



الجمهورية الجزائرية الديمقراطية الشعبية

People's Democratic Republic of Algeria

وزارة التعليم العالي والبحث العلمي

Ministry of Higher Education and Scientific Research

**Faculty of Natural and Life Sciences and
Earth Sciences**

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جامعة الجيلالي بونعاما - خميس مليانة



Chapter III - Communication and Expression Techniques (Course 1: Use of Modern Communication Tools, Definition, Types, and Characteristics)

**Module : Communication and Expression
Techniques (English)**

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Level : First Year (Bachelor's Degree)

Semester : 2

Academic Year : 2025/2026

Course Plan



1- Course Objective

2- Introduction (Modern Communication Tools / Understanding the Difference Between Expressing and Communicating)

3- Part I: Expression (Definition, Types, and Characteristics)

4- Non-Verbal Communication through Facial Expressions

5- Part II: Communication (Definition, Types, Characteristics, Process, Silent Video Application Exercise)

6- Conclusion

1- Course Objectives

Pedagogical Objectives of the Course

1. Understand the definition and types of expression (oral and written) ;

2. Understand the communication process and the different types of communication (verbal, non-verbal, written).



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Introduction (modern communication tools)

Here is a brief description of modern communication tools that can be used in our **personal** and **professional** relationships:

Mobile phones and smartphones :

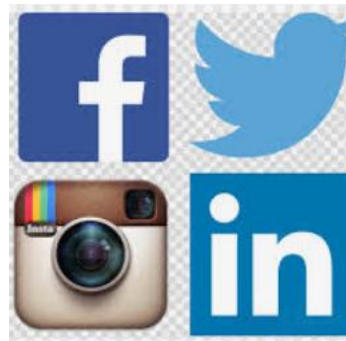
Enable voice and text communication as well as internet access for **video calls**, **emails**, and **social media**.



Email (e-mail) : Used to send **professional** or **personal messages** instantly around the world.



Social media : Platforms like **Facebook**, **Twitter**, **Instagram**, and **LinkedIn** allow **real-time communication** and content sharing with a **wide audience**.

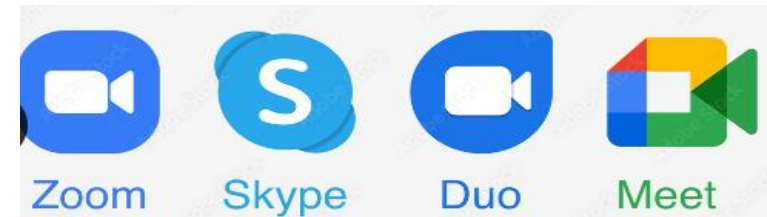


Introduction (moyens de communication moderne)

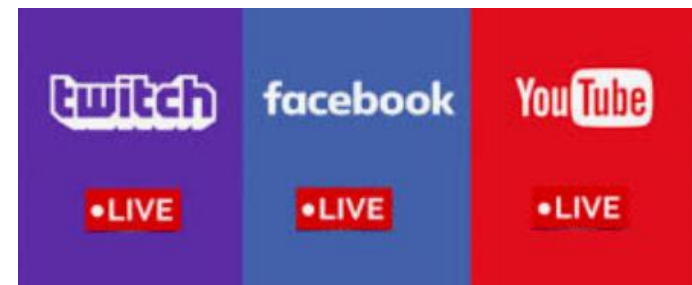
Instant messaging apps : **WhatsApp**, **Telegram**, **Signal**, etc., allow rapid exchange of text messages, photos, videos, as well as video calls.



Video calls and online conferences : **Zoom**, **Skype**, Microsoft Teams facilitate face-to-face communication at a distance.



Live streaming services : **YouTube Live**, **Twitch**, and **Facebook Live** allow sharing live events with a global audience.



Blogs and online forums : Provide platforms for **discussions** and **sharing** ideas on **specific** topics.



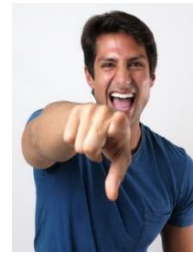
Introduction (Expression vs. Communication)

This course invites us to **reflect** on a fundamental aspect of our human **interactions**. Everyone may ask this question:

What is the difference between expressing oneself and communicating?

Communicating?

Expressing Oneself?



Introduction

- ❖ These are **two actions** we perform daily, often **without thinking**. However, behind these terms lie distinct concepts that **influence the way we interact with each other**.
- ❖ The objective of this course is to **clarify** these essential differences. We will **explore** how **expression** primarily involves sharing our **thoughts, ideas, or emotions**, while **communication** goes further by **engaging** in a **process of transmitting information** with the **intention** of being **understood** and obtaining a **response**.
- ❖ In other words, **expressing** is **saying something**, but **communicating** is **making sure the other person has understood what you said**.
- ❖ Understanding this distinction will allow you to **refine** your way of **communicating** and **better interact** in your **personal and professional relationships**.

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Part I : Expression

Part I : Expression

A. Definition of expression

Definition : Expression refers to the way an individual **manifests** their **thoughts, ideas,** and **emotions** through **signs, words,** or **gestures.**

Example : A student explaining their thoughts orally, or a person showing their emotions through gestures or facial expressions.

Importance of Expression: Expression allows one to be understood, to interact, and to transmit personal or factual information.



Part I : Expression

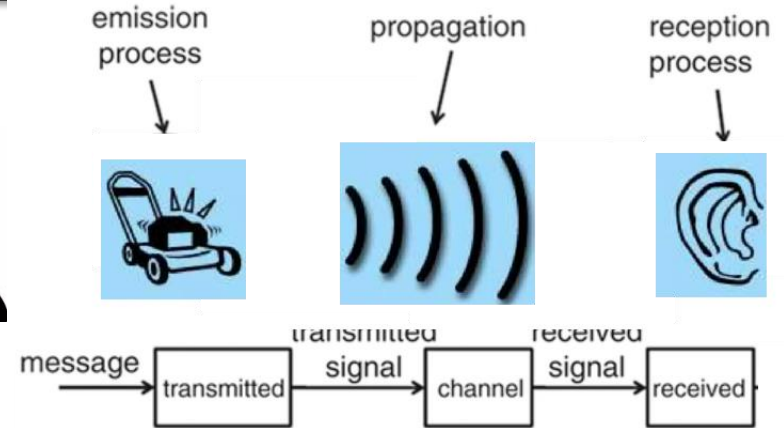
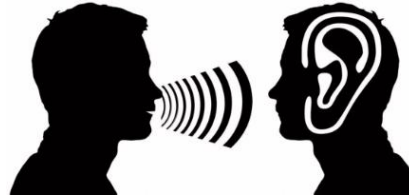
B. Types of Expression

B.1. Oral Expression

Definition : Expression through speech, which includes words, intonation, volume, and rhythm of the voice.

Examples :

1. A formal speech in a professional context (e.g., a minister's statement).
2. An informal conversation with friends.



A firm and confident voice leads us to think that the speaker is a distinguished and important person.

Speaking with a low tone of voice suggests to us that the speaker is very fragile, or that they are foolish.

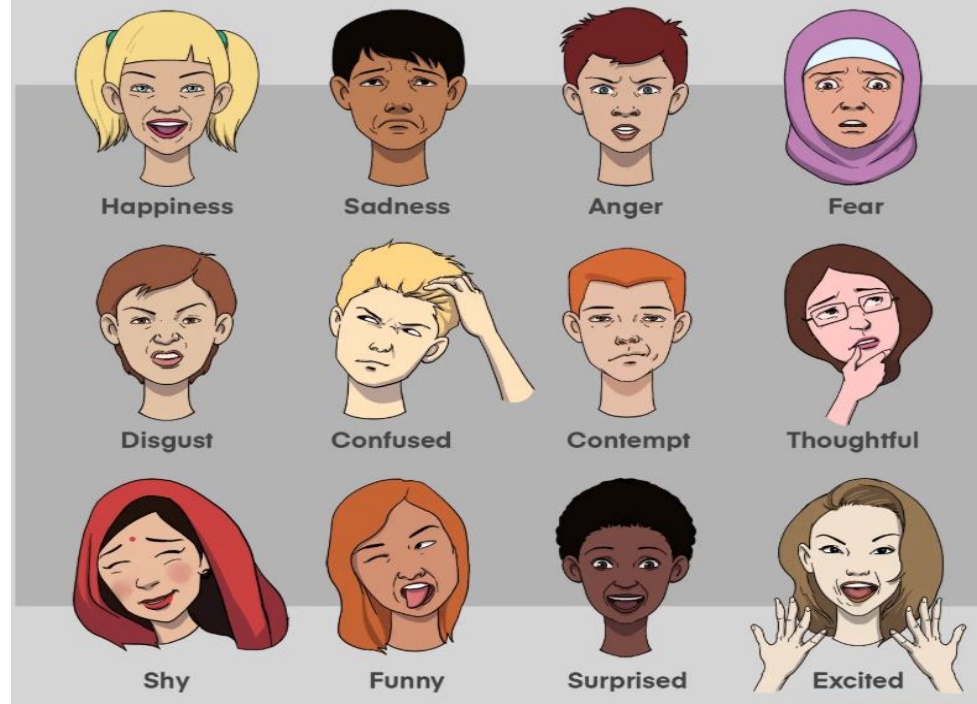
Those with a very high-pitched tone of voice appear less credible in the eyes of others.

Part I : Expression

Characteristics of Oral Expression

- 1. Immediate** (instantaneous reactions).
- 2. Use of voice and body** (gestures, posture).
- 3. Often accompanied by non-verbal communication** (facial expressions, gestures).

Facial Expressions



Anger Contempt Disgust Fear



Happiness Sadness Surprise

7 Universal Facial Expression of Emotion



Hurley, 2025



<https://www.communicationtheory.org/importance-of-facial-expressions-in-communication/>

Part I : Expression

B.2. Written Expression

Definition :

Expression through writing, which allows structuring ideas in a more thoughtful and formal manner.

Examples :

- a) Writing a professional email.
- b) Writing an article, a report, or a dissertation.

Characteristics of Written Expression :

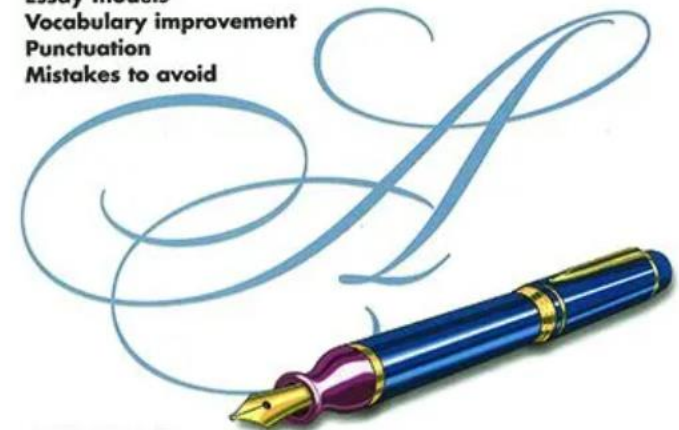
1. Requires good structure and clarity in word choice.
2. Written expression is more durable and can be reread and modified.
3. It does not allow instant interaction.

<https://www.coroneos.com.au/written-expression-for-selective-scholarship-exams-basic-skills-87-9781862940918>



The Original Basic Skills Series with Removable Answers

Improving sentences
Paragraphing
Planning stories
Essay models
Vocabulary improvement
Punctuation
Mistakes to avoid



PETER HOWARD
A JIM CORONEOS PUBLICATION

AIM FOR EXCELLENCE!



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Part I : Expression

Non-Verbal Communication through Facial Expressions

The face: The six fundamental human emotions are: fear, joy, sadness, anger, disgust, and surprise. These emotions are externalized and easily recognized. They manifest on the face, through facial expressions. (الخوف)
(والفرح والحزن والغضب والاشمئزاز والمفاجأة -

1. الوجه العلوي :

1. The Upper Face :

Wide eyes = astonishment / fear

Small eyes = sly / cunning

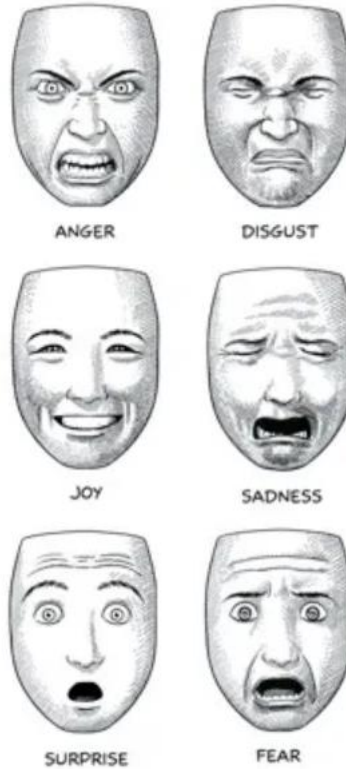
Wrinkled forehead = difficulties / reflection / pain

Furrowed brows = difficulties / problems / anger

Raised eyebrows = surprise / fear

One lowered eyebrow = doubt

Wrinkles around the eyes = vice / hidden flaw



العيون المستديرة = دهشة-خوف

العيون الصغيرة = متستر

تجاعيد الجبهة = صعوبات - انعكاس - ألم

العبوس = صعوبات - مشاكل - غضب

الحوارب العالية = المفاجأة - الخوف

حارب واحد منخفض = شك - شك

التجاعيد حول العينين = عيب أو مرض خفي

Part I : Expression

2. The Lower Face :

Pinched nostrils = severity

Wide nostrils = anger / malice

Open mouth = astonishment / curiosity

Very open mouth = anger / fear

Smile and laughter = joy / all types of smiles

Mouth to the side = malice / deceitful

Bitten lips = difficulties / trouble

Jaw thrust forward = anger / malice

2. الوجه السفلي :

مقروص الأنف = الشدة

فتحتي الأنف الواسعتين = غضب -

حقد أو شر

فتح الفم = دهشة - فضول

الفم مفتوح جداً = الغضب - الخوف

التبسم والضحك = الفرح - كل أنواع

الابتسامات

الفم على الجنب = قذارة - مخادع

عض الشفاه = صعوبات - مشكلة

الفكين للأمام = الغضب - حقد أو شر

For more details, you only need to consult this website:

https://www.researchgate.net/figure/Body-language-includes-different-types-of-nonverbal-indicators-such-as-facial_fig3_322674507

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Part II : Communication

Part II : Communication

A. Definition of Communication

Definition: Communication is a **process of exchanging information, ideas, or messages** between several parties (a **sender** and a **receiver**), which includes **sending, receiving,** and **interpreting the message.**

Example : A teacher **giving** a lecture (**sender**) and students **listening** and **asking** questions (**receivers**).

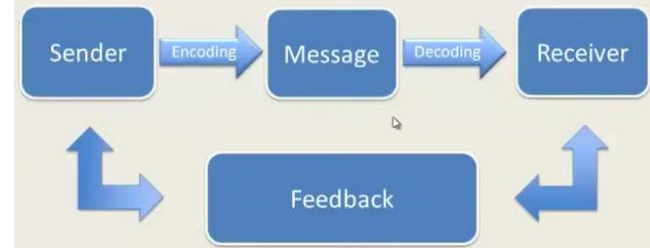
Difference with Expression : Unlike **expression**, which can be an **individual** act, **communication** always requires **interaction** between two or more individuals.

What is Communication

“ Communication is the process of passing information (sending) and understanding (receiving) the same from one person to another through verbal and non verbal means ”



How the Communication Process Works



Part II : Communication

B. The Communication Process

Key Steps of the Process :

Sender : The one who sends the message.

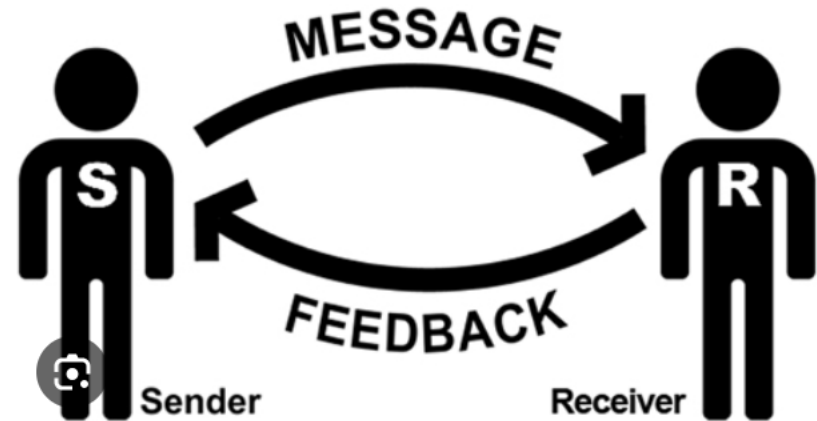
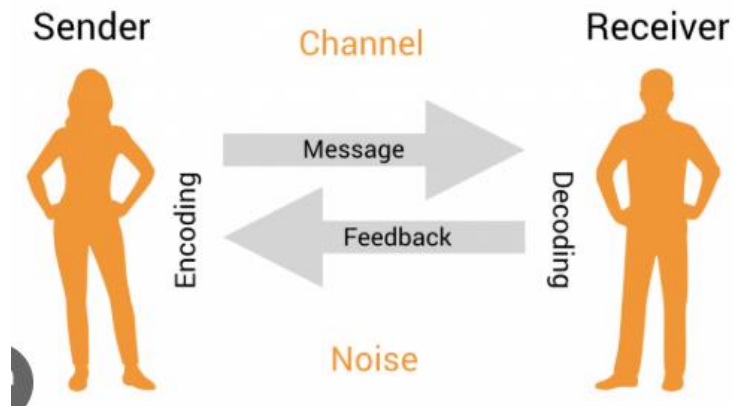
Message : The information or idea transmitted (oral, written, visual, etc.).

Channel : The means by which the message is transmitted (speech, writing, gestures).

Receiver : The one who receives and interprets the message.

Feedback : The receiver's response that confirms whether the message was understood or not.

Visual Diagram : Sender → Message → Receiver → Feedback (Return to Sender).



Exemple concret : Lorsque vous envoyez un email (émetteur), l'email (message) est transmis via internet (canal) à votre collègue (récepteur), qui répond (feedback).

Part II : Communication

C. Types of Communication

C.1. Verbal Communication :

Definition : Use of words, whether oral or written.

Example : A professional meeting, a presentation.

Characteristics :

1. Importance of clarity of chosen words.
2. Immediate (oral).

Types of Communication

Communication is the act of transmitting information, ideas and Attitudes from one person to another. Thus the communication takes place among individuals, belonging to various categories and backgrounds, they put into operation various types of communication.



Verbal Communication



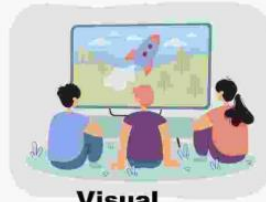
Written Communication



Non-Verbal Communication



Mass Communication



Visual Communication



Group Communication



Feedback Communication Getup Learn



Part II : Communication

C.2. Non-Verbal Communication :

Definition : Use of gestures, facial expressions, posture, and eye contact to communicate.



Example : Crossing arms (can show a closed attitude), smiling (shows sympathy).



Making an exercise application with video



Characteristics :

1. Represents a large part of human communication (often involuntary).
2. Can support or contradict the verbal message.

Part II : Communication

C.3. Written Communication :

Definition : Transmission of information through writing (letters, emails, reports).

Example : A work report, a text message, an official document.

Characteristics :

1. More formal and allows for in-depth reflection before sending a message.
2. Can be saved, modified, or reused over time.



Written Communication

“ This kind of communication involves any kind of exchange of information in written form. To put it simply, written language communication is communication by means of written symbols that is communicated by or to or between people or groups. ”



What is Written Communication



<https://helpfulprofessor.com/types-of-communication/>

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To conclude, it is essential to understand the distinction between expression and communication. Expression represents the way an idea is formulated, while communication focuses on the process of exchanging information. This difference is crucial because good expression does not necessarily imply successful communication if the message is not well received or understood.

Returning to the key concepts, it is important to emphasize that distinguishing the types of expression (verbal, non-verbal, written) and the forms of communication (interpersonal, institutional, mass) allows for better structuring of exchanges, whether in a professional or personal context.

For the next session, you are invited to prepare an example of formal written communication, such as a letter or an email. You can then share it and discuss your choices in class to better understand different communication strategies.

End Diaporama



**THANK YOU FOUR
YOUR ATTENTION**