



# English: First Additional Language

## NQF 2



# Communication

## Module 1

# Overview

- The communication process
- Barriers
- Channels
- Categories
- Principles
- Language pillars: Understanding words
  - Dictionaries and search engines
  - Context
  - Word attack skills (prefixes, suffixes and origins)
  - Homophones and homonyms

# Communication

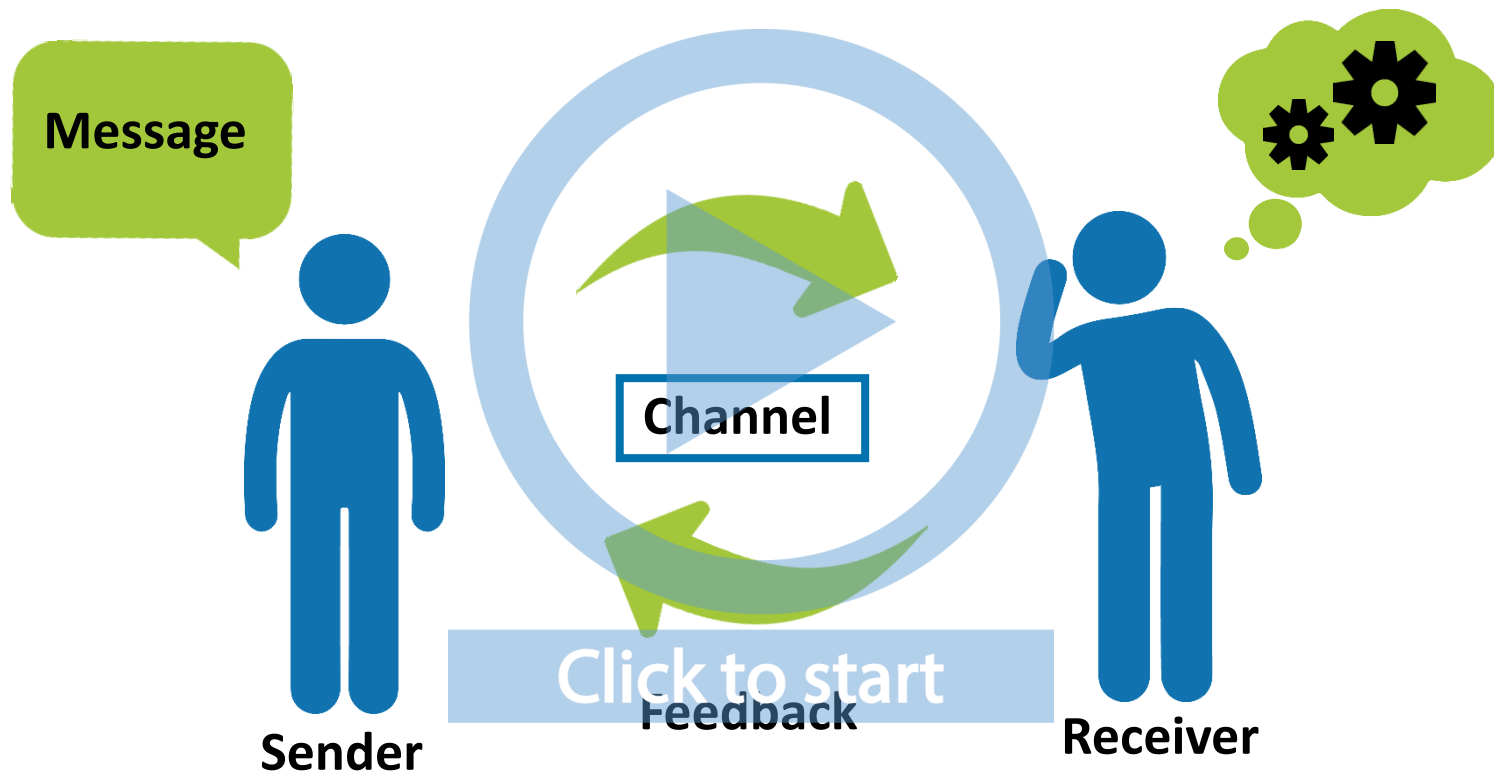


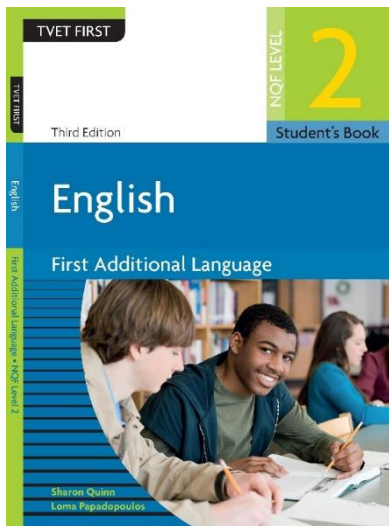
# Communication

Communication is the process through which you pass on information, or express your thoughts to someone, by speaking or writing.

# Elements of communication

- Sender and receiver
- Message via a channel
- Feedback





# Learning activity 1.1

## Module 1

Test your knowledge of this section by completing Learning activity 1.1 on page 3 of your *Student's Book*.

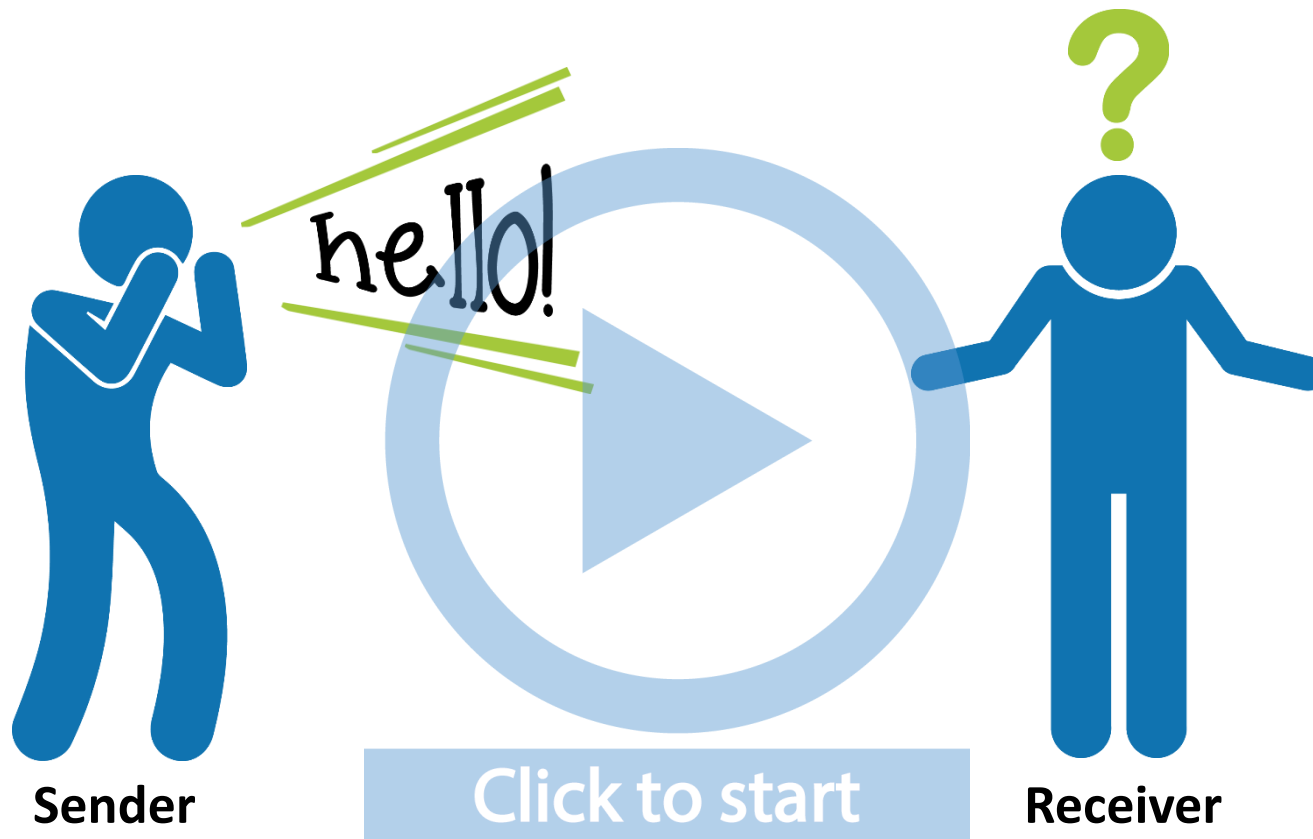
# Ineffective communication





# Ineffective communication

- Communication is ineffective if the receiver does not receive or understand the message.



# Barriers to effective communication

Physical



Physiological



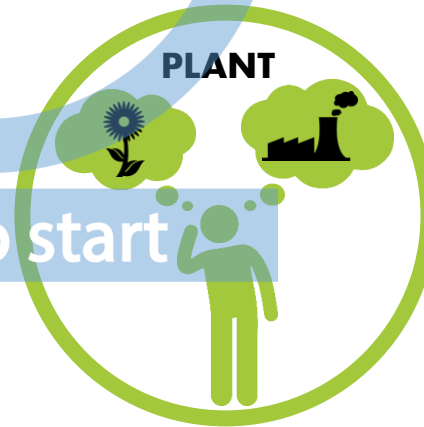
Psychological



Perceptual



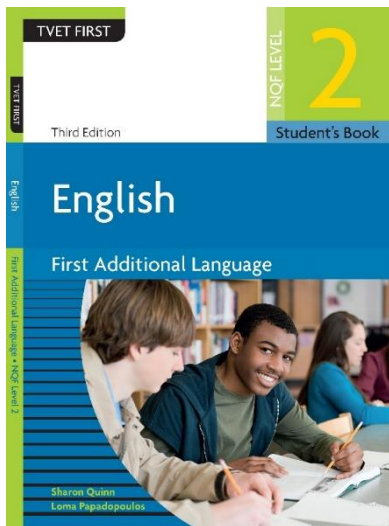
Semantic



Click to start

# Barriers to effective communication

Physical	Physiological	Psychological	Perceptual	Semantic
Noise	Inability to hear and/or see	Anger and aggression	Culture	Use of slang and jargon
Lack of wi-fi or cell phone reception	Poor health, including pain and discomfort	Fear	Personality	Inability to speak a language
Music being played too loud	Inability to use tools such as pens or computers (because of a disability)	Extreme depression	Age	Ambiguous words
Stolen electric cables	Effects of medication	Being extremely shy	Racism/sexism/ageism, other forms of Discrimination	Not being able to read or write



# Learning activity 1.2

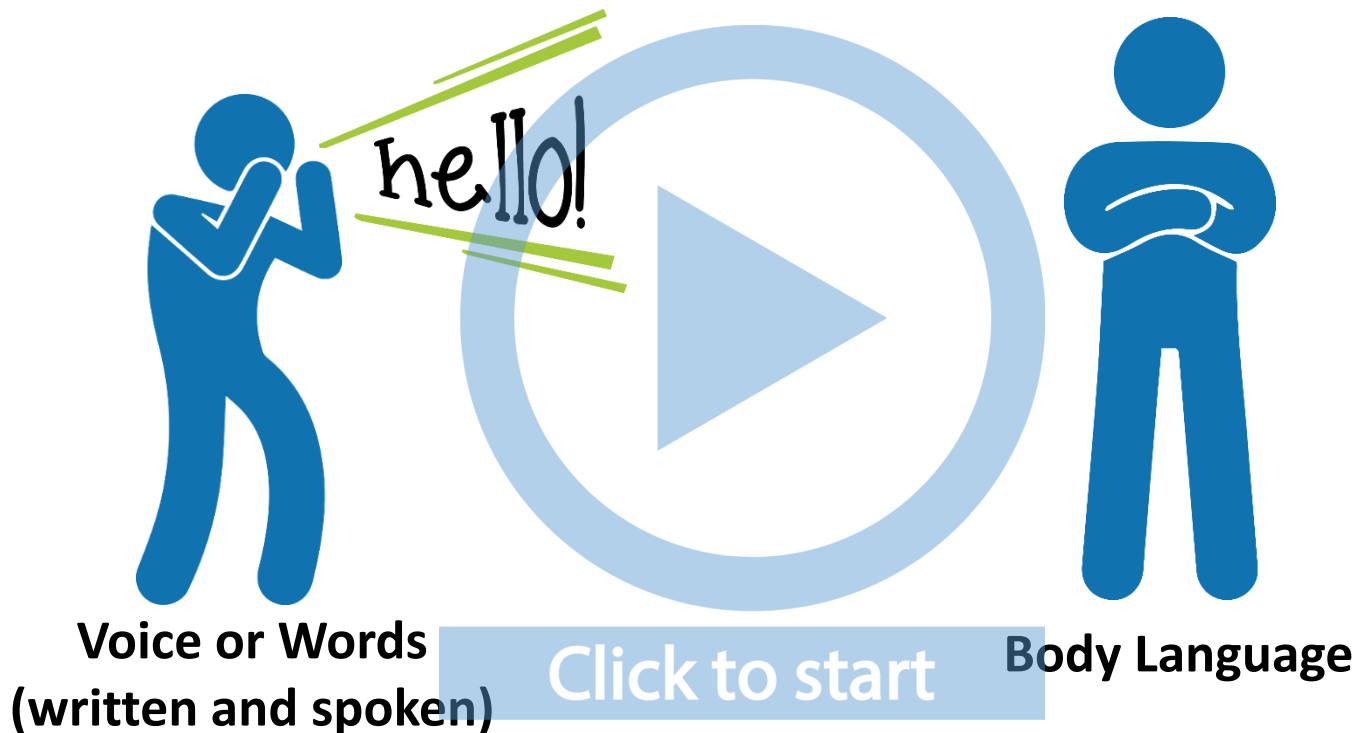
## Module 1

Test your knowledge of this section by completing Learning activity 1.2 on page 5 of your *Student's Book*.

# Channels of communication

A channel of communication is the medium you use to pass on information to someone: a written letter, a telephonic conversation.

- **People** are channels of communication



# Channels of communication

- Documents are channels of communication



# Channels of communication

- **Electronic devices** are channels of communication



# Channels of communication can be:

- Formal or informal
- Verbal or non-verbal

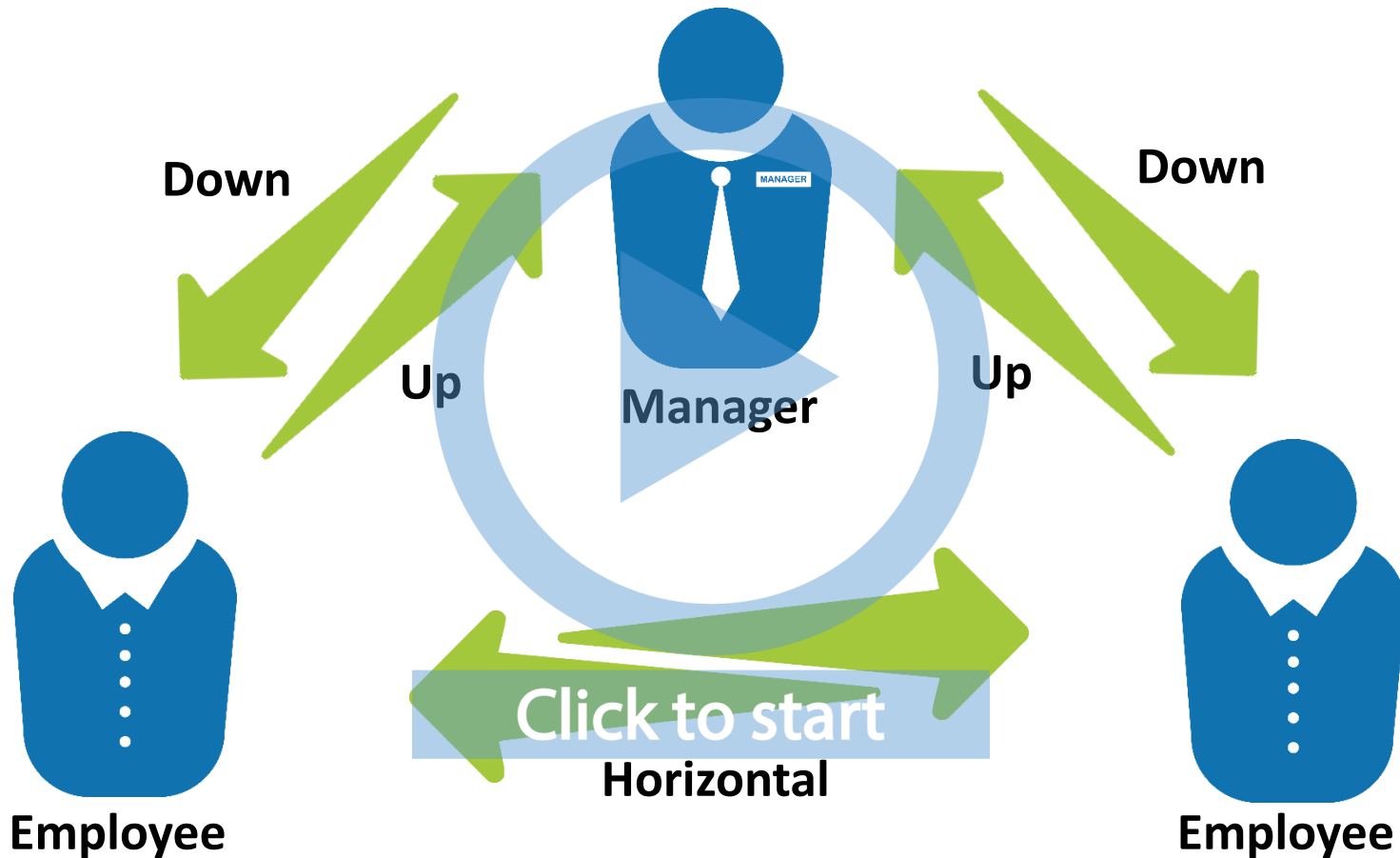
## Channels of communication

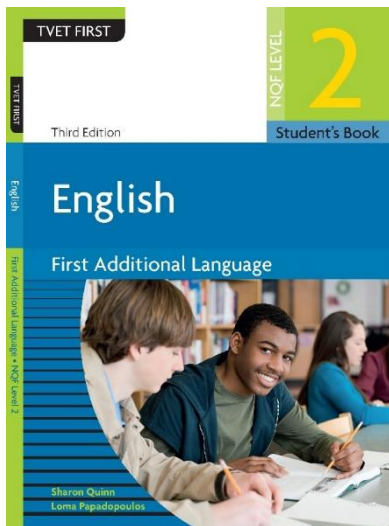
Formal	Informal	Verbal	Non-verbal
A formal, printed invitation to a function such as a wedding	A text message to your friends telling them about a party	Any printed or spoken information	Pictures or symbols used in an invitation or other document
An interview for a job	A group discussion in class	Websites Menus at restaurants	Body language that reveals that you are happy (jumping up and down with a big smile on your face)
A debate A vote of thanks after a debate	The emojis that you use when you text someone to show how you are feeling	The finance minister's budget speech	Your tone of voice when you let someone know that you disapprove of their actions



# Direction of communication

- Communication flows through channels in these directions:



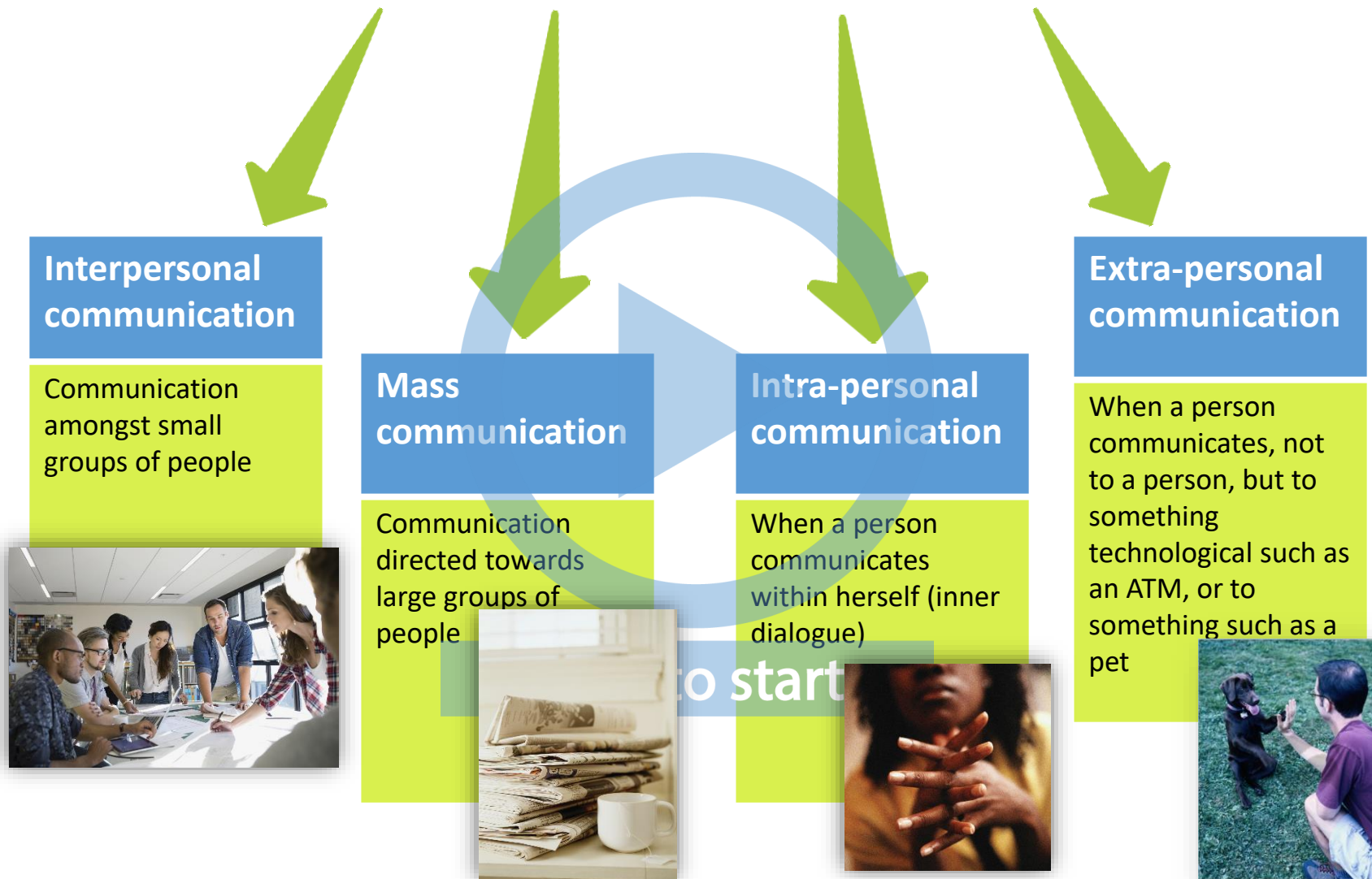


# Learning activity 1.3

## Module 1

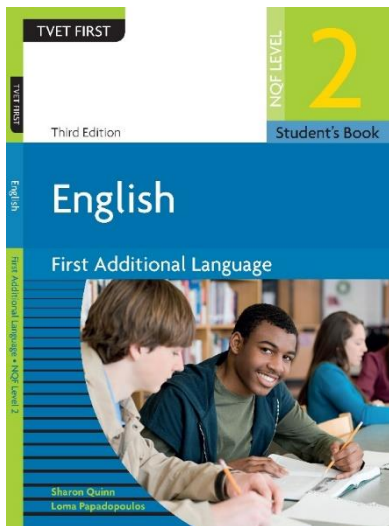
Test your knowledge of these sections by completing Learning activity 1.3 on page 6 of your *Student's Book*.

# Categories of communication



# More about categories of communication

Interpersonal (Verbal and non-verbal)	Intrapersonal	Mass
A 'WhatsApp' message sent to a group of friends giving details of a function	In your mind, running through the list of things you have to do today	Pamphlets, flyers, circulars
Chatting with friends during break at college	Thinking positive thoughts to motivate yourself	Television and radio advertisements
Discussing a Maths concept that you do not understand with the lecturer	Thinking about different solutions to a problem and then deciding on one	Billboard advertising
Talking to your parents about your plans to work at the end of the semester	As an athlete, telling yourself to carry on, even though you are tired	Public notices broadcast at stadiums where big events such as the Soccer, Rugby or Cricket World Cup are held
Picking up, from her body language, that your best friend is upset about something and asking her about it	Looking at your marked exam paper, thinking about where you went wrong, and telling yourself what you need to do better next time	A celebrity tweet going out to millions of followers



# Learning activity 1.4

## Module 1

Test your knowledge of these sections by completing Learning activity 1.4 on page 7 of your *Student's Book*.

# Principles of effective communication

It's as easy as ABC!

**A**udience

**B**rief

**C**lear

**D**on't

**E**ffective (achieve your purpose)



# Another way of remembering the principles

**WHO** do you communicate with?

- **Audience** – have you adapted your communication to suit your audience?

**WHAT** do you communicate?

- **Message** – is your message clear and understandable?

**WHY** do you communicate?

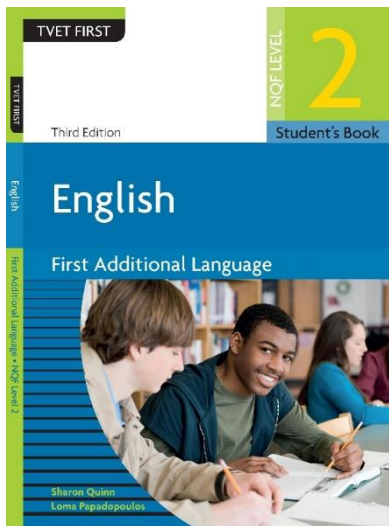
- **Purpose** – have you achieved the purpose of your message? Then your communication is effective.

**WHEN** do you communicate?

- Your message must be **timeous** so that it makes sense and is effective (achieves its purpose).

**HOW** do you communicate?

- You communicate effectively. You keep your message **brief, clear** and **appropriate**. This also has to do with channels and categories. Choose the best channel (would an email, letter, telephone call or Facebook post best achieve the purpose of your communication?). Decide whether the message is just for a colleague (interpersonal communication), or for all your business contacts (mass communication).



# Learning activity 1.5

## Module 1

Test your knowledge of these sections by completing Learning activity 1.5 on page 8 of your *Student's Book*.

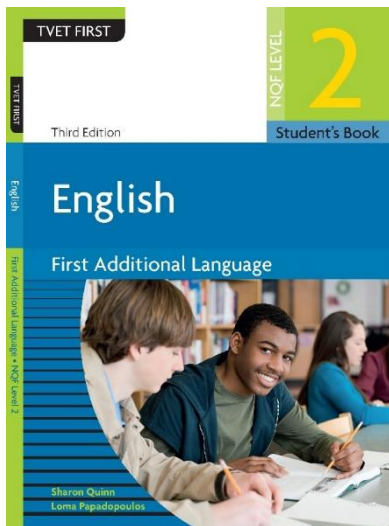


# Words and their meanings

Work out the meaning:

- Use a dictionary or search engine
- Look at the context in which the word is used
- Use word attack skills
  - Look at the root word
  - Does the word have a prefix or suffix
  - Work out the meaning





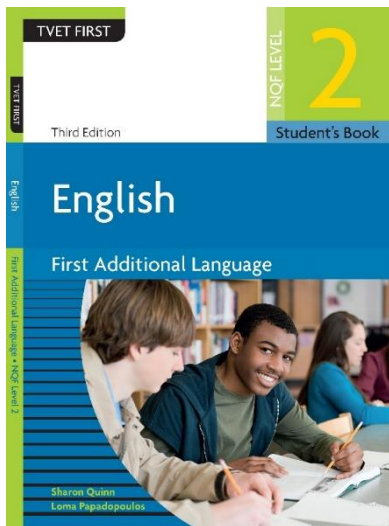
# Learning activities 1.6 and 1.7

## Module 1

Test your knowledge of these sections by completing Learning activities 1.6 and 1.7 on pages 9 and 10 of your *Student's Book*.

# Prefixes and suffixes

Prefix	Root word	Suffix
resend	send	sender
heartbreak	break	breakable
hemisphere	sphere	spherical
misbehave	behave	behaviour
triangle	angle	angular
semi-sweet	sweet	sweetener
second-hand	hand	handful
unprotected	protect	protection
antisocial	social	sociable



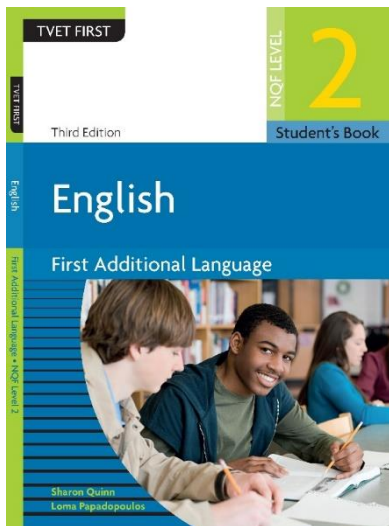
# Learning activity 1.8

## Module 1

Test your knowledge of this section by completing Learning activity 1.8 on page 12 of your *Student's Book*.

# Homophones and homonyms

Homophones	Homonyms
red and read	address
rose and rows	bark, bat, bear
steel and steal	check, chill, cool
there and their	draw
through and threw	fan, frame
weak and week	present, press
weather and whether	saw, spring, star
wonder and wander	tip, trip
yolk and yoke	unit



# Learning activity 1.9

## Module 1

Test your knowledge of this section by completing Learning activity 1.9 on page 13 of your *Student's Book*.

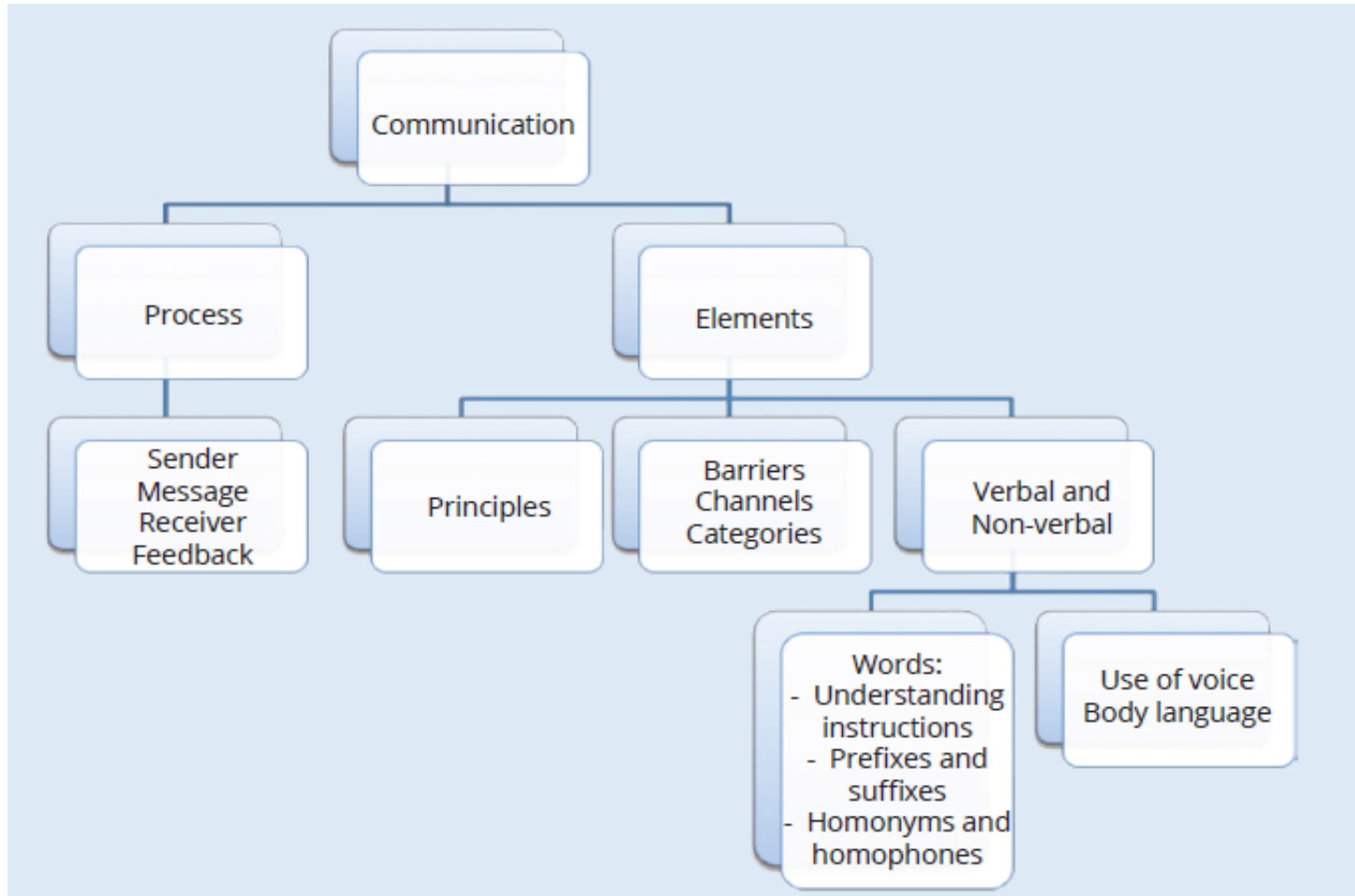
# Summary of Module 1

In this module you arranged information using diagrams, flow charts, tables and a tree diagram.

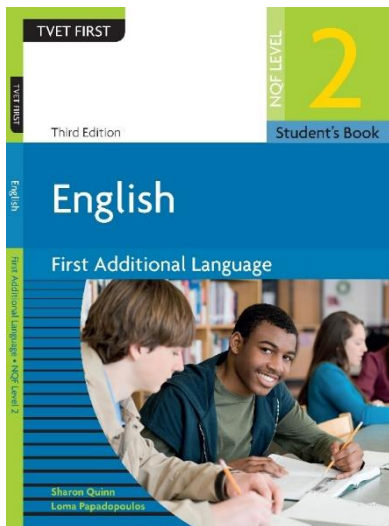
You can use a diagram like the one that follows to organise information and show how things are connected. It is called an organisational chart and contains a summary of what you learnt in this module. The heading in the top box reflects the topic of this module. The two boxes below that contain the most important headings (or ideas). The levels after those are sub-headings (and examples). An organisational chart that shows levels of importance or seniority, is also called a *hierarchy*.

If a diagram like this shows the levels and relationships of employees in a company, such as a college, with the most senior employee such as the Chief Executive Officer or the Principal at the top, it is called an *organogram*.

# Summary continued...







# Formative assessment

## Module 1

Test your knowledge of Module 1 by completing the Formative assessment on page 14 of your *Student's Book*.

# VIDEO: Communication



Click to play



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