

LUNGILE BAPHETSILE NGCAMPHALALA
ID: UD78403ED87615

COURSE NAME:
BUSINESS COMMUNICATION

ASSIGNMENT TITLE:
ORAL COMMUNICATION

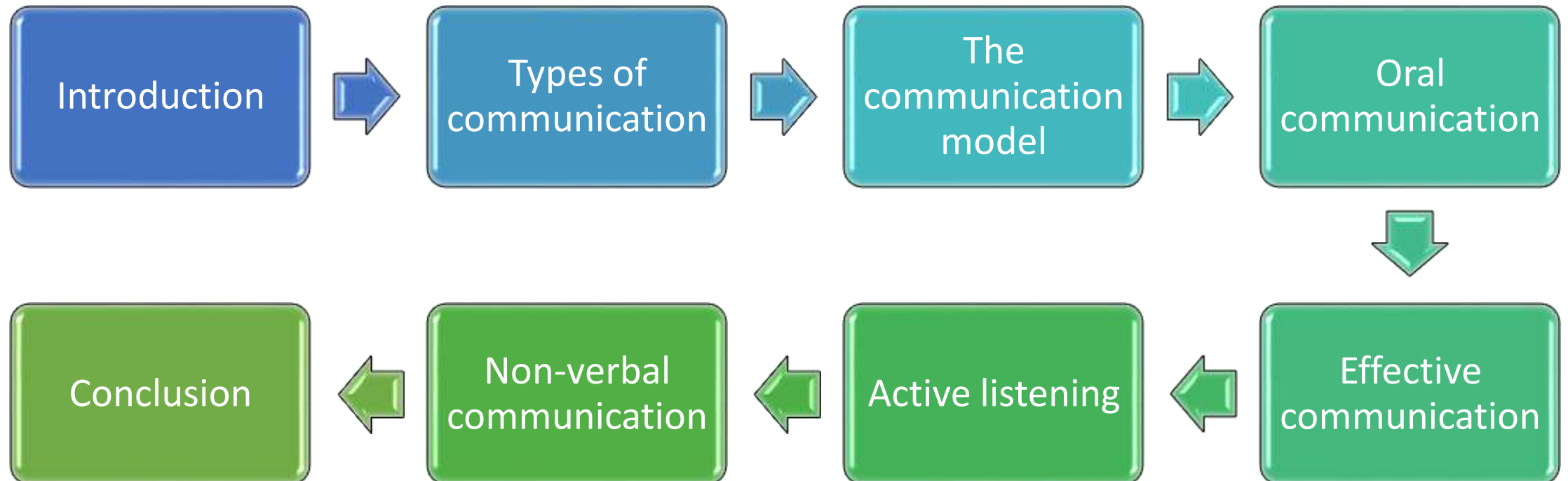
ATLANTIC INTERNATIONAL UNIVERSITY
September/2022

Course objectives

By the end of the course, participants should be able to:

- Define effective communication
- Identify and use the relevant types of communication
- Understand the factors that influence communication to minimize communication barriers
- Apply effective communication skills in all their communication

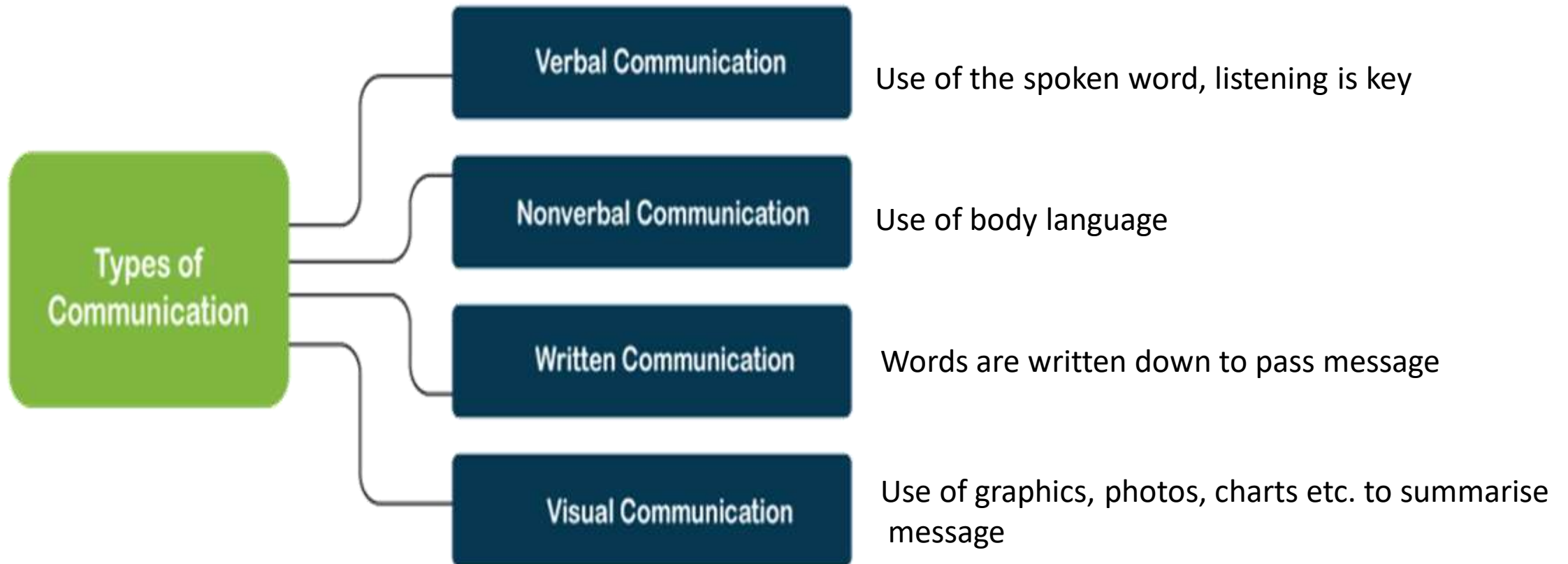
Contents



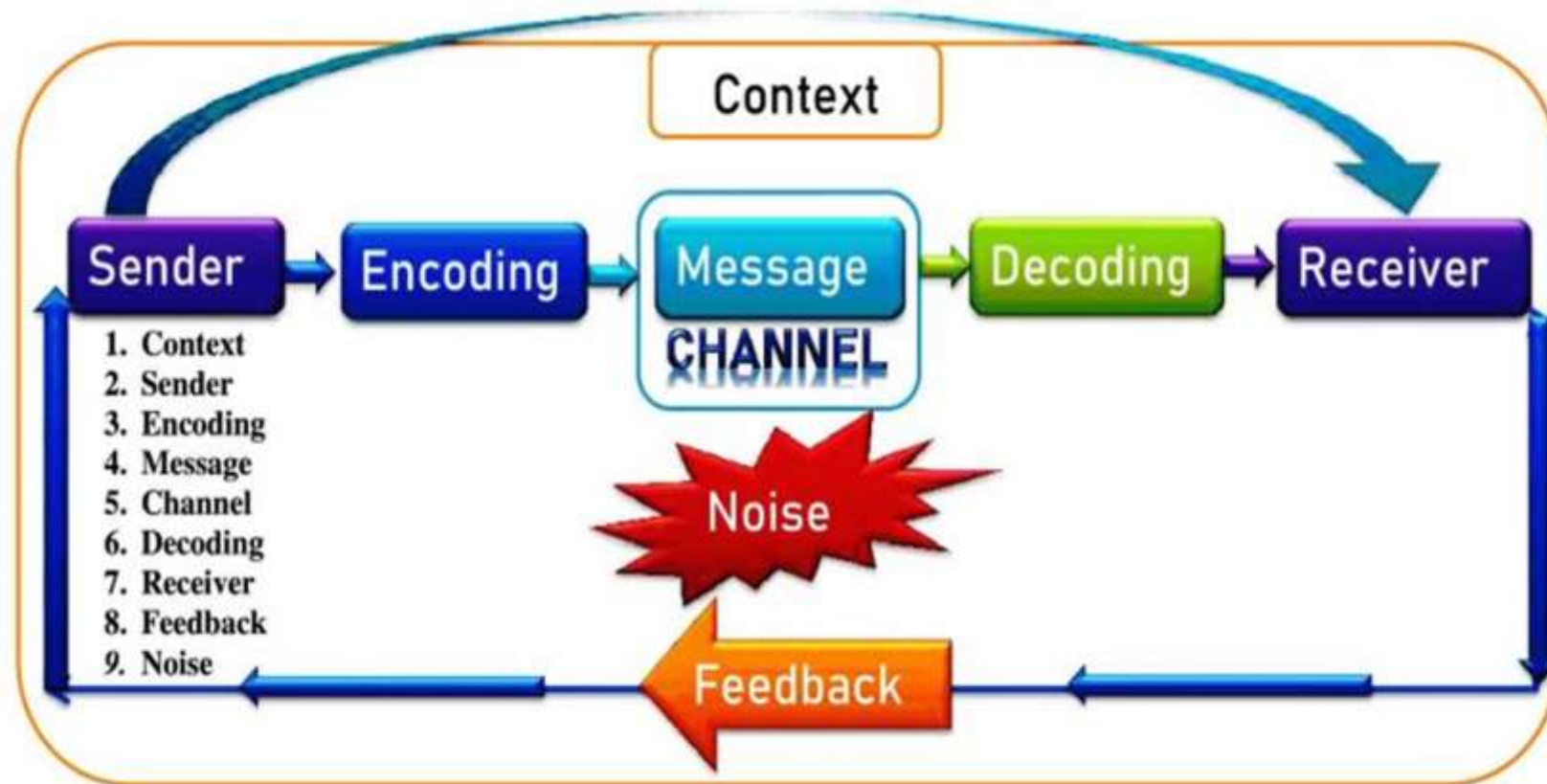
Introduction

- Communication is the exchange of information from one party to another who understands the message
- Communication includes
 - speaking
 - writing
 - visual
 - non-verbal communication

Types of communication



Basic communication model



ORAL COMMUNICATION

What is it?

Definition of oral communication

- Communication using the word of mouth when someone else is listening
- Most widely used method since it comes naturally
- Used extensively in schools to impart knowledge

Examples of oral communication in schools

- Face-to-face conversations during tea-break
- Telephone conversation with school principal
- Discussions that take place at classroom level
- Presentations during class
- Singing at morning assembly
- Open day, communication between teacher and parents



Oral communication and technology

- Electronic forms of oral communication
 - Video phones
 - video conferences combine audio and video
 - people in distant locations communicate face to face
 - Skype
 - Zoom
 - WhatsApp

What are the advantages and disadvantages of oral communication?

Teacher A is trying to some work



Teacher B is loud and disturbing teacher A



Picture from:

Advantages of Oral Communication

Less expensive

Saves time

Immediate feedback

Personal contact

Useful in difficult situations

Co-operative spirit

Useful in secret matters

Persuasive

Useful for all kinds of audiences

articles-junction.blogspot.com

Disadvantages of Oral Communication

No legality

Lack of accountability

Low reference value

Greater scope for errors

Easily forgotten

Not useful for long distance

articles-junction.blogspot.com



What is it all about?

Effective communication

- Passing of a message from sender to receiver for mutual understanding
- It is a two way process
- Feedback is key

Benefits of effective communication

- Sound lesson plans develop with students
- Provision of adequate tools or learning materials for class activities
- Problem solving and decision making e.g. during conflict
- Effective instructional delivery
- Positive team-spirit amongst learners and teachers
- Achievement of learning goals

What are the barriers to effective communication?



Picture from: <https://lylerussell.net/2022/01/17/communication-barriers-and-how-to-overcome-them/>

Barriers of Communication





Communication Skills

7 Cs of Effective Communication



Clear

Be clear about the goal and purpose of your message



Coherent

Make sure your message flows well and laid out logically



Concise

Keep to the point and keep your message short and simple



Complete

Ensure the recipient has everything they need to understand



Concrete

Be clear, not fuzzy! Provide detail, but not too much detail



Courteous

Your message should be polite, friendly, professional and open



Correct

Make sure your message is accurate and grammatically correct



Revolution
Learning and Development

What is listening?

Definition of listening

- A critical part of oral communication
- Receiver pays attention to what is being said
- Reinforces comprehension through gestures (smiling, nodding)
- Asks questions for clarity
- Listening and expression of emotions go hand in hand

How the sender tells you are listening



Picture from: <https://www.thebalancecareers.com/active-listening-skills-with-examples-2059684>

What are the barriers to effective listening?



Picture from: <https://listeningarticletrainingvideo.weebly.com/>

Barriers to Effective Listening

Short
Attention
Span

Noisy
Surrounding

Lack of
Interest

Multitasking

Interruptions

Different
Accents



Bad Habits of Poor Listeners

- Interrupting
- Jumping to conclusions
- Finishing others' sentences for them
- Frequently (and often abruptly) changing the subject
- Inattentive body language
- Not responding to what others have said
- Failing to ask questions and give feedback

Techniques to improve listening



Hearing vs listening

Hearing

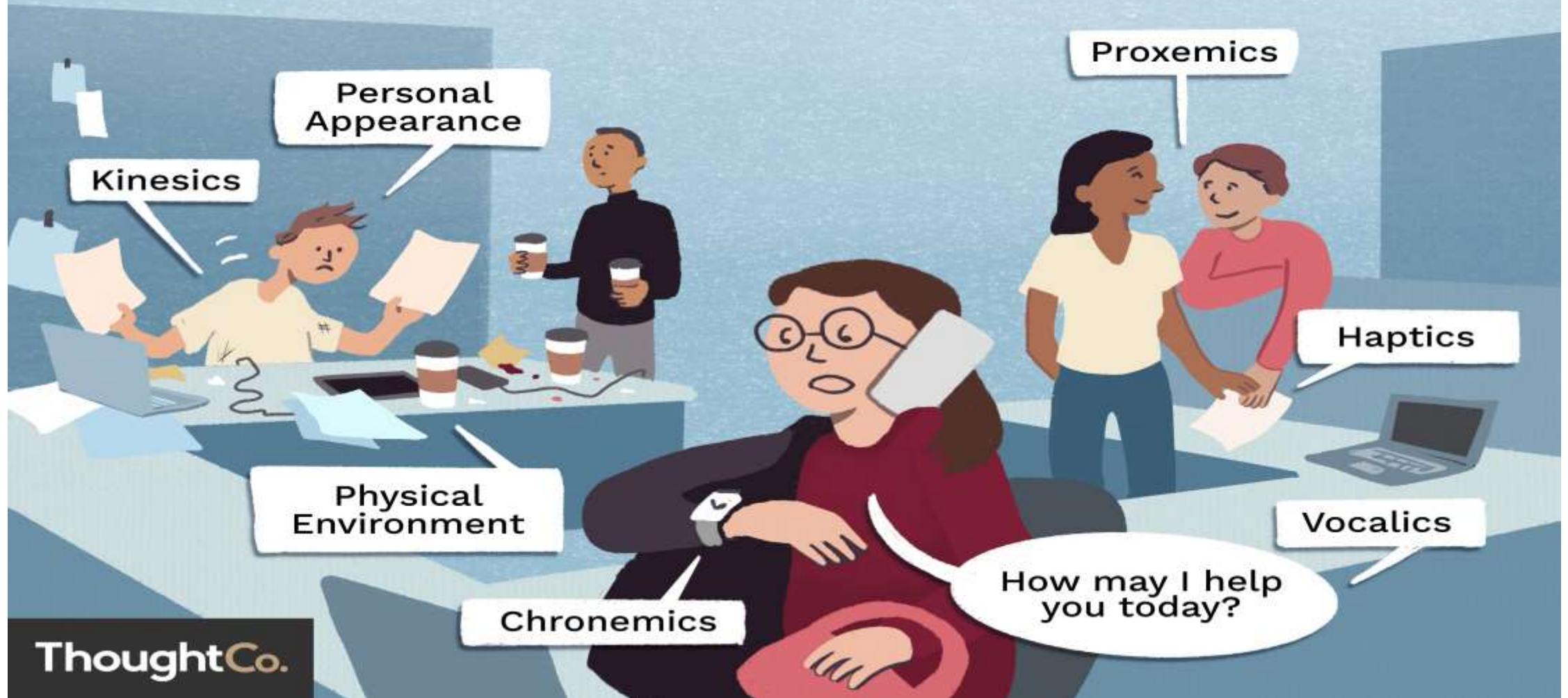
- Accidental
- Involuntary
- Effortless

Listening

- Focused
- Voluntary
- Intentional

Picture from: https://saylordotorg.github.io/text_stand-up-speak-out-the-practice-and-ethics-of-public-speaking/s07-01-listening-vs-hearing.html

7 TYPES OF NONVERBAL COMMUNICATION



Conclusion

- As an educator, oral communication is my life
- The course has enhance my essential skill
- I will continue to thrive to be the best teacher
- I will coach newly hired colleagues on effective oral communication
- I will record some presentations and post them on you tube for the benefits of everyone

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