

Introduction To Communication Skill

By

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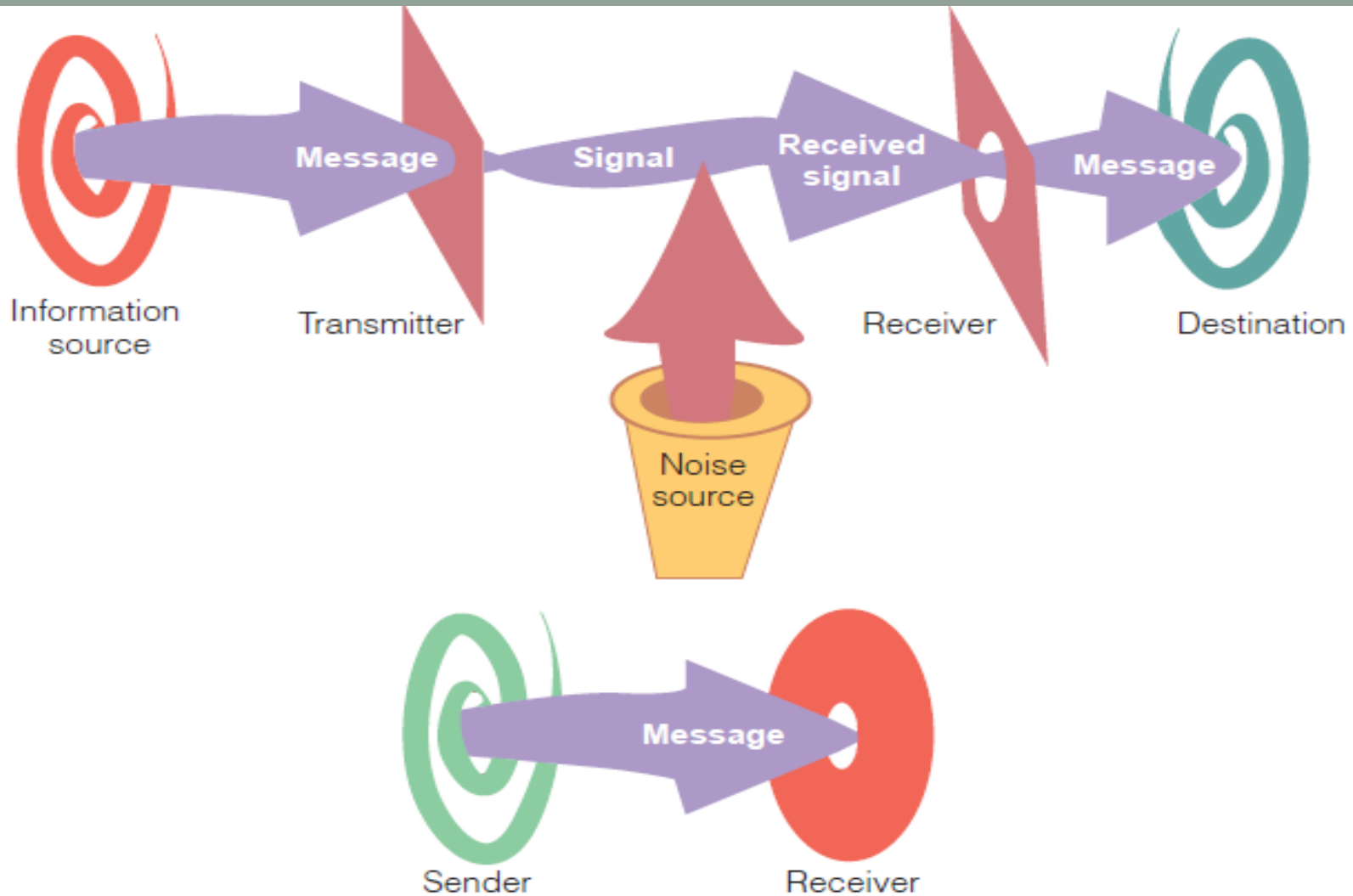
- **Communication** is an important part of our daily routines. We sit in school and listen to teachers. We read books and magazines. We talk to friends, watch television, and communicate over the Internet.



- Communication involves at least two people: the sender and the receiver.
- In the communication skille, we'll look at four types of communication between senders and receivers: writing, speaking, listening, reading. Each one is important to your success in the workplace

- Listening, writing, and speaking are all **skills we use in meetings**. Today, **meetings** are a common method for making decisions. More and more work is done by teams of people who **come from different areas of a company**. They accomplish many of their tasks in team meetings. In these situations, we must be able to speak and write clearly so others can understand us and listen carefully to what they say.

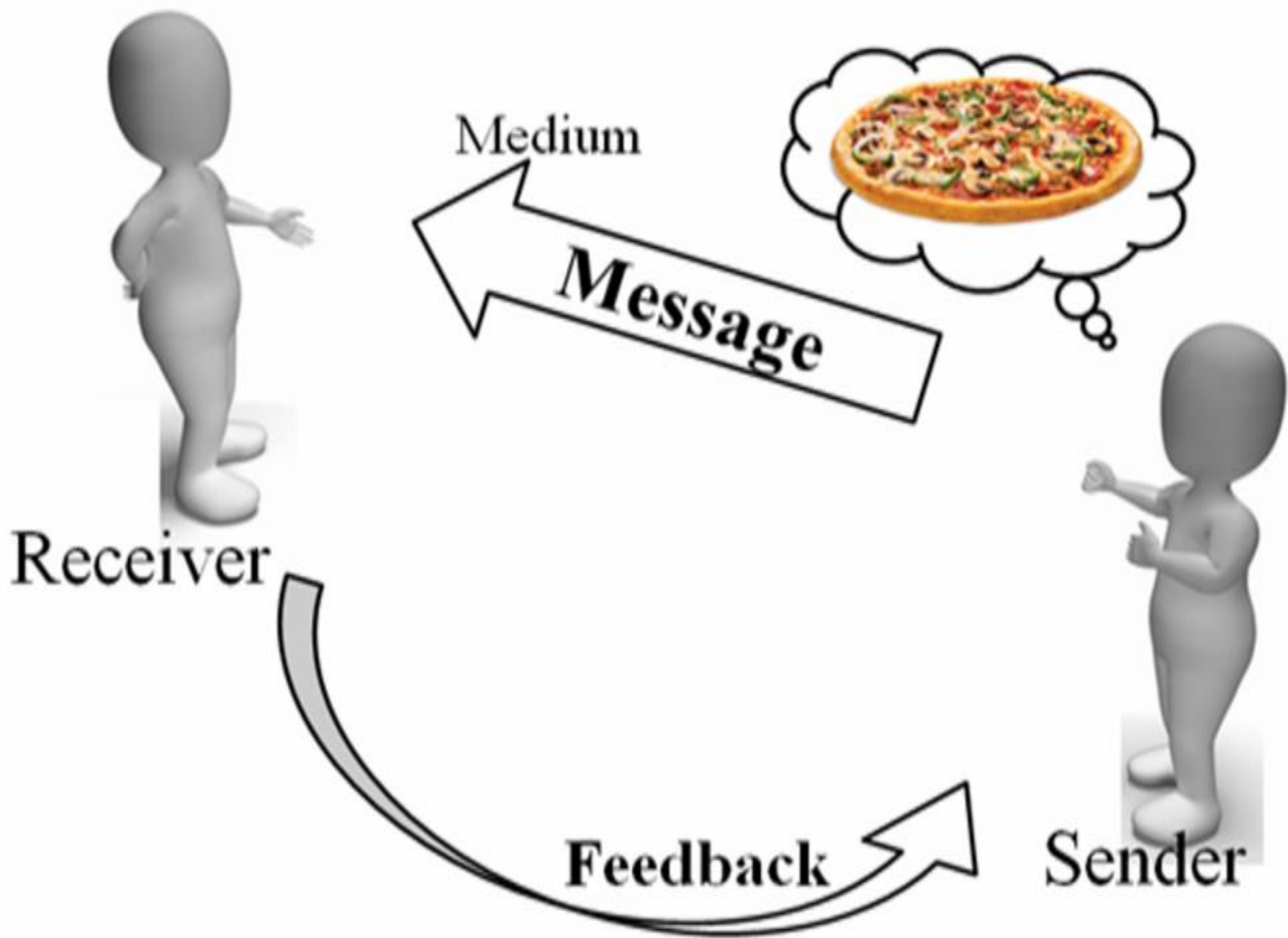
Sadly, we waste many hours in meetings because of poor communication. A study by one university estimated that \$37 billion is lost annually through unproductive meetings.



SHANNON AND WEAVER (1949) model of communication

Components of Communication

- 1. Sender (Encoder)
- 2. Message
- 3. Medium
- 4. Receiver (Decoder)
- 5. Feed Back



Sender (Encoder)

- When you sending the message, you are the “**Encoder**” . Here the word you mean **writer/Speaker** decides whether the message should be in **written or oral**. He/She may choose **Words, Symbols, Pictures or Graphics** that express the objective in the real sense.

Message

- Message is basically the basic component in communication skill.

The message may be

- **Verbal**, means (Written or Spoken)
- **Non-Verbal**, means(Symbols, Pictures or unspoken).
- This is very much important component of communication
“ Your message should be clear and easy to understand”
The most important element in message is your receiver .
You must be well aware about your receiver. While preparing a message you should keep in mind how your receiver will interpret the message.

Medium

- Medium is basically channel through which your message reaches to receiver & channel vary from situation to situation.
- E.g. Let's say Government of Pakistan wants to convey its message to Pakistani Nation , now Government will select the effective medium it may be.
 - T.V
 - Radio
 - Papers
 - Or all of the above “keeping in view the **Importance** of the message”.

Receiver (Decoder)

- To whom the message is being sent.

e.g. in case of Govt of Pakistan's Message, Pakistani Nation is **receiver** (Decoder).

In simple words we can say that **receiver** is your **reader** (in case of press , letters etc.) or **Listener** (In case of TV, radio, Speaker Etc.)

- **Receiver** is also known as **decoder**.

Feedback

- Feedback is basically the response/reaction of Receiver after receiving the message.
- Sender always need feedback to check whether the message effectively reached or not...? Or in other words....
- Sender need feedback to examine the success or failure of the message.

Communication is a two-way process

- Communication is not the same as broadcasting, or simply sending out information.
- **It is a two-way process. In other words, it involves both the sending and receiving of information.**
- It therefore requires both speaking and listening, but also—and perhaps more crucially—developing **a shared understanding** of the information being transmitted and received.

- If you are the **'sender'** of information, this means communicating it clearly to start with (whether in writing or face-to-face), then **asking questions** to check your listeners' understanding. You must also then listen to their replies, and if necessary, clarify further.
- If you are the **recipient**, it means listening carefully to the information, then checking that you have understood, **by asking questions** to ensure that you understand the message.
- It is, therefore an active process in both direction.

FACT

A recent survey by Beta Research Corp., on behalf of the *New York Times*, asked several hundred hiring managers to name the most important behaviors that job seekers should demonstrate during an interview. “Effective communication skills” and “confidence in their abilities” topped the managers’ lists.

some of the skills that will enable your communications to be more successful. These include

- ❖ Understanding the purpose of a communication
- ❖ Analyzing the audience
- ❖ Communicating with words as well as with body language
- ❖ Giving each communication greater impact

Importance of Communication

1. Communication-skills not just handy; they are critical tools for success
2. Important for survival in real world environment,
3. Critical for propagation of knowledge and development; Managing change/ conflicts effectively,

4-Communication-skills are the building blocks of academic life and career, •

-5 Communication-skills occupies central position in a students' life and that of practicing professional; • Basic skills for survival at university, higher learning.

Any Questions?

