



5. Effective Communication

5.1 What is Effective Communication?

Effective communication is the process of exchanging ideas, thoughts, opinions, knowledge, and data in order for the message to be received and understood clearly and with purpose. Both the sender and the receiver are satisfied when we communicate effectively.

For effective communication, it must be clear, correct, complete, concise, and compassionate. We consider these to be the 5 C's of communication, though they may vary depending on who you're asking.

Communication can take in many forms, including verbal and non-verbal, written, visual, and listening. It can happen to you in person, on the internet (on forums, social media, and websites), over the phone (through apps, calls, and video), or by mail.

While measuring communication effectiveness can be difficult, its impact is hard to deny. According to one study, surveyed companies in the United States and United Kingdom with at least 100,000 employees lost \$62.4 million per year on average due to poor communication. On the flip side, companies led by effective communicators had nearly 50 percent higher total returns to shareholders over companies with less effective communicators at the helm.

5.1.1 Benefits of effective communication

The advantages of effective communication can be seen in the workplace, in an educational setting, and in your personal life. Learning how to communicate well can be a boon in each of these areas.

In the workplace, effective communication can help you:

- Manage employees and build teams
- Grow your organization more rapidly and retain employees
- Benefit from enhanced creativity and innovation
- Build strong relationships and attract more opportunities for you or your organization

In your personal life, effective communication can lead to:

- Improved social, emotional, and mental health
- Deeper existing connections
- New bonds based on trust and transparency
- Better problem-solving and conflict resolution skills

5.2 Concept of Communication and Education

The act of communicating represents a process of transmitting information, ideas and feelings (attitudes, opinions) from one individual to another, from one individual to a social group and vice versa. Communication is the process by which the exchange of meaning between people takes



place. To Robert Escarpit, “communicating does not only mean sending and receiving, but participating, on all levels, to an infinite of various exchanges that overlap and interfere with one another” (Escarpit, 1980). As such, this should be the premise of communication within the field of education in general, and higher education in particular. It should rely on investing in a process of communication based on two-way teacher-student information, in other words: steering away from the classic form of the student listening, toward the general idea of the student’s active participation within the course. Idea sharing is a key element here. All of the above transform the communicational act, from a mere process to the factor that may lead to radical changes regarding the quality of higher education. One understands communication as the process of transmitting meaningful messages between people, as a concept that encompasses all those processes by which people influence each other. The act of communication takes place when a source transmits signals via a channel, to the receiver; when the sender sends out a piece of information, an idea or an attitude (silence itself may represent an attitude / piece of information). One may speak about two meanings of communication: a limited one, whereby we understand the process of information transmission through messages (a human-specific process that has led to language development), and a wide or loose meaning of contact and collaboration, employing sounds, gestures (also manifested in the animal kingdom). Human language is expressed in mutual communication. There are various ways and means of communication depending on the relationship between

Speaker and hearer, distance (space-time) between the two, and the means of their communication. People understand each other through gestures and words (direct communication), and writing and other modern means (mass-media) in the case of indirect communication. Communication is all about the transmission of meaning with the help of signs. Mandatory condition thereof is that the signs by which a message is transmitted must have the same meaning for both sender and recipient (in other words, they must speak the same language).

5.2.1 The Role of Communication within Education

Communication is a key factor of education, a fundamental component of life progress culture and civilization; it entails a complex relationship between a sender and the recipient, a dynamic mechanism of mediation, with deep implication in human modelling. The relationship between mediation and communication makes way for the following interpretation: communication is a means of expressing personal ideas and social relationships and through its very goal, an instrument of social change. A key role in receiving and deciphering a message is played by one’s personal life experience. It differs from one individual to another and it may amplify as well as diminish the ability to receive and decode that message. Feedback is useful for both the sender and the recipient; it is a sui generis way of behaving in communication. Context is also very important in the process of communication. The context of communication is made up by the three environments: family, school, society. These environments must have a close relationship with one another. Nowadays communication within education has a dual role: on the one hand it is the instrument by which the educational act is deployed: teaching – learning, and on the other hand it is the very factor subject to change since it’s an important element that helps change the educational system in general and higher education in particular.