

EFFECTIVE COMMUNICATION

Communication is very important, and really **effective communicators** are a **valuable asset** for any business. Good communicators **listen** to people and **take in** what is said. They seldom **interrupt** or **beat about the bush**. They may **digress** to **clarify, explain** or **give details**, but they will not **ramble** or **confuse** their listeners.

A good communicator has an **extensive vocabulary**, he knows a lot of words and **idioms. Fluency** in the language and a **sense of humor** are also very important and can **stand you in good stead**.

There are many forms of **written** and **spoken communication**: interviews, meetings, conferences, e-mails, phone calls, **text messages** (sms), etc. Nowadays, business communication is **under pressure** to be more **accurate, targeted** and **timely**.

Companies communicate with their customers **adding value** to their **products** and **services**. While communications **have improved in recent years, breakdowns** in communication can **lead to delays** and **wastes** when companies **lose** money and **customer's loyalty**.

Being able to communicate is vital to being an **effective educator**. Communication not only **conveys information**, but it **encourages effort, modifies attitudes**, and **stimulates thinking**. Without it, stereotypes develop, messages become distorted, and learning is **stifled**.

Communication Process

- Sender / Source
- Encoding
- Message
- Channel / Medium
- Decoding
- Receiver / Recipient
- Feedback
- Context
- Noise / Interference

Levels of Communication

1. Intrapersonal
2. Interpersonal
3. Small group
4. Public speaking
5. Mass communication
 - *A teacher delivering a lecture*
 - *Friends watching a movie*
 - *A wedding ceremony*
 - *A person singing in the woods*

What levels of communication do the following examples refer to?

1. aggregation of people
2. involves a dyad
3. can include up to 12 participants
4. mass audience
5. communication with yourself
6. dyadic communication
7. face-to-face environment
8. feedback is delayed
9. mediated communication
10. interdependence
11. impersonal communication
12. requires technology
13. involves one person speaking to many
14. involves technology
15. mental to-do list
16. relational context
17. simultaneous feedback
18. takes place in a relationship
19. talk to a cashier
20. daydream

Make a diagram illustrating the communication process:

Fill in the missing words and put the components of the communication process in the correct order:

- The communication process begins when the ____ develops an idea or message that he wants to transmit.
- ____ means giving meaningful interpretation to the message. Communication is effective if receiver understands the message in the same way as intended by the sender.
- ____ is the person or a group of persons to whom the message is conveyed. Depending on the channel selected, receiver may be a listener, viewer or a reader.
- ____ means translating the message into words (written or spoken), symbols or gestures. It may even be a combination of the three.
- ____ is defined as anything that interferes with the communication process between a speaker and an audience and reduces clarity of the message.
- Transmission involves selecting the medium or ____ of communication.
- ____ is receiver's response to the sender's message. It is the reversal of communication process where receiver becomes the sender and vice versa.
- ____ is the idea or information that the sender wants to convey. He may convey it verbally (by writing or speaking) or non-verbally (through gestures or body language).

Translate into English. What levels of communication are involved in these examples?

1. 电视是一种日益重要的传播工具。
2. 我们与莫斯科有直接的联络。
3. 因为电话信号不佳，联络有困难。
4. 沟通技巧课程

Home assignment:

A. Watch the videos:



B. Answer the question in 5-6 sentences: Why is communication important for a teacher?