

Effective Educational Communication

What is communication?

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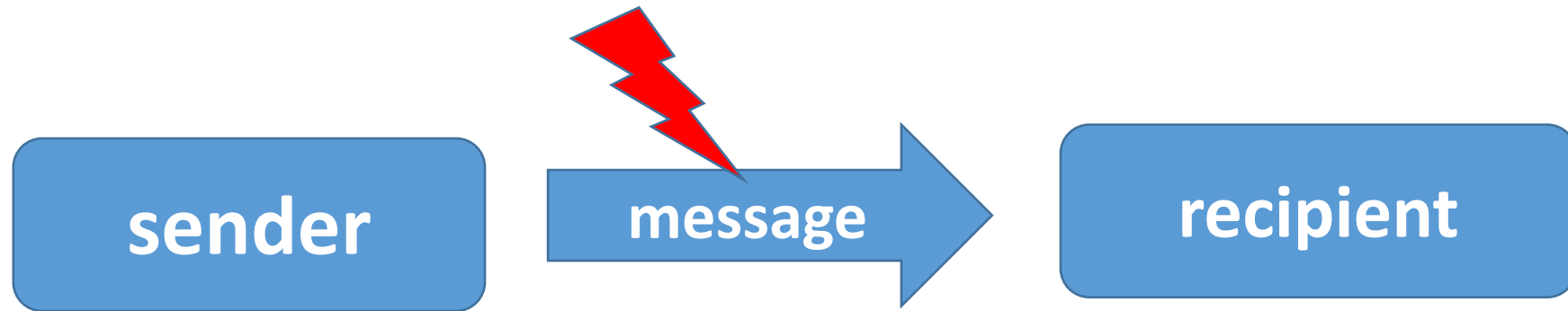
- **Communication is the act of transferring information from one place, person or group to another.**
- **But communication is more than simply the transmission of information. The term requires an element of success in transmitting or imparting a message, whether information, ideas, or emotions.**
- Communication is the driving force in any relationship or situation.

The principle of communication



What kind of medium do you know?

The principle of communication



What can effect the transmission of message?

How do we communicate?

- Every communication involves (at least) one **sender**, a **message** and a **recipient**. This may sound simple, but communication is actually a very complex subject.
- The transmission of the message from sender to recipient can be affected by a huge range of things.
- These include our emotions, the cultural situation, the medium used to communicate, and even our location.
- The complexity is why good communication skills are considered so desirable by employers around the world: accurate, effective and unambiguous communication is actually extremely hard.
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Categories of Communication

There are a wide range of ways in which we communicate and more than one may be occurring at any given time.

- Verbal Communication

- face-to-face, telephone, radio or television and other media.

- written Communication: which includes letters, e-mails, social media, books, magazines, the Internet and other media. Until recent times, a relatively small number of writers and publishers were very powerful when it came to communicating the written word. Today, we can all write and publish our ideas online, which has led to an explosion of information and communication possibilities.

- visualizations: graphs and charts, maps, logos and other visualizations can all communicate messages.

- Non-Verbal Communication, covering body language, gestures, how we dress or act, where we stand, and even our scent. There are many subtle ways that we communicate (perhaps even unintentionally) with others. For example, the tone of voice can give clues to mood or emotional state, whilst hand signals or gestures can add to a spoken message.

- Communication through action

Main types of communication

- Social
- Educational

Social interaction

incorporates three main aspects:

- **interaction viewpoint** (mutual impact, influence);
- **communication viewpoint** (the supply of meanings);
- **perceptual viewpoint** (perception of our partners in in the scope of linear....???)

Educational communication

- is a specific form of social communication.
- The point of educational communication is to communicate and supply certain meanings in social behavior within the scope of interpersonal relations.

Differences between Educational Communication and Social Communication

- EC takes place between the participants of the educational process.(teachers, students, headmaster, parents)
- EC is always connected to a certain situation in the educational process.
- For example, a discussion about movies between two teachers during the break, would not be regarded as EC.
- Teacher's profession is associated with the skill of effective communication, which can be learnt, exercised, developed, and improved.



Common for Social and Educational Communication.

For Social and Educational Communication even the content is identical.

We communicate:

- a) The Information
- b) Our Emotion
- c) Our attitude towards the content of our conversation
- d) Our attitude towards the person we are speaking to
- e) The rules of communication
- f) The acceptance of our self-concept

Characteristics of Communication

- Communication is characteristic with its intentions and goals. Moreover, it serves the goals that it incorporates.
- It is usually defined as mutual exchange of information between the participants of the educational process.
- It is a device used in upbringing and education

Educational Communication

- Rules and principles to be followed while talking to a student:

- To empathize with the student.
- To respect the personality of the student.
- To hold an authentic, genuine attitude.
- To be specific.

- The negative aspect of this communication is the difficult emotions, showing attitudes towards other people or subjects

