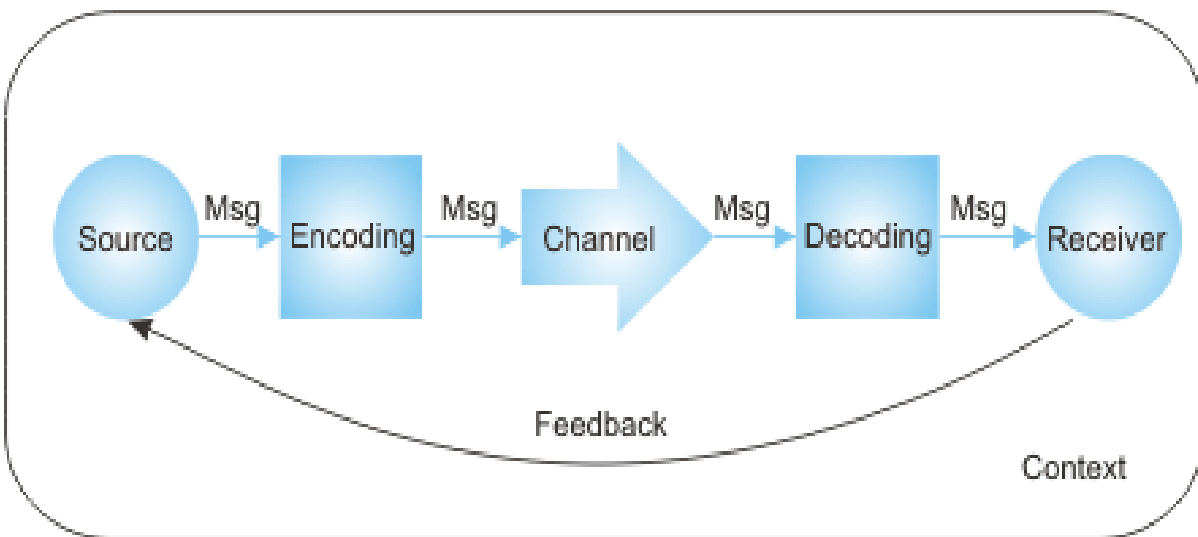


Communication

Definition of Communication: is a process that involves exchange of information, messages, thoughts, ideas and emotions, as by speech, signals and writing.

The Communications Process



Communication process that involves a sender who encodes and sends the message, which is then carried via the communication channel to the receiver

Functions of communication:

1. To get, to give, & exchange information (Education).
2. To persuade & influence (Motivation).
3. To ensure understanding.
4. To convey feelings, opinion & perception & ideas.
5. To establish & enhance friendship (Advice and Instruction).
6. To improve public relation (Raising morale.).

7. To start action & implement activities.
8. To provide therapeutic effect.

Direction of communication:

1. **Downward communication (Connection from top to bottom):**

This type is characterized by transferred orders and directives and regulations from higher authorities to Smaller then Smaller.

2. **Upward communication (Connection from bottom to top):**

This type of connection transferred Information from the small to the higher authorities of the institution.

3. **Crosswise or Horizontal communication:**

Is referred to the communication which takes place between the department or personnel on the same level.

Types of Communication:

1. Verbal Communication

- 1.1. Language

- 1.2. Speech

- 1.3. Tone

- 1.4. Speed

2. Non Verbal

- 2.1. Gestures

- 2.2. Body language

- 2.3. Written

- 2.4. Electronic

Benefits of Communication:

- 1-increase productivity

- 2-reduce stress

- 3-better understand what others are saying

- 4-better understanding how to get your message across
- 5-enhance relationships
- 6-save time and money

Barriers of Communication:

- 1. Language :
- 2. Age:
- 3. Understanding:
- 4. Mental capacity:
- 5. Hearing skills:
- 6. Speaking skills:
- 7. Noise:
- 8. Feelings:
- 9. Listening skills: