



"Communication"

By Ali Al Bulushi



Who is Ali Al Bulushi?

- I graduated from College of Banking and Financial Studies
- My specialization was Banking Studies.
- I have 11 years of experience in Oman dealing with private and public sector as I started working in 2008.
- Worked in as financial broker, financial researcher, sales, marketing, business development and communication.
- I have been working for 4 years and half in the advertising field.
- Currently, working at UMS advertising as Senior Account Manager – Advertising & Communications.

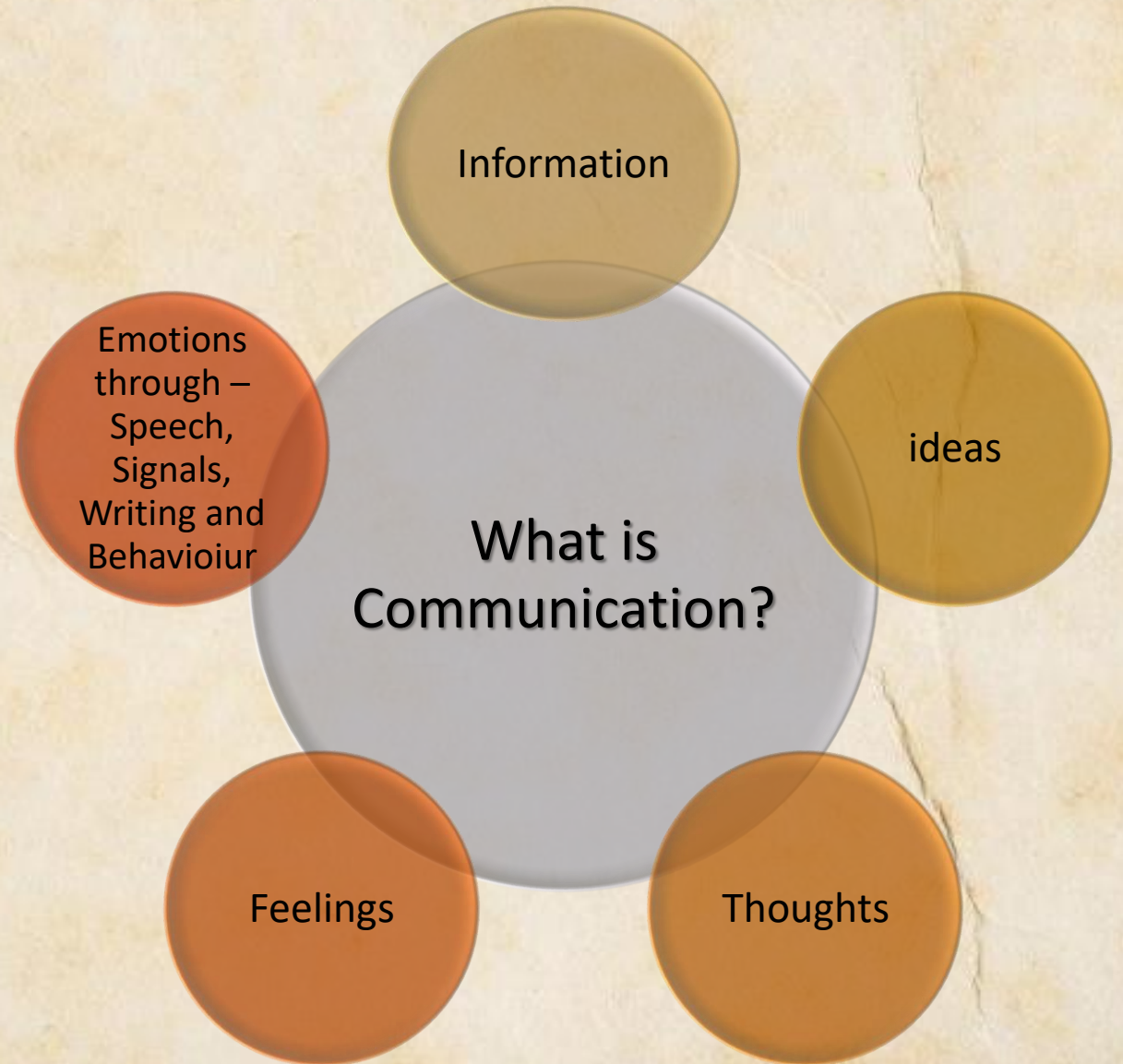




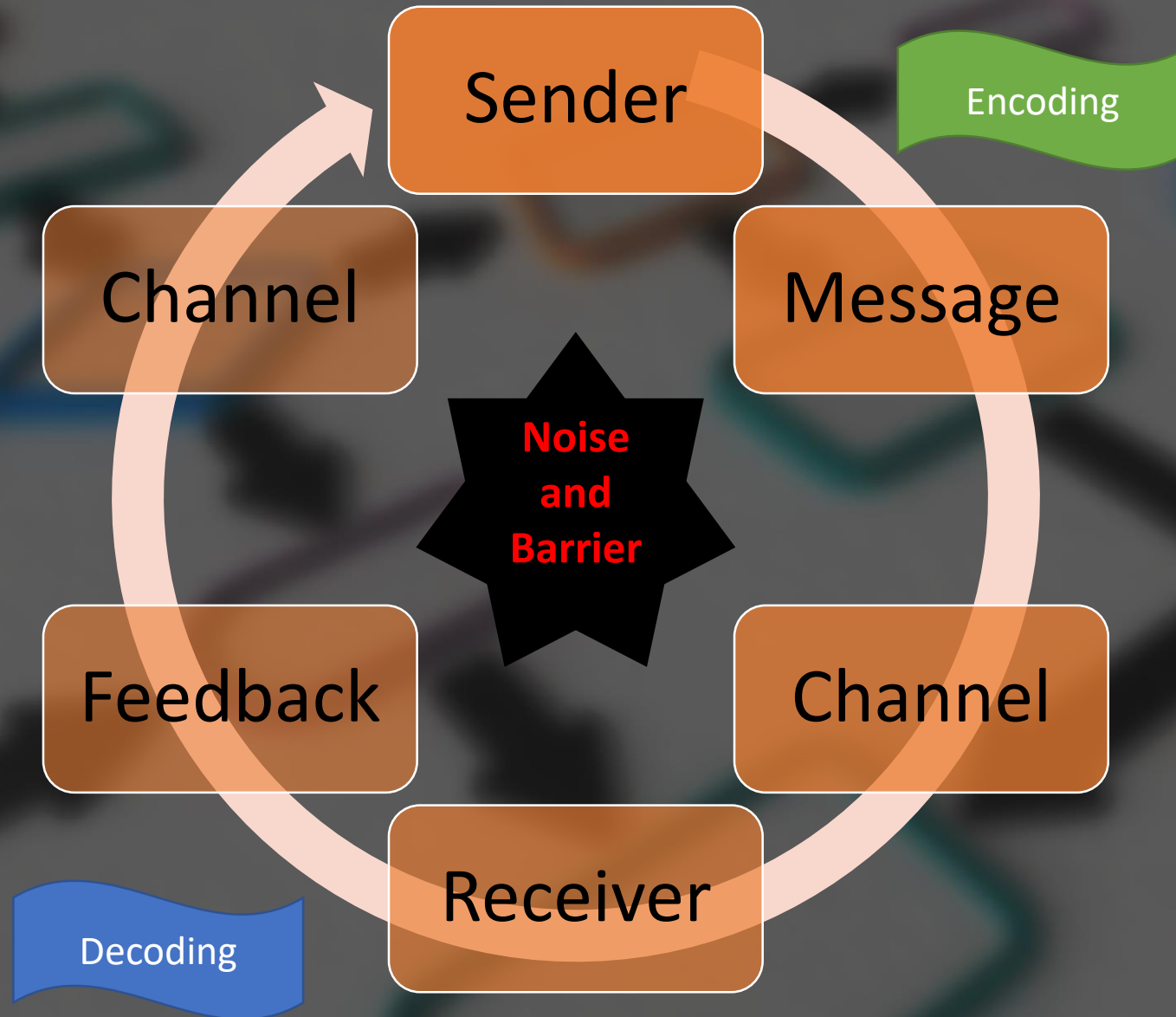
Content

- What is Communication?
- Process of Communication
- Types of Communication
- Levels of Communication
- Communication Barriers
- Tools of Effective Communication

The word communication is derived from a Latin word “Communis” which means to share or participate



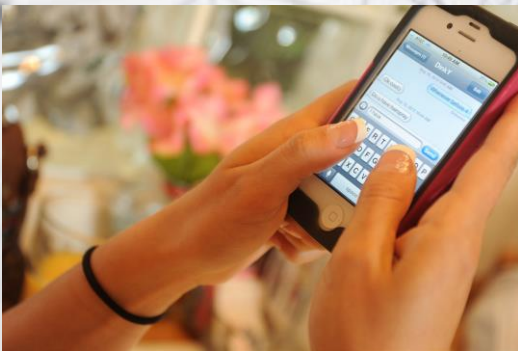
Process of Communication





Types of Communication

People communicate differently, depending on the person they are talking to, the context, the message and the atmosphere



Verbal Communication

- Verbal Communication refers to the form of communication where the message is transmitted verbally.
- This type of communication is done by word of mouth or writing.

Two Types of Verbal Communication

Oral Communication



Written Communication



Oral Communication

- In oral communication, spoken words are used through different channels

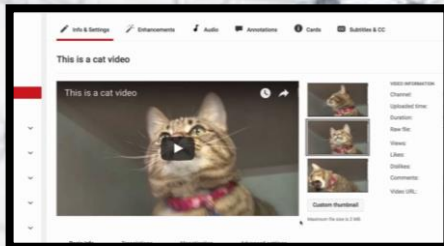
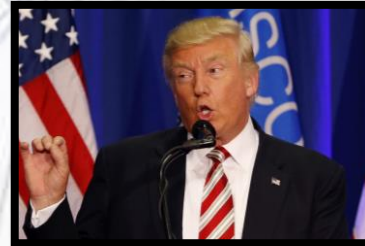
Face to Face Conversation



Radio



Speech



Video



Telephonic Conversation

Advantage

It brings a quick feedback specially with the expressions and body language. Here you can guess whether to trust or no

Disadvantage

You are unable deeply to think what someone is delivering in a face to face conversation and this counts as a fault. Misunderstanding might happen

Written Communication

- In written communication, written signs or symbols are used to communicate
- It is mostly used in business

Advantage

- You can revise it, edit it, delete it, save it and have enough time to think
- The receiver can understand it after reading it more than one time

Disadvantage

- It doesn't give instant feedback and takes more time than a word of mouth
- Some people find difficulties to write due to their writing capabilities

Emails



Letter



Text



Memo



Memo/Report etc..

Non-Verbal Communication

- Non-Verbal Communication is a wordless communication using gestures, postures, body language, tone of voice or facial expressions.
- It's all about your body language

Three elements of Non-Verbal Communication

Appearance

Speaker



NEATNESS

COSMETICS

Surrounding



- ✓ Room size
- ✓ Decoration
- ✓ Lights
- ✓ Furniture

Body Language



Sounds



- ✓ Voice Tone
- ✓ Volume
- ✓ Speech Rate

Levels of Communication

Intrapersonal Communication

This type of communication happens in your mind and basis your feelings, thoughts, prejudices, biases and beliefs. For example, what to wear, where to go, what to eat or when you think about someone.



Interpersonal Communication

This type of communication happens between two people or more in informal conversation. For example: when discussing with your teacher on a assignment, your doctor on a treatment etc..



Small Group Communication

This type of communication occurs in a group of people more than two people formally or informally on a plan, decision making, problem solving etc.. . For example: Discussing the business plan or a birthday surprise of someone.



One to Group Communication

One to group communication is a communication where a speaker inform, teach or motivate group of people who are the receivers. For example: a teacher with his students.

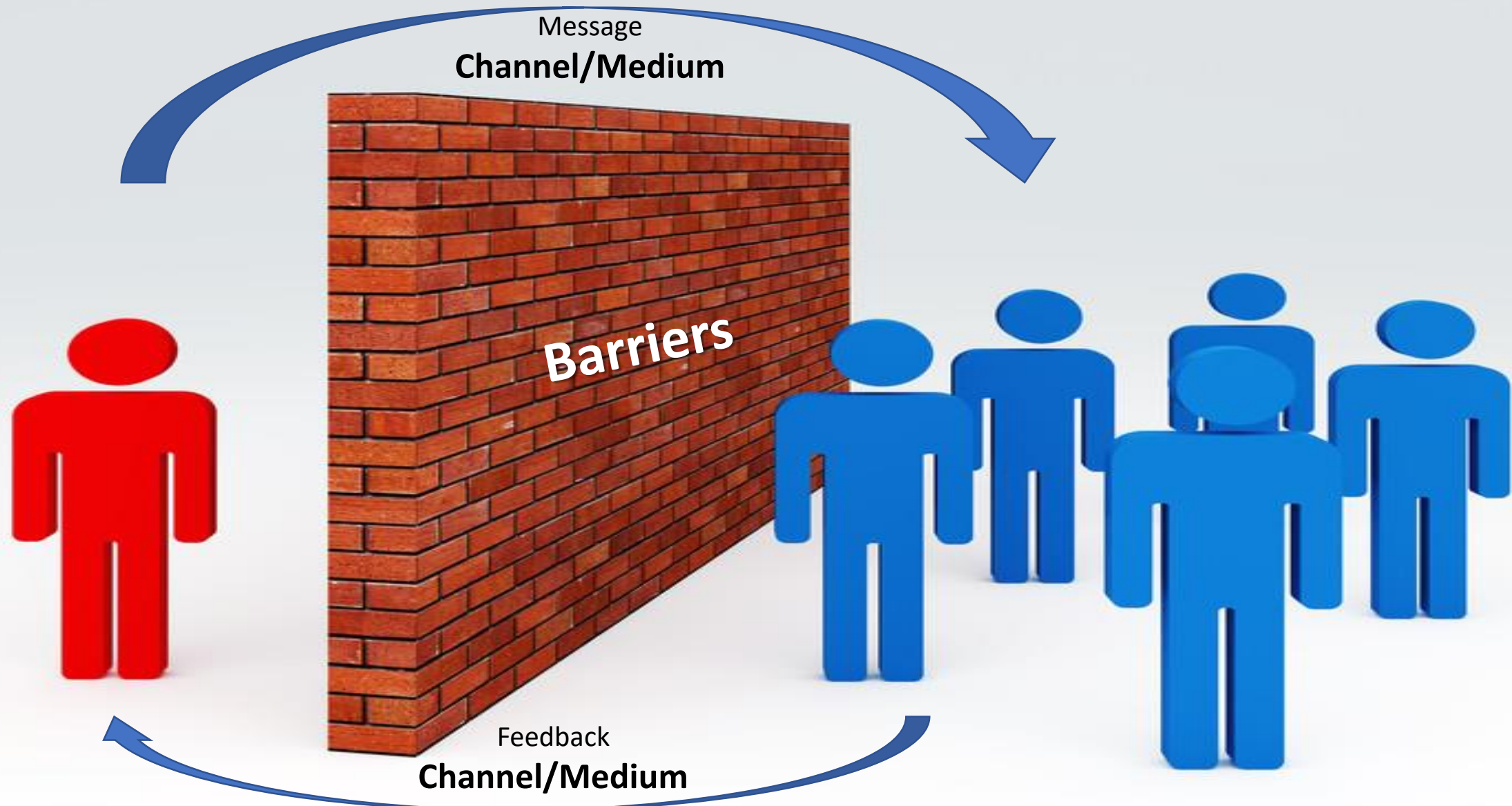


Mass Communication

- It is an electronic or print communication which goes to the public in different ways.
- For example: TV, Radio, magazines, Leaflets etc..
- In this communication, feedback is delayed generally.



Barriers of Communication



Barriers of Communication

Physical
barriers

Perceptual
barriers

Emotional
barriers

Cultural
barriers

Language
barriers

Gender
barriers

Interpersonal
barriers



How to Overcome Barriers of Communication

Taking the receiver more seriously

Clear message

Delivering message skilfully

Focus on the receiver

Use multiple channels to communicate not only relying on one channel

Make sure getting an appropriate feedback

Be aware your state of mind/emotions/attitude

Tools of Effective Communication



*So, let's Communicate
Effectively ...*

&

Thank you.

