

Djilali Bounaama University

Faculty of Social and Human Sciences

Social Science Department

Module: English

Level: First Year Master (All groups)

An Overview of Communication

Definition of Communication : تعريف الاتصال

It is the process of using verbal and non-verbal and written communication to express or exchange information, ideas, thought, feelings... etc to others, using verbal communication (oral or verbal words and phrases) and non-verbal communication (facial expressions and body language).

Components Communication : عناصر العملية الاتصالية :

1/ the Sender (source) : المرسل

the starting point of the communication process, and the sender may be a human or a machine, so the process begins by sending multiple symbols, awareness of the message that is directed to the receiver.

2/ The receiver (the addressee): المرسل اليه

It is the person, group or audience to whom the message is directed by the sender with the intention of participating in their experience, communicating information and opinions to them, or modifying their behavior or attitudes.

3/ The message: الرسالة

It is the set of meanings that the sender sends to the future in order to influence his behavior, and the message is the content of the communication, and of course the types of messages vary according to the multiplicity of types, purposes and parties of communication.

4/ The medium : الوسيلة

It is the physical medium for communicating the symbols carrying the meanings that constitute the message. There are many types of channels such as Verbals, Writings, Phone, TV, Radio, Posters, Graffiti, and Billboards.

5/ Feedback : رجع الصدى

is any response to a communicated message. It takes the form of a message itself, and may be verbal, visual, or written. Often, feedback is essential, because it's what turns one-way communication into two-way communication. Feedback may be positive or negative.

Communication forms

1-Self-communication between a person and himself: اتصال ذاتي بين الشخص و نفسه

The individual's awareness of himself and his relations with the surrounding world, and his awareness of his qualities and abilities, thus achieving normalcy for his personality.

2- Communication between the individual and others: اتصال بين الفرد و الآخرين

The individual's awareness of himself is the basis of his connection with others. Communication begins from childhood and develops with the development of his roles in life.

3- Communication between social groups: اتصال بين الجماعات الاجتماعية

Communication is the basis for all social relationships of whatever kind.

أهمية عملية الاتصال: Importance of Communication

Communication is a vital force, it is an important aspect of effective business organization. it is significant for expressing information, behavior, and feelings, and helps to understand and respond to others feelings, emotions, knowledge and thoughts. It also develops social relationships, maintain self-expression, and share culture.

مقومات الاتصال الفعال : Effective communication

Make absolutely sure your message corresponds to the following principles: completeness, conciseness, clarity, correctness, consideration, civility, and concreteness. ، والوضوح ، والدقة ، والاكتمال ، والصواب ، والمراعاة ، والالطف و الواقعية.

حسن الارسال و الاستقبال Good reception and transmission

- Sensitivity to the feelings of others الإحساس بمشاعر الآخرين ; the sensitivity of the individual to the needs and feelings of others is an art of the principles of human relationships acquired through communicative interactions with others.

- Cognitive clarity: لوضوح المعرفي ;the transmission and reception of information.

Individuals participating in the communication process must be cognitively aware of all its components: clarity of goals / roles / jobs / relationships.

عوائق الاتصال : Barriers of Communication

a/ unclear process: the receiver and sender may not speak the same language, have the same vocabulary, or use the same symbols.

b/ Communication Chain: There may be levels between the sender and the receiver (e.g., social status, educational gaps, etc.).

Physical and mental difficulties, inattention, and a lack of feedback are examples of human limitations.