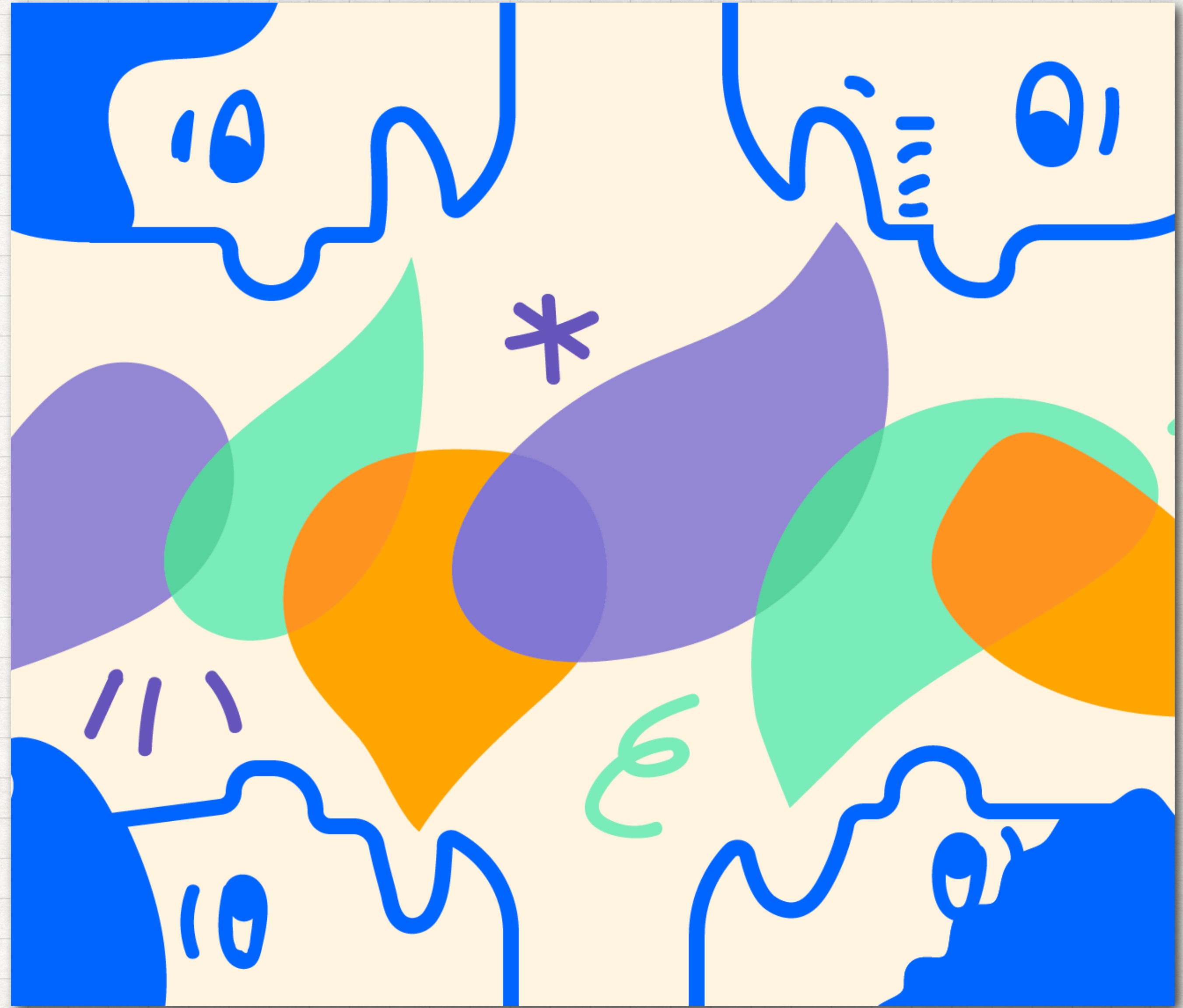


COMMUNICATION

STRATEGIES

SO....

WHAT IS
COMMUNICATION,
REALLY?



ANY TIME YOU SHARE OR EXCHANGE INFORMATION, YOU ARE COMMUNICATING.

Communication can be largely broken down into two categories:
Verbal and non-verbal

Verbal communication is **direct**, and requires the use of words

Non-verbal communication is **indirect** and often uses body movements and changes in the voice to communicate ideas or emotions.

As a result, verbal communication is **objective**- The speaker tells the listener exactly what he wants him to know.

Non-verbal communication, on the other hand is **subjective**. The listener must interpret the signals being given off by the speaker, to understand the hidden meaning being communicated

VERBAL COMMUNICATION

- This is easy to understand. Simply ask yourself - What is the speaker saying? What do their words mean?

Eg.

- "Peter, what is wrong with you?"
- "Nothing, I'm fine!"
- This is a simple piece of communication, where Peter tells someone that he is doing fine, and has no problems. Without any non verbal communication, this meaning is clear.

NON VERBAL COMMUNICATION

- Non Verbal communication requires the listener to understand the meaning of the signals.

Eg.

- "Peter, what's wrong with you ?"
- Peter turned around quickly, with a scowl on his face. " Nothing. I'm fine!" , he shouted.
- The non verbal communication (movement, facial expression, and tone) tells a different story.

BODY LANGUAGE



FACIAL EXPRESSION

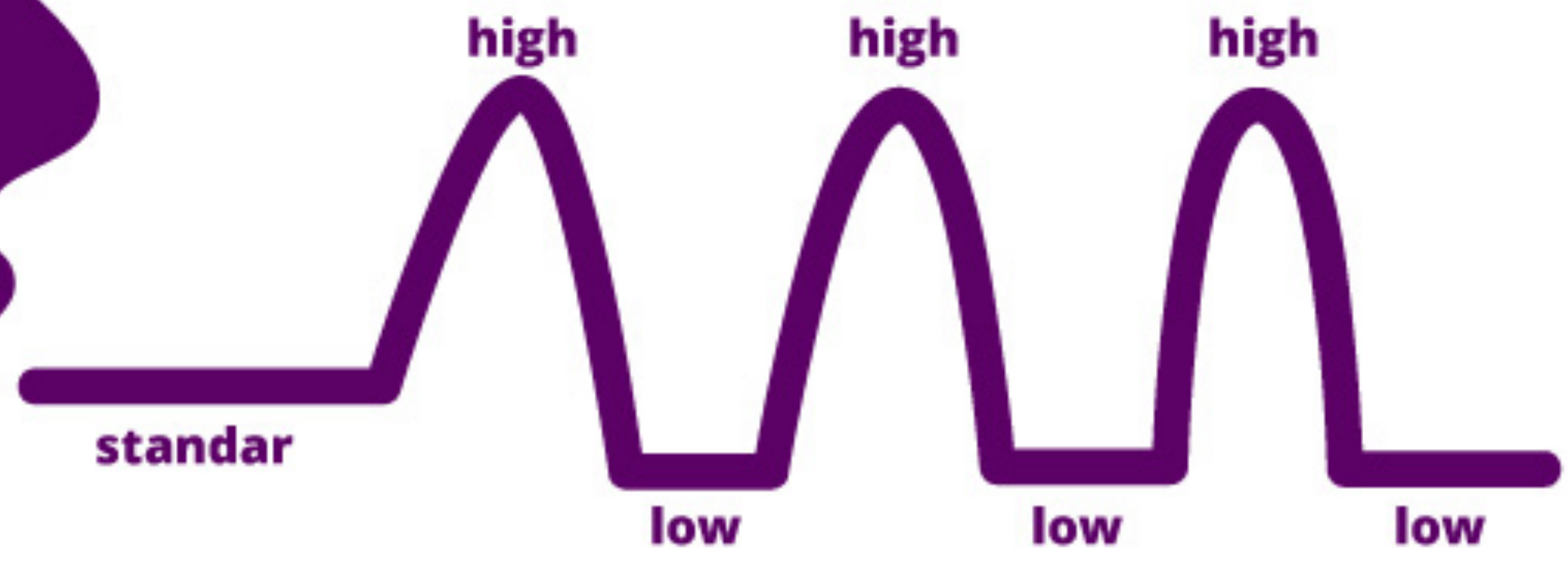


EYE CONTACT



GESTICULATION

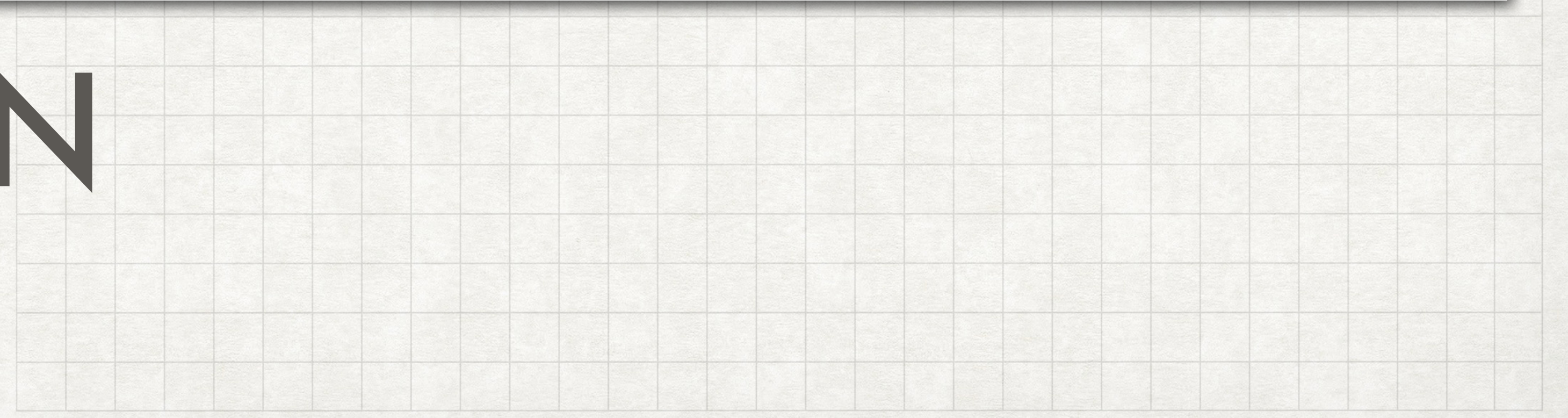




INTONATION

Make your voice go up, go down, become louder or become softer.

INTONATION



EMPHASIS



- When listening to a speaker, pay attention to not only what is being said, but how it is being said.
- Communication is multifaceted, so it is important to listen with your eyes and ears!

