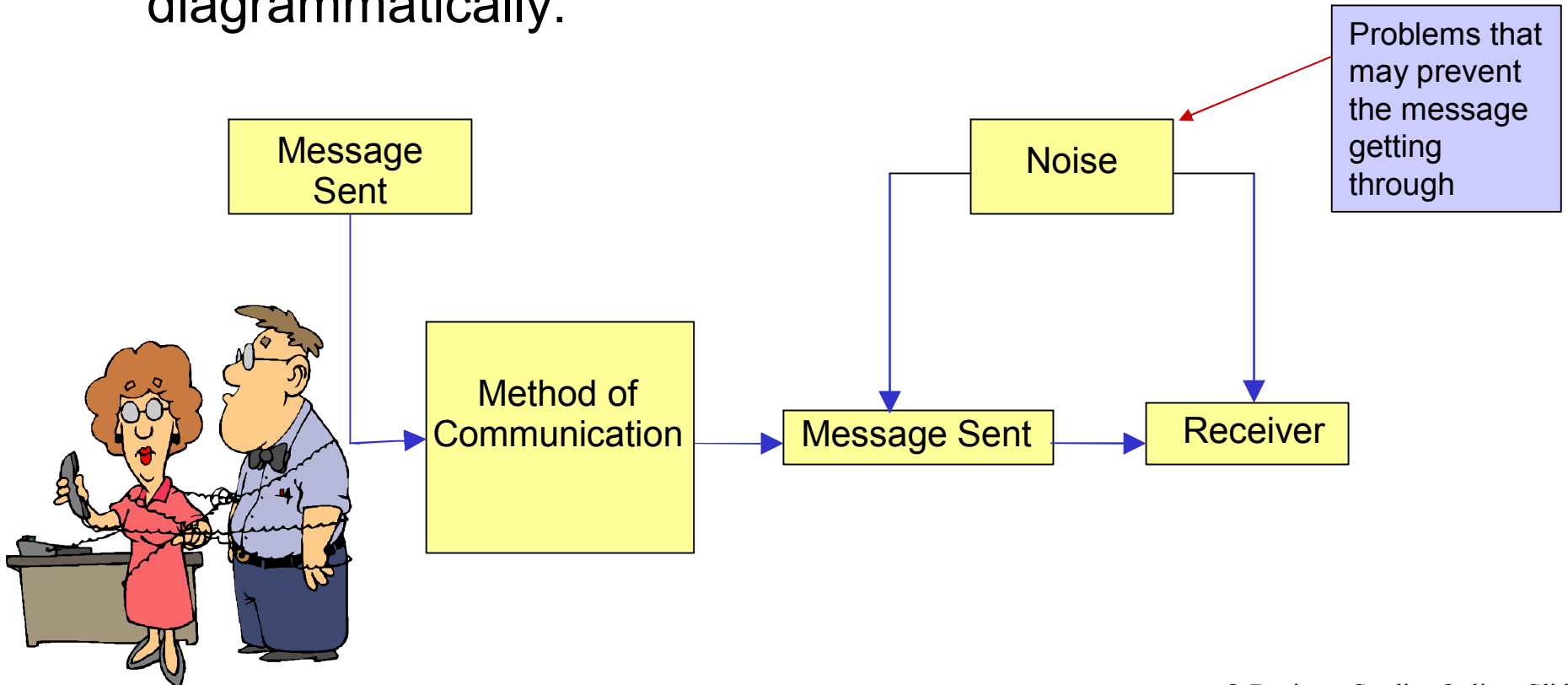




# What is Communication?

- Communication is a process which enables information to be passed from one person/group to another
- The process of communication can be shown diagrammatically:





# Methods of Communication

- There are 3 main methods of communicating, each of which has advantages and disadvantages



Written



Visual

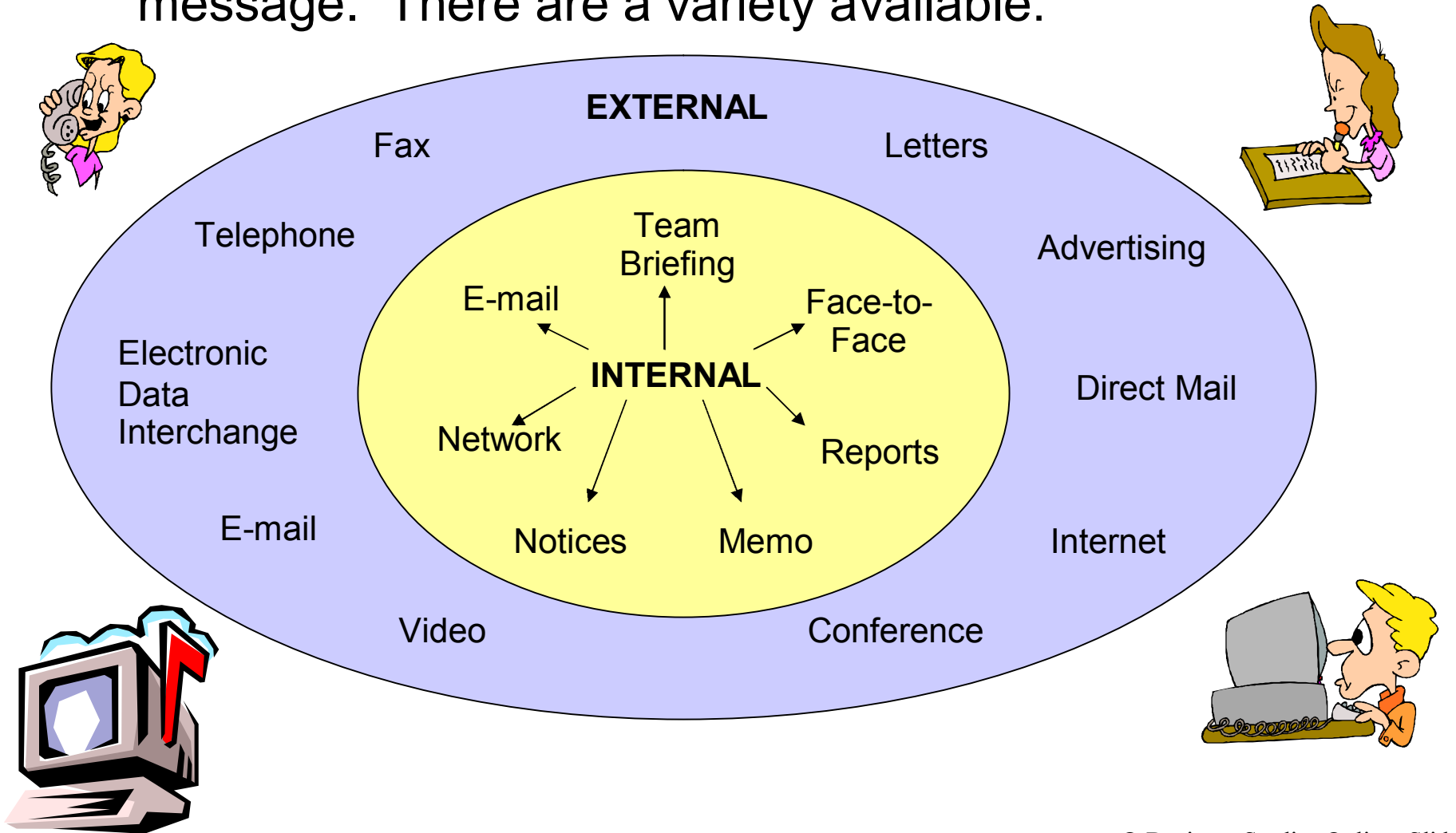


Verbal



# Communication Channels

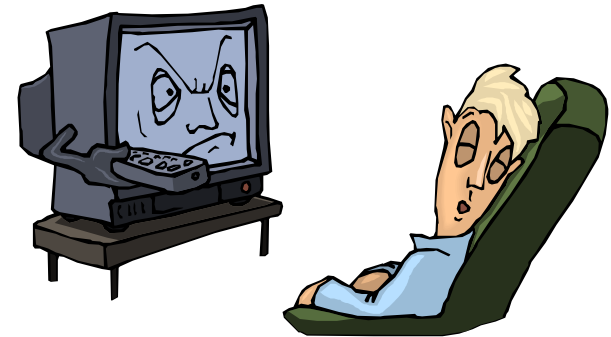
● This refers to the medium used to send the message. There are a variety available:





# Causes of Poor Communication

- “Noise” refers to communication problems that may weaken/stop a message being received.
- Examples include:
  - Language problems/Cultural differences
    - ie foreign languages, or the use of technical jargon
  - Jumping to conclusions
    - the receiver may receive what they want to receive rather than what is actually there
  - Lack of interest
    - The receiver may not be prepared to spend time on the message
  - Competing environment
    - eg real noise such as background sounds
  - Channel of communication
    - This must be effective





# Confirmation

- Because of the problems that “noise” creates it is often useful for the sender to ask the receiver for a response, and/ or feedback.

- Response

- reaction of the receiver after being exposed to the message

- Feedback

- the part of the receiver’s response after being communicated to the sender