

Pannasastra University of Cambodia

Communication Concepts

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Learning Objective

After studying this lesson, you should be able to:

- Describe the communication process
- Explain how to use the 7Cs effectively
- How to overcome the communication barrier
- Experience with the path of communication

I. Introduction

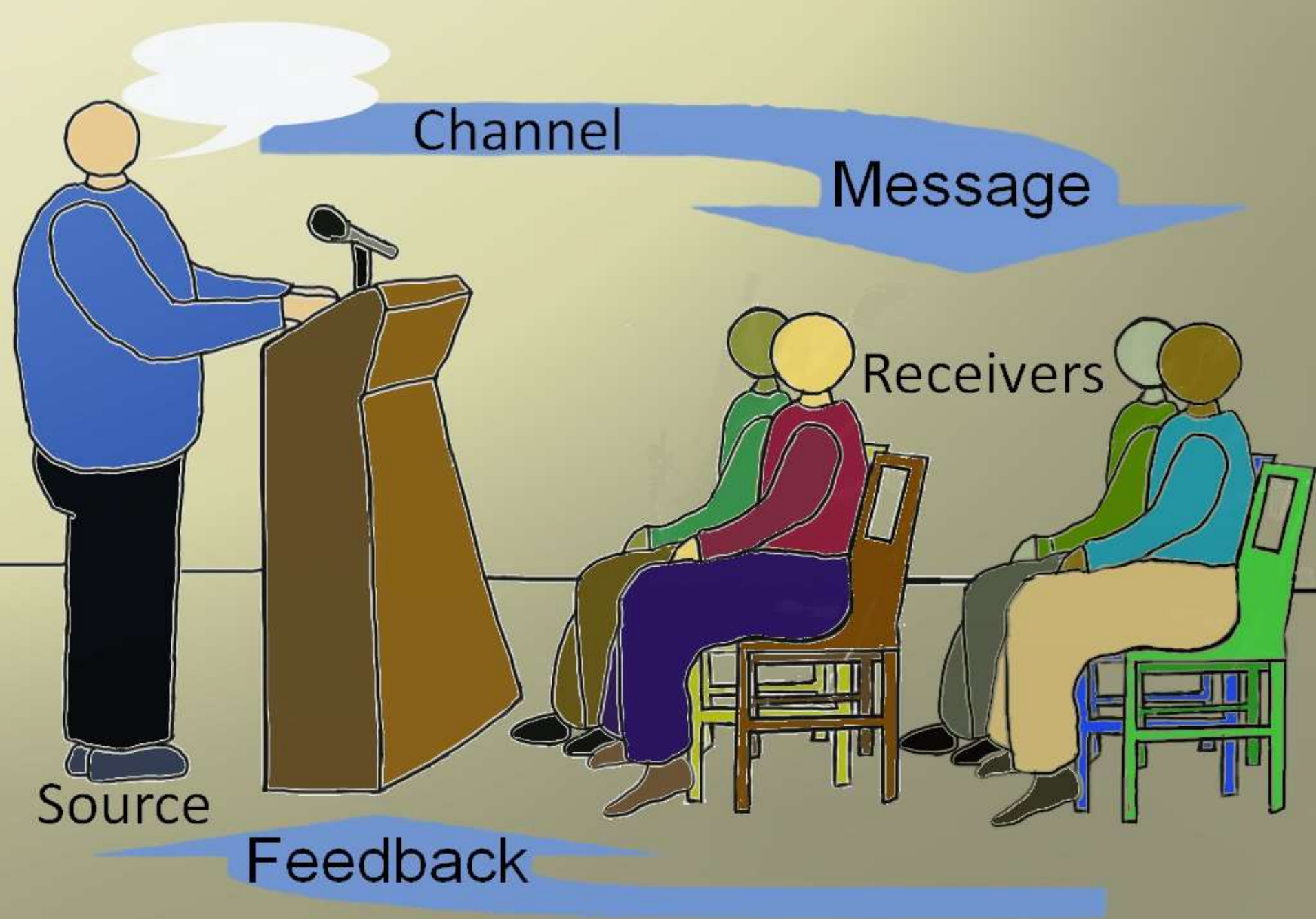
- What's communication?

Communication allows us to interact with other people; without it, we would be unable to share knowledge or experiences with anything outside of ourselves.

Common forms of communication include speaking, writing, gestures, touch and broadcasting.

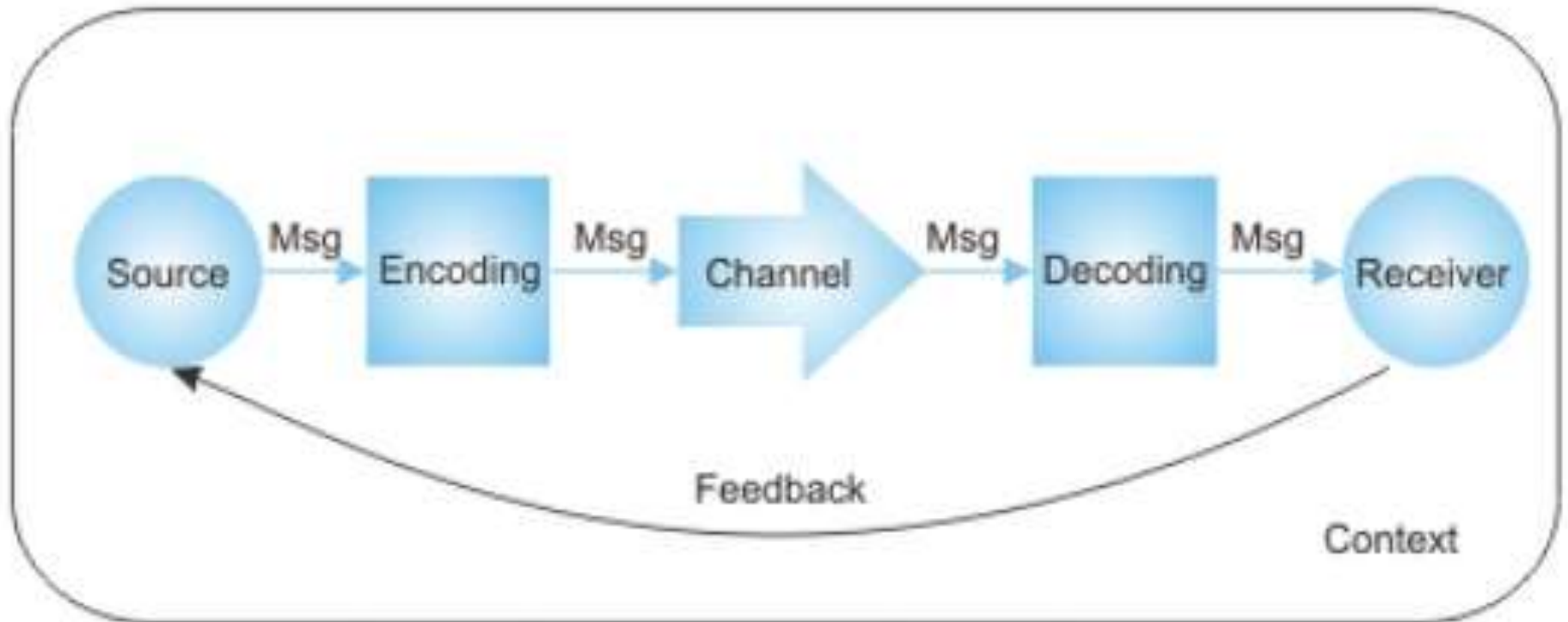
- Wikipedia definition





- Process of communication

Communication is a process between individuals by which information is exchanged. Communication can be verbal or nonverbal.



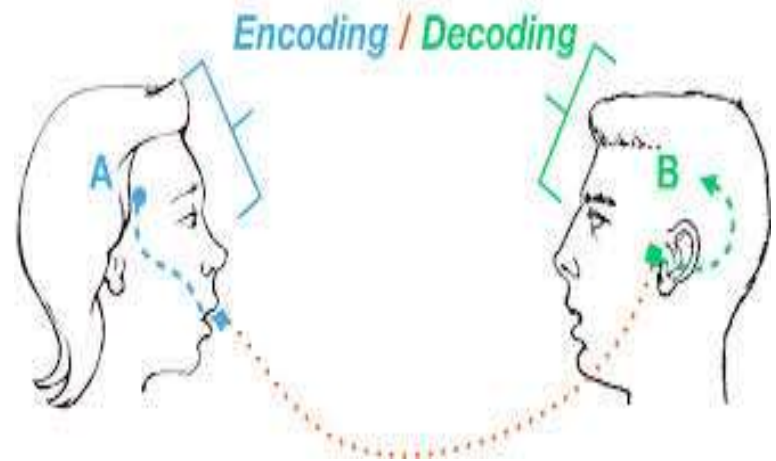
Source

- Why to communicate?
- What to communicate?
- Usefulness of the communication
- Accuracy of the information

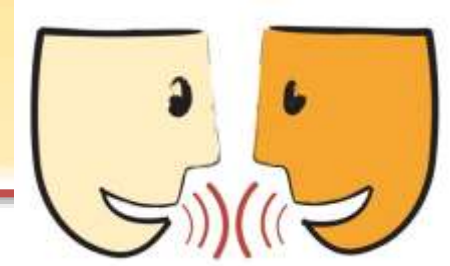


Encoding

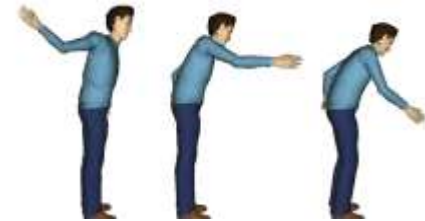
- Ability to convey the information
- Eliminate of confusion: e.g. cultural issue, mistaken assumption, and missing information
- Knowing your audience



Channel



- Verbal Communication Channel: Face-to-face meetings, phone calls, video conferencing, presentation, other forms of oral communication
- Non-verbal communication: Body posture, Gesture, Facial expressions, Eyes contact



- Written communication channel: Letters, emails, memos, reports, faxes, employee handbooks, company and product brochures, social network



Decoding

- Listen actively
- Reading information carefully
- Avoid confusion
- Ask question for better understanding

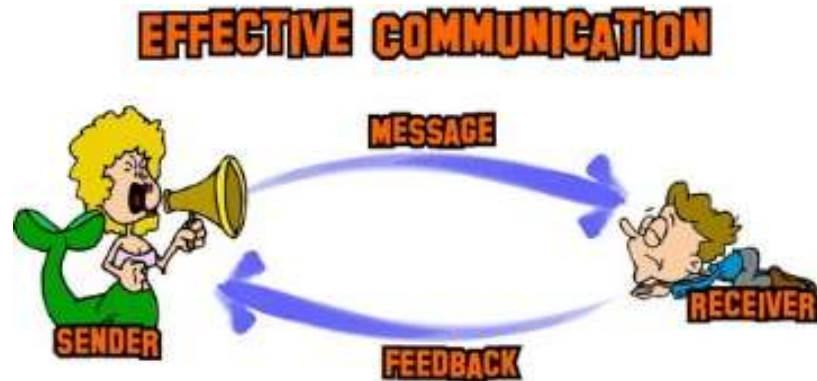
Receiver

There are five receiver steps in the process of communication—

- Receive,
- Understand,
- Accept,
- Use, and
- Give a Feedback.

Without these steps, being followed by the receiver, no communication process would be complete and successful.“

(Keith David, *Human Behavior*. McGraw-Hill, 1993)



Feedback

- Verbal reaction
- Non-verbal reaction
- Positive feedback
- Negative feedback

Context

- Various culture (corporate, International, Regional, etc)
- Language
- Location or place (restaurant, office, auditorium, room, etc)
- Situation

The sender needs to communicate the context to the receiver for better clarity in the communication process

II. Effective communication

- Meaning
- Uses of Effective Communication
- The 7C's of Effective Communication

II. Effective communication (cont)

Meaning-

Effective communication is a part and parcel of any successful organization. A communication should be free from barriers so as to be effective. Communication is a two way process where the message sent by the sender should be interpreted in the same terms by the recipient.

II. Effective communication (cont)

Uses of effective communication-

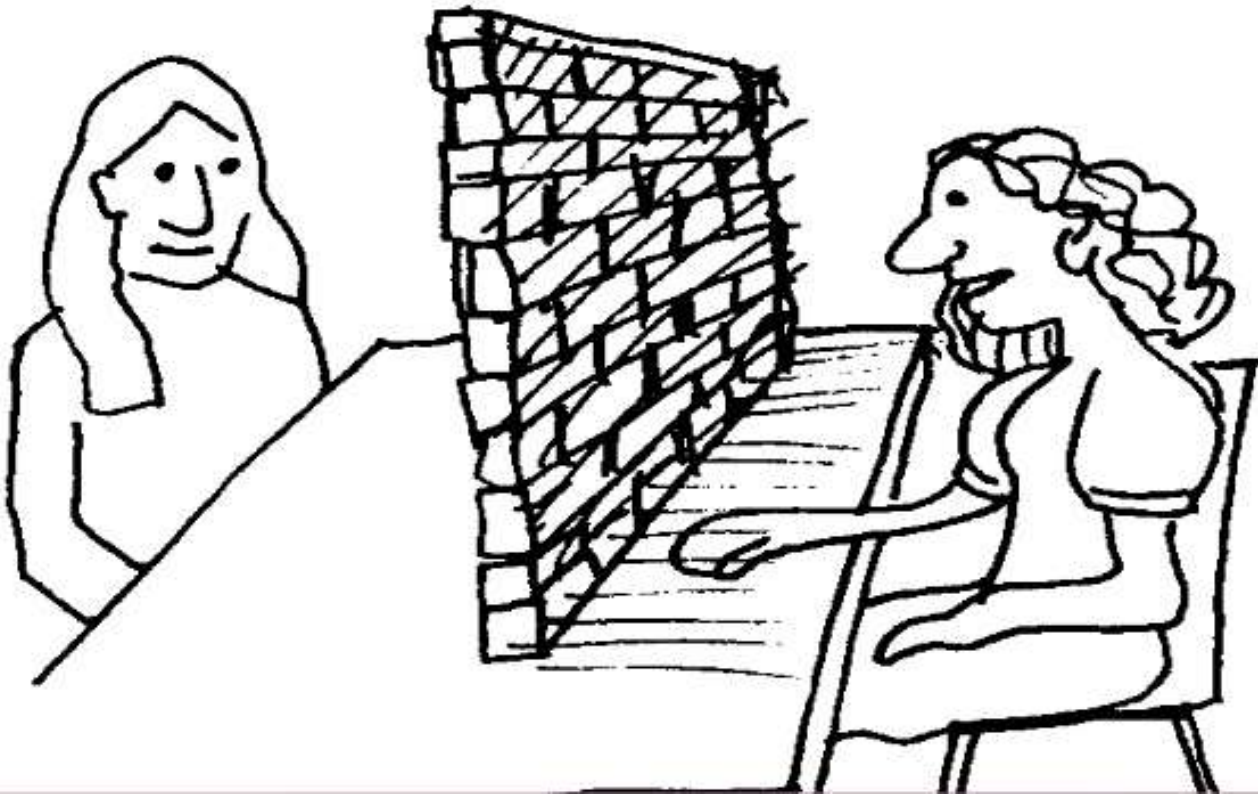
- Effective communication helps to understand a person or situation in a better way.
- It enables us to solve the differences, build trust and respect in the organization.
- Sometimes our message is misunderstood or we misunderstand the received message, effective communication helps us to resolve problems with both's point of view.
- Effective communication helps us to connect well with kids, spouse, boss, colleagues, etc.
- It helps us in decision making.

II. Effective communication (cont)

The 7c's of effective communication

1. Completeness
2. Conciseness
3. Consideration
4. Clarity
5. Concreteness
6. Courtesy
7. Correctness

III. BARRIERS TO EFFECTIVE COMMUNICATION



- 2. Perceptual barriers
- 1. Physical barriers



3. Emotional barriers



4. Cultural barriers



5. Language barriers



6. Gender barriers



- Lack of Sensitivity to Receiver
- Lack of Basic Communication Skills
- Insufficient Knowledge of the Subject
- Emotional Interference
- Lacking confidence

Encoding Barriers

- Physical Distractions
- Channel Barriers.
- Long Communication Chain.

Transmitting Barriers

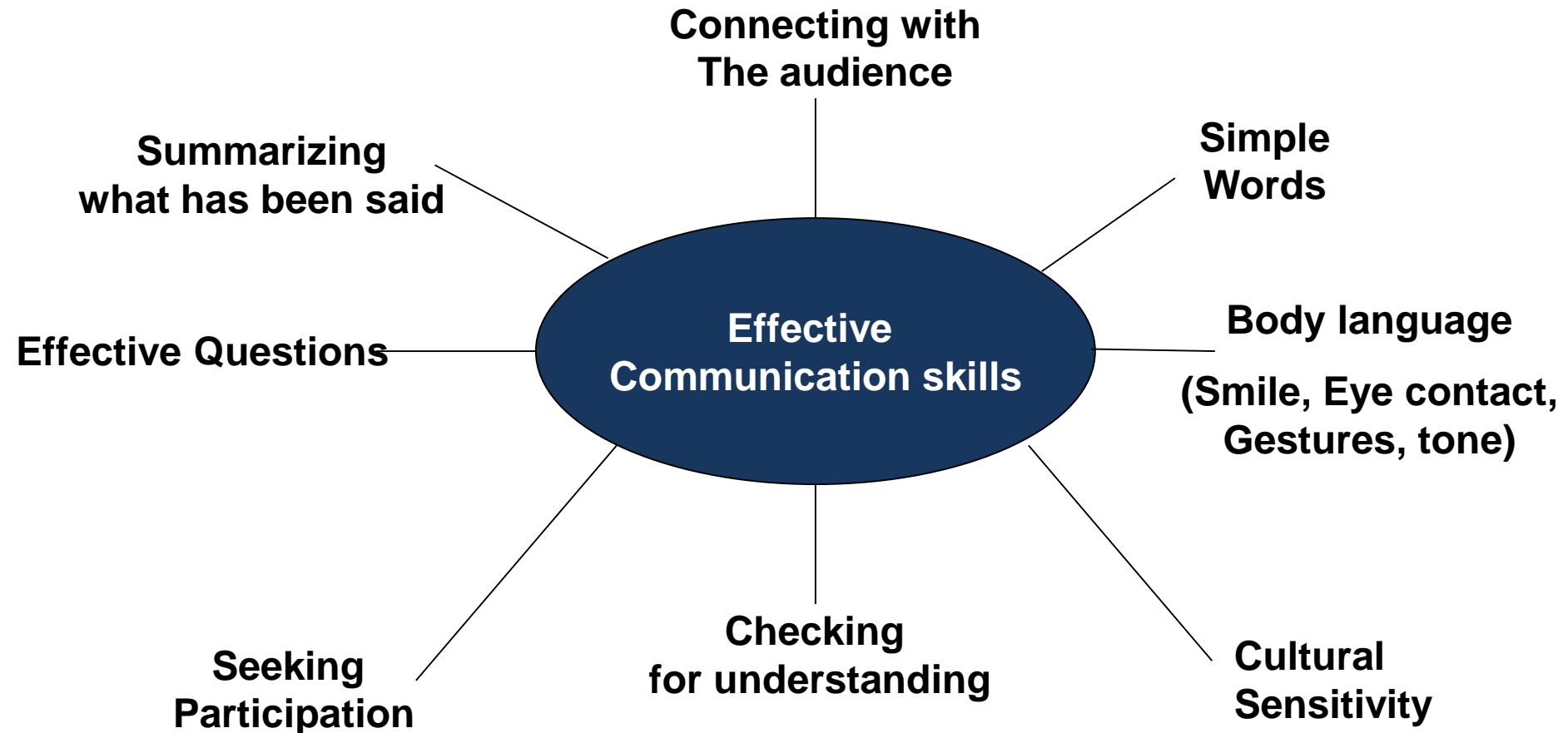
- Lack of Interest.
- Lack of Knowledge.
- Lack of Communication Skills
- Emotional Distractions
- Information overload
- Conflicting Messages

Decoding Barriers.

- No Provision for Feedback
- Inadequate Feedback.

Responding Barriers

IV. Overcoming the barriers of effective communication



Path for good communication



V. Conclusion

Effective communication takes place when a sender's message is fully understood by the receiver.

A man is seldom better than his conversation

- German Proverb

VI. Video Clip

Saying What You Mean - A Children's Book
About Communication Skills.MP4

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