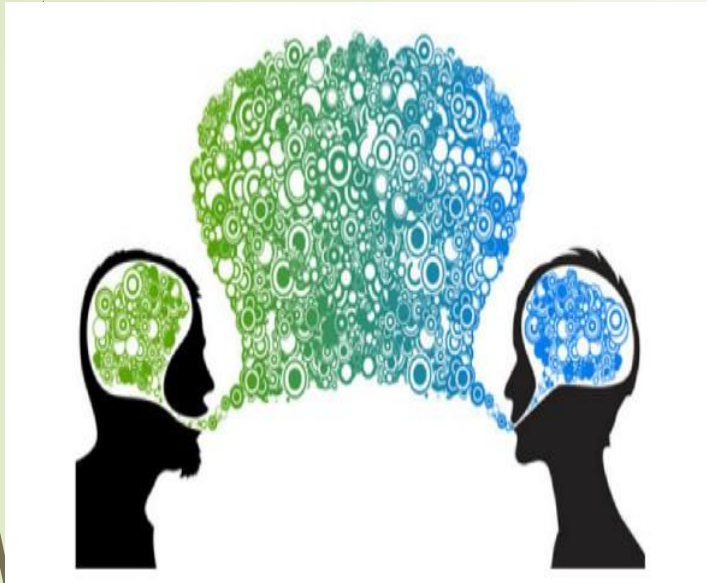






Communication generally refers to the **art** and **process** of creating and sharing ideas. For Gaber (1957), it is a **social interaction** through **messages**. It is done with the intention of influencing the audience. It can be either **oral** or **written**. This course is devoted for enhancing your oral communication skills.

1 Definition of Oral communication



*“Oral communication is the process of sharing information and creating meaning through the use of **spoken language**, including both formal and informal interactions.” Julia T. Wood*

❑ **Oral communication** has been described as the process of exchanging information, thoughts, and ideas through **spoken words**. It allows individuals to **interact**, **express** themselves, and **convey** messages directly to others using **speech** as medium.



2. Modes of oral communication

2.1 Intrapersonal communication: It refers to the mode of communication that occurs within an **individual's own mind**. It involves the internal exchange and processing of thoughts and ideas.



2.2 Interpersonal communication: It involves communication between two or more people in a **face-to-face interaction**, with each person taking turns to speak and listen. It can be either formal or informal .

3 . Types of oral communication





3.1 Group discussion involves **multiple participants** engaging in an exchange of ideas, opinions, and perspectives on a specific topic. This type of oral communication enhances *collaboration*, *problem-solving*, and *decision-making* within a team.



3.2 Public Speaking: Public speaking involves **one individual** speaking to a large group of people. It is often used for *informative* or *persuasive* purposes.





3.3 Interviewing: This type of communication involves one individual **asking questions** to another individual.



3.4 Video Conferencing: This form of communication is similar to face-to-face communication but takes place over **video conferencing software**.



3.5 Telephonic Communication: It involves two or more participants communicating over **the phone**. Telephonic communication is useful for situations where face-to-face communication is not possible or practical, such as in long-distance relationships or business negotiations.





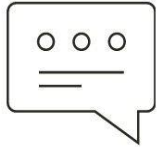
3.6 Informal Conversations: They occur when individuals engage in **casual and unplanned discussions** with each other. **Informal conversations** occur in everyday settings such as social gatherings, **family interactions**, and **friendly conversations**.

4 . Characteristics of Oral Communication

Non Verbal Cues



voice



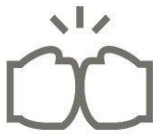
articulation



eye
contact



facial
expression



gestures



body
language



appearance

a- Dynamic and interactive (a two-way exchange of information)

b- Verbal and nonverbal cues

c- Less formal

d- Spoken Words (the primary medium)

e- Contextual and Situational

Factors such as the *audience*, *purpose*, and *cultural background* influence the *language*, *tone*, and *style* used by the speaker.

Examples of non-verbal Cues



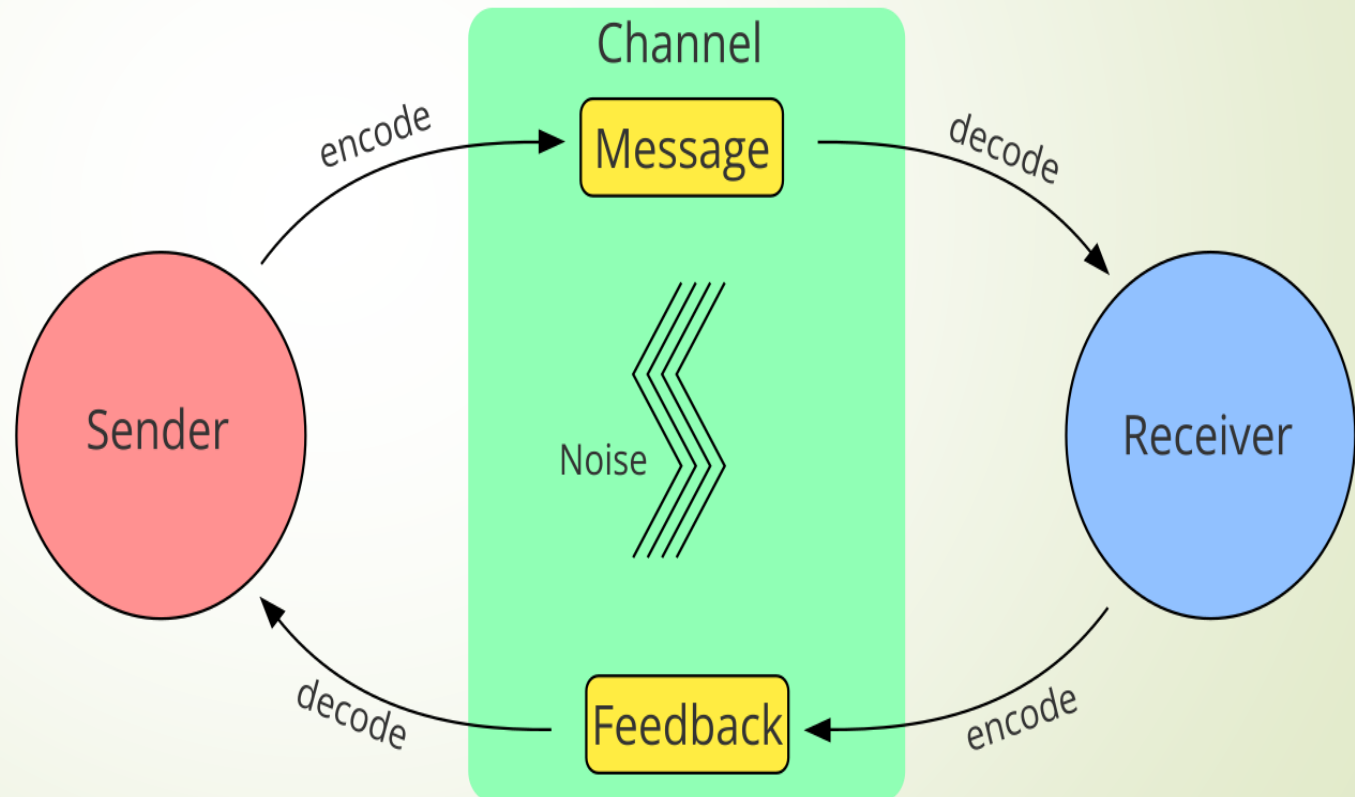
How does the communication process work?



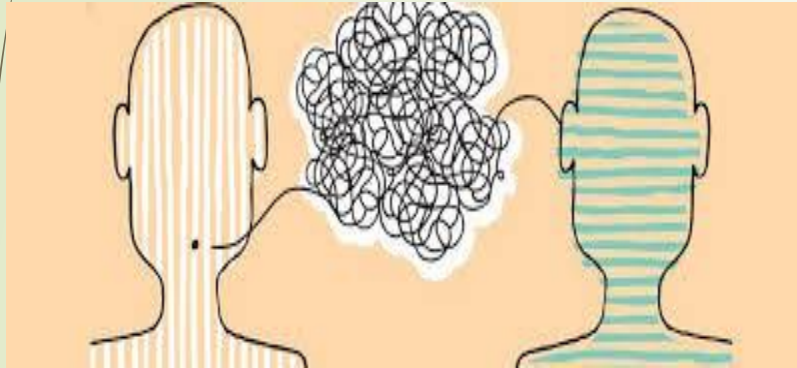
5. Elements of Oral Communication

The communication process has several components that enable the transmission of a message. Here are 8 elements that are essential to successful communication.

A-Speaker
B-Message
C-Listener
D-Feedback
E-Channel
F-Context
G-Noise
H-Purpose



6. Noise in Oral Communication



Interference in communication is often called “**noise**.” The act of communication can be derailed by the following types of noise, which deflect your audience’s focus away from your message(Shannon & Weaver, 1949).

a. Physical Noise

Physical noise is interference that comes from an **external source**, or the environment in which the communication is occurring.



For instance, pop-up ads during an online meeting or a co-worker waving through a window can break your concentration, not muting your sound while typing during an online meeting all constitute physical noise.



b. Physiological Noise

Physiological noise deals with your **own abilities** to see and hear, your state of health, whether you are tired or hungry at the time of the communication, or any of many different physiological issues that can interfere with paying attention to a message.



For example, someone with a headache or hearing loss may struggle to pay attention to a message, making communication less effective.



c. Cultural Noise

Cultural noise occurs when cultural **expectations**, **etiquette**, **attitudes**, and **values** differ. Many different cultures exist based on nationalities, ages, genders, regions, social positions, work groups, etc.





d. Semantic Noise

Semantic noise deals with words and language.



- ☐ Is the language of the communication clear and easy to understand?
- ☐ Is it free from professional jargon?
- ☐ Is the language free from grammatical and technical errors?
- ☐ Are concepts offered in an order logical to the communication's purpose and appropriate to its audience?
- ☐ Is there too much information, and/or are there too many words?



How is noise in communication reduced?



7 . Oral communication skills

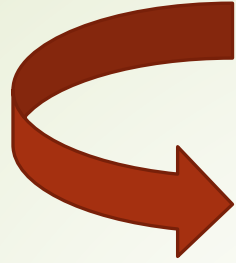
Oral communication skills refer to the **abilities** and **competencies** that enable individuals to effectively convey their ideas, thoughts, and messages through spoken words.



1/ Active Listening skills: They involve fully focusing on and understanding the speaker's message, **responding** appropriately, and **providing feedback** when necessary.

2/ Presentation Skills: Presentation skills involve effectively delivering information to an audience in a **well-organized manner**. They encompass organizing content, using visual aids effectively, maintaining audience engagement, and delivering a confident and impactful presentation.

3/ Flexibility and Adaptability skills: They involve being open to different communication styles, **cultural differences**, and unexpected changes in the communication context.



4/ Conversation Skills: Conversation skills refer to the ability to engage in meaningful and **productive conversations** with others. This involves **initiating** and **maintaining conversations** and showing interest in others' contributions.

5/ Discussion Skills: It involves participating in **structured group discussions**. It involves contributing ideas, listening to others, and providing feedback or responses.

THANK YOU



THE END