

## Module 7 – Social and Behaviour Change- Child Protection

### Session 1: Defining Communication

Duration: 5:22 minutes

#### Session 1.3 Defining Communication

##### Session Objectives

At the end of the session, participants will be able to:

- define what is communication.
- describe two-way communication and one-way communication
- elaborate verbal and non-verbal communication
- describe the communication loop

Communication is a process of exchange/transfer of information (including ideas, emotions, knowledge, data and skills etc.) from one person or persons to another or others.

Communication is a fact of everyday life. Every day, we perform activities of listening, speaking, reading or writing or take recourse to facial expressions, gestures, movements of hand and arms, body movements and feelings.

The fact is that everything one does – or does not do – communicates a message to the audience, whether it is those whom people serve, volunteers, donors, staff, the media or the government.

#### Communication loop and its elements

Communication can be a one-way or a two-way process.

One-way communication process: When information flows in one direction it is known as one-way communication. In this communication process, information flows from sender to receiver and receiver does not send any feedback to the sender.

Two-way communication process: Two-way communication occurs when the receiver sends response or feedback to sender's message. Communication process basically indicates the two-way process whereby both the sender and receiver can understand each other's view or opinion. It is also known as circuit communication process.

#### Elements of two-way communication

##### The Source

The source is the originator of the message. The source can be an individual, group of individuals or an institution or organization. The source is important in the communication planning process, because of credibility attached to the messages by virtue of their source.

### The Message

The message is the idea being communicated. The message should be simple, straightforward, clear and precise. The content of the message should be clear for intended audience and not based on the perception of the programme staff.

### The Channel

The channel is the means by which the message travels from the source to receiver/ audience. The channels may be interpersonal where the message passes directly from source to receiver, or GC where several receivers receive messages from one or several sources. They may involve media, such as print, telephone or satellite transmission or radio. The choice of the channel is important in determining the efficiency and effectiveness of the communication. Multiple channels of communication should be used for better results.

### Receiver or Target Audience

Who is the target audience for specific messages? The audience segmentation or grouping is essential to identify an audience. Some examples of target audience in broad categories are children, parents, friends, and colleagues.

### Feedback

Feedback is an essential element of communication. Feedback is the response or reactions by the receiver to the source. The perceptible feedback originating in the receiver serves as useful data to the source to modify its messages. Experienced communicators are always sensitive to feedback and continuously modify messages in the light of what they observe or hear from the intended audience. Without feedback of the audience, the communication is one-way traffic.

### **Verbal and non-verbal communication**

Verbal communication is the use of words to convey a message.

In verbal communication, what to speak, when to speak, how to speak and with what objectives to address should be clear to the speaker. The situations vary and the contexts differ.

The spoken words should be clear and adhere to local dialects, clearly audible and specific to a subject, simple enough to be understood.

Use of technical terms and jargon must be avoided, especially when communicating with children. Verbal communication is both an art and skill which gets enriched with experience

### **Non-verbal communication**

Non-verbal communication is the process of sending and receiving messages without using words, either spoken or written. We communicate without speaking through facial expressions, the tone and pitch of the voice, gestures displayed through body language.

We need to be aware of what children/clients communicate non-verbally, for example, fear, embarrassment, discomfort, shame, anger, resentment. We also need to be conscious of what we communicate non-verbally to children/clients, for example, disappointment, frustration, etc.

Silence also communicates a lot and makes much sense. Communication is also done through visual contacts, by frowning, gazing, nodding head, symbolic movements of body parts, facial expressions, gestures, laughing, sadness and anger.

Combining verbal and non-verbal cues is an art to enrich the process of communication. Sometime not a single word is said but meaning is expressed using silence and thereby a lot of communication has been done.