



Communication & Management Communication N4

[*see terms and conditions](#)

TVET FIRST NCV



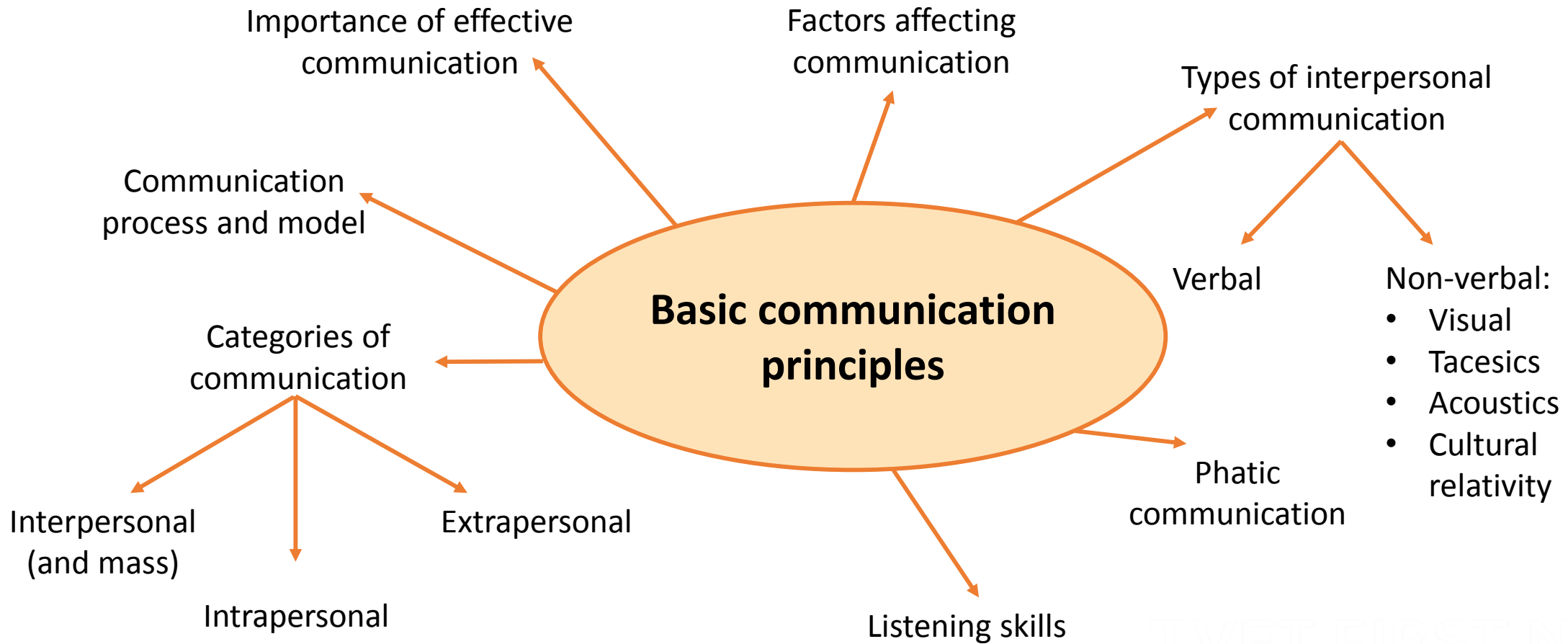
Basic communication principles

Module 1

TVET FIRST NCV



Overview



TVET FIRST NCV



The importance of effective communication

Unit 1.1

TVET FIRST NCV



Why effective communication is important in the world of work

Effective communication in the workplace can help to ensure:

- Good relationships
- Effective discussions
- Productive teamwork
- Efficient resource usage
- Professional service delivery
- Job satisfaction
- Meaningful and helpful feedback
- Overcoming differences
- Improved enthusiasm and morale



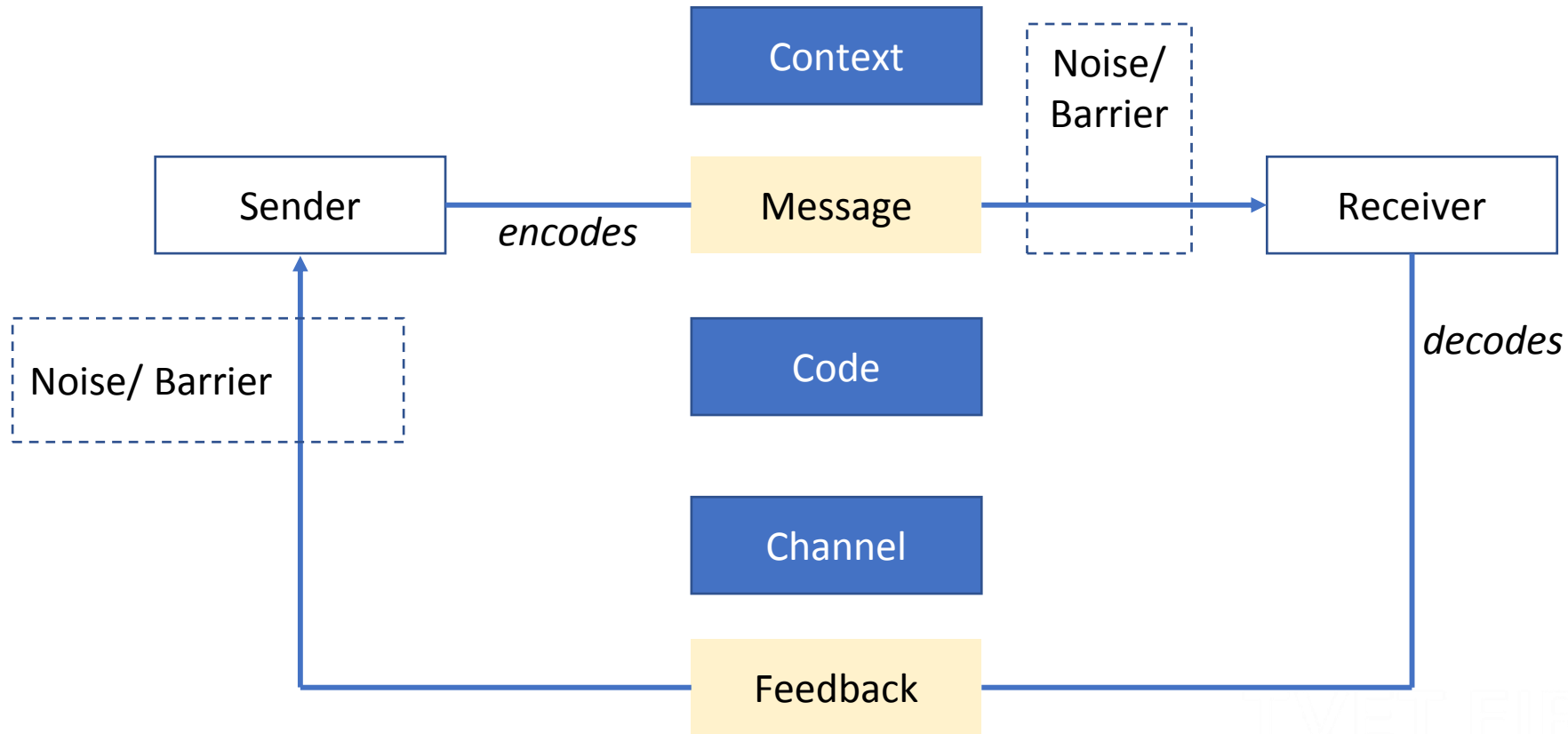
Every encounter in the workplace involves communication

TVET FIRST NATED



The communication process and model

Jakobson's model of communication



TVET FIRST NCV

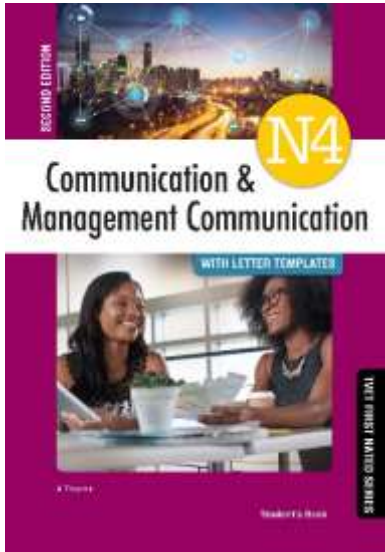


The communication process and model

Basic elements of communication

Elements	Description of the elements of communication
Context	The situation in which the communication takes place.
Sender	The person who initiates the communication to convey certain information.
Message	The information that is conveyed for a certain purpose.
Code	The sender encodes the message in a specific format.
Channel or medium	The physical way in which the message is transferred.
Noise or barrier	Anything that prevents the communication from taking place successfully.
Receiver	The individual or group who receives the message and interprets it.
Feedback	The receiver reacts to the message that has stimulated a response in him or her.
Encodes	The sender formulates thoughts into a message, using a code.
Decodes	The receiver interprets the code in order to understand it.





Activity 1.1

Refer to page 3 of your Student's Book to complete Activity 1.1.

TVET FIRST NCV



Categories and quality of communication

Unit 1.2

TVET FIRST NCV



Categories and quality of communication

The three main categories of communication are:

- Intrapersonal
- Interpersonal
- Extrapersonal



Intrapersonal communication

TVET FIRST NCV



Intrapersonal communication

The main forms of intrapersonal communication are:

- Thinking something over
- Talking to yourself in your mind or out loud
- Daydreaming
- Writing down your thoughts, ideas and plans
- Reading out loud to yourself

TVET FIRST NCV



Interpersonal communication

Typical interpersonal communication situations

Forms	Characteristics	Examples of interpersonal communication
One-on-one (between individuals)	Usually direct, more personal.	<ul style="list-style-type: none">• Chatting to a friend.• Speaking to your mother on the phone.
Within a small group	Still personal, but there may be a slight “distance”.	<ul style="list-style-type: none">• Four students working on a project together.• A committee debating an issue.
Within a large group	Less personal.	<ul style="list-style-type: none">• A factory manager talking to the workers.• A speaker addressing delegates at a conference.
Among groups	Tends to be more formally structured.	<ul style="list-style-type: none">• Holding a workshop with representatives from different interest groups.
Mass communication	The largest but also most impersonal form.	<ul style="list-style-type: none">• Posting letters advertising a product.• Sending bulk SMSs or instant messages.



Extrapersonal communication

Examples of extrapersonal communication include:

- Objects
- Animals
- A digital voice assistant
- Artificial intelligence
- Deity



Intelligent software can interpret speech

TVET FIRST NCV



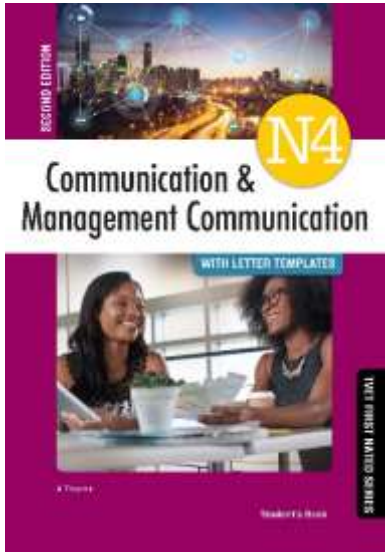
Factors affecting communication

Factors that could influence a particular communication situation

Factors	Description of factors affecting communication
Personality	People's social, psychological and moral qualities are seen in the way they behave.
Frame of reference	The sender's circumstances, culture, etc. of the issue contribute to how the message is chosen and conveyed.
Reasoning	How a sender thinks, makes decisions, etc. will contribute to his or her choice of a message.
Emotions	A sender's attitude and mood are often clear to the receiver, even without anything being said.
Meaning (semantics)	Words, symbols and phrases can mean different things to different people.

TVET FIRST NCV





Activity 1.2

Refer to page 8 of your Student's Book to complete Activity 1.2.

TVET FIRST NCV

N4

Types of interpersonal communication

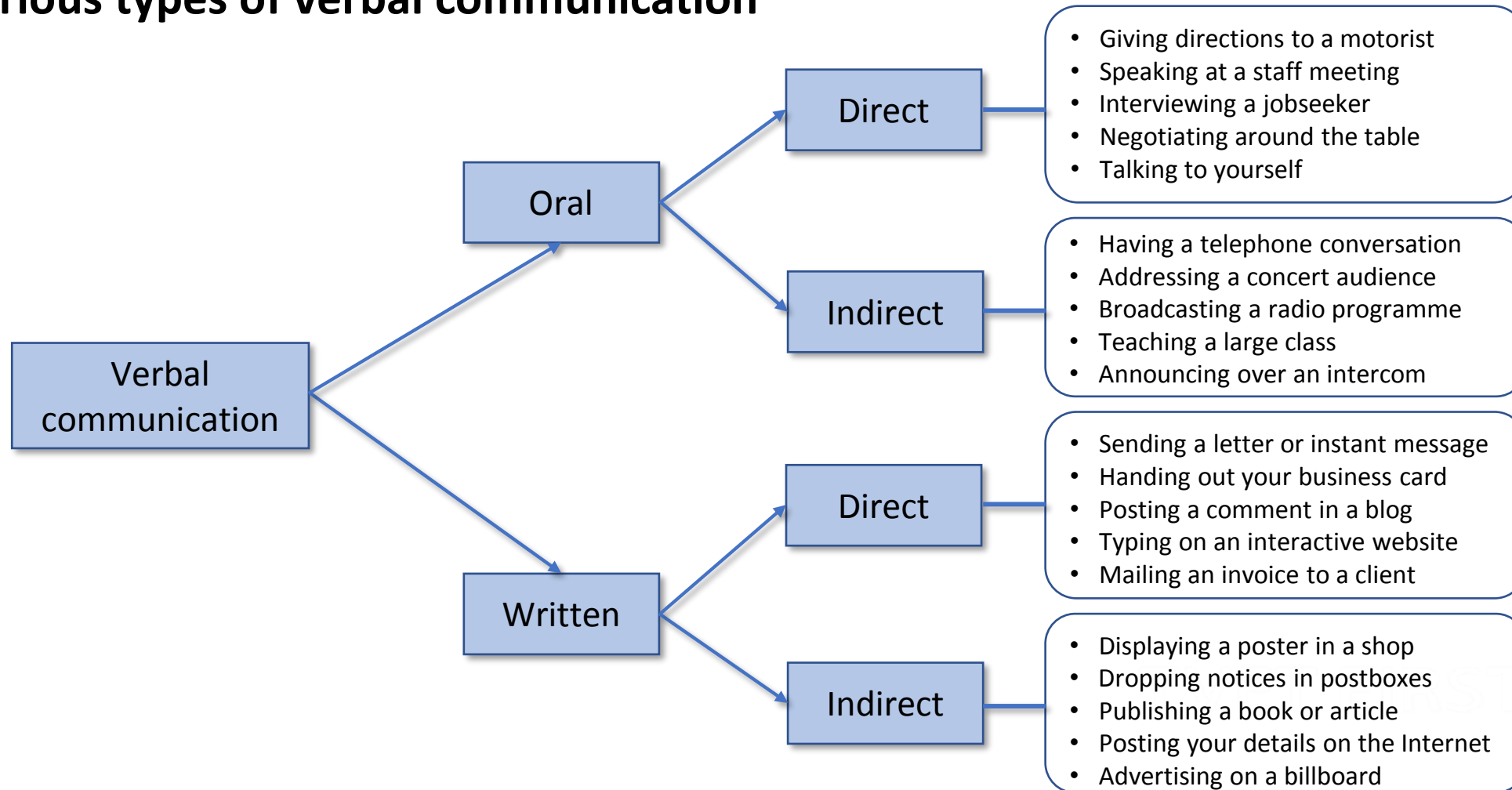
Unit 1.3

TVET FIRST NCV



Verbal communication

Various types of verbal communication



Non-verbal communication

Communication in which the message is conveyed in ways other than spoken or written words. The main forms are:

- Visual
- Aural (acoustics)
- Tactile (tacesics)

TVET FIRST NCV



Visual semiology

Refers to the many things that are interpreted in visual communication. These include:

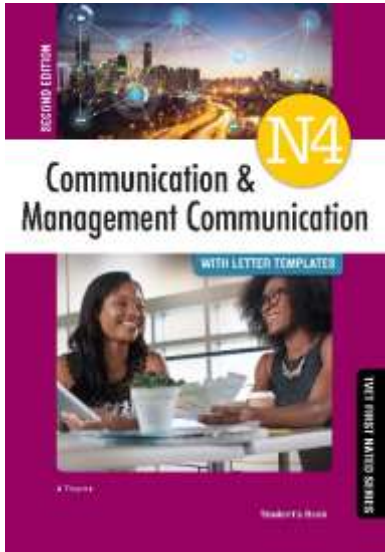
- Kinesics
- Proxemics
- Graphic representations
- Colour coding
- Signs and symbols



The meanings of colour depend on culture and context

TVET FIRST NCV





Activity 1.3

Refer to page 14 of your Student's Book to complete Activity 1.3.

TVET FIRST NCV

N4

Acoustic semiology

Acoustic semiology is the study of communication by means of other audible signs. These include:

- Paralinguistics
- Sounds
- Music
- Silence



Acoustic communication relies on what we hear

TVET FIRST NCV



Tacesics or tactile semiology

Tacesics is communicating by means of touch. Some examples include:

- Placing a hand briefly on a colleague's shoulder to sympathise
- A gentle pat on the upper back to congratulate a colleague



NCV



Cultural relativity in non-verbal communication

Examples of different non-verbal codes in business settings

Non-verbal codes	Traditional Eastern (Asia, e.g. China, India)	Modern Western (USA, Canada, Nordic countries)	Traditional African
Proxemics – personal space	<ul style="list-style-type: none">• Small personal space, but protective of it.• Not awkward in a crowded room.• May stand close to another person in a queue or elevator.	<ul style="list-style-type: none">• Needs and expects much more personal space.• Respects that of others.• Too close is seen as impolite and intrusive.	<ul style="list-style-type: none">• Small personal space.• May stand close to another person in a queue.
Kinesics – body movement	<ul style="list-style-type: none">• Take off your sunglasses when greeting someone.• Never gesture with your feet.• Point with an open hand, not with a finger.	<ul style="list-style-type: none">• Don't cross your arms – you will look aggressive or defensive.• Not standing up straight could indicate that you are lazy or not interested.	<p>Eat with your right hand; accept things with your right hand or both hands.</p> <p>In the presence of a chief:</p> <ul style="list-style-type: none">• Take off your hat.• Don't cross your legs.• Don't keep your hands in your pockets.



Cultural relativity in non-verbal communication

Examples of different non-verbal codes in business settings (continued)

Non-verbal codes	Traditional Eastern (Asia, e.g. China, India)	Modern Western (USA, Canada, Nordic countries)	Traditional African
Eye contact	<ul style="list-style-type: none">Brief only – long eye contact is too intense or implies a challenge.	<ul style="list-style-type: none">Direct and longer eye contact shows attention and interest.	<ul style="list-style-type: none">Avoiding eye contact is respectful.
Tacesics – touch	<ul style="list-style-type: none">Gentle handshake.No hugging and no social kiss on the cheek.	<ul style="list-style-type: none">Firm handshake.Politely apologise if you bump into people or brush past them.	<ul style="list-style-type: none">Soft handshake.
Colour	<ul style="list-style-type: none">Dark or neutral suits, coats and ties for work outfits.Red is for brides.Women don't wear short skirts or bold jewellery.	<ul style="list-style-type: none">Dark, neutral, plain or muted colours and designs are suitable for professional work outfits.	<ul style="list-style-type: none">Bright designs and bold colours are acceptable work clothing.



Non-verbal communication that supports or conflicts with verbal communication

Some examples include:

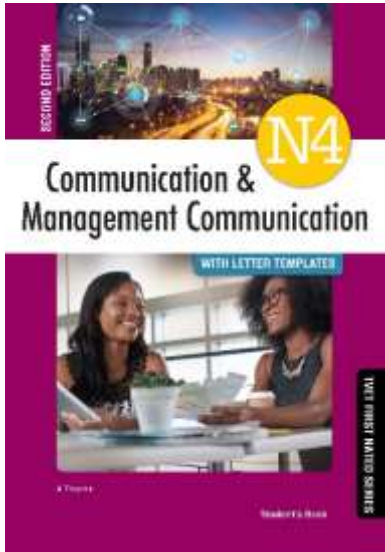
- Facial expressions
- Gestures or hand signs
- Body language or posture
- Manufactured signs, etc.



To interpret body language we need to know the context

TVET FIRST NCV





Activity 1.4

Refer to page 20 of your Student's Book to complete Activity 1.4.

TVET FIRST NCV



Phatic communion and listening skills

Unit 1.4

TVET FIRST NCV



Phatic communication

Phatic communication is something we do because it is considered polite and may be used to:

- Acknowledge a person's presence
- Attract someone's attention
- Set a person at ease
- Start a conversation
- Fill a silence
- Keep a conversation going
- End a conversation



Listening skills

Basic effective listening skills

Aspects	Description of effective listening skills
Posture and physical action	Face the person who is speaking by turning your head and/or body towards them. Turn down the volume of the radio or put down the printout you are reading. Look the person in the eye while they speak, but don't stare at them.
Face	Keep a calm expression on your face even when irritated or upset. In appropriate situations your face could reflect sincere sympathy, genuine pleasure, honest doubt, etc. However, don't exaggerate your facial expressions, like frowning very deeply.
Voice	You may make low sounds that convey concern, surprise, agreement, etc., as well as use expressions such as "Really!", "Oh dear!", "Yes" and "Right", but it is a matter of less is more. The other person shouldn't feel you are repeating words or sounds without thinking.

TVET FIRST N4



Listening skills

Basic effective listening skills (continued)

Aspects	Description of effective listening skills
Movement	Occasionally nod your head gently or turn your head a bit to the side to show that you are really paying attention. Don't fidget, cross your arms defensively or glance at your watch. Resist the temptation to look beyond the person to something in the background.
Emotions	Keep your emotions under control, as it is often impossible to undo your hasty words and actions afterwards. Remain relaxed, approachable, non-judgemental, impartial and unbiased.

TVET FIRST NCV



Types of listening skills

A conversation may involve a mixture of types of listening, which include:

- Attentive listening (*focus*)
- Appreciative listening (*confirm*)
- Critical or analytical listening (*evaluate*)



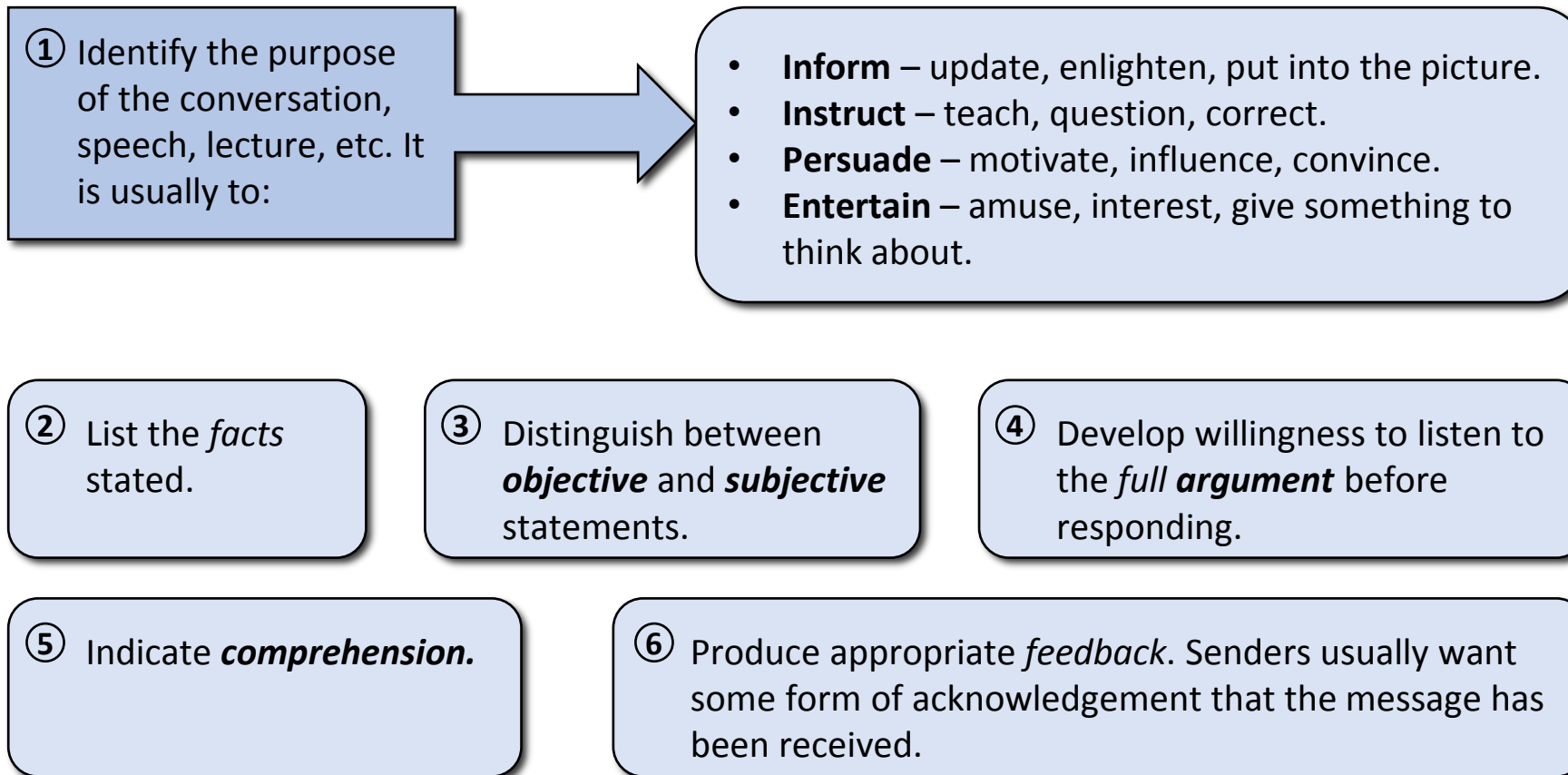
If both the sender and the receiver listen well, both feel respected

TVET FIRST NCV



The receiver's responsibility

Outcomes of listening effectively



The benefits of listening

This will have much the same results as the general advantages of communication:

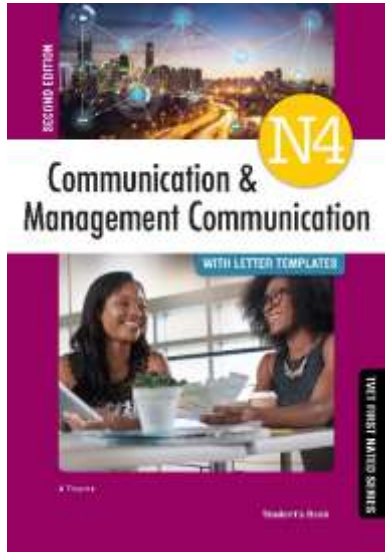
- People receive and understand messages correctly.
- There is an increase in knowledge and productivity.
- There are fewer mistakes and misunderstandings.
- Staff have stronger relationships.
- Work activities and service delivery are more efficient.
- Training is more effective.
- People are better able to give and respond to feedback.
- Teamwork is improved.
- Deals and negotiations are improved.

TVET FIRST NCV





Click to play

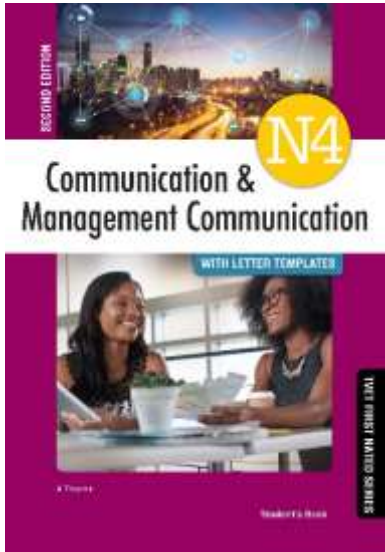


Activity 1.5

Refer to page 24 of your Student's Book to complete Activity 1.5.

TVET FIRST NCV





Summative assessment

Test your knowledge of this module by completing the summative assessment on page 25 of your textbook.

TVET FIRST NCV





Terms and conditions

These PowerPoint slides are a tool for lecturers,
and as such:

YOU MAY add content to the slides, delete content from the slides,
print out the slides, and save the slides onto your computer or
server.

YOU MAY NOT resell, reproduce or redistribute the content in any
form whatsoever, without prior written permission from the
copyright holder.

© Troupant publishers (Pty) Ltd, 2019

Selected images used under licence from Shutterstock.com

TVET FIRST NCV

