

“TEAM MANAGEMENT SKILL”

lecture1.

**DESCRIBE CLEARLY THE BASIC OF COMMUNICATION
BASED ON COMMUNICATION THEORY**

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1. APPLY PROFESSIONAL COMMUNICATION SKILLS

1.1. DESCRIBE FUNDAMENTALS OF COMMUNICATION

At the end of this session learners will be able to:

- ✓ Define communication
- ✓ Describe Elements of communication process
- ✓ Differentiate types of communication
- ✓ Describe Factors influencing communication

1.1.1 Key concepts

a) Communication:

Communication is the process of exchanging messages or information between two or more parties. Organizations today are heavily dependent on information to meet organizational needs. Effective communication plays a key role in fulfilling the needs and contributes significantly to organizational success.

Effective communication is crucial for the success of individuals as well as organizations. This is true within the individual organization itself as well as how that organization communicates with other organizations within its sphere of contact, influence and competition.

Communication is not only about speaking. There are various types of ways people use to communicate with one another.

b) Communication skills:

Communication skills are the abilities you use when giving and receiving different kinds of information. Communication skills allow you to understand and be understood by others. These can include but are not limited to effectively communicating ideas, feelings or even an update on your project, actively listening in conversations, giving and receiving critical feedback and public speaking. It is also helpful to understand the differences in how to communicate through face-to-face interactions, phone conversations and digital communications like email and social media.

c) Communication theory:

Is the branch of knowledge dealing with the principles and methods by which information is conveyed, in other words Communication theory is the discipline that studies the principles of transmitting information and the methods by which it is delivered.

1.1.2 Elements of communication process.

Communication goes through a process, involving the following elements or phases:

a) Sender & Receiver

There's no communication without someone to send a message and someone to receive it. Whether it's a lecturer orating to their students or an individual making eye contact with someone across a crowded bar, communication is about making a connection. The role of sender and receiver may be fixed, as in a superior officer delivering orders to a private

b) Message

What is being said, signed, gestured or read. This is what the sender is attempting to communicate to the receiver. In the previous example of an officer giving orders to a private, the order is the message.

c) Medium

If the channel is the means of transmission, the medium is the means of communication. The difference between them is easier to understand by looking at examples. A television show is a medium, while television itself is a channel. A poem is a medium, whereas the book which holds it is a channel. Each medium exerts a powerful influence on the message which it communicates, the medium has powerful tropes, strengths and limitations which profoundly shape the way a message is created and received.

d) Context

This is the context in which communication takes place. It influences how messages are sent and received. Think of how cultural context affects what can and can't be spoken publicly. Imagine trying to have an intimate conversation with a total stranger while in the bus, or using street

language in public. Context also refers to the frame of mind created by previous events or situations that affect current situations. Context matters!

e) Feedback

The feedback is the message from the receiver to the sender responding to the initial message. The response is the feedback. Feedback helps us to calibrate how our message is being taken, and to make adjustments based on whether this feedback is positive or negative.

1.1.3 Types of communication

1.1.3.1. Based on the communication channels

1. Verbal

Verbal communication encompasses all communication using spoken words, or unspoken words as in the case with sign language. Verbal Communication is an exchange of information by words either written or oral. Verbal communication consists of speaking, listening, writing, reading etc. It is the most preferred mode of communication because it refers to the form of communication in which message is transmitted verbally.

It is important to understand how to effectively communicate your ideas verbally in order to avoid misunderstandings and maximize interest while you speak

2. Oral

In oral communication, spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet. In oral communication, communication is influenced by pitch, volume, speed and clarity of speaking. The advantage of oral communication is that it brings quick feedback, and in a face-to-face conversation, by reading facial expression and body language one can guess whether he/she should trust what's being said or not.

3. Written

In written communication, written signs or symbols are used to communicate. A written message may be printed or hand written. In written communication message can be transmitted via email, letter, report, memo etc. Message, in written communication, is influenced by the vocabulary & grammar used, writing style, precision and clarity of the language used. Written Communication is most common form of communication being used in business. So, it is considered core among business skills. Examples are Memos, reports, bulletins, job descriptions, employee manuals, and electronic mail are the types of written communication used for internal communication.

4. Non-verbal

Nonverbal communication is the sending or receiving of wordless messages. We can say that communication other than oral and written, such as gesture, body language, posture, tone of voice or facial expressions, is called nonverbal communication. Nonverbal communication is all about the body language of speaker.

Nonverbal communication helps receiver in interpreting the message received. Often, nonverbal signals reflect the situation more accurately than verbal messages. Sometimes nonverbal response contradicts verbal communication and hence affects the effectiveness of the message. Nonverbal communication has the following three elements

- **Appearance**
Speaker: clothing, hairstyle, neatness, use of cosmetics
Surrounding: room size, lighting, decorations, furnishings
- **Body Language:** facial expressions, gestures, postures
- **Sounds:** Voice Tone, Volume, Speech rate

1.1.3.2. Based on purpose and style

1. Formal

In formal communication, certain rules, conventions and principles are followed while communicating message. Formal communication occurs in formal and official style. Usually professional settings, corporate meetings, conferences undergoes in formal pattern.

In formal communication, use of slang and foul language is avoided and correct pronunciation is required. Authority lines are needed to be followed in formal communication.

Formal communication has the following variations:

Horizontal Communication

a) *Downward Communication:*

Downward communication moves downwards in an organisation, from the top management to middle and lower level managements travelling via various links in the scalar chain. Such communication is imperative for organisational purposes.

Mostly it consists of communicating plans and policies of the enterprise to lower level managers

b) *Upward Communication:*

This type of formal communication is really a feedback to downward communication. Upward communication proceeds upwards in an organisation from the lower level management to middle and upper levels of management, travelling via various links, in the scalar chain, usually, takes the forms of reports by subordinates to superiors on work-performance

Vertical Communication: (Sideward Communication)

This type of formal communication takes place among managers, placed at the same rank, in the organisation. It is necessary for achieving co-ordination of actions of individuals, doing the similar type of work, under managers of equal ranks.

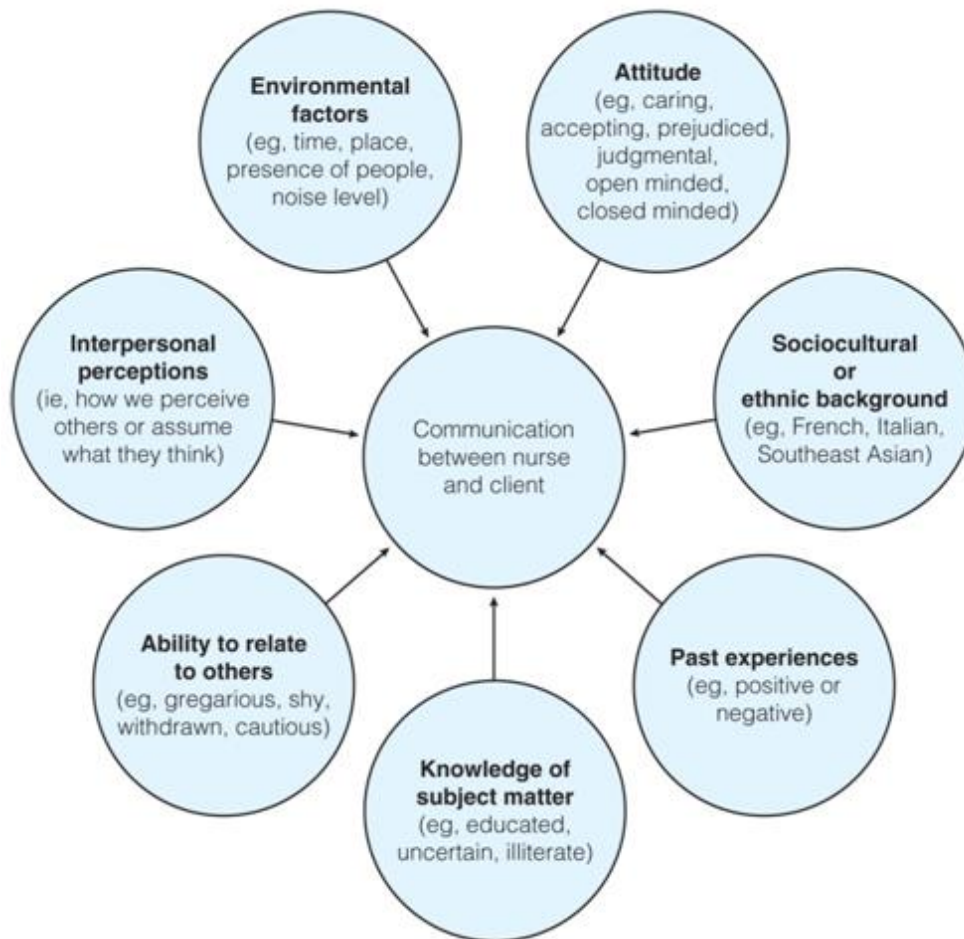
For example, a communication between two assistant production managers is an instance of horizontal communication.

2. Informal

Informal communication is done using channels that are in contrast with formal communication channels. It's just a casual talk. It is established for societal affiliations of members in an organization and face-to-face discussions. It happens among friends and family. In informal communication use of slang words, foul language is not restricted. Usually, Informal communication is done orally and using gestures.

Informal communication, unlike formal communication, doesn't follow authority lines. In an organization, it helps in finding out staff grievances as people express more when talking informally. Informal communication helps in building relationships.

1.1.4 Factors influencing communication



Factors influencing communication¹

1. Personal attitudes

Interpersonal attitudes convey beliefs, thoughts and feelings. Caring, warmth, respect, acceptance facilitate communication, while Contempt, lack of interest, coldness inhibit communication.

Effective communication significantly related to satisfaction and respect

2. Socio-cultural background

When people from different cultural backgrounds communicate the chance of misunderstanding and wrong interpretation of the message is higher, and same issues may be found in organizations with people from different cultural backgrounds. This leads to assumptions and speculation which feed bigger problems in organizations if left unresolved. Being aware of this is the first step to take measures to address this issue. . Misunderstanding of messages can lead to a very troubling situation for a company.

3. Past experiences

Previous communication with the sender and receiver strongly determines the effectiveness of further communication between them. Previous experience with the sender impacts psychologically on the receiver; it impacts the whole communication process. If either of the parties has a negative experience, further communication between them is likely to be ineffective.

4. Knowledge of subject matter

The difference in the informal educational and intellectual level of the sender and receiver also influences the meaning of communication.

If they have similar educational qualifications, communication will be effective. Because they are likely to hold similar perceptions, understanding, feeling, thinking, view, etc

Poor education hampers the creation as well as an understanding of any message; while sound education influences better communication. For example, if the sender is highly qualified while the receiver is illiterate, then written communication between them will be meaningless

5. Ability to relate with others

Having the ability to relate to others and their position or viewpoint is crucial in society. By having a well-rounded personality and set of experiences, it's usually possible to relate to almost anyone. Sometimes being able to relate to others simply means that you're willing to agree to disagree with mutual respect; letting them know you understand their position. So how you relate with others will influence the communication status.

6. Interpersonal perception

Perception is a person's sensing and understanding of the world. Perception of an event or situation is unique in that it varies from person to person. "Perceptions are influenced by our culture, socialization, education, and experience". They help a person determine the meaning of the words and the content of the messages being communicated. It is important for the listener to confirm what she thinks she has heard, because interpretation of the message depends upon the hearer's perception of the message.

7. Environmental factors

Environment affects the efficiency and productivity of workers and employees because the environment shapes the behaviour of a person.

So, a person working in a better environment will obviously have good communication skills, while a person working in a poor environment will obviously have limitations in communication.

Reference

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