



# COMMUNICATION

## What is Communication?

The imparting or exchanging of information or meaning

There are three main types of communication:-

- 1. Verbal** – includes sounds, words, language and speech
  - 2. Non-verbal** – includes the use of visual clues such as body language, facial expressions, touch, eye contact, sign language, as well as the way you listen, look, move and react
  - 3. Written** – includes many different genres for different purposes, such as letters, blogs, e-mails, reports
- These can be demonstrated in three basic ways:- aggressive, passive or assertive.

## Aggressive Communication

Aggressive communication employs a forceful and hostile manner and usually involves alienating and labelling others.

## Passive Communication

Passive communication involves a person putting their own needs last and often 'bottling things up'.

## Assertive Communication

Assertive communication demonstrates a clear expression of what a person thinks, feels and wants. It helps maintain good relationships and avoid conflict through the underlying premise of 'we both matter'. This is the type of communication style we should be developing in young people by building their self-confidence, nurturing resilience and encouraging mutual respect.

## Why is Communication Important?

The word 'communicate' comes from the Latin 'communicare', meaning 'to give' or 'to share'. Communication has always involved more than one person. In any communication, there is always a sender and a receiver, a message and interpretations of meaning on both sides.

In the context of any message, the environment it is received in, the means of communication and any potential interference that can occur between the sending and receiving of the message needs to be taken into account.

## Why is it a World Issue?

Communication is the foundation of all human relationships and affects all aspects of our lives. It spreads knowledge and information - authors to their readers, teacher to their students, companies to their customers, friend to friend - across cultures, countries and generations.

Face to face, letters, emails, phone calls, texting, media, social media... with more means of communication than ever, there are now even more ways to be misunderstood than ever! Having good communication skills involves being aware of both sender and receiver. Children need to learn how to communicate clearly and positively, using verbal and non-verbal skills to get their ideas and feelings across, to receive other people's messages and to resolve conflict.

## World Issue Link

Culture  
Conflict  
Conservation

