

-Communications skill-

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Communicare

The term communication comes from the Latin language - the verb **communicare**, which means to make common, to communicate, while the noun **communicatio** contains the meanings of community, traffic and communication, so it can be said that communication is essentially "the transition from the individual to the collective".

Communication is characterized by several features according to the authors Myers and Myers (1):

- communication is comprehensive and represents the central phenomenon of culture
- it is continuous, it never stops, and neither the beginning nor the end can be determined
- it is based on the exchange of meaning
- it contains predictable, expected and conventional elements
- occurs at several levels (between two individuals, between an individual and a group, between two or more groups)
- it takes place both among equals and among unequals (in terms of gender, age, education, social status, etc.)

Communication can also be defined with the help of means of communication:

1. **Form** - represents the way in which something is communicated (e. g. speech, writing, drawing, series of non-verbal signs, etc.)
2. **Medium** - means of communication that combine different forms such as e. g. book or magazine (words, pictures, graphs, drawings, etc.)
3. **Media** - these are technological means of communication such as radio, television, Internet, movies and the like

Communication requires:

- Sender
- Recipient
- Message
- Feedback (at least in the form of confirmation that the message has arrived)

The communication process starts with the sender of the message, with the idea of what he would like to say to the listener, then he needs to encode the message - which means choosing words, adapting it to the listener, etc.

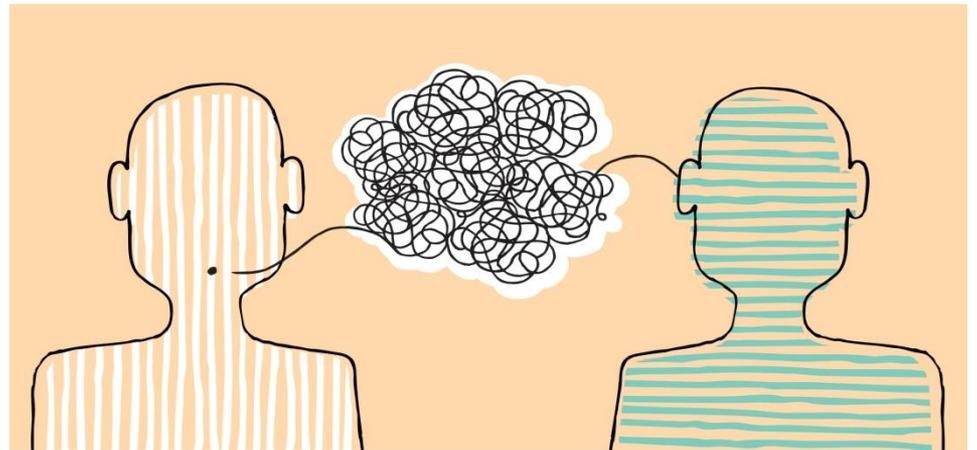
This is followed by the sending of a message that the listener receives, understands in his own way, ie. decodes and sends feedback.

According to the scope of the communication process, four types of communication are distinguished:

1. Intrapersonal communication - which the subject performs with himself through internal dialogue, thinking, problem solving (the subject is also the sender of the message) and this type of communication takes place constantly (even during sleep and dreams).
2. Interpersonal communication - is communication between at least two people
3. Group communication - this form of communication takes place either within one group or between two or more groups
4. Mass communication - a model of communication in which a huge number of participants participate - through mass communication media

Speech is a fast, flexible form of communication, which is a direct function of a certain culture. The color of the voice, the volume, the rhythm of the speech are less influenced by conscious control than is the case with the content.

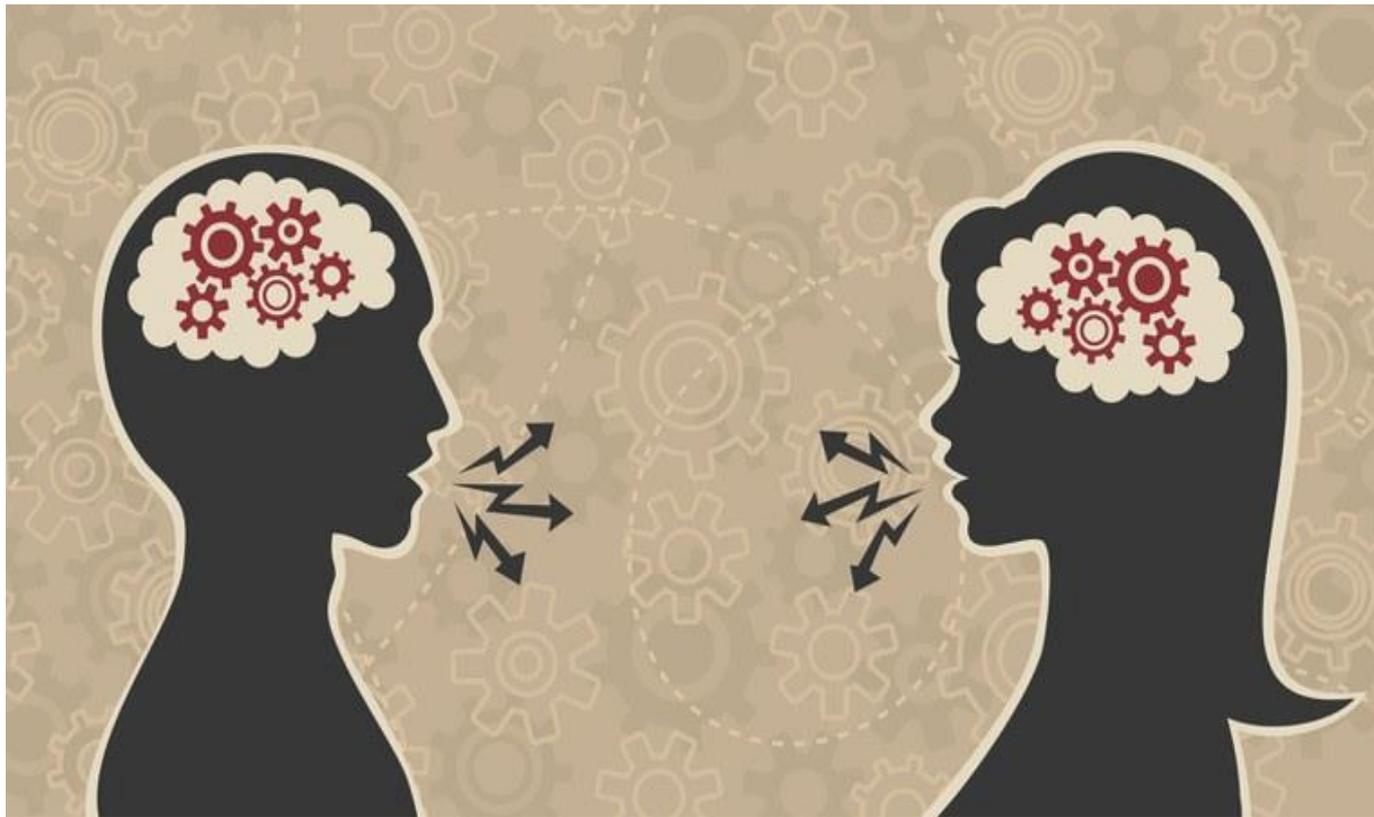
Language skills make it possible to develop or impose a certain style of speech.



Interpersonal communication can also be categorized through the situations in which it takes place:

1. **formal/informal:** defines the difference between calculated and spontaneous use of communication skills (includes the degree of awareness of the effect and outcome of communication)
2. **public/private:** indicates a difference in the context of communication *e. g. public communication presupposes, as a rule, the exclusion of the use of non-verbal signs and the display of emotions
3. **distanced/intimate:** indicates the different quality of the relationship of the persons who are in communication *distanced communication implies formalism in speech and performance
4. **ritual/open:** indicates different possibilities regarding the predictability of a certain communication code (e. g. ritual communication in religious rites)
5. **functional/expressive:** differences in the quality and purposeful use of language (language can be used strictly functionally or expressively, i. e. as a means of discussion or speculation)

Verbal (oral) communication



Oral communication refers to a conversation between two or more people. It expresses itself in words, because the spoken word is its main characteristic. Oral speech is the general ability by which people can most easily exchange experiences.

Common channels through which oral communication is transmitted are face-to-face conversations, telephone, television, radio, video and audio on the Internet.

Oral communication accounts for about 30% of all business correspondence.

It can be formal and informal and take place through different media, such as: meetings, presentations, telephone, video conference, etc.

The main advantage of this type of communication compared to others is that through conversations, questions and answers, you can immediately receive feedback and assess whether the interlocutors understood each other.

In addition, with a "face-to-face" conversation, where there is no need for any external technology, the interlocutors can use different symbols, as well as elements of non-verbal communication.

COMMUNICATIONS IMPLY:

speed

economy and efficiency

Organization

control

selectivity

Making of trust

It is not enough just to have a good idea, but it should be conveyed in a certain way to the recipient of the message for the purpose of communication. The way of presentation represents the speaker's way of thinking. A mistake is often made in trying to explain a concept or phenomenon by using a large number of words. Instead, it is much more important to express oneself graphically and color the presentation with a visual and sound impression (3) .

What causes misunderstanding of the interlocutor?

There are several reasons, some of which are:

- unintelligibly conveyed message - terminological disagreements
- collision of many different ideas - unfocused thinking
- too much information (overload, clutter)
- lack of information
- misunderstanding or misunderstanding the message
- ignorance of the interlocutor
- external factors - noise, distraction, inadequate room (temperature, acoustics/sound system, etc.)
- absence, deconcentration of the speaker
- silence, cover-up, misinformation

In verbal communication, there are two basic types of communication:

- A) Monological form
- B) Dialogic form

Monological form

Monologue as a type of communication excludes the speaker's orientation towards himself, but, on the contrary, the speech is addressed to the listeners. Monologue telling requires a clear control of the dynamics of the speech act, a feeling for the demands of the audience and monitoring the reactions of the interlocutor/group of listeners.



Speech in monologue form requires:

- clear, concise and colorful course of presentation
- emphasizing the topic, the focus of the speech act
- selection of speech constants (and vocal expression)
- adjustable pace of presentation
- a moment of improvisation
- scoring
- conclusion

In monologue speaking, there is a feedback reaction that can be observed during the speech act, and which can be verbal and more often, non-verbal: misunderstanding, denial, understanding, agreement, opposition, etc.



DIALOGUE

Dialogue is the basic form of communication in the modern world. In the process of communication, listening to the interlocutor is a significant factor. Concentrating attention and energy only on the flow of one's own speech leads to the impoverishment of the communicative act and the "closing" of the dialogue.

Dialogue features

- ❖ basic concept - presentation of the topic
- ❖ moment of listening
- ❖ exchange of opinions
- ❖ application of negotiation methods and techniques
- ❖ interlocutor control
- ❖ controlling the flow of conversation/persuasion
- ❖ the possibility of reasoning

- Talk, conversation, dialogue is a way of exchanging opinions, and the goals of conducting dialogue can be: cognitive moment, transfer of information, exchange of ideas, negotiation, persuasion, proving, argumentation, reaching an agreement.
- Conversation is an active process of speaking and listening. Contact is established by listening, as well as by accompanying non-verbal signals: eye contact, body posture, facial expressions, nodding, as well as other signs of approval.

A good relationship between interlocutors can be achieved in the following ways:

- by listening to the interlocutor and consciously making pauses during the speech
- using the technique of cross-questioning
- by ignoring the personal moment and neglecting overly emotional reactions (aggressive, "difficult", demanding interlocutor)
- using a calm, central, confident tone
- an active relationship, without withdrawal, in order to establish trust
- safe performance, which is reflected in: body posture, looking at the interlocutor directly, calm and confident movements, measured movement in space
- analysis - comparing arguments for and against
- by reaching an agreement or compromise

Speech process

The speech process depends on the type of performance: it can be a lecture, a public speech (political speech), presenting various contents, conducting business conversations, participating in negotiations, appearing in the media, and the like.

Speaking skills include a rational way of presentation, developed voice and vocal qualities of the speaker, good articulation, diction.

- Rational presentation represents the speaker's way of thinking, that is, logical reasoning (clear, concise presentation, intelligibly and articulately conveyed to listeners with a certain dynamic and emotional tone). Articulation and diction are important components of speech and include optimally formed vowels, correct pronunciation of consonants, control of accents, etc.
- In the content of each conversation, one sentence or part of a sentence represents the most important part of the presentation, i.e. the focus.
- The act of communication is more successful if the topic is specified and emphasized.



- It is also important to use pauses during a conversation, presentation, lecture or speech.
- The break can be conditioned by the way of breathing and articulating in a physiological (functional) sense. But making a pause as part of a rhetorical figure also represents a special skill of attracting and controlling the audience's attention (4).
- When creating the basic concept of a speech (performance), one should avoid commonly known, colloquial or outmoded phrases and definitions, "first-hand" information, etc.

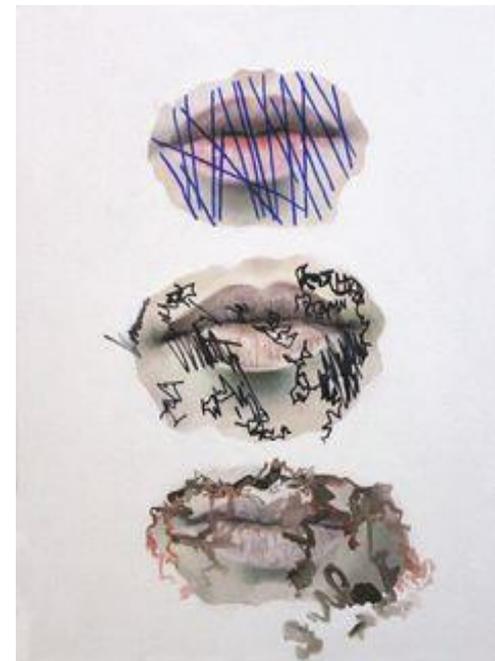
Concept of public performance

Information	Monologue, dialogue, discussion, presentation
Creation	Solution proposal, recommendations, scoring, conclusion
Performance	Verbal statement, non-verbal signals, behavior
Public opinion	Placement of personality

A successful public performance (speech, lecture, presentation) implies the unity of the internal approach - designing and creating the content and the external approach - interpreting the topic and operational selection of means of verbal and non-verbal communication.

* **Verbally** we convey information, and non-verbally we convey our emotional attitude towards the information we receive or the attitude towards the person we communicate with.

* **Non-verbal communication** refers to everything other than words (facial expression, facial expressions, body language, tone, etc.). It consists of many signs, each of which has its own specific meaning. Communication takes place using, to the greatest extent, those signs, ie. over 90% of communication takes place non-verbally.



How to recognize and reduce hidden stress?

A special aspect of verbal communication is stress when speaking in front of a crowd of people, which can block communication channels, and then the quality of the sent message is far weaker than the speaker's real capabilities.



- In small doses, stress can help you perform under pressure. However, when stress becomes constant and too intense, it can compromise quality communication by impairing the ability to think clearly and creatively.
- Stress can be alleviated or even completely avoided by good preparation, which includes listening (to yourself) the complete content of the presentation, listening aloud (taking into account the order and gradualness of the presentation), measuring the time of the presentation (duration of the introduction, elaboration, conclusion), rehearsal with visual aids , try with a trusted person...

Performance strategy includes the following:

- straighten the spine
- relax your shoulders
- breathe deeply
- be prepared, but with a relaxed attitude
- boldly step into the room (not "military" but not timid)
- establish balance but not stand in front of the audience stiffly
- establish eye contact
- introduce oneself
- thank you for your attention at the beginning and end of the presentation
- announce how long the presentation will last
- never cross your arms on your chest or back
- do not touch clothes or body parts
- do not take small steps, moving chaotically up and down
- do not move from place to place often
- hand movements should be spontaneous (no hand waving)
- encourage the audience to ask questions at the end of the presentation

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THANK YOU FOR
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