



زانكۆی سه‌لاحه‌دین - ههولیر
Salahaddin University-Erbil

Communication

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For Second Stage

Outline

- Warmer or placement test
- Origin of the term
- Definition
- Types
- Elements
- Assignment

Origin of the term

- **Communication**
- The term "communication" has been derived from the Latin "communis," that means "common" . Thus "to communicate" means "to make common" or "to make known", "to share" and includes verbal, non-verbal and electronic means of human interaction.(Dr Habib,2008)

Definition

- Communication: It is produced by '**sending**' and '**receiving**' verbal and non-verbal **signals** to create **meaning** which is affected by several situations. As a result, 'verbal expressions' make people express their 'needs', ideas, and feelings (Shayma hayder, 2019, p14).

Definition

- It means the practice of **encoding** information through sounds, symbols, and actions in order to **transmit** that information to others (Peyton Paxson,p2,2010).
- Who can make his/her definition?

Types of Communication

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graph LR; A[Types of Communication] --- B[Non-verbal]; A --- C[Verbal]; A --- D[Interpersonal]; A --- E[Small group]; A --- F[Public]; A --- G[Organizational]; A --- H[Intrapersonal]; A --- I[Written];
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Non-verbal

Verbal

Interpersonal

Small group

Public

Organizational

Intrapersonal

Written

Types of communication

1- Verbal communication: It is the exchange of language by way of using the information to communicate with one another, whether it is spoken or written. Generally speaking, it uses other means than words such as gestures, body language, and silence (Shayma Hayder,2019, p15).

- Allott (2016, p.491) proposes that verbal exchanges have two stages of processes. First, the hearer sees language as a 'code' to decode it. Second, the hearer infers what the speaker intends to transmit by giving a certain sense to the messages in a certain situation.
- Example our conversation

2- Non-verbal communication: the process of intentionally or unintentionally signaling meaning through behavior other than words. It encompasses a variety of actions, such as gestures, tone of voice, and eye behavior, as well as all aspects of physical appearance (O'Hair et al. 2015, p.118).

- It is also a process of generating meaning using behavior other than words (Leonard, 2012, p181).

3- Interpersonal Communication: It is the exchange of verbal and nonverbal messages between people who build relationships, share meanings, and accomplish social goals (O'Hair et al., 2015,p182).

- In simple words the communication between two people is referred as Interpersonal communication.
- Discuss in pair about interpersonal communication?

- 4- Small group communication** refers to interactions among three or more people who are connected through a common purpose, mutual influence, and a shared identity.
- Group members share a sense of belonging and have common beliefs, goals, or reasons for getting together. Group members work together to accomplish tasks and/or relationship goals.

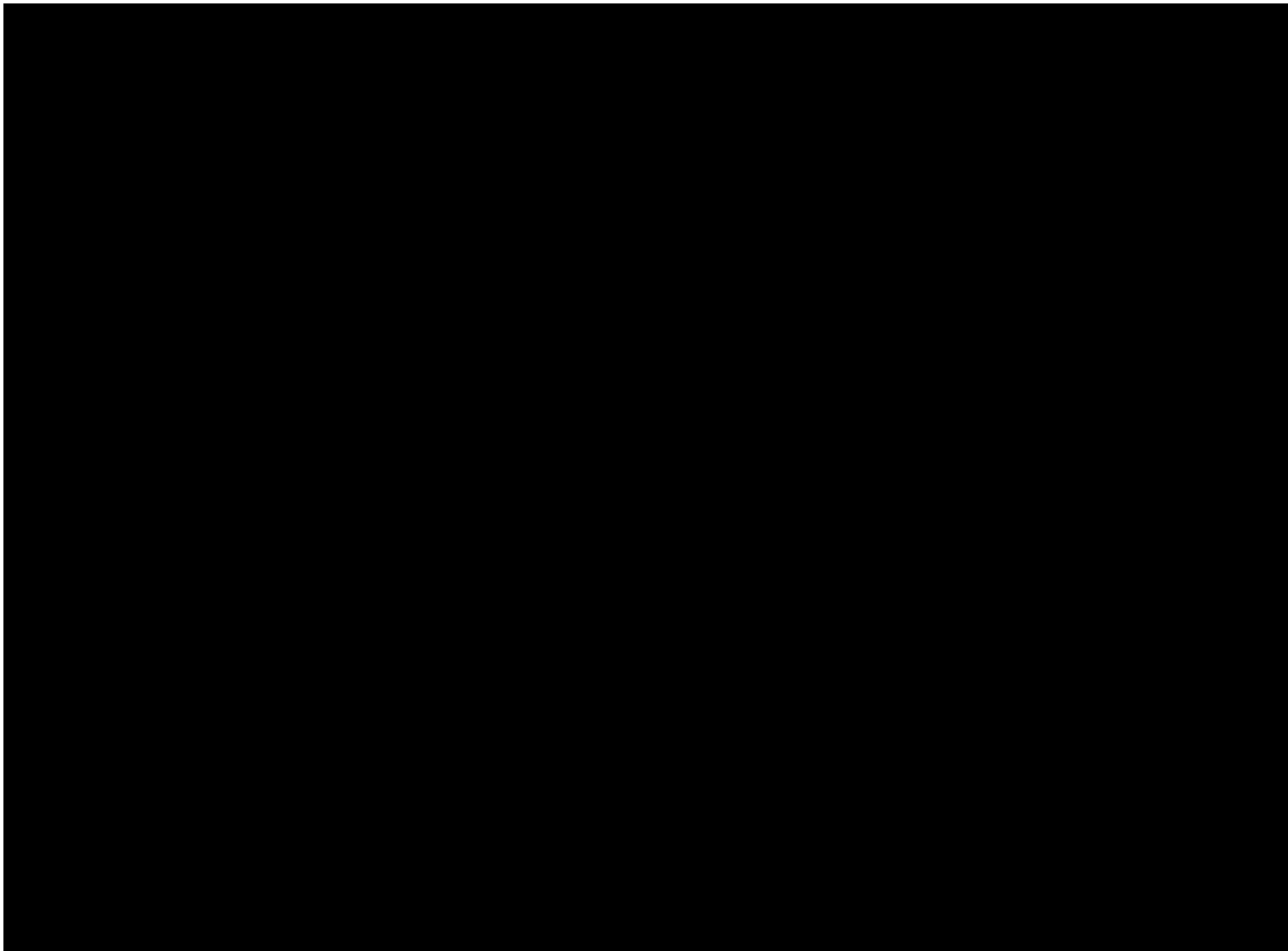
- **5- Public communication** happens when individuals and groups engage in dialogue in the public sphere in order to deliver a message to a specific audience. Public speaking events, newspaper editorials and billboard advertisements are a few forms of public communication.
- Public speaking always includes a speaker who has a reason for speaking, an audience that gives the speaker attention, and a message that is meant to accomplish a specific purpose.

6- Organizational communication is the exchange of information with the internal and external stakeholders of an organization. It is not only concerned with the effectiveness of the individual communication, but with the role of communication in contributing to the effective functioning of the organization.

Example like the Dean of the college

7- Intrapersonal communication can be defined as communication with one's self, and that may include self-talk, acts of imagination and visualization, and even recall and memory (McLean, S., 2005).

Example <https://youtu.be/2aMISACsgXQ>



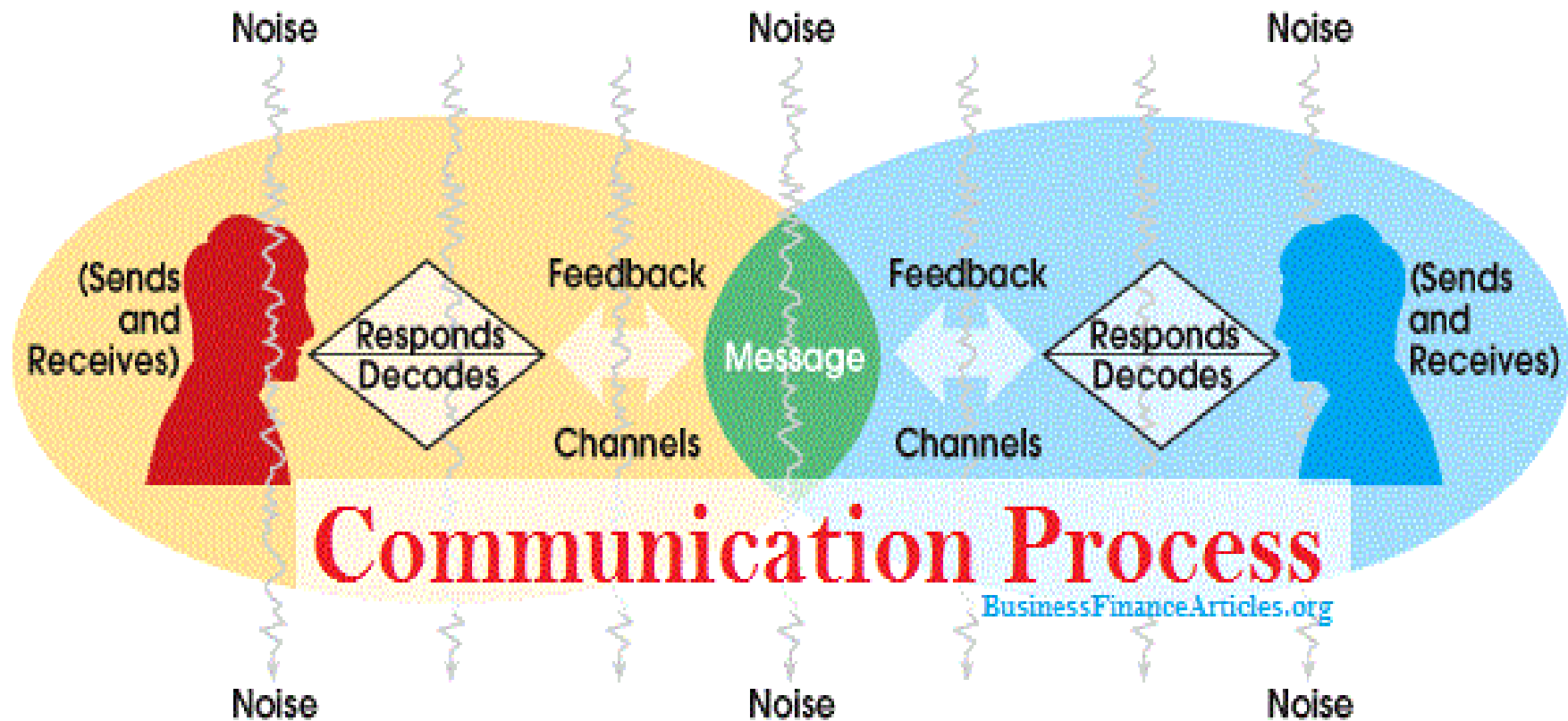
8- Written communication: In written communication information is exchanged using written symbols, that is, via words and sentences. Written communication is the sharing and exchanging of written symbols between individuals or groups. It is also the presentation of ideas in a coherent manner in written form.

- Written communication can take place via:
- Letters, Faxes, Email, Reports, Memos, and Advertisements.

Activity

- Prepare a report about the topic you are recommended for each group about 250 words. Then you have all to present it in 5 minutes.
- Types of communication each type for one group.

Elements of Communication



Elements of Communication

1- Sender /encoder: The sender is the individual who initiates the communication. This person is also known as “encoder”. The sender should mentally visualize the communication from the receiver’s point of view. The sender prepares his message for transmission by converting it into a signal. The signal is composed of systematic group of symbols.

2- Receiver /decoder: The receiver is the individual to whom the message is directed. Receiver's response or reaction is depend on a number of factors including how much the individual knows about the topic, his receptivity to the message and the relationship between sender and receiver.

3- Message : The message is the information being transmitted. It is seen by sender as well as receiver message could be **verbal** (written or spoken) or **non-verbal** (body language, signs, expressions). The selection and interpretation of message may differ dramatically because of differences in psychology and situation for the persons who are serving as sender or receiver.

4- Channel: It is very simply the means through which the message travels. The communication channel or medium joins the source to the receiver. The entire process of encoding and decoding depends upon the proper selection of channel.

Example :face-to-face, the computer, cell phone...

5- Feedback is the receiver's response to the message. The sender can judge the extent of success of his communication on the basis of receiver's feedback.

Feedback through **words, symbols, or gestures**

The basic purpose of providing feedback is to permit the sender to evaluate the effectiveness of his or her communication.

- **Assignment**

- What other things interfere in the process of communication?
- Does missing any element of communication will complete the process?