



ENGL 158: COMMUNICATION SKILLS II

Lecture 1: Introduction and overview of the course

CLASS AGREEMENTS & CONTACT DETAILS

- Attendance & Punctuality
- Using of mobile phones
- Assessment & Academic integrity
- Peer counselling
- Office hours
- **Lecturer:** Phone Number:
WhatsApp:
Email:
- **Teaching Assistant:** Phone Number:
WhatsApp:
Email:



AIMS OF THE COURSE

- A follow-up course of ENGL 157
- The aim is to introduce students to the nature and practices of communication.
- The focus will be on communication in administrative circles.
- Upon completion of the course, students will develop requisite skills in business and technical communication; and writing of memos, briefs, letters, reports, minutes, and proposals.
- Student will develop oral communication and presentation.
- Students will also have the opportunity to develop a CV as part of the course.



AIM OF THIS LECTURE

The aims of this lecture are as follows:

- to explore various definitions of communication
- to introduce students to the systems and processes in communication
- to discuss ways to achieve effective communication
- to engage in practical activities on how to achieve effective communication



WHAT IS COMMUNICATION?

- Communication refers to the process of receiving and/or giving information for the purpose of enhancing one's life and the life of others.
- Communication is crucial to human existence and involves the process of receiving and giving information.
- Thus, communication can be understood as the process of transmitting and receiving information, and involves the organisation and transmission or transfer of information.
- **Key words:**
 - communication
 - process
 - receiver
 - give/transmit/transfer
 - information
 - purpose
 - organisation of the information, etc.



COMMUNICATION AS A SYSTEM

- Communication as a system involves the complex activities that characterise a given interaction. These activities go beyond just speaking and listening.
- Some factors that condition communication as a system include:
 - number of persons
 - required resources
 - activities
- These factors play significant roles in order to make the transferring and receiving of information possible and effective.



COMMUNICATION AS A PROCESS

- Communication as a process involves a combination of different activities:
 - it involves changing role of people in the communication act, thus **speaker** or **listener**.
 - the movement from the beginning to the end of the interaction.
 - the change in the emotions of people during interactions.
 - the effect of the communication on the interlocutors.
- Some factors that influence communication process are:
 - the nature of participants (people)
 - the place (context of communication)
 - the goals of interaction (purpose)
 - the nature of the subject (topic being discussed)



COMMUNICATION AS A PROCESS con't

“Two common elements in every communication exchange are **the sender** and **the receiver**. The *sender* initiates the communication...the sender is a person who has a need or desire to convey an idea or concept to others. The *receiver* is the individual to whom the message is sent. The sender *encodes* the idea by selecting words, symbols, or gestures with which to compose a message. The *message* is the outcome of the encoding, which takes the form of verbal, nonverbal, or written language. The message is sent through a *medium* or *channel*, which is the carrier of the communication.

The medium can be a face-to-face conversation, telephone call, e-mail, or written report. The receiver *decodes* the received message into meaningful information. *Noise* is anything that distorts the message. Different perceptions of the message, language barriers, interruptions, emotions, and attitudes are examples of noise. Finally, *feedback* occurs when the receiver responds to the sender's message and returns the message to the sender. Feedback allows the sender to determine whether the message has been received and understood.”

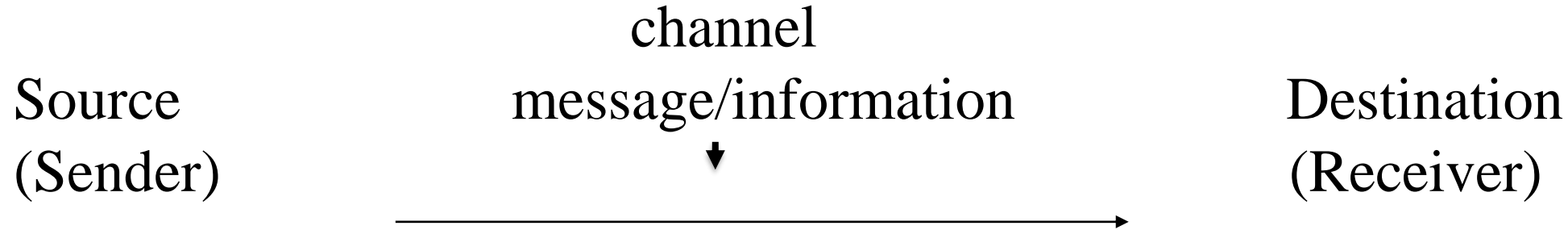
(Lunenburg 2010:2)



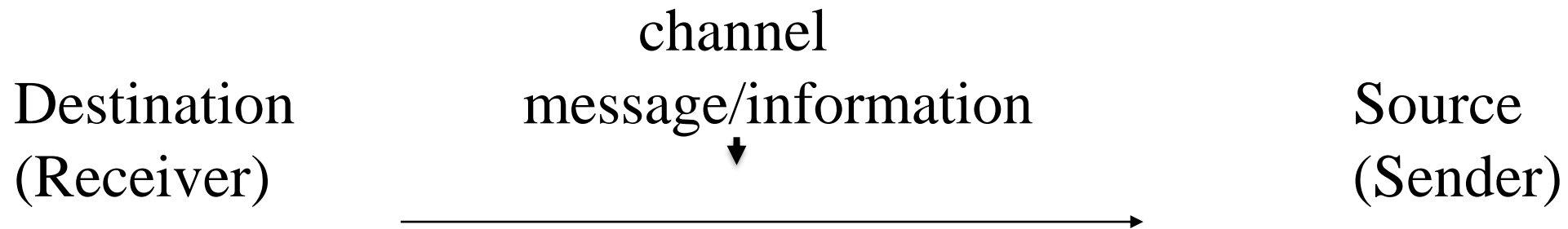
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COMPONENTS OF EFFECTIVE COMMUNICATION

STAGE I



STAGE II



ELEMENTS OF THE COMMUNICATION PROCESS

- **Source/sender:** *one who initiates the communication*
- **Getting information:** *obtaining the information before transferring*
- **The information:** *what is to be transferred*
- **Channel:** *the process of packaging and transmission of information.*
It involves elements such as:
 - Language choice
 - Language rules and conventions
 - Mode (spoken or written)
 - Formality (nature distance between interlocutors)
 - Genre rules and conventions (accepted norms associated with communication)
- **Destination/Receiver:** *the hearer/listener or the reader of the information*
- **Reaction:** *response to the information received*



EFFECTIVE COMMUNICATION

- A communication that ends in the achievement of the desired goals is described as *effective communication*.
- “Effective communication is a two-way process that requires effort and skill by both sender and receiver.” (Lunenburg 2010:6)
- *Communication breakdown* is when the intended information did not achieve the desired goals.



EFFECTIVE COMMUNICATION con't

- **The importance of learning and communicating:**
 - to obtain information
 - to transfer knowledge
 - to share experiences, etc.
- **The role of the receiver and kinds of communication:**
 - intentional Vs. unintentional communication
 - intended message Vs. unintended message
 - intended receiver Vs. unintended receiver



TYPES OF VERBAL COMMUNICATION

- **The intrapersonal:** *communication within oneself or with oneself*
- **The interpersonal:** *the concrete act of transferring or processing information between two or more people (thus, person-to-person activity)*
 - i. Monolineal Forms: (e.g. giving information, giving commands/directives/ writing letters, etc.)
 - ii. Bilineal Forms: (e.g. conversation, question-and-answer, letter and reply, prosecution and defence, etc.)
 - iii. Multilineal Forms: (e.g. meetings, interviews, conversations, discussions, etc.)
- **The public/Mass Communication:** *the act of transferring or processing information in a formal context involving a large number of people.*
 - i. The Monolineal: (e.g. radio/TV speeches/announcements, sermons, presidential speeches, etc.)
 - ii. The Bilineal: (e.g. classroom situation – teacher and students, etc.)
 - iii. The Multilineal: (e.g. meetings, convocations, political debates, etc.)



FORMS OF NON-VERBAL COMMUNICATION

- **Proxemics:** *space* (place or location)
- **Chronemics:** *perception and use of time*
- **Oculesics:** *eye contact*
- **Haptics:** *touch*
- **Kinesics:** *bodily movement*
- **Vocalics:** *non-verbal associated with the voice or sound* (e.g. speed, pitch, intonation, stress, volume, laughter, crying, hissing, coughing, vocal fillers, silence, pause, etc.)
(*Paralanguage* includes oral cues in the stream of spoken utterances except the words themselves. It involves the use of tone, pitch or manner of speaking.)
- **Objectics:** *the way artefacts and the environment speak to us or are used to communicate.*



IMPORTANCE OF COMMUNICATION

- i. To initiate actions by passing on a message/information.
 - ii. To impart information, ideas, opinions, etc. in order to create understanding or awareness.
 - iii. To establish, acknowledge or maintain links or relations with other people.
 - iv. To encourage others.
- Etc.



ACHIEVING COMMUNICATION GOALS

For communication to achieve the intended goals, there need to be *credibility*, *congeniality* and *confidentiality*.

Credibility is when the message sent by the sender inspires trust and belief in the receiver.

Congeniality is when the message sent by the sender is pleasant to the receiver, therefore appeals to the receiver's satisfaction or confirmation.

Confidentiality is when the message received is to be kept as a secret without divulging or disclosing it.



BARRIERS TO EFFECTIVE COMMUNICATION

Two main problems:

- **Distortion** (change in meaning therefore making the message untrue or inaccurate)
- **Noise** (the distractions/interferences in the environment)

Sources of noise:

- i. *Physical noise* (others talking in the environment of interaction)
- ii. *Social noise* (personality differences, cultural differences, etc.)
- iii. *Technical noise* (breakdown of channel of communication, e.g. computer, microphone, etc.)
- iv. *Psychological noise* (emotions or state of mind)



REFERENCES

- Lunenburg, F. C. (2010). Communication: The Process, Barriers, And Improving Effectiveness. *Schooling* Vol.1(1), pp.1-11.

(url:<http://www.nationalforum.com/Electronic%20Journal%20Volumes/Lunenburg,%20Fred%20C,%20Communication%20Schooling%20V1%20N1%202010.pdf>)

- Sekyi-Baidoo, Y. (2003). *Learning and communicating* (2nd Ed.). Accra: Infinity Graphics Ltd.

