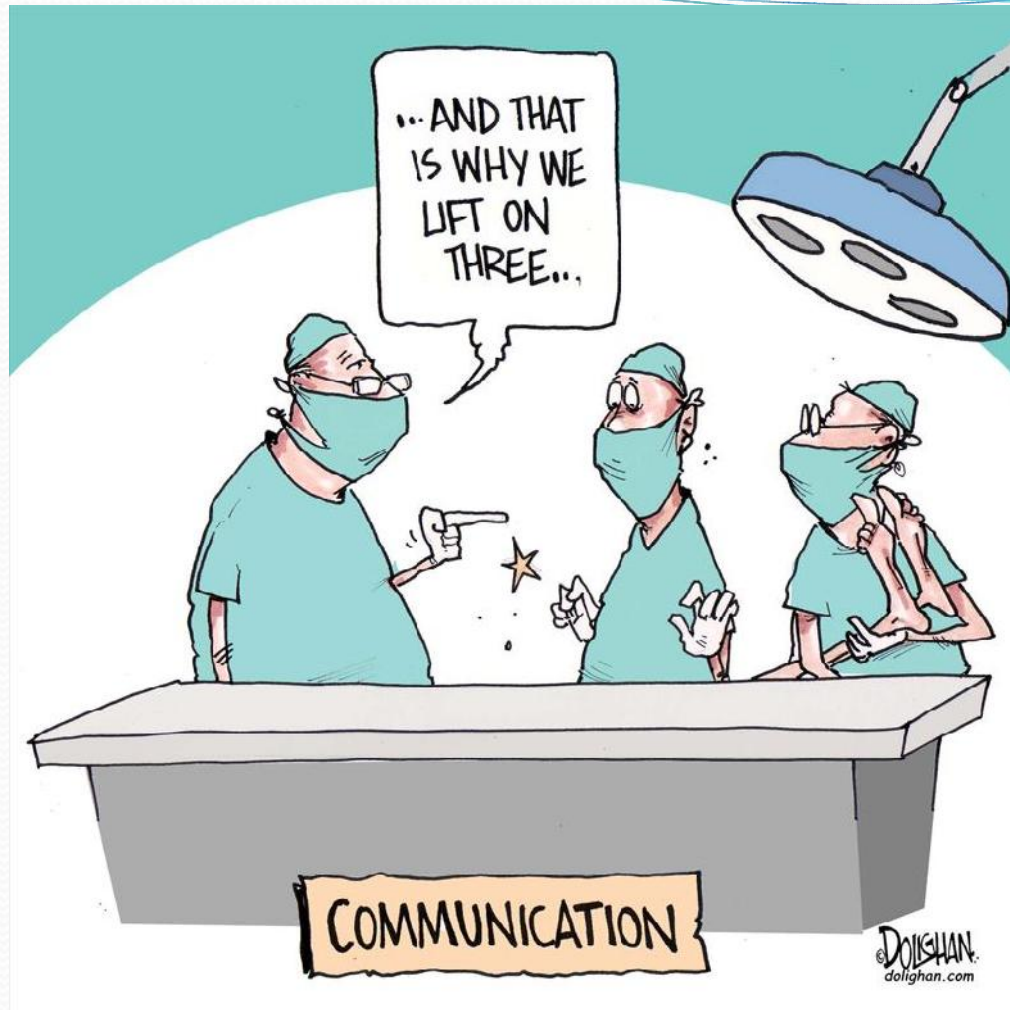
NON-VERBAL COMMUNICATION

- Vocal cues, referred to as paralinguistics, is a form of non-verbal communication that includes such things as pitch, inflection, tone, volume, speed of the speech, quality, non-word sounds, pronunciation, enunciation and even silence.
- Body movement and gestures are also part of non-verbal communication. For example, leaning forward may mean interest, while crossing arms is often viewed as a defensive posture.
- Facial expressions are a common form of non-verbal communication. Examples of facial expressions include smiling, crying and grimacing.

The New Generation of Communication



Non-verbal communication



Poor
communication



GROUP WORK

**Group One - Address Positive
verbal Communication in the
work place**

**Group Two – Address Negative
verbal communication in the
work place**

GROUP WORK

**Group Three – Identify
Positive written
communication in the
work place**

**Group Four – Identify &
address negative written
communication in the
work place**



GROUP WORK

Group One – What is positive non-verbal communication

Group Two – What is negative non-verbal communication & how would you address it?