

Introduction to communication

What is communication?

According to oxford dictionary it is *"An activity or a process of expressing ideas and feelings or giving people information"* and that happens on a daily basis through (speech, signals, writing or human behavior) in a more simple definition we can say that it is a network of interaction and naturally the sender and the receiver keep on exchanging their roles.

How?

It all starts when **the sender** sends a **message (encode it)**, through a **channel (medium)** to **the receiver** who will **(decode the message)** and send a **feedback**

Note:

- The sender : is the person who sends a message
 - Encoding a message : the process of putting the message into a form in which it is to be communicated and can be easily decoded by the receiver (encoding is the sender's duty)
 - Channel : is the medium that carries the message it can be a verbal channel (face to face meetings , telephones and videoconferencing . ect) or it can be a written channel including (letters , emails , memos . ect) and it can even be a non verbal channel (body language , attitude)
 - Receiver : is the person who gets the message
 - Decoding a message : is how the receiver will understand and interpret the message
 - Feedback : the receivers' response , reaction to the sender's message
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1_2 Types of communication:

People communicate with each other in a number of ways that depends on the message and its contexts in which is being sent.

1_2_1 verbal communication : it is based on words (face to face interactions , speech , telephonic conversations) it is influenced by (pitch , volume , speed , and clarity of speaking .

1_2_2 Written communication: written signs or symbols are used to communicate (the message can be transmitted through email, chats, letters. ect) it is common form of

communication that is used in business (the nice thing about it is that the message can be edited and revised before its sending)

1_2_3 non verbal communication: sending and receiving of wordless messages such as (gestures, body language, posture, tone of voice, facial expressions) so it is mainly all about the body language of a speaker.

1_3 levels of communication:

1_3_1 intrapersonal communication: it is a communication that occurs in your own mind it is the basis of your own feelings, biases, beliefs, and prejudices (self talk).

1_3_2 interpersonal communication: communication between two people, it can involve more in informal conversations.

1_3_3 small group communication: communication with formal or informal groups or items, it is a group interaction that results in decision making, problem solving, and discussion within an organization.

1_3_4 one to group communication: involve about the speaker who seeks to inform, persuade or motivate an audience (a teacher in a classroom for example)

1_3_5 mass communication: electronic or print transmission of messages to the general public outlets called mass media include: radio, film, television, printed materials designed to reach large audiences, feedback is usually delayed in mass communication.

1_4 Barriers of communication:

1. *Physical barriers*
2. *Perceptual barriers*
3. *Emotional barriers*
4. *Cultural barriers*
5. *Language barriers*
6. *Gender barriers*
7. *Interpersonal barriers*

1_4_1 How can we overcome those barriers ?

- Taking the receiver more seriously

- Trying to avoid ambiguity
- Focusing on the receiver using multiple channels to communicate
- Ensuring an appropriate feedback
- The sender should be aware of his/her own state of mind /emotions / attitudes .