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Module 5

Communication

LA1

General overview of the Module and the Program



Listening
Communication
Skills

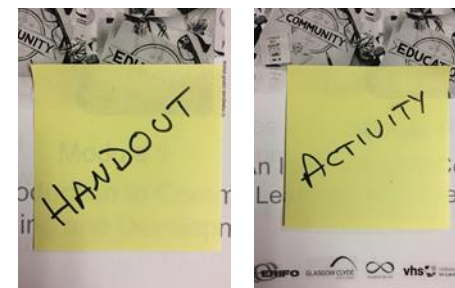
Listen
Active
Non-verbal
Master
Message
Cultural
Empathic
Effective
Body
Language
Well
Cross
Good

Communication - definition



Quick thinking?

M5_LA1_a
M5_LA1_b

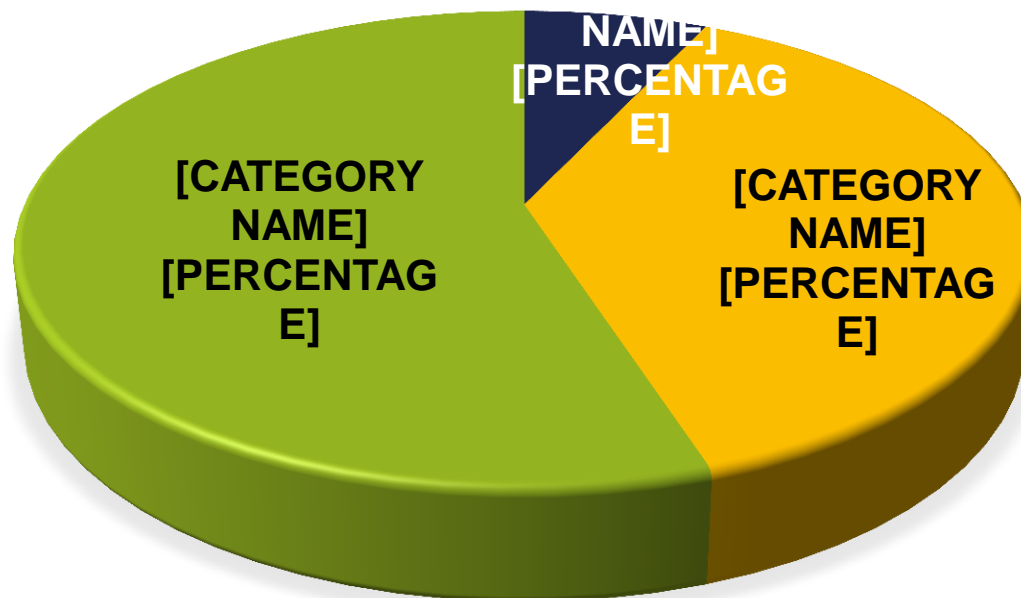




The Latin word for communication is **communicare** - **communem redere** – to give to the others.

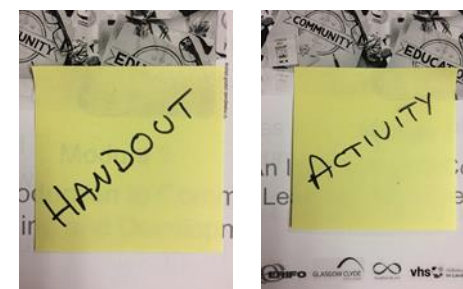
The deeper sense of the meaning of the communication is in the latin “**communicare est multum dare**” – to communicate is to give something, to share

COMMUNICATION BREAKDOWN

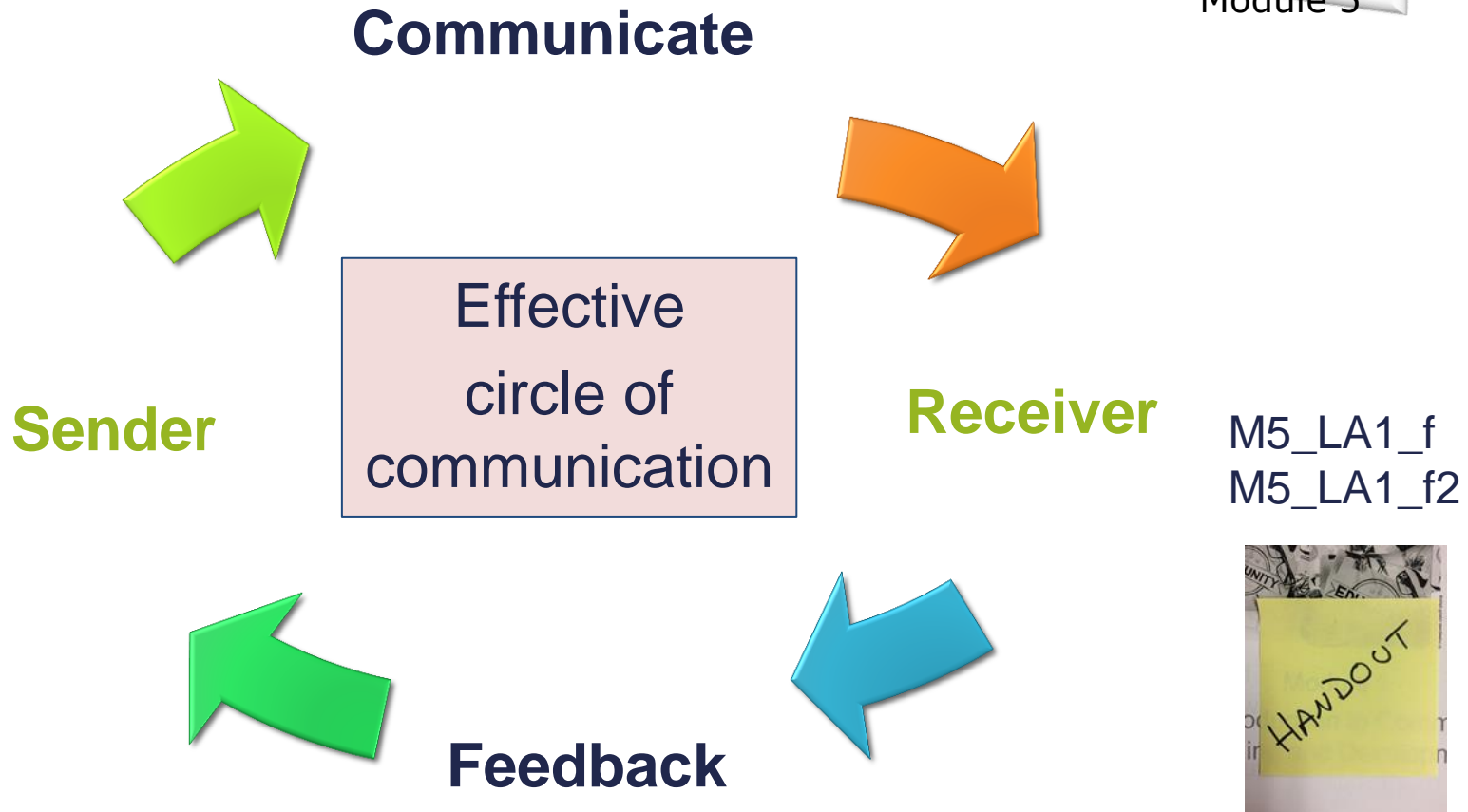


M5_LA1_c
M5_LA1_d
M5_LA1_e

- Verbal communication
- Non – verbal communication



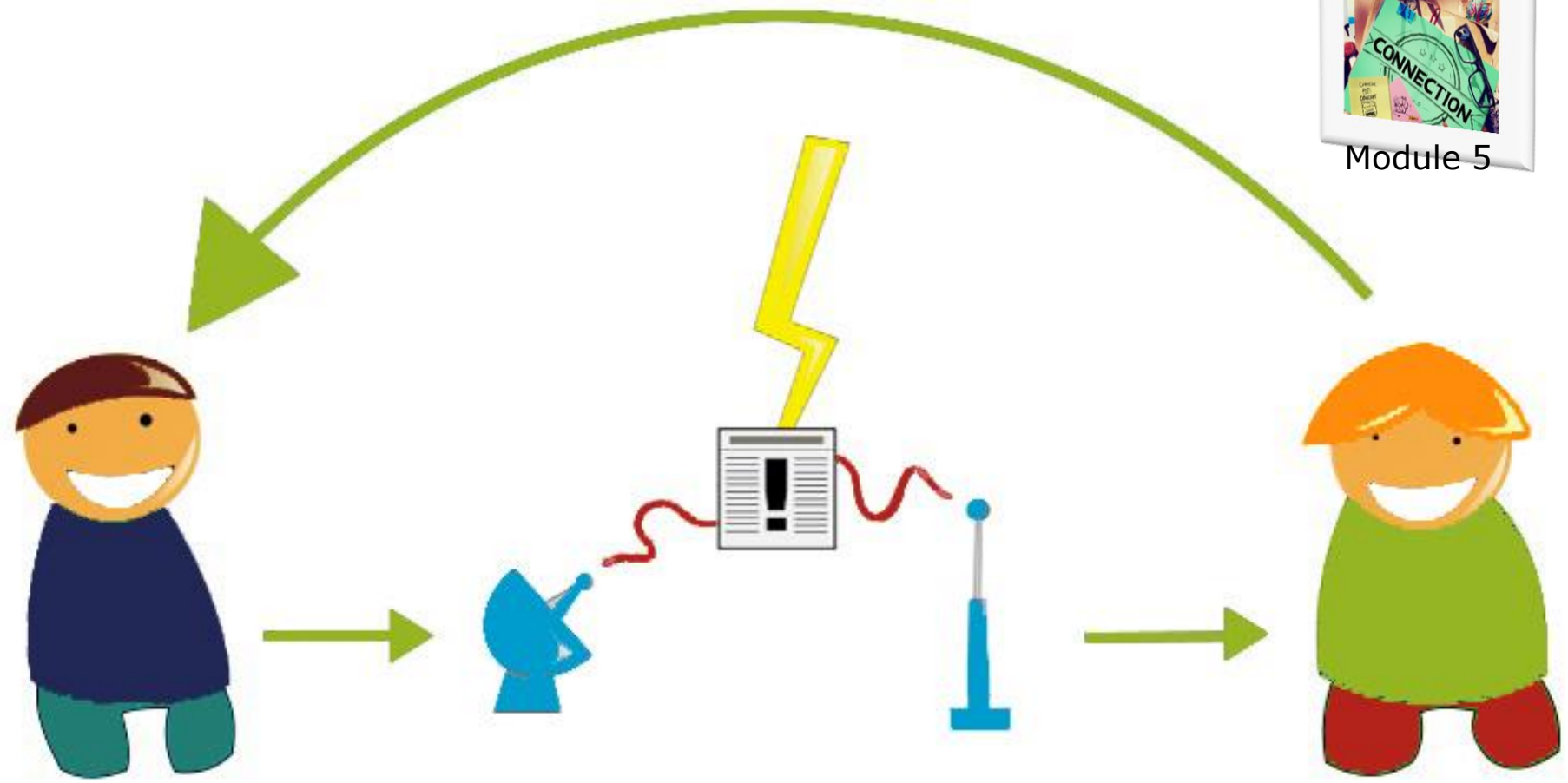
Cycle of communication



Models of Communication:



- ✓ Shannon and Weaver's linear model of communication
- ✓ Berlo's Sender-Message-Channel-Receiver Model of Communication
- ✓ Barnlund's transactional model of communication
- ✓ Harold Innis theory of communication





Module 5

S

- Communication skills
- Attitude
- Knowledge
- Social system
- Culture

M

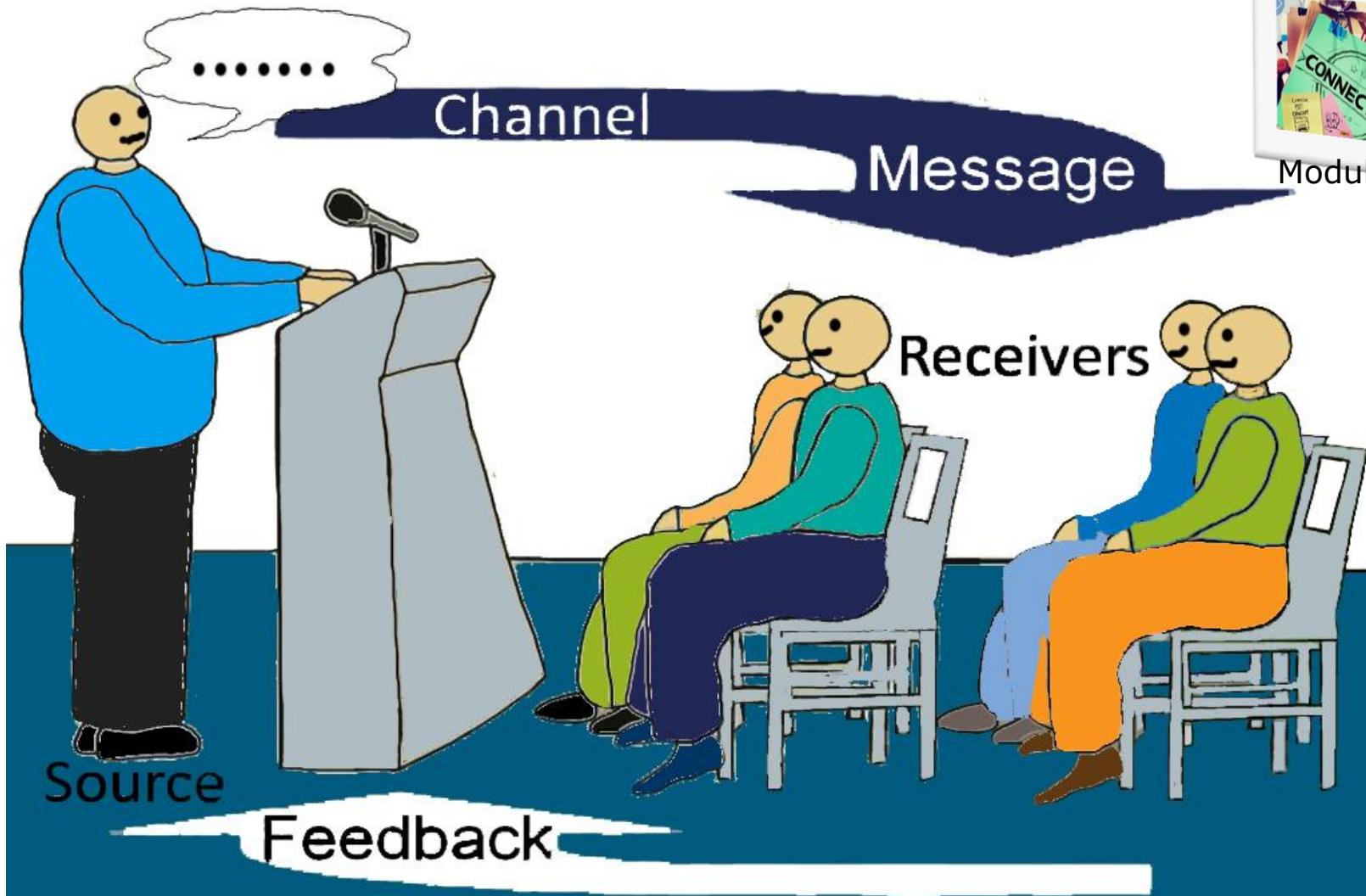
- Content
- Elements
- Treatment
- Structure
- Codes

C

- Hearing
- Seeing
- Touching
- Tasting
- Feeling

R

- Communication skills
- Attitude
- Knowledge
- Social system
- Culture



Effective Mutual Understanding



The biggest communication
problem is we **do not** listen to
understand.
We listen to reply.

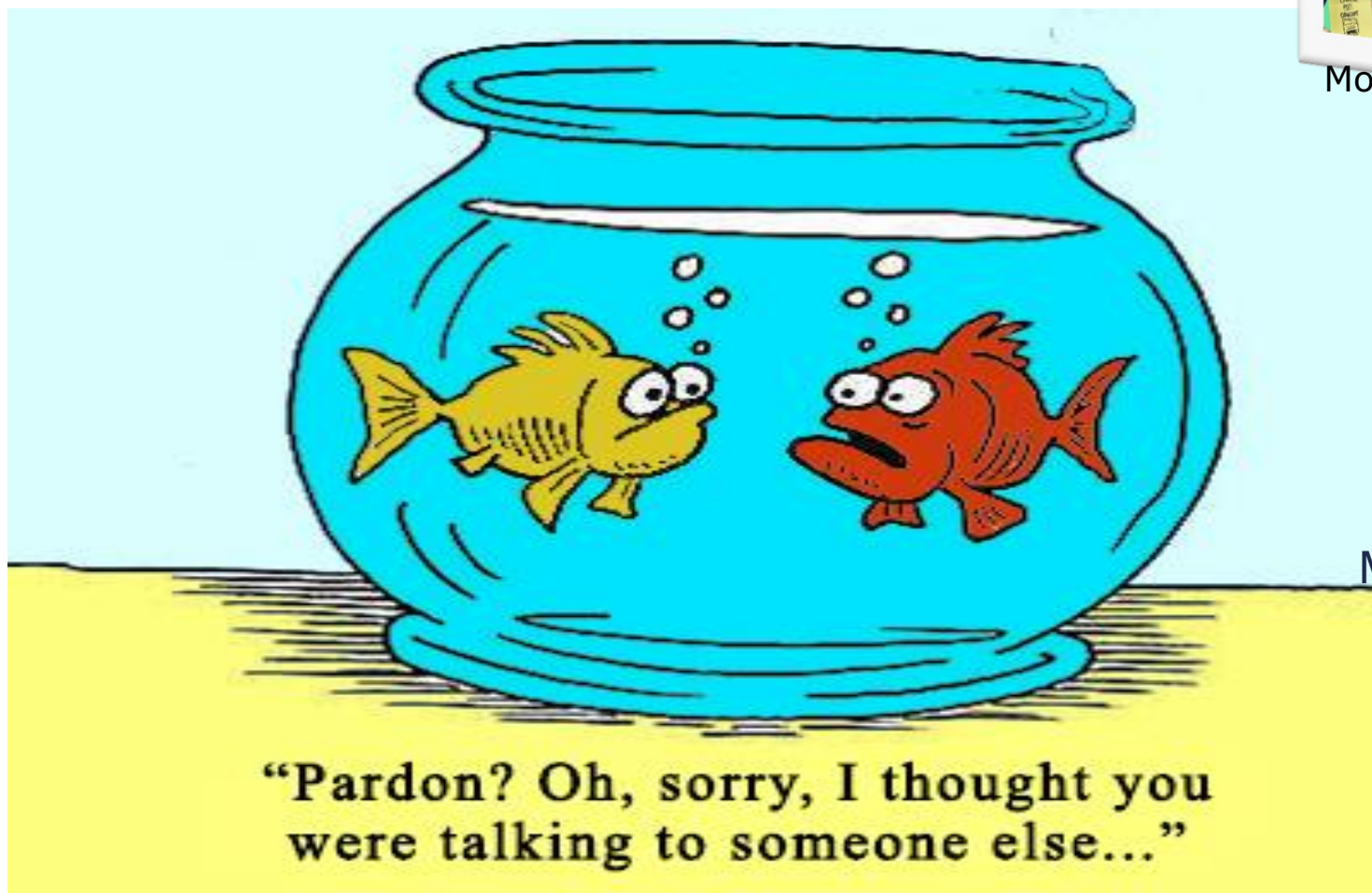
M5_LA1_g



Passive listening



Active Listening



M5_LA1_h

