

**COMMUNICATION AND EDUCATION
TECHNOLOGY**

**REVIEW OF THE COMMUNICATION
PROCESS**

Unit 1

GALGOTIAS
UNIVERSITY

Definition of Communication

- Webster's dictionary defines communication as a process by which information is exchanged between individuals through a common system of symbols and sign of behavior.
- Robert Anderson defines communication as an interchange of thoughts, opinions or information by speech, writing or sign.
- L. Brown defines communication as the transmission and interchange of facts, ideas, feelings or course of action.

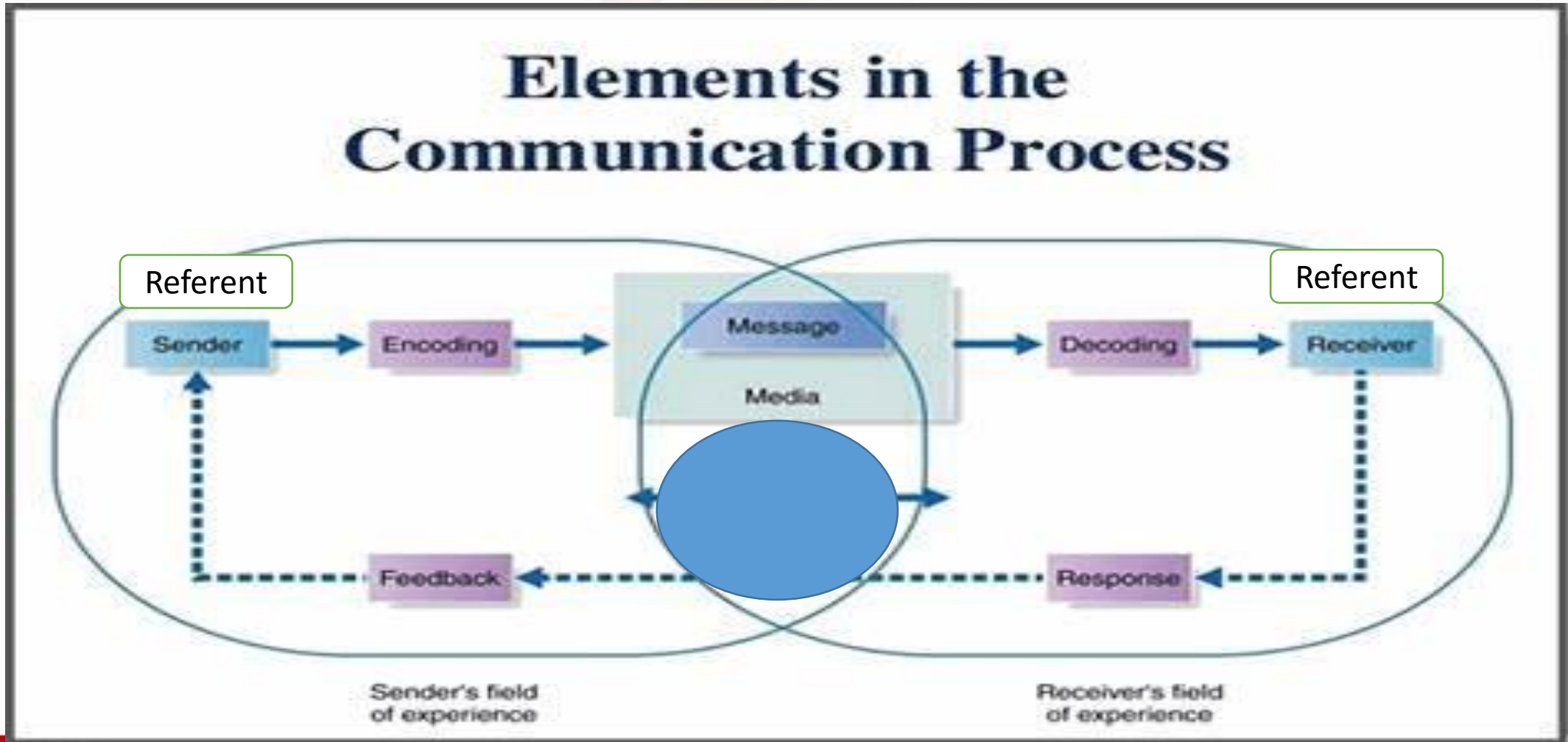
GALGOTIAS
UNIVERSITY

Process Of Communication

- It is a two way process between sender and the recipient of the message or information and has several components such as the referent, sender, message channels, receiver and feedback.

GALGOTIAS
UNIVERSITY

1. Elements Of Communication Process



Contd...

- Referent: it is the one who motivates the sender or receiver to share information to initiate communication.
- Sender: it is a person who encodes and sends the message to the expected receiver through an appropriate channel
- Message: it is the content of communication and may contain verbal, non verbal and symbolic language.

Contd....

- Channel: it is a medium through which a message is sent or received between two or more people through seeing, touching, smelling and tasting .The types of channels are:

- Visual: pictures, symbols, words, posture, gesture, expressions

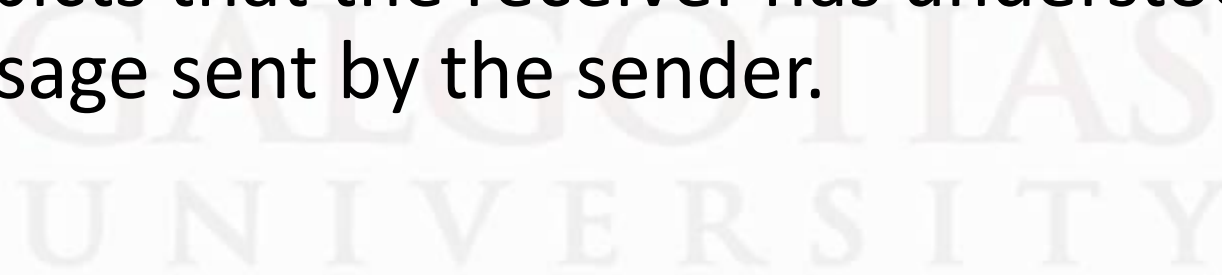
- Auditory: history collection

- Tactile: holding hands in grief.

- Combined: involves all the other channels.

Contd...

- Receiver: its an individual or a group intended to receive, decode and interpret the message sent by the sender/ source of message.
- Feedback: it is a return message sent by the receiver to the sender. It depicts that the receiver has understood the primary message sent by the sender.
- Confounding elements



Types Of Communication

Based on the means of delivering the message

1. Verbal communication: spoken, written, telecommunication, electronic
2. Nonverbal communication: expression, gesture, body posture

Based on the purpose of communication

1. Formal communicating
2. Informal communication
3. Therapeutic communication

Based on the levels of communication

1. Intrapersonal: within self, self talk
2. Interpersonal: when two or more persons are involved in communication.
3. Small group communication: 3-4 people interacting face to face or using electronic device
4. Public communication: one or more people with a large audience such as health education
5. Organizational communication: communication with two professionals in order to achieve organizational goals.

Based on the pattern of communication

1. One way communication: public speech's where feedback is not taken.
2. Two way communication: discussion method
3. One to one communication: communication between one sender and one receiver at the same time. Eg: giving discharge information to patient
4. One to many communication: one person communicating with many people at the same time.

Facilitators Of Communication

Seven C's of effective communication:

1. Clarity
2. Completeness
3. Conciseness: brief
4. Concreteness: specific
5. Correctness: error free message
6. Courtesy: expression of politeness, empathy, enthusiasm
7. Consideration: stepping into someone's shoes and understand

Barriers Of Communication

BARRIERS	DESCRIPTION OF BARRIERS OF COMMUNICATION	METHODS TO OVERCOME
Physiological	<ul style="list-style-type: none"> • Lack of attention • Discomfort due to illness • Hearing problem • Information overload 	<ul style="list-style-type: none"> • Focus • Treat illness • Limitations of hearing ability must be kept in mind • Must be avoided
Environmental	<ul style="list-style-type: none"> • Loud background noise • Poor lightening • Uncomfortable setting • Unhygienic surroundings • Very hot or cold room 	<ul style="list-style-type: none"> • Dim sound • Proper light • Comfortable seating arrangement must be kept • Neat and tidy room • Temp should be optimun

BARRIERS	DESCRIPTION OF BARRIERS OF COMMUNICATION	METHODS TO OVERCOME
Psychological	<ul style="list-style-type: none"> • Misperception and misunderstanding • Emotional disturbances • Unhappy emotions 	<ul style="list-style-type: none"> • Communication should be carried out in a happy and trustworthy manner. The sender and the receiver must refrain negative emotions such as anger.
Social	Difference in social norms, values Social taboos	They must be kind in mind while communicating
Cultural	Ethnic, religious and cultural differences	They must be kind in mind while communicating

Techniques Of Effective Communication

I. Conversational skills

- Focusing
- Paraphrasing
- Sharing information
- Providing information
- Asking relevant question
- Clarifying & summarizing
- Sharing humor

II. Listening skills

- Active listening
- Using silence
- Listening with purpose
- Acknowledgement of message
- Giving feedback

Contd..

III. Technical skills

- Using touch
- Using nonverbal cues
- Sharing feelings
- Sharing observation
- Sharing hope
- Sharing empathy



GALGOTIAS
UNIVERSITY



**ANY
QUERIES?**

REFERENCE

sharma, s. k. (n.d.). *communication and education technology* (second ed.). elsevier.



Thank you

**GALGOTIAS
UNIVERSITY**