

## Chapter One

### **Human Communication**

Many people think that they are good communicators, because we have been doing it in our whole lives every day. But realistically, it is not as we assume, when it comes to how good we are at communicating. Human Communication is very complex. We might be strong in some areas, with some situations, with some people and not so much in other situations.

This communication occurs every day in all aspects of human life, when two or more people interrelate. It takes place through various medium. When a person is speaking, writing; she or he is communicating. When people are with other people, their body language communicates messages as well. In human communication, we all may have our areas of strength, weakness and areas we can improve upon.

**What is Communication?** Communication is simple the exchange of your ideas with the ideas of another person or a group of people. It can also be stated that human communication is a dynamic process of sharing information between individuals. It includes all kinds of communication that involves mankind. When we communicate we speak, listen and receive.

**Effective communication** means that the information is received as accurately in terms of content and meaning as intended by the sender. Children learn from watching parents and other adults communicate. Adults learn to improve the way we communicate by observing others who communicate effectively, learning new skills, and also practicing

those skills. Communication is always a unique feature that differentiates the living from the dead.

### **Communication as been defined by some Scholars:**

- Newman and summer define communication as, “an exchange of facts, ideas, opinions or emotions by two or more persons.”
- Bellows Gilson and Odirone define communication as, “a communion by words, letters, symbols, or messages, and as a way that one organization member shares meaning with the other.”
- Any means by which a thought is transferred from one person to another (Folarin 2003).
- The process by which any person or a group shares and impacts information with / to another person (or group) so that both people (and groups) clearly understand one another (Soola 2000).
- Not just giving of information, it is the giving of understandable information and receiving and therefore, the transferring of a message to another party so that it can be understood and acted upon. (Ode 1999).

The goal of communication is to create understanding.

### **The Need of Communication**

- To share ideas and experiences with other person
- To motivate and guide management and employees to make meaningful contributions to organizational goals.

- To create meaningful understanding of an interaction between the communicators.
- To get change in behavior and attitude
- To settle disputes in the society.
- To correct wrong impression formed in the society about issues

### **Importance of Human Communication**

- Families become united and stable by communicating.
- Communities and social groups bond together for the attainment of shared goals and commitments.
- Democracy as a form of government in many countries is sustained through freedom of speech or communication.
- Nations protect their common interests and purposes through oral communication.

**COMMUNICATION PROCESS.** This is the way or path through which communication passes from the sender to the receiver. The communication process is made up of various elements. Include; the sender (source) Encoding the message, Channel, Decoding, Noise, Receiver and feedback.

**The Sender:** The sender is the person who is sending the message. This is also known as the source in the communication process. He is the one who initiates the communication process or thinks of something to say. When a sender is sending a message to someone, he must consider the background of the receiver

...**Encoding:** The information that has to be sent is converted into a format that the receiver will understand, which is known as Encoding. This depends partly on your

ability to convey the information clearly and simply.

**Decoding:** This is the process of assigning meaning to the idea extracted from the symbols, words, sounds so that the message is meaningful by which the receiver interprets the message and translate it into meaningful information.

**Channel:** This is the method used to get the information to the receiver. Channels for communication may include a letter, memorandum, a telephone, a telegram or a television. The choice of the correct channel depends on the situation of the communication.

**The Receiver:** He is the one who receives the message. When the receiver receives the message from the sender he decodes or interprets it in such a way that the sender wants him to interpret it and then send a feedback to the sender.

**Feedback:** Feedback is the response the receiver sends to the sender after the information has been received.

### **Importance of feedback**

- Feedback enables the sender to know that the message he sent has been received.
- It enables the sender to know whether the message he sent has been understood.
- Without feedback ideas cannot be shared.
- It enables the sender to know the next line of action to be taken.

**Message:** The message is the information that you want to communicate. Message is made up of the ideas and feelings (both verbal and non-verbal) that both the sender and the receiver want to share.

**Medium:** Medium or media (plural) refers to the way in which the message is encoded. Ideas can be translated into many codes, for example spoken or written words, sounds, colours, smells, images or combination of any of these. Medium (media) of communication is the way words are communicated to the receiver – written, oral, symbol etc.

**NOISE;**(interference

This is any factor that inhibits the conveyance of a message. That is, anything that gets in the way of the message being accurately received, interpreted and responded to. Noise may be internal or external. The communication process is dynamic, continuous, irreversible, and contextual. It is not possible to participate in any element of the process without acknowledging the existence and functioning of the other elements.

### **Types of Noise**

**Physiological-Impairment Noise:** Physical maladies that prevent effective communication, such as actual deafness or blindness preventing messages from being received as they were intended.

**Semantic Noise:** Different interpretations of the meanings of certain words

**Syntactical Noise:** Mistakes in grammar can disrupt communication, such as abrupt changes in verb tense during a sentence.

**Organizational Noise:** Poorly structured communication can prevent the receiver from accurate interpretation

**Cultural Noise:** Stereotypical assumptions can cause misunderstandings,

**Psychological Noise:** Certain attitudes can also make communication difficult. For instance, great anger or sadness may cause someone to lose focus on the present moment

**Environmental Noise:** Noise that physically disrupts communication, such as standing next to loud speakers at a party, or the noise from a construction site .

#### **Factors to consider before choosing a means to communicate**

- The speed at which the message is going.
- The distance involve between the transmitter and the recipient.
- The cost of transmitting the message.
- The safety of the message; i.e. is the message confidential.

#### **Barriers to Effective Communication;**

**Lack of understanding of a particular language.**

**Jargons** can cause a barrier to communication especially when the jargon is not understood by the two parties.

**Ambiguous statement** can cause a barrier to communication. Ambiguous statements are statements which contain more than one meaning.

**Filtering of information:** People tend to hear what they want to hear and see what they want to see. People have different degrees of attention.

**Perception:** We all have our perception as to how we view things in the world. We choose our friends because they tend to think like us, act like us, believe like us and do things like we normally do..

## How to make communication effective

- There should be **clarity** of speech and writing.
- There must be a **specific objective** of each communication
- The language use in communication should be **clear and understandable**.
- The communicators must **learn to communicate at the right** time.
- There should be **willingness and eagerness to listen attentively** to what is being communicated.

## Some Careers in Human Communication

- Publicity Manager
- Sales Manager
- Account Executive
- Corporate Public Affairs
- Marketing specialist
- Media relations officer
- Lobbyist
- Development Officer
- Media Planner
- Campaign Director
- Program Coordinator

## Chapter Two

### COMMUNICATION

There are basically two forms of communication- Oral Communication or the spoken word and written communication.

**Oral Communication.** This is the ability to use speech to share thoughts and information. Strong oral communication skills are essential to being able to present your ideas clearly in a variety of situations.

Common channels of oral communication are **telephone, face-to-face, conversation, video, television, interview**, telephone, radio etc.

#### Forms of Oral Communication

a) **Individual Oral Communication:** This involves one person communicating to another person either by using the telephone or by face to face.

b) **Group Oral Communication:** This involves a large number of people communicating.

Eg Meetings, Conferences, Lectures, and Discussions

#### Advantages of Oral Communication

1. It is a learnable and improvable human activity.
2. It creates and sustains warm, interpersonal relationships.
3. It can satisfy man's needs and desires (wants) more quickly than writing or gestures.



4. It allows for instantaneous exchange of ideas, information, opinions, feelings and attitudes.
5. It enables participants to seek immediate clarification whenever in doubt of the meaning being negotiated.
6. It provides for instantaneous feedback.

### **Disadvantages of Oral Communication**

1. It lacks permanence.
2. It does resulting in imprecise communication and even outright errors which could be avoided in written communication.
3. There is possibility of distortion of meaning.
4. It can easily be denied.
5. It has little weight as contractual evidence.
6. It is usually not admissible in evidence in the law court.

### **How best to communicate orally**

Oral communication is a two –way process. One needs to have special skills be a good oral communicator.

1. Articulation
2. Delivery
3. Listening

## **Written Communication**

Written Communication is the process of communication that gives a record of information communicated. Written communication may consist of the following:

Reports, Minutes, Correspondence, Agenda, letters, memos, etc.

### **The use of written communication**

- To invite a respond
- Provide a source of historical data
- Establish a formal basis for the communication
- Record the process of communication
- Lend credibility to our utterances.
- Respond to other written / oral communications

### **Advantages of Written Communication**

- It provides opportunities for record keeping.
- It is amenable to conveying complex messages, information, and ideals as well as explaining difficult process.
- It can be reproduced through various reprographic processes and dispatched to widely scattered receivers.
- It provides avenues through which oral transaction can be clarified, analyzed and confirmed.
- It provides a basis for contractual agreements.

- It reduces the chance of distortion.

### **Disadvantages of Written Communication**

- Written words can be misinterpreted.
- It lacks the warmth of interpersonal relationships.
- It may be expensive especially when it requires being dispatched to scattered receivers.
- It delays feedback.
- It makes it difficult for the sender to modify his message once it is composed and dispatched.
- It requires a good level of literacy on the part of the receiver.

### **Non-Verbal Communication**

Non-verbal communication is any information that is communicated without using words. It is often referred to as; “silent language”. Non-verbal communication is a powerful arsenal in the face-to-face communication encounters. Much of non-verbal communication is unintentional- people are not even aware that they are sending messages.

#### **Characteristics of Non-Verbal Communication;**

**Non-Verbal Communication is culturally determined;** non-verbal communication is learnt in childhood, passed on to you by your parents and others with whom you associate

**Non-Verbal Message May Conflict With Verbal Message ;**Non-verbal communication is so deeply rooted, so unconscious, that you can express a verbal message and then directly contradict it with a nonverbal message.

**Non-Verbal Message are largely unconscious;** Non-verbal communication is unconscious in the sense that it is usually not planned nor rehearsed. It comes almost instantaneously.

**Non-Verbal Communication Shows Your Feelings and Attitudes;** Facial expressions, gestures, body movements, the ways one behaviors.

### **Types of Nonverbal Communication**

**Kinesics** is the study of how we use body movement and facial expressions. We interpret a great deal of meaning through body movement, facial expressions, and eye contact. Many people believe they can easily interpret the meanings of body movements and facial expressions in others. But the reality is, it is almost impossible to determine an exact meaning for gestures, facial expressions, and eye contact. Even so, we rely a great deal on kinesics to interpret and express meaning.

**Haptics** is the communication by touch. Touch is the first type of nonverbal communication we experience as humans and is vital to our development and health (Dolin & Booth-Butterfield, 1993). Those who do not have positive touch in their lives are less healthy both mentally and physically than those who experience positive touch. We use touch to share feelings and relational meanings. Hugs, kisses, handshakes, or

even playful roughhousing demonstrate relational meanings and indicate relational closeness.

**Proxemics (space communication)** is the study of how our use of space influences the ways we communicate with others. Edward Hall (1959, 1966) developed four categories of space we use to form and maintain relationships.

- ***Intimate space*** consists of space that ranges from touch to eighteen inches. We use intimate space with those whom we are close (family members, close friends, and intimate partners).
- ***Personal space*** ranges from eighteen inches to four feet and is reserved for most conversations with non-intimate others (friends and acquaintances).
- ***Social space*** extends from four to twelve feet and is used for small group interactions such as sitting around a dinner table with others or a group meeting.
- ***Public space*** extends beyond twelve feet and is most often used in public speaking situations. We use space to regulate our verbal communication and communicate relational and social meanings.

**Chronemics** is the study of how people use time. Are you someone who is always early or on-time? Or, are you someone who arrives late to most events? Levine (1997) believes our use of time communicates a variety of meanings to those around us. Think about the

person you know who is most frequently late. How do you describe that person based on their use of time? Now, think about someone else who is always on time. How do you describe that person? Is there a difference? If so, these differences are probably based on their use of time.

**Silence** serves as a type of nonverbal communication. Have you ever experienced the “silent treatment” from someone? What meanings did you take from that person’s silence? Silence is powerful because the person using silence may be refusing to engage in communication with you. Likewise, we can use silence to regulate the flow of our conversations. Silence has a variety of meanings and, as with other types of nonverbal communication; context plays an important role for interpreting the meaning of silence.

- Numbers Communication
- Light and Colour Communicate
- Artifacts’ Communicate
- Body Movements Communicate
- Smell Communicates

### **The use of eye to communicate**

#### **The eye is used to:**

- ❖ Give the “green light” or declare the communication channel open.
- ❖ Seek and provide reaction in form of feedback.
- ❖ Signal the intention to be involved or included in a discussion.

- ❖ Gaze at, or probe into, and provoke anxiety in others.
- ❖ Indicate disavowal of all social contacts and “put others off”.
- ❖ Show excitement at getting a gift you want.

## Chapter Three

### Principles of Communication

These principles of communication underlie the workings in real life of interpersonal communication. They are basic to communication. We cannot ignore them. Communication is ongoing. It is a process. To express its process nature, it is said that:

#### Communication is Purposeful

You communicate for a purpose; some motivation leads you to communicate. When you speak or write, you are trying to send some message and to accomplish some goal.

Although different cultures emphasize different purposes and motives, these five general purposes seem relatively common to most, if not all, forms of communication:

- **To learn:** to acquire knowledge of others, the world, and yourself.
- **To relate:** to form relationships with others, to interact with others as individuals.
- **To help:** to assist others by listening, offering solutions.
- **To influence:** to strengthen or change the attitude.
- **To play:** to enjoy the experience of the moment.

**Communication is inevitable;** that is, in interactional situations it is always taking place, even when a person may not intend or want to communicate. To understand the inevitability of communication, think about a student sitting in the back of a classroom with an expressionless face, perhaps staring out the window. Although the student might claim not to be communicating with the instructor, the instructor may derive a variety of



messages from this behavior. Perhaps the instructor assumes that the student lacks interest, is bored, or is worried about something.

**Irreversibility:** Another all-important attribute of communication is its irreversibility.

Once you say something or click “send” on your e-mail, you cannot excommunicate the message. You can, of course, try to reduce its effects.

You can say, for example, “I really did not mean what I said.” But regardless of how hard you try to reduce the effects of a message, the message itself, once it has been received, cannot be taken back.

**Unrepeatability:** A communication act can never be duplicated. The reason is simple: everyone and everything is constantly changing. As a result, you can never recapture the exact same situation, frame of mind, or relationship dynamics that defined a previous communication act.

**Communication is contextual;** Communication exists in a context that determines, to a large extent, the meaning of any verbal or nonverbal message. The same words or behaviors may have totally different meanings when they occur in different contexts. The context will also influence what you say and how you say it. You communicate differently depending on the specific context you are in.

Contexts have at least four aspects: physical, cultural, social-psychological, and temporal or time.

- The **physical context** is the tangible or concrete environment, the room, park, or auditorium; you don’t talk the same way at a noisy football game as you do at a quiet funeral.

- The **cultural context** involves the lifestyles, beliefs, values, behavior, and communication of a group; it is the rules of a group of people for considering something right or wrong.
- The **social-psychological context** has to do with the status relationships among speakers, the formality of the situation, the norms of a group or organization; you don't talk the same way in the cafeteria as you would at a formal dinner at your boss's house.
- The **temporal context** is a message's position within a sequence of events; you don't talk the same way after someone tells you about the death of a close relative as you do after someone reveals they have won the lottery.
- **Communication is Dynamic:** Communication is not static. It involves changes and effects as the elements interact.

## Chapter Four

### Levels of Human Communication

- **Intrapersonal Communication** (thoughts)

This form of communication is extremely private and restricted to us. It includes the silent conversations we have with ourselves, wherein we juggle roles between the sender and receiver who are processing our thoughts and actions. This process of communication when analyzed can either be conveyed verbally to someone or stay confined as thoughts.

- **Interpersonal Communication** (conversations)

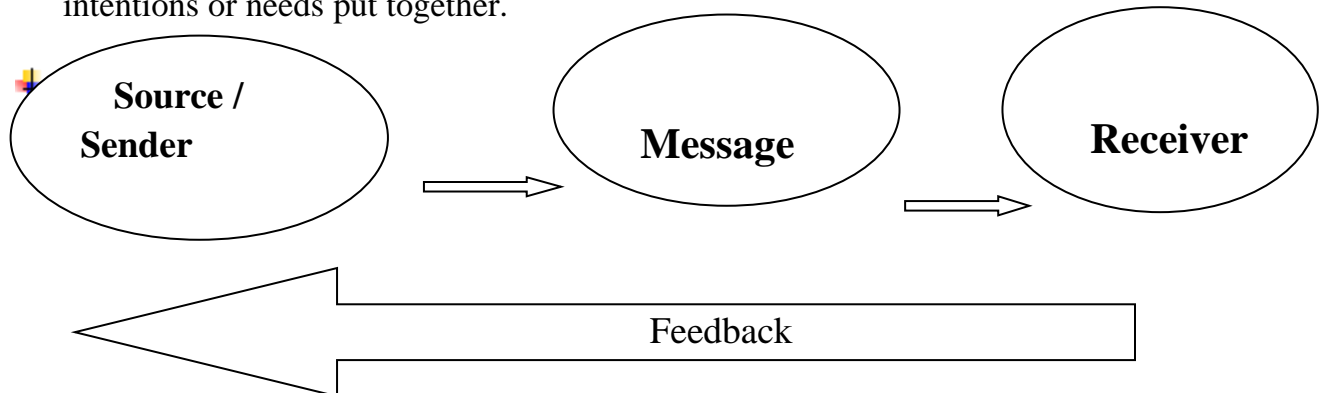
This form of communication takes place between two individuals and is thus a one-on-one conversation. Here, the two individuals involved will swap their roles of sender and receiver in order to communicate in a clearer manner.

### The Five Basic Elements in Interpersonal Communication

The basic elements involved in interpersonal communication process are:

- ✚ Sender; The one with the message.
- ✚ Receiver: The one who receives the message.

✚ Message: The content that is transmitted. The ideas, thoughts, attitudes and intentions or needs put together.



✚ The Medium / Channel :The process used to transmit the message to the audience

✚ Feedback: The content of the response to a message.

From the diagram, a sender sends a message to the receiver in a way that the receiver is able to read and understands it.

The two principal factors in communication process are the **SOURCE** and the

## **RECEIVER.**

- **Small Group Communication (like a lecture).** This type of communication can take place only when there are more than two people involved. Here the number of people will be small enough to allow each participant to interact and converse with the rest. Press conferences, board meetings, and team meetings are examples of group communication. Unless a specific issue is being discussed, small group discussions can become chaotic and difficult to interpret by everybody.

- **Public Communication.** This type of communication takes place when one individual addresses a large gathering of people. Election campaigns and public speeches are example of this type of communication. In such cases, there is usually a single sender of information and several receivers who are being addressed.
- **Interviewing** is communication that proceeds by question and answer. Through interviewing you learn about others and what they know, counsel or get counseling from others, and get or don't get the job you want. Today much interviewing (especially initial interviews) takes place through e-mail and (video) phone conferencing.
- **Small group or team communication** is communication among groups of, say **five** to **ten** people and may take place face-to-face or in virtual space. Small group communication serves *relationship needs* such as those for companionship, affection, or support and *task needs* such as balancing the family budget, electing a new chairperson, or designing a new ad campaign. Through small group communication you interact with others, solve problems, and develop new ideas, and share knowledge and experiences.
- **Computer-mediated communication** is a general term that includes all forms of communication between people that take place through some kind of computer, whether it's on your smart phone or via a standard Internet

connection. Examples include e-mail, blogging, instant messaging, or chatting on social network sites such as Facebook, My- Space, or Twitter. Throughout this text, we will make frequent reference to the similarities and differences between face-to-face and computer-mediated communication.

- **Mass communication** refers to communication from one source to many receivers who may be scattered throughout the world. Newspapers, magazines, radio, television, and film are the major mass media.
- **Feed forward** is information you provide before sending your primary messages. Caller ID is also an example of feed-forward. Another type of feed-forward is **phatic communication**, or “small talk” that opens the way for “big talk.” It includes the “How are you?” and “Nice weather” greetings that are designed to maintain rapport and friendly relationships. This feedback can take many forms. Examples’ frown or a smile, a yea or a nay, a pat on the back or a punch in the mouth are all types of feedback.
- **DYADIC COMMUNICATION.** Dyadic communication is simply a method of communication that only involves two people such as a telephone conversation or even a set of letters sent to and received from a pen-pal In this communication process, the sender can immediately receive

and evaluate feedback from the receiver. This allows for more specific tailoring of the message and more personal communication than do many of the other media.

### **SKILLS IN HUMAN COMMUNICATION**

- ***Self-presentation skills*** enable you to present yourself as (and just for starters) a confident, likable, approachable, and credible person. It is also largely through your communication skills (or lack of them) that you display negative qualities.
- ***Relationship skills*** help you build friendships, enter into love relationships, work with colleagues, and interact with family members. These are the skills for initiating, maintaining, repairing, and sometimes dissolving relationships of all kinds.
- ***Interviewing skills*** enable you to interact to gain information, to successfully present yourself to get the job you want, and to participate effectively in a wide variety of other interview types.
- ***Group interaction and leadership skills*** help you participate effectively in relationship and task groups—informative, problem-solving, and brainstorming groups, at home or at work—as a member and as a leader.
- ***Presentation or public speaking skills*** will enable you to manage your fear and make it work for you, rather than against you. These skills will enable you to communicate information to small and large audiences and influence their attitudes and behaviors.

## Chapter Five

### Workplace communication

Workplace communication is the process of exchanging information, both verbal and non-verbal, within an organization. An organization may consist of employees from different parts of the society. In order to unite the activities of all employees, communication is crucial.

- **Downward communication:**

It is passing information to the subordinate. It increases efficiency by synchronizing organizational procedures and can ensure that all are working towards the same goal. Downward Communication is the means by which goals are transmitted and influence is exerted on employees. It flows from the top level management to low level management through the middle level management.

**Example:** When your boss shares information with you, it's downward communication, because your boss, as your supervisor, is communicating with you as an employee.

#### **Types of Downward communication includes**

Job description

Appraisals or evaluation

Organizational policy

Organizational system



## **Downward Communication helps in performing following managerial functions**

1. Directing
2. Motivating
3. Controlling
4. Co-coordinating

## **Barriers in Downward Communication**

- Often one-way
- Mistrust
- Status anxiety
- Difference in values and perception.

## **Upward Communication**

Upward Communication is the means by which managers collect from employees the data needed to make sound decisions.” Example: when you give your supervisor feedback about a new system, it is upward communication.

It increases motivation and make employees feel valued. It is the flow of communication which originates from low level management to high level management through middle level management.

## **Types of Upward Communication includes**

1. Suggestion schemes
2. Feedback forum or survey
3. Grievance Procedure

#### 4. Employees Manager Discussion.

#### **Upward Communication helps in performing following managerial functions**

- Reporting
- Decision making

#### **Barriers in Upward Communication:**

- Delay in decision making
- Loss of control

#### **GRAPEVINE COMMUNICATION**

Grapevine is a form of informal communication that is usually based on rumors. In an organization setting, grapevine communication is prevalent at the lower levels of an establishment or organization. Many have asked why such type of communication is called grapevine.

- **Horizontal or Lateral:** The communication between two employees of different departments working at the same level.
- **Crosswise or Diagonal:** The communication between the employees of two different departments working at different levels

### *Key Differences between Formal and Informal communication*

1. Formal communication is also known by the name of official communication.  
Informal Communication is also known by the name of grapevine.
  2. In formal communication the information must follow a chain of command.  
Conversely, the informal communication can move freely in any direction.
  3. In formal communication full secrecy is maintained, but in the case of informal communication maintenance of secrecy is a very tough task.
  4. Formal communication is generally written, whereas Informal communication is oral.
  5. Formal communication is time consuming as opposed to Informal communication, which is rapid and quick.
  6. Formal communication is more reliable than Informal communication.
  7. Formal communication is designed by the organization. Informal communication starts itself due to the urge of 'human to talk'.
  8. In formal communication the documentary evidences are always available. On the other hand, in the case of informal communication the documentary evidences are not available.
- **Culture shock** is the confusion and disorientation caused by contact or mingling with civilization other than one's own.
  - **Cultural imperialism**, on the other hand, refers to the subjugation of a local culture and the imposition of an alien culture on the local culture.

## **Chapter Seven**

### **Perception**

Perception is the process by which we attach meaning to the world around us. Our world consists of the people, experiences, and objects that influences us. We become aware of the world around us through our sense. For example, sight, sound, Taste and touch. Our perceptions are unique and this creates complications in communication between and among people. The way you sense the world –the way you see, hear, smell, touch and taste is subjective, uniquely your own. Nobody sees the world the way you do or experiences events exactly as you do.

Difference in perception affect the way we understand events, others and ourselves. Note that everything that is seen, heard, tasted, felt or smelt depends on who is seeing or hearing.

#### **Passive and Active Perception**

At one time experts saw perception as passive. Passive perception means that, like video recorders, people are simply recorders. But today, perception is considered to be active. Active perception means that your mind selects organizes and interpret that which you sense.

So;

- Each person's different video camera
- Each person's aims the camera at different things
- Each person's lens is different

- Each person sees different colours
- Each person audio picks up different sounds.

### **Why differences occur in perception**

**1. Physiological factors:** No person is physiologically identical to one another. People differ from each other in height, weight; body types, sex and sense. Differences in perception also may arise from temporary conditions.

E.g. headache, fatigue.

**2. Past experiences:** Your past experience leads one to see the world in a way that is difficult to change; your initial perception persists. What happened to you in the past influences your perception of the present and the future?

**3. Roles:** Roles also influence perceptions. A role, ' the part an individual plays in a group; your role affects your communication. Your role affects your communication: whom you talk to, how you talk to people, the language you use and the way you respond to feedback.

**4. Culture:** The ways people greet each other; position themselves when they talk, eat and sleep are all influenced by the culture. What people see, hear, taste, touch and smell are conditioned by culture.

**5. Co-culture:** Co-culture also affects perceptions. A co-culture is a group whose beliefs or behaviors differ from the larger culture of which it is a part and with which it shares numerous similarities. Examples of co-cultures: Gays, lesbians, women, men. Women and men for example tend to see the world differently; communicate about it differently

**6. Present feelings and circumstances:** Your daily, monthly or yearly cycle may affect how you perceive stimuli.

**NOTE:** We are always assigning meanings to people to peoples behaviors. This is known as attribution.

You can increase the accuracy of your perception by:

- a) Being aware that your perceptual processes are personally based.
- b) Take your time to process information fairly and objectively. Ask questions, no haste.
- c) Try to be more open-be always willing to review, revise and update your view of the world and others.

### **Steps in the perception process**

- ❖ **Selective Perception:** You tend to see, hear and believe what you want hear, see and believe. For instance, you see your friend as warm, friendly, peaceful and law-

abiding person. The police have arrested your friend for allegedly killing someone.

Would you believe that your friend was capable of such a crime?

❖ **Selective Exposure:** You select what you want to exposed yourself to base on your beliefs, attributes, values and expectations. For instance, if you enjoy tennis, you tend to play tennis, associate with others who enjoy tennis, attend tennis matches, where possible, watch tennis on Television.

❖ **Selective Retention:** You tend to remember what reinforces your beliefs, attitudes, values and expectations. For instance, if you are Manchester united fan, you are likely to remember Manchester united wins / loss records than that of any team.

**Note: Stimulus** is defined as anything that causes sense organs (eyes, nose, ears, tongue and skin) to respond, function or become active.

**Stimuli is the plural form of stimulus.**

Intense stimuli often attract your attention. Here are some examples of the intense stimuli:

- Bright colours or light
- Loud or piercing sound
- Strong orders or scent

- Spicy, salty or sweet flavors

## **Communication and Self-Concept**

Self –Concept is each person’s evaluation of himself or herself, that is, self-Appraisal. Your self-concept develops from words and actions; from what others say to you and do with you (self –fulfilling prophecies); and from the way you perceive yourself (self-concept).

### **How to Improve One’s Self-Concept**

1. Determine what you need to change about yourself. This can be anything from your bad habits, weight issues, attitudes, or anything else you want to change about yourself.

2. Make a commitment to yourself. Stick with your plans. Don't allow yourself to be sidetracked. Once you realize you want change, make a promise to yourself that you will see through to it.

3. Write down the reason you feel the way you do about yourself. This can be hard, but describe what it is that you do not like and want to change. Be as detailed as possible. Try to figure out why you're like that. It will be easier to change if you know the root of it.

4. Tell yourself that you are going to do something to change the way you feel about yourself. You need to make sure that you're fully into making these changes to



your life. Simply telling yourself that something is wrong isn't going to change it. You have to want that change to happen.

5. Set reasonable goals. It's great that you decided to make a change, but don't be unreasonable. By setting reasonable goals for yourself, you will see that you are changing. Start out with something small and work your way up to that ultimate goal.

6. Have a support group that is there for you. Surround yourself with people you trust and know will be there to help you. This will make the process a lot easier by having others who you can discuss

### **BUILDING YOUR SELF-IMAGE FOR EFFECTIVE COMMUNICATION**

Self-image is the picture you have for yourself, the sort of person you believe you are. It can safely be said that, self-image is a personal assessment of your character, personality, skills, abilities and other attributes.

How much do you know yourself? To help you know yourself, note the following constitutes ones self- image:

1. Your physical appearance.
2. Academic Accomplishments.
3. Relationship with people-peers, family etc.
4. Goals, ambitions and aspirations for the future.
5. Roles played in the home, work and community.

Self-image also involves how others see you.

Others characterize us most often by family roles, by occupation, marital status and religious affiliation.

Three types of feedback from others are indicative of how they see us:

**Confirmation:** This occurs when others treat you in a manner consistent with which you believe you are.

**Rejection:** Rejection occurs when others treat you in a manner that is inconsistent with your self-definition.

**3. Disconfirmation:** This occurs when others fail to respond to your notion of self by responding neutrally

### **How to improve your self-image**

1. Take responsibility for your own life. Do not let anybody think that without him you are nobody.

2. Get into the habits of positive self-talk.

3. Know your strengths, talents, knowledge and use them.

4. Associate with people who will influence you in a positive way (spiritual, supportive and possess integrity)

5. Do not dwell on your weakness. Find areas where you will shine.

6. Do not allow negative thoughts to be your preoccupation.

7. Read good books.

You can change your life by changing your thinking. If you want to grow up, associate with people whose achievements exceed your own and model the growth you desire.

## Self- Awareness

How well do you know yourself?

What is your potential?

How does what you think of yourself affect your communication with others?

How you perceive yourself plays a central role in communication at all levels.

An early step in considering yourself as a communicator is to discover your own self-awareness, your sense of self, your accommodation with your past, your plans for the future, your potentials: for it tells you in the present which choices are open to you and which are not.

What you are today is from how you were reared or the way your family taught you to think, believe or behave.

Self-awareness or self-knowledge is a discovery worth making about yourself; for it tells you in the present which choices are open to you and which are not.

- ❖ Here and now you should be aware of what kind of person you are.
- ❖ Are you timid, shy?
- ❖ Are you healthy, vigorous and energetic?
- ❖ Do you welcome change, adventure and risk?
- ❖ The answers to these questions are the key to your self –awareness.

- ❖ Your self-awareness also considers your potential, your future prospects.
- ❖ Abraham Maslow called this concept self-Actualization and saw it as the highest order in his hierarchy of human needs.

You too have a future, and the seeds of it are in what you are today. The more you know yourself and become self –aware, the more you can get in touch with yourself and how and why you communicate with others.

### **Self - Esteem**

The perception you hold about yourself, how you feel about yourself as an individual, the beliefs you have about yourself with regards to what you can achieve, and your ability to deal with the daily pressures of life.

#### **How to Increase Self Esteem.**

1. Do not to compare yourself to others. One of the things that lead to low self-esteem and even depression is when we measure our life based on what other people have achieved.
2. Do not focus too much on the things that haven't yet happened.
3. Comments from your friends-if they say positive things about you, it builds you and vice-versa.
4. Your Ambitions for the future.

5. The role you play in your community.

## **HUMAN NEEDS**

Abraham Maslow hierarchy of needs are the various things that make life complete.

All needs fall into two categories.

They are **felt** and **real** needs.

1. **Real Needs:** These needs make a person sustain him or herself. E.g. education, health etc.

2. **Felt Needs:** They are needs of the moment.eg food, water, shelter etc.

- **Physiological/Survival needs:** These needs include good food, clean water and shelter.
- **Security and safety:** One cannot survive without being safe and secure. Security needs include personal safety from danger; education; training and security in employment and old age.
- **Love and belonging:** Every person –man,woman,young and old needs love and craves to belong to a group, a class, old boys association and girls association,church,choir etc.

- **Self-esteem needs:** we all want to be respected. We improve ourselves in various areas of affects the affect the image we have of ourselves and that has effect on our communication with others.
- **Self- Actualization Needs:** Every person wants to be remembered. We leave legacies wherever we work, school or live.

## **Chapter Eight**

### **Communication and Development**

Development mostly meets real needs, even though it may help to meet felt needs also. Communication helps us to assess the needs of people. Through communication also we are able to bring about developments to meet the needs of the people. Development on the other hand is said to be the meeting the needs of a person. The building up of the total person and can also include providing infrastructure, health, education and security.

Every development partner sees communication as a very important tool because it does the following:

- ❖ It helps in the process of transmitting ones thought.
- ❖ It aid in the sharing of information.
- ❖ It helps to link people.
- ❖ It helps to convey ideas, attitudes and feelings.
- ❖ It brings about the creation and exchange of messages within a network of interdependent relationship.

## COMMUNICATION INVOLVES SYMBOLS OR LANGUAGES

### Symbols and Meaning

- Symbols are arbitrary which means they are not intrinsically connected to what they represent. For instance, the word *book* has no necessary or natural connection to what you are reading. Certain words seem right because as a society we have agree to use them in particular ways but they have no natural correspondence to their referents

### LANGUAGE

One remarkable material ability, we share is the ability to use and interpret language. We depend on language to help us transfer meaning to others, and meaning is what communication is all about. If we understand how language works, we will be better able to make words which would help us share meaning with others.

To understand language you need to understand what words mean and the nature of words.

- Words are **arbitrary**: they have no inherent meanings, and they have only the meanings given to them.



## **Words as an obstacle to communication**

Words and language can be used to distort or alter meaning. This is done when we do not follow language **conventions**. We are language in an unconventional way when we make errors in grammar, word choice, or the structure of our sentence:

Language and Meanings change over time. Example, some years back, **gay** meant 'lighthearted and merry' 'today it is generally understood to mean men who are sexually oriented toward men.

- Again, until, the 1980s, the word **apple** was assumed to refer to a fruit, but today it is likely refer to a computer company and its products.

## **Reasons why we mis- understood some people when they communicate**

- ❖ **Meaning and culture-** Because culture and sub cultures have different languages, words vary from culture to culture. Words evolve new meanings from new era to era, generation to generation, and sometimes year to year.
- ❖ **Meaning and place-**words change meaning from one region to another.
- ❖ **Meaning and Gender-**The sex of communicators affects not the meaning we give to their utterances.
- ❖ **Meaning and power-**The language people use help us see them as having power or lack power. In order words power takers direct their actions, thus they assume control.

- ❖ **Meaning and experience**-The meanings we assign to words are based on past experience with words and things they represent.

### **Listening to speeches**

**Listening** is the process of receiving, constructing meaning from, and responding to spoken or nonverbal messages.

**Hearing** on the other hand is simply the act of hearing sound. Listening is important because effective listeners hold higher positions and are promoted more often than people who are ineffective listeners. Listening is important to every speaker because it is the surest way to get ideas and information.

Listening is different from hearing. Whereas hearing is involuntary, listening is a voluntary activity

#### **Kinds of Listening**

- **Appreciative listening:** listening for pleasure or enjoyment; e.g. listening to music, comedy or an entertaining speech.
- **Emphatic listening:** Listening to provide emotional support for the speaker: e.g. Doctor –patient relationship.
- **Comprehensive listening:** listening to understanding the message of the speaker e.g. classroom lecture.
- **Critical listening:** listening to evaluate a message for the purposes of accepting or rejecting i.e.a campaign speech of a political candidate.

### **Causes of poor listening**

- ❖ Pseudo listening-Not listening. We appear to listen be attentive, but really our minds are elsewhere.
- ❖ Listening too hard.
- ❖ Jumping to conclusions.
- ❖ Focusing on delivery and personal appearance.

Ambushing-listening carefully but he is not motivated by interest in another. Instead they listen intently to gather ammunition which they then use to attack a speaker.

### **Becoming a better and ethical listener**

- ❖ Be courteous-do not insult others
- ❖ Take listening seriously
- ❖ Resist distractions
- ❖ Do not be diverted by appearance or delivery
- ❖ Suspend judgment or avoid prejudging the speaker
- ❖ Develop note –taking skills
- ❖ Focus your listening-follow the organization of the speech

### **Purpose of Listening**

**Listening for pleasure:** Sometimes, we listen for pleasure as when we attend concerts or play CDs, or payable attention to jokes a friend tells us.

**Listening to Discriminate:** In some situations we listen to make fine discriminations in sounds in order to draw valid conclusions and to act appropriately in response.



## Chapter Nine

### Interpersonal Communication and Relationship

Communication and relationship are intertwined. One of the most fundamental outcomes of human communication is the development of social networks, and no such networks are more fundamental to our lives than relationships.

Our relationships are essential to our learning, growth and development. It is in relationship that most of our purposeful message sending activities takes place.

The desire for relationships is universal; they are important to men and women. When we are deprived of relationship for long periods, depression sets in, self-doubt surfaces, we find it difficult to manage even the basics of daily life.

Relationship is formed whenever reciprocal data processing occurs, i.e., when two or more individuals mutually take account of one another's verbal or non-verbal activities. This reciprocal data processing which we can call interpersonal communication is the means, through which relationships of all types are initiated, develop, grow and deteriorate. Relationship can be dyadic (involving two persons), triadic (three persons) or quadratic. They can also be short term or long-term. But the longer the duration, the greater the investment one is willing to commit into the relationship. Relationship can also be casual or intimate.

## **Advantages of Interpersonal Relationships**

**To lessen loneliness:** Contact with other human being often lessens loneliness. You want to feel that someone loves likes and cares for you. Close relationships assure you of protections and someone will be there when needed.

**To secure stimulation:** Human beings need stimulation. Through human contact, we derive intellectual, physical and emotional stimulation.

**For-self-knowledge and self-esteem:** You learn about yourself through contact with others. Your self-perception is greatly influenced by what you think others think of you. You are able to see yourself in different perspectives as you relate with people. Besides relationships help enhance self-esteem and self -worth. When you have a friend, you feel desirable and worthy. A supportive partner relationship enhances your self-esteem.

**To enhance physical and emotional health:** Interpersonal relationship can help you to overcome depression and its consequent physical illness. Isolation contributes to high blood pressure, high cholesterol, obesity, smoking, and lack of physical exercise.

**To maximize pleasure and minimize pain:** Through interpersonal relationship, you are able to share your joy and good fortune as well as share your pain and sorrow.

## **Disadvantages of Interpersonal Relationships**

**Pressure for exposure:** Close relationships put pressure on you to reveal yourself and to expose your vulnerabilities. This may backfire when the relationship deteriorates and these are weaknesses used against you.

**Increased obligations:** As you get involved in close relationships, the demands on you will also increase. You will need to make sacrifices because whatever you have will no longer be entirely your own. On the positive side, your partner shares your losses and you share in your partner's gains. Emotional obligation is of course the most difficult demand, because it is not easy to be emotionally responsive and sensitive.

**Increased Insulation:** Intimate relationship can result in abandoning other relationships.

**Difficulty in dissolving:** Once you are involved, a relationship may prove difficult to get out of. (e.g. Religion and Marriage) Where a lot of money is committed, getting out may mean giving up the fortune as well. And if there is eventual break up, the pain, cost and trouble of such dissolution may be calamitous and catastrophic.

### **Stages in Relationship Building**

#### **❖ Initiation**

Here the relationship begins with social initiation. You have perceptual contact- you see, hear, and perhaps smell the person; you get physical picture- gender, approximate age, height etc. You exchange both verbal and non-verbal messages.

#### **❖ Exploration**

Immediately after the first stage, you begin to explore the potentials of the other person and the possibility of further pursuing the relationship.

You experiment and try to learn more about the other person and reveal yourself.

### ❖ **Intensification**

At this level, the individuals have arrived at a decision- which they may or may not verbalize- that they wish the relationship continue. Individuals acquire a good deal of knowledge of the communication behavior of the other involved, and at the same time a number of joint rules, shared language and relational rituals will emerge. Relationship at this stage, may deteriorate, or continue to develop.

### ❖ **Formalization**

The relationship here becomes formalized and established e.g. Two people entering a business partnership ratify legal agreements. With an individual being hired for a job, the employee and employer may sign a contract. In love relationship, a formal bonding makes take the form of engagement or wedding rings.

### ❖ **Redefinition**

As the relationship continues, there may be need to redefine some of the joint rules of the relationship. Dissatisfaction in any of the parties may call for redefinition, which may likely result in deterioration of the relationship. If a repair of the relationship cannot be worked out then, it will result in dissolution.

### ❖ **Dissolution**

At this point, the bonds between the ex-partners are broken. The individuals begin to look at each other as individuals rather than halves of a pair.





## **Chapter Ten**

### **Conflicts in Relationships**

Anyone who has interactions with other people is going to experience conflict. It is an inevitable aspect of human relations. However, the type of conflict experienced in a relationship and how it is handled are among the determining factors in a relationship's strength and promise. Relationship conflicts can occur in all types of relationships, including parent/child, friendships and romantic relationships.

Relationship conflicts can create a deeper, more positive relationship. How you address, assess and solve relationship conflicts determines whether the relationship is healthy or unhealthy.

Conflict in a relationship is healthy. However, the amount or type of conflict and how you deal with it can be unhealthy. According to Larry Alan Nadig, a clinical psychologist and marriage and family therapist, "There is no such thing as a relationship without conflict... Conflict is a part of life. It exists as a reality of any relationship, and is not necessarily bad."

#### **FIVE TYPES OF CONFLICT IN RELATIONSHIPS**

Conflict is a naturally occurring part of life. There are different types of conflict experienced at home, at school, in the workplace, and other areas where people, their ideas, opinions and beliefs exist.

## **Examples of Types of conflict**

**Value** .Value conflicts stem from people having different beliefs about right and wrong. When one person tries to force their beliefs onto others, value conflict is the result.

**Relationship.** Relationship conflicts are the result of people having mis-perceptions, mis-communication, stereotype, negative behavior, and negative emotions.

**Interest** .Interest conflicts are caused by one person trying to get their needs met at the expense of another person. These conflicts might result from issues about money, respect, or trust.

**Structure Conflict** .These happen because of something the participants can't control. An example is spouses who work different shifts and therefore don't see each other very often. This can lead to tension and ultimately conflict.

**Values Conflict.** Sometimes people will have a conflict because they have a fundamental disagreement on fundamental values. For example, some people may value hard work above all else, while another person thinks it's wrong to waste your life on backbreaking labor.

**Resources Conflicts** .This is when two people fight because they both want something, but there aren't enough resources for both of them to satisfy their desires. The classic example is when people fight over money.

**Ego Conflicts** .Sometimes people come into conflict because they are jockeying for position. When you have two people who believe they should be in charge, conflict can easily erupt. A classic example would be the parent fighting with a rebellious teen.

### **Ways to Overcome Conflicts in Relationships**

**Exercise patience.** Granted, it's hard to remember this in the heat of the moment. But, stopping to take a few deep breaths, and deciding to take a break and revisit the discussion when tensions are not as high can sometimes be the best way to deal with the immediate situation.

**Leave it in the past.** Once you've both had the opportunity to share your side, mutually agree to let it go. Best case scenario, your discussion will end in a mutually satisfactory way. If it doesn't, you may choose to revisit it later. When making this decision, ask yourself how important it is to you. If you make the decision to leave it in the past, do your best to do that, rather than bringing it up again in future conflicts.

**Treat it as normal and expected.** Conflict need not be catastrophic or personal. Conflict is simply part of being human.

**Deal with issues as they arise.** Avoiding conflict makes situations worse. Time does not resolve matters. Instead, it decreases the chance of a positive outcome.

**Attempt to understand the other person's point of view.** Dismissing the other's views, assigning blame, and exclusive focus on your own perspective are all counterproductive.

**Don't judge emotions.** No one's feelings are more or less “right” than the others. Emotions reflect a *valid* perspective of an individual. Even if you don't understand it, acknowledge the other person's reaction as important.

**Focus on the behavior,** situation or problem area without attacking the person involved.

**Do not assume your values or beliefs are “right.”** They reflect a view of the world from your unique perspective. Respecting another's viewpoint as equally valuable opens an opportunity for learning and growth.

Dealing with conflict does not need to be dreaded or feared. Interpersonal conflict is a natural component of human interaction.

In fact, if the problem is the object of focus versus the people involved, disagreements can generate new ideas and growth. Dealing with issues as they occur, acknowledging the other party's feelings and perspective, and avoiding judgment or blame further increase the chance of productive conflict resolution

## Chapter Eleven

### Temperament and Communication

#### WHY ARE YOU DIFFERENT FROM OTHERS

Why do you behave the way you do? Why are you different from your friends, co-workers, brothers and sisters, husband or wife? The answers to these questions form the basis of what psychologists have identified as having greatest influence on man's behavior. This is called **Temperament**.

There are so many factors that make a person different from others. Sex differences, educational background, cultural and social as well racial background of a person contribute to make him or her unique individual. Temperament is an inborn positive and negative character trait of an individual. We are born with it and it lasts as long as we live and it affects us in whatever we do or say. We cannot change our Temperament but the weak aspects if it can be overcome. Basically, there are four temperament groups. Everyone has two of these four temperaments.

However, there is one that dominates.

The first two, **Sanguine** and **Choleric**, are more outgoing. They are called **EXTROVERTS**.

The two, **Melancholy** and **Phlegmatic** are called **INTROVERTS** because they are quiet and reserved.

## **SANGUINE-Man of Action**

Here comes the extrovert who really enjoys life. He hops around responding to cheers from people.

### **STRENGTHS**

- **Warm and friendly:** He is so fun-loving; outgoing that people recognizes him where ever he or she goes. He or she is so cheerful and people like his or her company. He has so many friends. They all enjoy his company and become the life-wire of any group he joins.
- **Sympathetic:** He is so sympathetic that he weeps with those who weep and laughs with those who laugh.
- **Hospitality:** This person is very hospitality. He makes visitors feel really at home. He spends money on friends and for that matter he never goes broke because others also give him.
- **Influential:** This person has sugar-coated words. At his best he can convince any person to follow his line of thought. He is the first person to break any silence. If he is a student he asks questions more often than any other student.
- **Forgiving:** Though the sanguine is prone to anger he does not hold on to problems for long. When he is offended he quickly forgives.

## WEAKNESS

- **FEARFUL:** The Sanguine is real coward. He compromises his position when he is threatened.
- **TALKATIVE:** He talks too much; he can exaggerate a small point just to satisfy people. Often his uncontrolled long speech comes with lies.
- **EGOTISTICAL:** Most of these endless talks are centered on himself. He talks about what he has done what he can do too often? Sometimes he finishes talking before thinking about what he said. In conversations he does not allow others to contribute.
- **INCONSISTENT:** Mr.Sanguines other name is Mr. Fair weather. He changes as the weather changes. He does not think about the past. To the sanguine there is should be no restrictions on a man's life with rules and regulations.
- **Weak –Willed:** Mr.Sanguines promises are not reliable. He genuinely promises but woefully fails to fulfill his intentions. He is a good starter but a poor finisher. When he initiates any project he does it with vim but when he is confronted with problems he abandons it.

## HABITS

The sanguine always dramatizes whatever he does. Can you imagine his actions behind the steering wheel? The sanguine teacher is very popular among the lower primary school



children. He entertains them with his thrilling stories. In fashion the sanguine is the most stylish. He always draws people's attention to himself.

In marriage he is a loving husband. He showers gifts on the wife if only he can afford. Helping the wife in the kitchen is his delight. But if he is not disciplined he can easily find himself in extra marital affairs.

## **BEST PROFESSION**

Professionally Sanguine are people –oriented and they excel in professions related to people .Most organizations employ sanguine as secretaries. The role of secretary is described as “the hub of communication wheel around which a manager, staff-in a whole department may revolve”. His tone and style on the telephone is amazing.

A whole range of communication professions welcome this man: public relations, acting or entertainment. He also does well as a Doctor.

## **2. CHOLERIC –Man of Action**

We are talking about a very quick, practical and go-ahead person.

**Practical:** This man does not indulge in mere talking. He turns his words into actions. to him work is life and life is work. What he hates is laziness.

**Strong-Willed:** Mr. Action Man is so strong that he normally achieves his objectives. There is nothing that can stand between him and success .He draws inspiration from negative forces.

**Decisive:** The choleric acts as if the world was going to end in a few minutes now. He does not wait to be told what to do. It is he who decides for and directs others.

**Leader:** In terms of leadership qualities he surpasses all. He is a natural leader. He motivates, directs and pushes others to work. This man is a disciplinarian: Under his leadership there is discipline among his subordinates.

### **WEAKNESS**

- **REVENGEFUL:** Mr. Choleric claims that vengeance is his. When he is offended he makes sure he pays back whatever the price may be.
- **CRUEL:** This man motto in life is “No Mercy”. He does not have sympathy for suffering people. He often attributes their suffering to their own misdeeds.
- **DOMINEERING:** The choleric acts so imperiously when he is in high position. He has a delusive mind that his ideas are the best and therefore forces people to do what he wants .With his robust nature he intimidates people.
- **BOASTFUL AND HAUGHTY:** The choleric thinks he is a superman .He does not accept his fault because to him it is a sign of weakness. The words sorry and please are alien to him. He boasts of his achievements.
- **SARCASTIC:** He can easily destroy a person with his cruel and blunt language. Mr. Action delights s in rebuking people in public. He does not correct gently too.

- **HOT TEMPERED:** The choleric has a very low boiling point. He easily gets annoyed at the least provocation. He thinks he is the Alpha and Omega in whatever he does. To challenge him, therefore means insult to his dignity.

### **BEST PROFESSION**

One obvious profession that welcomes the choleric is politics. He likes everything about politics, the desire to rule, the show of power. Estate development is one major construction business which the choleric finds worthwhile.

### **MELANCHOLY-Man of Perfection**

Another amazing character we are going to talk about is the Melancholy .He is very quiet and reserved by nature.

### **STRENGTHS**

- **ANALYTICAL:** The Melancholy is a man who does not rush in Life. He does not undertake any analyzing the smooth and rough sides of it. When he is satisfied with himself he does it with consistency and utmost dedication.
- **PERFECTIONIST:** One of the most outstanding characteristics of the Melancholy is his perfectionist trait. He may not finish his project in time but when it comes out it is the best. He does not like anything substandard. His standard of assessment is so high that most people do not make his grade.

- **Gifted:** The Melancholy is by far the most gifted of the four temperaments. He is a man of many parts. He is very resourceful. Whatever he decides to do he comes out with flying colors.
- **Faithful and loyal friend:** This is the man you can trust when others fail you. He does not disappoint in his dealings with friends.
- **Disciplined:** Mr. Perfect carries his image to where ever he goes and whatever he does. He controls his manner and speech. He does not blurt out anyhow. To him there is no “short cut” in anything he does. He does not pass where there is “No way” sign. He waits for the green light at traffic before crossing the road.

## **WEAKNESS**

- **Self-centered:** The Melancholy is the most self -centered among the four temperaments. His thoughts are always centered on himself. This inward thinking is always centered on himself. He becomes nervous when he sees that people are looking at him .He is at worst when his appearance is above or below expectation. When the Melancholy hears that people talking or laughing in hushed tones whiles he passes by, he thinks they are talking about him.
- **Moody:** Another weakness that results from the Melancholy’s self- centered pattern of thought is his moodiness. During such periods of depression he avoids people and recoils further to his reserved state.

- **Critical:** The perfectionist trait makes him criticize others often. He does not see perfection in whatever they do.
- **Indecisive:** Mr. Melancholy suffers from indecision. This indecision affects him even in the day to day activities of his life.
- **Revengeful:** When he is offended or hurt, he may not say anything at that moments but will harbor the resentment for a long time. He revenges indirectly, or unexpectedly erupts in anger and takes his pound of flesh.

### **PHLEGMATIC –Man of Peace**

The fourth temperament type and one of the two calm and reserved personalities is the phlegmatic, the peace maker. In this world of confusion, anger and composed easy-going Phlegmatic who enjoys life to the fullest. He has emotional stability that keeps him undisturbed even in adverse situations.

### **STRENGTHS**

**Peace maker:** This is a man of peace .He can live peacefully with his enemies. He has no malice against any man. He does not see the need to quarrel with a neighbor. The soft spoken Phlegmatic inspires peace by his words and actions wherever he may be.

**Patient:** He is able to absorb all the disturbances and ill-manners of her friends.

**Gently:** By nature the Phlegmatic is as gently as the Melancholy. He does not use harsh words on people. He does not threats or violence on his neighbor. Even under pressure he acts coolly.

## Chapter Twelve

### Critical Thinking in communication

Critical thinking is a term that we hear a lot, but many people do not really stop to think about what it means or how to use it. This lesson will tell you exactly what it means and make you realize that the average person largely ignores critical thinking.

#### Critical Thinking Defined

**Critical thinking** means making reasoned judgments that are logical and well thought out. It is a way of thinking in which you do not simply accept all arguments and conclusions you are exposed to but rather have an attitude involving questioning such arguments and conclusions.

It requires wanting to see what evidence is involved to support a particular argument or conclusion. People who use critical thinking are the ones, who say things such as,

- 'How do you know that?
- Is this conclusion based on evidence or gut feelings?' and
- Are there alternative possibilities when given new pieces of information?'

critical thinking can be divided into the following three core skills:

1. **Curiosity** is the desire to learn more information and seek evidence as well as being open to new ideas.
2. **Skepticism** involves having a healthy questioning attitude about new information that you are exposed to and not blindly believing everything everyone tells you.
3. Finally, **humility** is the ability to admit that your opinions and ideas are wrong when faced with new convincing evidence that states otherwise.

## Using Critical Thinking Skills

Many people decide to make changes in their daily lives based on **anecdotes**, or stories from one person's experience. This may lack logic and critical thinking skills.

Someone with critical thinking skills is able to do the following:

- understand the logical connections between ideas
- identify, construct and evaluate arguments
- detect inconsistencies and common mistakes in reasoning
- solve problems systematically
- identify the relevance and importance of ideas
- reflect on the justification of one's own beliefs and values

## What is an argument?

In everyday life, people often use "argument" to mean a quarrel between people. But in logic and critical thinking, an argument is a list of statements, one of which is the *conclusion* and the others are the *premises* or *assumptions* of the argument.

To give an argument is to provide a set of premises as reasons for accepting the conclusion. To give an argument is not necessarily to attack or criticize someone. Arguments can also be used to support other people's viewpoints.

Here is an example of an argument:

If you want to find a good job, you should work hard. You do want to find a good job. So you should work hard.

The first two sentences here are the premises of the argument, and the last sentence is the conclusion. To give this argument is to offer the premises as reasons for accepting the conclusion.



A few points to note:

- Dogmatic people tend to make assertions without giving reasons. When they are criticized they often fail to give arguments to defend their own opinions.
- To improve our critical thinking skills, we should develop the habit of giving good arguments to support our opinions.
- To defend an opinion, think about whether you can give more than one argument to support it. Also, think about potential objections to your opinion, e.g. arguments against your opinion. A good thinker will consider the arguments on both sides of an issue.

### **What is a good argument?**

The concept of a good argument is of course quite vague. So what we are trying to do here is to give it a somewhat more precise definition.

#### **1: A good argument must have true premises**

This means that if we have an argument with one or more false premises, then it is not a good argument. The reason for this condition is that we want a good argument to be one that can convince us to accept the conclusion. Unless the premises of an argument are all true, we would have no reason to accept to accept its conclusion.

#### **2: A good argument must be either valid or strong**

Is validity a necessary condition for a good argument? Certainly many good arguments are valid. Example:

All whales are mammals.

All mammals are warm-blooded.

So all whales are warm-blooded.

But it is not true that good arguments must be valid. We often accept arguments as good, even though they are not valid.

### **3: The premises of a good argument must not beg the question**

First of all, we certainly don't want to say that circular arguments are good arguments, even if they happen to be sound. Suppose someone offers the following argument:

It is going to rain tomorrow. Therefore, it is going to rain tomorrow.

So far we think that a good argument must

- (1) Have true premises, and
- (2) Be valid or inductively strong. Are these conditions sufficient? The answer is no.

### **4: The premises of a good argument must be plausible and relevant to the conclusion**

Here, plausibility is a matter of having good reasons for believing that the premises are true. As for relevance, this is the requirement that the subject matter of the premises must be related to that of the conclusion. Why do we need this additional criterion?

The reason is that claims and theories can happen to be true even though nobody has got any evidence that they are true. If the premises of an argument happen to be true but there is no evidence indicating that they are, the argument is not going to be persuasive in convincing people that the conclusion is correct.

A good argument, on the other hand, is an argument that a rational person should accept, so a good argument should satisfy the additional criterion mentioned.

## **Improve our thinking skills**

Skill that involves thinking about thinking. We have to be aware of the good principles of reasoning, and be reflective about our own reasoning. We often need to make a conscious effort to improve ourselves, avoid biases, and maintain objectivity. We are all able to think but to think well often requires a long period of training. The mastery of critical thinking is similar to the mastery of many other skills. There are three important components: theory, practice, and attitude.

### **Theory**

If we want to think correctly, we need to follow the correct rules of reasoning.

Knowledge of theory includes knowledge of these rules. These are the basic principles of critical thinking, such as the laws of logic, and the methods of scientific reasoning, etc.

Also, it would be useful to know something about *what not to do* if we want to reason correctly. This means we should have some basic knowledge of the mistakes that people make. First, this requires some knowledge of typical fallacies. Second, psychologists have discovered persistent biases and limitations in human reasoning. An awareness of these empirical findings will alert us to potential problems.

## **Practice**

However, merely knowing the principles that distinguish good and bad reasoning is not enough. We might study in the classroom about how to swim, and learn about the basic theory, such as the fact that one should not breathe under water. But unless we can apply such theoretical knowledge through constant practice, we might not actually be able to swim.

Similarly, to be good at critical thinking skills it is necessary to internalize the theoretical principles so that we can actually apply them in daily life. There are at least two ways one is to do lots of good-quality exercises. Exercises include not just exercises in classrooms and tutorials.

They also include exercises in the form of discussion and debates with other people in our daily life. The other method is to think more deeply about the principles that we have acquired. In the human mind, memory and understanding are acquired through making connections between ideas.

## **Attitudes**

Good critical thinking skills require not just knowledge and practice. Persistent practice can bring about improvements only if one has the right kind of motivation and attitude.

The following attitudes are not uncommon, but they are obstacles to critical thinking:

- I prefer being given the correct answers rather than figuring them out myself.

- I don't like to think a lot about my decisions as I rely only on gut feelings.
- I don't usually review the mistakes I have made.
- I don't like to be criticized.

To improve our thinking we have to recognize that the importance of reflecting on the reasons for belief and action. We should also be willing to engage in debate, break old habits, and deal with linguistic complexities and abstract concepts.

The *California Critical Thinking Disposition Inventory* is a psychological test that is used to measure whether people are disposed to think critically. It measures seven different thinking habits listed below, and it is useful to ask ourselves to what extent they describe the way we think:

1. Truth-seeking - Do you try to understand how things really are? Are you interested in finding out the truth?
2. Open-mindedness - How receptive are you to new ideas, even though intuitively they do not agree with you? Do you give them a fair hearing?
3. Analyticity - Do you try to understand the reasons behind things? Do you act impulsively or do you evaluate the pros and cons of your decisions?
4. Systematicity - Are you systematic in your thinking? Do you break down a complex problem into parts?

5. Confidence in Reasoning - Do you always defer to other people? How confident are you in your own judgment? Do you have reasons for your confidence? Do you have a way to evaluate your own thinking?
6. Inquisitiveness
7. Maturity of Judgment - Do you jump to conclusions? Do you try to see things from different perspectives? Do you take other people's experiences into account?

### **Qualities Of A Critical Thinker**

Critical thinking is an approach to the world, a way of life that goes beyond skill or technique. Critical thinkers have hearts as well as heads, and their overall attitudes or habits of mind are at least as important as their arsenal of skills.

Critical thinkers trust their own reasoning, give fair-minded consideration to others' points of view, and even approach serious thinking in the spirit of play. As you read "The master student" in Chapter One and as you read the master student profiles throughout the text, you learn about real people who've shown these qualities.

During the late 1980s, the American Philosophical Association explored the qualities of a critical thinker, inviting 46 men and women from throughout the United States and Canada to take part in a research project. These scholars came from the sciences, the humanities, and education. Their task was to agree on answers to two questions: "What is college-level critical thinking?" and "What leads us to conclude that a person is an

effective critical thinker?"

After two years of work, this panel emerged with a list of critical thinking dispositions—seven qualities that distinguish effective critical thinkers from other people.

**1. Truth-seeking.** Critical thinkers want to know truth. In their quest, they are willing to consider and even accept ideas that undermine their assumptions or self-interest. These thinkers follow reason and evidence wherever they lead.

"Critical thinkers are honest with themselves," writes Vincent Ryan Ruggiero, author of *Becoming a Critical Thinker*. "Through uncritical thinking, people deceive themselves. They pretend that the truth is what they wish it to be. They persuade themselves that they can drive 30 miles per hour over the speed limit without endangering themselves or others. They think drinking a six-pack of beer each day is no signal of a drinking problem, or that missing class has no effect on grades. Critical thinkers avoid such maneuvers."

**2. Open-minded.** A skilled critical thinker not only recognizes that people disagree—they value this fact. They respect the right of others to express different views. Beyond seeking out a variety of viewpoints, critical thinkers check their speaking and thinking for signs of bias. This skill is crucial for dealing with the diversity of people at school and on the job.

**3. Analytical.** The critical thinker recognizes statements that call for evidence. They are alert to potential problems. In addition, the critical thinker foresees possible consequences of adopting a particular point of view.

**4. Systematic.** Staying organized and focused are two more qualities of a critical thinker. They are willing to patiently gather evidence, test ideas, and stay with a tough or complex question.

**5. Self-confident.** This quality of a critical thinker supports the others. Since they trust their intellectual skills, the critical thinker is willing to seek truth, listen with an open mind, and do the hard and useful work of thinking.

**6. Inquisitive.** The critical thinker wants to know. They are hungry for facts and concepts. They are willing to explore the universe of ideas even before they know how to apply the insights they gain.

**7. Mature.** As a mature person, the critical thinker possesses a wisdom born of experience. They understand that a problem can have several solutions—even solutions that seem to contradict each other. They resist the desire to reach quick, superficial answers, and are willing to suspend judgment when evidence is incomplete. At the same time, they recognize that human beings are often called to act before all the facts are in.



## Characteristics of Great Critical Thinkers

**Curiosity.** Allow yourself to be curious. Great critical thinkers tune into their desire to continue learning and understanding how things work. Be inquisitive about anything and ask questions others may have but don't ask.

**Humility.** Great critical thinkers understand that their ideas may not be the best and that they do not know everything. I once had a fortune cookie that told me, "knowledge comes from being humble" – that once you accept that you don't know everything you're more likely to continue your search for answers.

**Ability to research.** Don't have an answer? Aren't satisfied with an answer? Does something sound a little off? The ability to research things and bring in multiple resources will unveil a lot.

**Active Listening.** Don't just hear what others have to say, engage in conversation.

**Objectivity.** Great critical thinkers have the ability to remain objective. They understand the goal, stay focused and don't let their emotions (or others') cloud their judgment.

**Creativity.** Allow yourself to be creative. Brainstorming without judgment can spark amazing ideas. Thinking outside the box may create a solution. Sometimes denying ourselves this freedom holds us back more than we'd like to think.

## **Chapter Thirteen**

### **THE ART OF PUBLIC SPEAKING**

“Public speaking is a two-way process: not only is it important to learn to develop and deliver public speeches but it is also important to develop critical thinking skills for your role as a receiver of public messages” (De Vito 2003).

As communication experts, your work will involve preparing to management to deliver public speeches and in some cases, represent your organization. It is therefore important to understand the processes and the skills need to be effective and efficient speakers and trainers.

#### **BENEFITS OF PUBLIC SPEAKING**

De Vito (2003) offers the following benefits of public speaking:

- Increased self-confidence.
- Improved communication skills.
- Greater control over emotions and body language.
- Creates good first impression to others.
- Shows our understanding of the audience to which we are presenting, and their motivations.
- Develops our ability to evaluate arguments and evidence from all sources.

- Develops skills to research effectively and efficiently.
- Communicates competence and improves our confidence.
- Increases our insights into our own strengths and weaknesses.

## **What is Public Speaking?**

In public speaking, a speaker presents a relatively continuous message to a relatively large audience in a unique context” (De Vito, 2003, p.3).

## **Elements of Public Speaking as a Communication Model**

*Speaker*– is the source and sender or encoder of the message.

*Speech* – carries the message conveyed, which includes both verbal and nonverbal signals.

*Channel*– is the medium that carries message signals from sender to receiver.

**Sensory channels** -Through the auditory channel you send spoken words. Through the visual channel, you send visual signals or messages such as gestures, body movement, eye contact, and clothing.

**Mass media** - If a mass medium, such as television or Internet, is used in delivering a speech, the medium is the channel.

*Noise* – is anything that distorts the message and gets in the way of listeners receiving your message as intended?

Noise can be any of the following:

**External noise** – Interference perceived by the senses; banging of doors, loud volume.

**Internal noise** – occurs within the receiver; thoughts are elsewhere.

**Semantic noise** – differences in environment, nationality, pronunciation, values, or experience.

**Audience** – are the receivers or decoders of the message.

**Feedback** – responses from the audience that signals how they are reacting to what you say.

**Nonverbal** -- most feedback is nonverbal such as clapping, frowns or nods of approval, laughing, or walking away during speech.

**Verbal** -- feedback may come in the form of the audience's asking questions or booing.

**Context** – factors that influence the speaker, audience, speech, and effects of the speech.

**Physical context** – the actual place of the speech; a room, park, auditorium

Socio psychological context – includes, for example, the relationship between speaker and audience.

**Temporal context** – includes factors such as the time of day and where your speech fits in the program or sequence of events.

**Cultural context** – includes the values, beliefs, lifestyles, and behaviors that speakers and audience will bring to the situation.

Public speaking **is both a transactional and interactive process.** The speaker initiates the transaction by delivering a speech, thereby communicating his or her message.

The message is then transmitted through channels, whether sensory or mass media, and may be distorted in the process of communication because of the presence of noise before the audience receives the message.

The audience then responds as to whether the message is well-received or not, as evidenced by the feedback the audience gives to the speaker.

### **Purposes of Public Speaking**

Generally, public speaking is intended to achieve one or more of these purposes.

**1. Speaking to inform** – Your purpose here is to add to your audience's knowledge. You may talk about photography, brain surgery, Web page construction, global-warming dangers, finances, medicine, or any number of topics. The goal is to let the audience understand the information clearly enough that they leave your speech knowing more than they did before they heard your speech.

**2. Speaking to persuade** – Politicians and salespeople always speak to persuade. Their goal is to influence the audience's beliefs, attitudes and decision-making abilities toward their message, idea, concept, or product, and eventually to convince the audience to act in favor of their message.

**3. Speaking to entertain** – Comedians speak to entertain. Sometimes the topic by itself is very entertaining. The goal of this speech is to amuse and divert listeners so that they can relax and enjoy the occasion. Humor is usually a big part of this speech.

**4. Speaking to celebrate** – There are a lot of situations where we deliver speeches to honor an important occasion: make a toast to the bride or groom, a commencement address, a retirement, a birthday, even a eulogy. We deliver a speech to pay tribute, secure goodwill, and entertain as well.

### **Public Speaking Versus Conversation**

#### ***Similarities between Public speaking and Conversation***

- Organize your thoughts logically.
- Tailoring your message to your audience.
- Telling a story for maximum impact.
- Adapting to listener feedback.

#### ***Differences between public speaking and conversation***

- Public speaking is more highly structured.
- Public speaking requires more formal language.
- Public speaking requires a different method of delivery.

## **Ethics and Public Speaking**

Ethics is an obligation in public speaking. Ethics deals with issues of right and wrong, or the moral implications of your message.

When deciding to speak to an audience, you must be guided by what you consider right or wrong in an effort to be effective.

“All public speakers should be truthful and devoted to the good of society” (as cited in Lucas, 2001, p.35.)

### **The Guidelines for Ethical speaking**

- Make sure your goals are ethically sound
- Be fully prepared for each speech
- Be honest in what you say
- Avoid name –calling and other forms of abusive language
- Put ethical principles into practice.

### **Guidelines for Ethical Listening**

- Be courteous and attentive
- Avoid prejudging the speaker
- Maintain the free and open expression of ideas

## Chapter Fourteen

### PLAGIARISM

A big ethical issue in any form of communication is *plagiarism*. Plagiarism is the process of claiming others' work, ideas, words, or illustrations as your own.

Acknowledge the source of ideas by mentioning the person or material in your speech.

Quote the words of another by acknowledging the part of the speech that is a quote.

As when you say, "And I quote ..." or "This is a quotation from ...."

Give credit to people who helped you with the speech.

#### TYPES OF PLAGIARISM:

- **Global plagiarism:** This is stealing your speech entirely from another source and passing it off as your own. This is unethical. Remember that public speaking is not an easy task. It requires among others, diligence and self –discipline.
- **Patchwork Plagiarism:** Patchwork plagiarism occurs when a speaker lifts from two or three sources.
- **Incremental plagiarism:** It occurs when the speaker fails to give credit for particular parts.

#### OTHER FORMS OF PLAGIARISM INCLUDES

- Copying word for word from published sources without adequate documentation.
- Using language or ideas from sources without adequate documentation.



- Purchasing a pre-written paper.
- Letting someone else write a paper for you.
- Paying someone else to write a paper for you.
- Submitting as your own someone else's published or unpublished work.

### **WAYS TO GUIDE AGAINST PLAGIARISM**

There are two ways to guard against incremental plagiarism.

- Be careful when taking research notes to distinguish among direct quotations, paraphrased material and your own comment.
- Whenever you are in doubt, cite your source or alternatively do away with that material.

**Quotations:** When you quote someone directly, you must attribute the words that person.

**Paraphrase:** To paraphrase means to restate or summarize an author's ideas in your own words.

There are ways to prepare you to overcome that dreaded fear of public speaking.

- **Know Your Material Inside Out** -- Research and know your topic very well.
- **Practice, Practice, Practice** -- Rehearse out loud with your supporting visual aids at home. Check the timing of your presentation, add or reduce some of content as necessary.

- **Know Your Audience** -- Arrive earlier to greet some of the audience as they arrive and get acquainted. You will be comfortable speaking to them later.
- **Know The Venue Well** -- Familiarize yourself with the place of your presentation. Walk around the room, stand and look from different vantage points, and make you feel at home. Remember to check your equipment and visual aids.
- **Begin with an Impactful Introduction**-- Walk up, smile, and begin your speech with a bang. It can be a radical question, a startling statistic, a quote, or other relevant material. Make it short and punchy.
- **Move When You Deliver** -- Don't stand rooted to one spot. Move about and gesture with your hands if necessary.
- **Cover Up Mistakes** -- If you do make mistakes, don't panic and don't apologize profusely. Stay calm and make use of your prepared self-effacing humor to control the situation.
- **Deliver The Message** -- Focus on the message of your speech. Talk to the audience as if you are sharing a conversation with friends. And before you know it, your speech is finished.

**Learn From Experience** --There is nothing like a real experience. Experience builds confidence. This is the ultimate way to overcome your fear of public speaking.