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## Course Of Preparation and Writing Scientific Reports (208 AP)

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## Definition

- **Communication** is defined as a two-way process in which there is an exchange and progression of thoughts, feelings or ideas to an accepted goal or direction.

## Communication

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## Objective of Communication

### Understanding

- we transfer meaning in a trial to create shared understanding.



## Why Do We Need Communication?

- Human beings are sociable by nature, they are created to live in groups not alone or isolated
- We need communication in all aspects of life: home, faculty, community, work, etc....
- Only through communication that integration and cooperation happens.



- Communication is a process where information is encoded and imparted by a sender to a receiver via a channel/medium. The receiver then decodes the message and gives the sender a feedback.

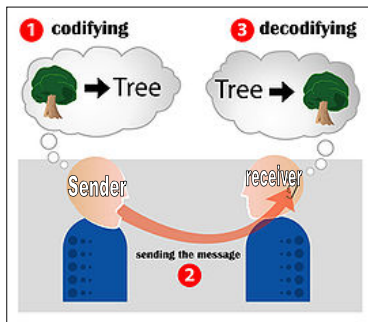


## Elements of Communication

- Sender
- Receiver
- Message
- Channel
- Effect



## Effective communication



## Illustrative Examples

## Required Skills of Communication

This process requires a vast range of skills:

1. Interaction processing
2. Listening
3. Observing
4. Speaking
5. Questioning
6. Analyzing
7. Evaluating

## Non Effective Communication



## Means of Communication

- **Auditory means:** such as speaking, singing and sometimes tone of voice.
- **Nonverbal (physical means):** such as body language, sign language, paralanguage, touch, eye contact.
- **Writing:** letters, emails, SMS, and any type of writing.



## Types of Communication

- **Dialogue or verbal communication:** A dialogue is a shared conversation between two or more persons.
- **Nonverbal communication:** Nonverbal communication is the process of communicating through sending and receiving wordless messages.
- **Visual communication:** Communication through visual medium such as drawing, graphic design, illustration.



## problems in the analysis of communication

- **Shannon and Weaver (1972)** acknowledged that there were three levels of problems of communication :
- A- The *technical* problem: how accurately can the message be transmitted ?
- B- The *semantic* problem: how exactly is the meaning 'transferred' ?
- C- The *effectiveness* problem: how effectively does the received meaning affect behavior?



## Parts of communication

- There are three major parts in any communication which are body language, voice tone, and words. According to the research:
- 55 % of impact is determined by body language (eye contact....)
- 38% by the tone of voice.
- 7% by the content or the words used in the communication process.

