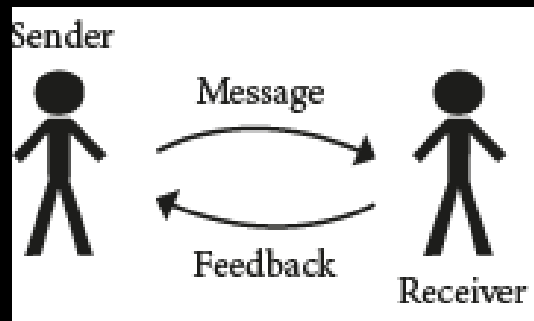


# Module 1: Communication

## WHAT IS COMMUNICATION?

We can explain communication as the process through which information is carried over from one person to another.



## Module 1: Communication (continued)

### WHY IS COMMUNICATION NECESSARY?

Communication is one of the most important human activities. People communicate intuitively, without studying communication techniques, but if you want to be successful in your career and ensure that your organisation functions effectively, it is important to study communication and be aware of the various communication techniques and how to master them.

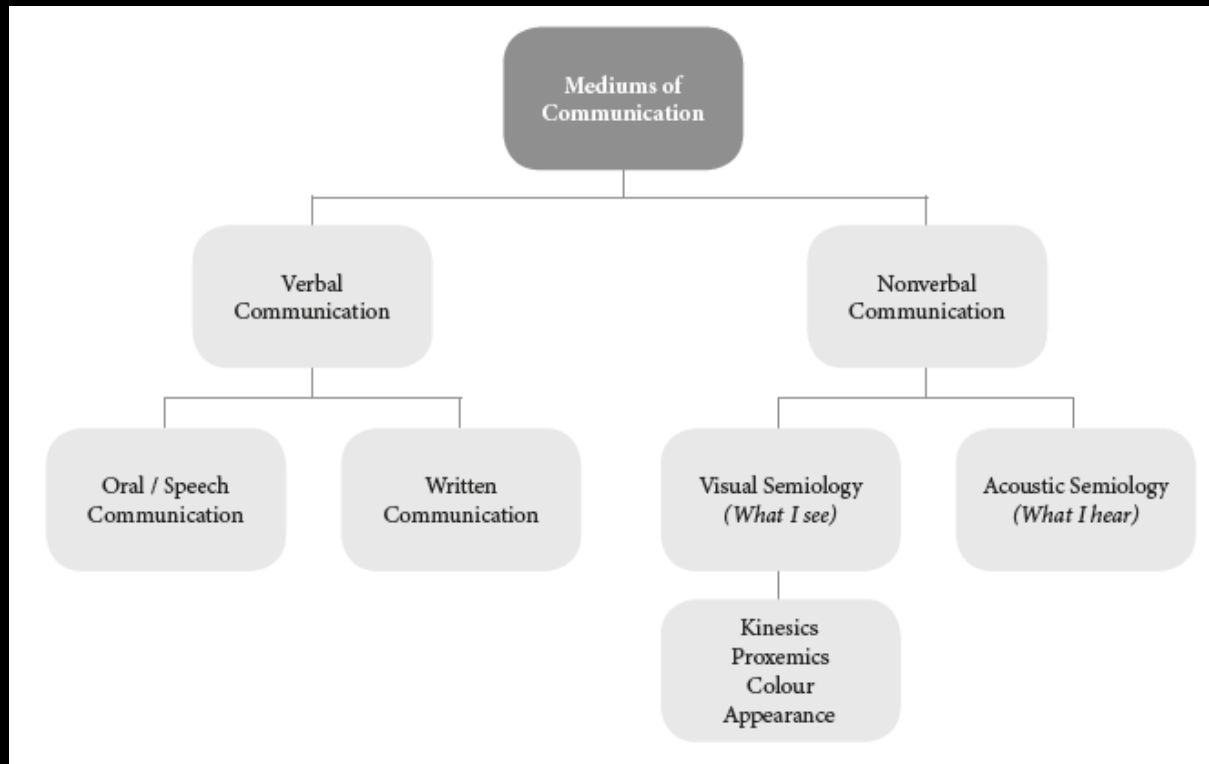
## Module 1: Communication (continued)

### CHANNELS OF COMMUNICATION

Communication channel refers to the means of transmission of the message between the sender and the receiver. The sender sends the message over a channel (i.e. electronic means, printed media or air).

# Module 1: Communication (continued)

## MEDIUMS OF COMMUNICATION



## Module 1: Communication (continued)

### EFFECTIVE COMMUNICATION

For effective communication, the following needs to happen correctly:

- Sending a message; and
- Receiving a message.

## Module 1: Communication (continued)

### **BARRIERS IN COMMUNICATION**

Barriers in communication: It is a range of physical, mental or emotional hindrances that can prevent messages from being passed on successfully between the sender and receiver during the process of communication.

## Module 1: Communication (continued)

### IMPROVING COMMUNICATION

- Learn about other cultures and their customs;
- Control your emotions;
- Understand different personality types;
- Manifest constructive attitudes and beliefs;
- Develop effective listening skills;
- Don't send mixed messages; and
- Remember the importance of feedback.

## Module 1: Communication (continued)

### COMMUNICATION IN AN ORGANISATION

Effective communication has to take place within an organisation for the business to be successful and profitable. To make communication easier, an organisation is usually structured into a specific framework that is called an organisational structure or organogram. In this type of structure, management would be on top and the workers would fall underneath management.



## Module 1: Communication (continued)

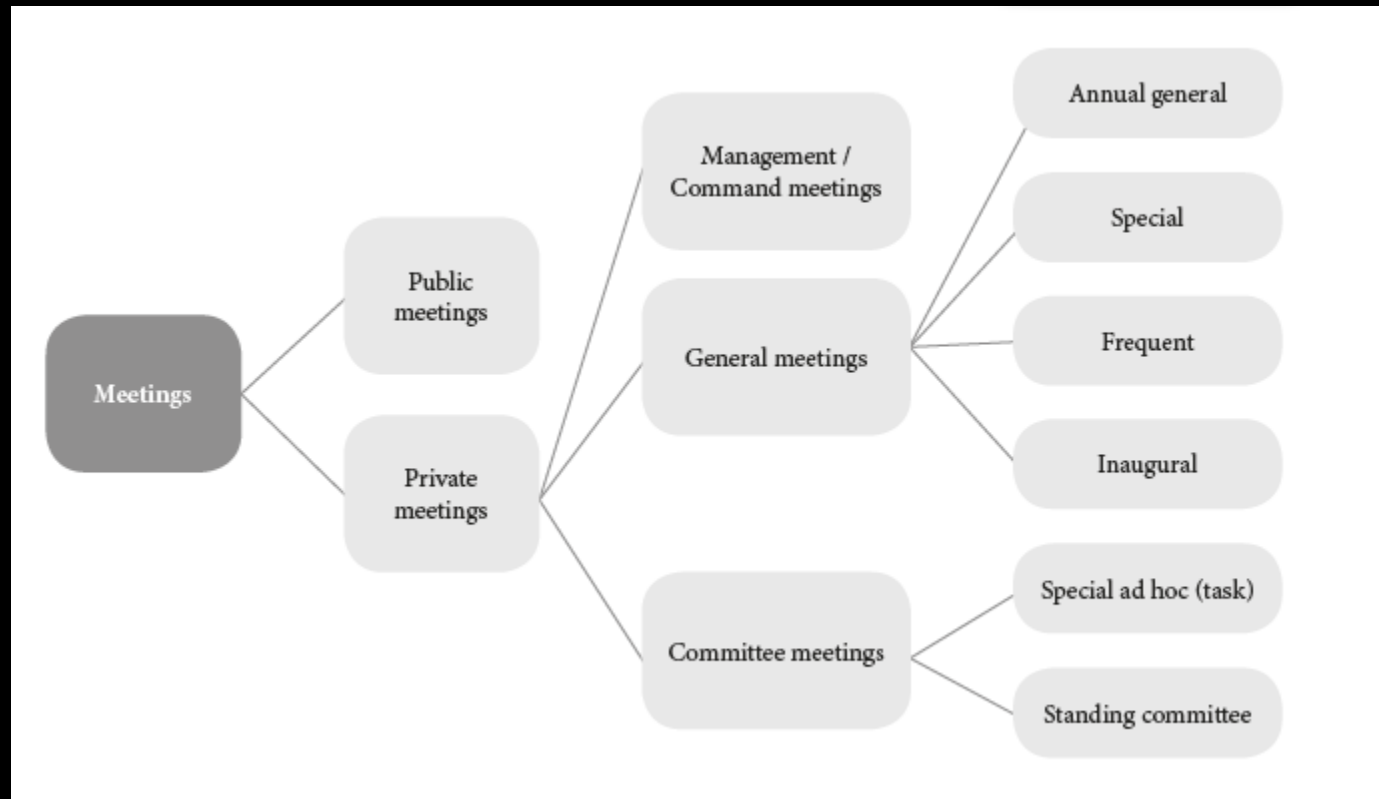
### TELEPHONE COMMUNICATION

The following aspects must be taken into consideration when you are having a telephone conversation.

- Tone;
- Speed;
- Relaxation;
- Resonance; and
- Placing of vowels and consonants.

# Module 1: Communication (continued)

## MEETINGS



## Module 1: Communication (continued)

### WRITING A REPORT AND MEMORANDUM

A **report** is a well-structured, informative, objective document written to present information on a particular subject or issue to interested groups or individuals. This would enable the reader or listener to make an objective decision.

## Module 1: Communication (continued)

### RECRUITING OF POTENTIAL EMPLOYEES

**Recruitment** is the process of attracting suitable candidates to apply for a job, screening and selecting applicants, hiring and finally integrating the new employee into the organisation.