Day 1 | Session 2
Introduction to Communication
communication
/kəmjuːnɪˈkeɪʃ(ə)n/
noun
noun: communication; plural noun: communications
1. The imparting or exchanging of information by speaking, writing, or using some other medium.
   • a letter or message containing information or news.
   • the successful conveying or sharing of ideas and feelings.
   • social contact.
2. Means of sending or receiving information, such as telephone lines or computers.
   • the field of study concerned with the transmission of information.
3. Means of travelling or of transporting goods, such as roads or railways.
A basic communication model consists of five elements:

• The **sender**;
• The **message** itself;
• The **medium** that carries the message;
• The **receiver**; and
• The **feedback**.

Other elements: Noise and Context
Introduction: Importance of Communication

- Successful completion of works
- Source of information
- Help to plan
- Share ideas, suggestions and complaints
- Democratic management
- Implement decision in time
- Better professional image
- Avoid isolated
- And many more......
Communication Cycle

Shannon-Weaver’s Model of Communication Cycle
Types of Communication

VERBAL
Messages are transmitted through sounds or words

ORAL
Messages are transmitted via sounds
- Face to face conversation
- Telephone

WRITTEN
Messages are transmitted via words
- Books
- Magazines
- Email

VISUALIZATION
Messages are transmitted via images
- Graphs
- Maps
- Posters

NONVERBAL
Messages are wordless
- Body Language
- Gestures
- Eye contact
## Verbal vs Non-verbal Communication

<table>
<thead>
<tr>
<th>Basis</th>
<th>Verbal communication</th>
<th>Non-verbal communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Use of word</td>
<td>Verbal communication uses oral or written words.</td>
<td>Non-verbal communication not uses any oral or written words.</td>
</tr>
<tr>
<td>2. Types</td>
<td>Verbal communications two types: Oral and written.</td>
<td>Non-verbal communications may various types: visual, audio, audio-visual, silent etc.</td>
</tr>
<tr>
<td>3. Understand</td>
<td>Easy to understand.</td>
<td>Difficult to understand</td>
</tr>
<tr>
<td>5. Distortion of</td>
<td>Less possibility of distortion of information.</td>
<td>High possibility of distortion of information.</td>
</tr>
<tr>
<td>information</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Continuity</td>
<td>Verbal communication begins and ends with words.</td>
<td>Non-verbal communication continues until the purpose achieved.</td>
</tr>
<tr>
<td>7. Feedback</td>
<td>Verbal communication gives a less and delayed feedback.</td>
<td>Non-verbal communication gives a lot of feedback.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ORAL</th>
<th>Point of Difference</th>
<th>WRITTEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talking and listening</td>
<td>Involves</td>
<td>Writing and reading</td>
</tr>
<tr>
<td>Generally informal</td>
<td>Formality</td>
<td>Generally formal and less ambiguous</td>
</tr>
<tr>
<td>Quick and instantaneous</td>
<td>Feedback</td>
<td>Delayed</td>
</tr>
<tr>
<td>Flexible and faster</td>
<td>Easy acceptance</td>
<td>Rigid slow and elaborate</td>
</tr>
<tr>
<td>No permanent record</td>
<td>Evidence</td>
<td>Authentic and credible records</td>
</tr>
<tr>
<td>Suitable for short messages</td>
<td>messages</td>
<td>Suitable for length and organized message</td>
</tr>
<tr>
<td>Economical</td>
<td>Cost</td>
<td>Expensive and stable</td>
</tr>
</tbody>
</table>
## Oral VS Written Communication

<table>
<thead>
<tr>
<th>Use written communication when</th>
<th>Use oral communication when</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conveying facts</td>
<td>Conveying emotions and feelings</td>
</tr>
<tr>
<td>The message needs to become parts of permanent file</td>
<td>The message does not need to be permanent</td>
</tr>
<tr>
<td>There is a little time urgency</td>
<td>There is time urgency</td>
</tr>
<tr>
<td>You do not need immediate feedback</td>
<td>You need immediate feedback</td>
</tr>
<tr>
<td>The ideas are complicated</td>
<td>The ideas are simple or can be made simple with explanations</td>
</tr>
</tbody>
</table>
Channel of Communication

Communication Channels

- Formal
  - Face-to-Face
  - Mobile
  - Broadcast

- Informal
  - Electronic
  - Written

- Unofficial
<table>
<thead>
<tr>
<th>Channel Type</th>
<th>Example</th>
<th>Good Way To</th>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
</table>
| Central communications (one to many) | - Press release  
- E-mail  
- Memo  
- Intranet post | - Update/inform a large group about a issues of 'big' concern/initiative | - Scalable  
- Reaches multiple stakeholders | - Difficult to gauge impact  
- Limited opportunity to clarify |
| Leader presentation (one to many) | - Media interview  
- Press conference  
- Town halls  
- CEO video/blogs | - Motivate and energize audience  
- Make important announcement | - Good way to address issues  
- Highly credible source | - One-way communication  
- Audience often intimidated to ask questions |
| Manager cascade (one to few) | - Communication in team meetings  
- Emails | - Inform/update on team specific and/or sensitive matters | - Trusted source  
- Personal | - Messages often fail to get through  
- Manager not familiar/bought-in |
| Manager dialogue (interactive) | - Group discussion  
- Manager one-on-one | - Problem solve/gain feedback  
- Translate strategy into action | - Helps resolve issues  
- Drives behavioral change | - Time intensive  
- High variability in manager communication skill |
| Mobile and social media updates (one to many) | - Company blogs  
- Intranet  
- Twitter account  
- SMS mobile  
- Company Facebook | - Time-sensitive information updates/alerts  
- Humanizing the company | - Ease of access to information  
- Tracking sentiment | - If not done properly, company can be seen as 'phony' |
| Social media participation (interactive) | - Discussion forums  
- Blogs  
- Twitter  
- YouTube | - Sharing viewpoints  
- Engaging in debates  
- Creating a dialog | - Builds engagement  
- Gives a human face to the company | - Little control over the communication  
- Possible rejection of corporate agenda |
| Enabling advocates (many to many) | - Employees  
- Suppliers  
- Customers | - Reputation management  
- Reaching out to skeptical audiences  
- Spread viral message | - Trusted sources  
- High resonance  
- High "stickiness" | - Ability to find suitable advocates  
- Time-sensitive |
Add channels into the mix as necessary, to reach specific audiences.

Experiment with new channels to determine their effectiveness before starting to use them frequently.

Add and use different channels more frequently as they become more popular.

Evaluate your channel options and select the channel mix that is most appropriate for your objective and target audience.

http://www.elementsofic.com/element/channel-selection/
<table>
<thead>
<tr>
<th>Channel</th>
<th>Information Richness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Face-to-face conversation</td>
<td>High</td>
</tr>
<tr>
<td>Videoconferencing</td>
<td>High</td>
</tr>
<tr>
<td>Telephone conversation</td>
<td>High</td>
</tr>
<tr>
<td>E-mails.</td>
<td>Medium</td>
</tr>
<tr>
<td>Handheld devices</td>
<td>Medium</td>
</tr>
<tr>
<td>Blogs</td>
<td>Medium</td>
</tr>
<tr>
<td>Written letters and memos</td>
<td>Medium</td>
</tr>
<tr>
<td>Formal written documents</td>
<td>Low</td>
</tr>
<tr>
<td>Spreadsheets</td>
<td>Low</td>
</tr>
</tbody>
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Network in Communication

- Vertical Network
- Chain Network
- Wheel and Spoke Network
- Circuit Network
Modes of Communication

Interpersonal
- Person-person spontaneous communication
- Speaking/writing

Interpretive
- One-way receptive communication
- Listening/reading/viewing

Presentational
- One-way, drafted, edited, productive communication
- Speaking/writing
## Modes of Communication

<table>
<thead>
<tr>
<th></th>
<th>Interpersonal</th>
<th>Interpretive</th>
<th>Presentational</th>
</tr>
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<tbody>
<tr>
<td><strong>Two-way communication</strong></td>
<td>with active negotiation of meaning among individuals</td>
<td>One-way communication with no recourse to the active negotiation of meaning with the writer, speaker, or producer</td>
<td>One-way communication intended for an audience of readers, listeners, or viewers</td>
</tr>
<tr>
<td><strong>Spontaneous</strong></td>
<td></td>
<td>Reader, listener or viewer interprets what the author, speaker, or producer wants the receiver of the message to understand</td>
<td>Presentation of information, not exchange</td>
</tr>
<tr>
<td><strong>Usually involves exchange of information</strong></td>
<td></td>
<td></td>
<td>No direct opportunity for the active negotiation of meaning exists</td>
</tr>
<tr>
<td><strong>Meaningful</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Participants observe and monitor one another to see how their meanings and intentions are being communicated and make adjustments and clarifications accordingly</strong></td>
<td>Interpretation differs from comprehension and translation in that it implies the ability to read, listen or view “between the lines,” including understanding from within the cultural mindset or perspective</td>
<td>To ensure the intended audience is successful in its interpretation, the “presenter” needs knowledge of the audience’s language and culture</td>
<td></td>
</tr>
<tr>
<td><strong>Speaking and listening (conversation)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Reading and writing</strong></td>
<td>(text messages, messages on social media, letters)</td>
<td>Reading of authentic texts (websites, stories and other literature, articles, signs)</td>
<td>Writing (messages, articles, advertisements, flyers, brochures, short stories, reports, scripts, PowerPoint presentations);</td>
</tr>
<tr>
<td><strong>Listening</strong></td>
<td></td>
<td>Listening to authentic texts (speeches, messages, songs, radio news, ads)</td>
<td>Speaking (telling a story, giving a speech, TV or radio news, drama presentations including slides, presentation to jury)</td>
</tr>
<tr>
<td><strong>Viewing</strong></td>
<td></td>
<td>Viewing of authentic materials (videos, movies, presentations, TV shows, commercials, news, plays)</td>
<td></td>
</tr>
</tbody>
</table>

Source: https://www.actfl.org/sites/default/files/pdfs/PerformanceDescriptorsLanguageLearners.pdf
The Characteristics of Effective Communication

- Coherent
- Clear
- Concise
- Concrete
- Emotional awareness and control
- Courteous
- Listening for understanding
- Focus and attention
Generic Statistical Business Process Model (GSBPM)
Disseminate

- This phase manages the release of the statistical products to customers.
- It includes all activities associated with assembling and releasing a range of static and dynamic products via a range of channels.
- These activities support customers to access and use the outputs released by the statistical organisation.
- For statistical outputs produced regularly, this phase occurs in each iteration.