

Learning objectives

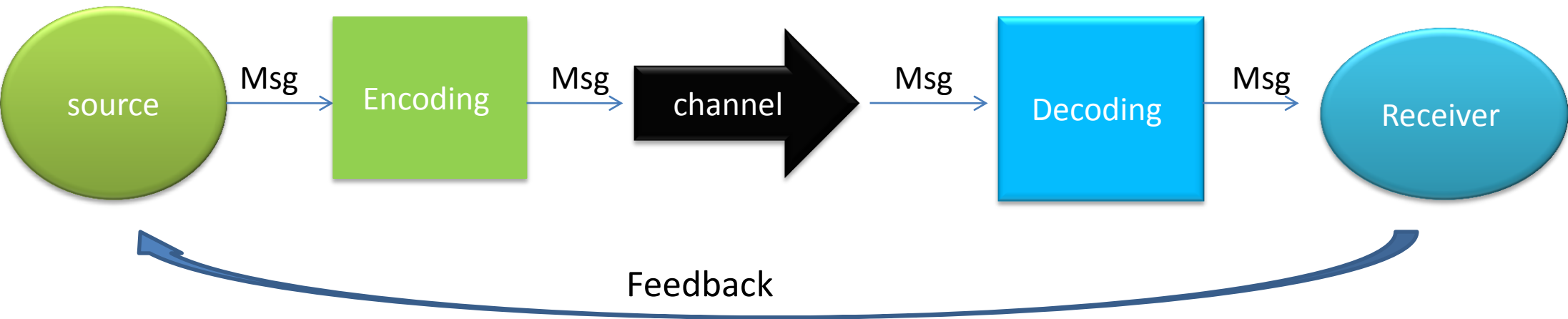
at the end of the lecture you should be understand :

1. the definition of communication
2. processing of communication
3. function of communication
4. types of communication
5. benefit of communication

communication

Definition of communication: is a process that involves exchange of information, messages, thoughts, ideas and emotions, as by speech, signals and writing.

The communication process



Context

Communication process that involves a sender who encodes and sends the message, which is then carried via the communication channel to the receiver.

Functions of communication:

1. To get, to give, & exchange information(education).
2. To persuade & influence (motivation).
3. To ensure understanding.
4. To convey feeling, opinion & perception & ideas
5. To establish & enhance friendship (Advice & Instruction)
6. to improve public relation (Raising morale).
7. To start action & implement activities.
8. To provide therapeutic effect.

Direction of communication:

1. Downward communication (Connection from top to bottom):

This type is characterized by transferred orders and directives and regulations from higher authorities to smaller than smaller.

2. Upward communication (Connection from bottom to top):

This type of connection transferred information from the small to the higher authorities of the institution.

3. Crosswise or Horizontal communication:

Is referred to the communication which takes place between the department or personnel on the same level.

TYPES OF COMMUNICATION[®]

1. Verbal communication

- Language
- Speech

2. Non verbal

- Gestures
- Body language
- written

BENEFITS OF COMMUNICATION:

- 1) Increase productivity
- 2) Reduce stress
- 3) Better understand what other are saying
- 4) Better understanding how to get your message across
- 5) Enhance relation ships
- 6) Save time and money

Barriers of communication:

1. Language:
2. Age:
3. Understanding:
4. Mental capacity:
5. Hearing skills:
6. Speaking skills:
7. Noise:
8. Feelings:
9. Listening skills: