



UNIVERSITY *of* NICOSIA

# Communication

Harry Kogetsidis  
School of Business

# Lecture's topics

- What is communication and why is it important?
- What are the basic steps in the communication process?
- What are the basic forms of communication?
- How have changes in technology affected the way in which we communicate?

# Communication in organisations



# Communication

**Communication** is the exchange of information through written or spoken words, symbols or other actions in order to reach a common understanding.

# Communication Failure

Communication often fails as the message sent by the sender and the one received by the receiver are not the same.



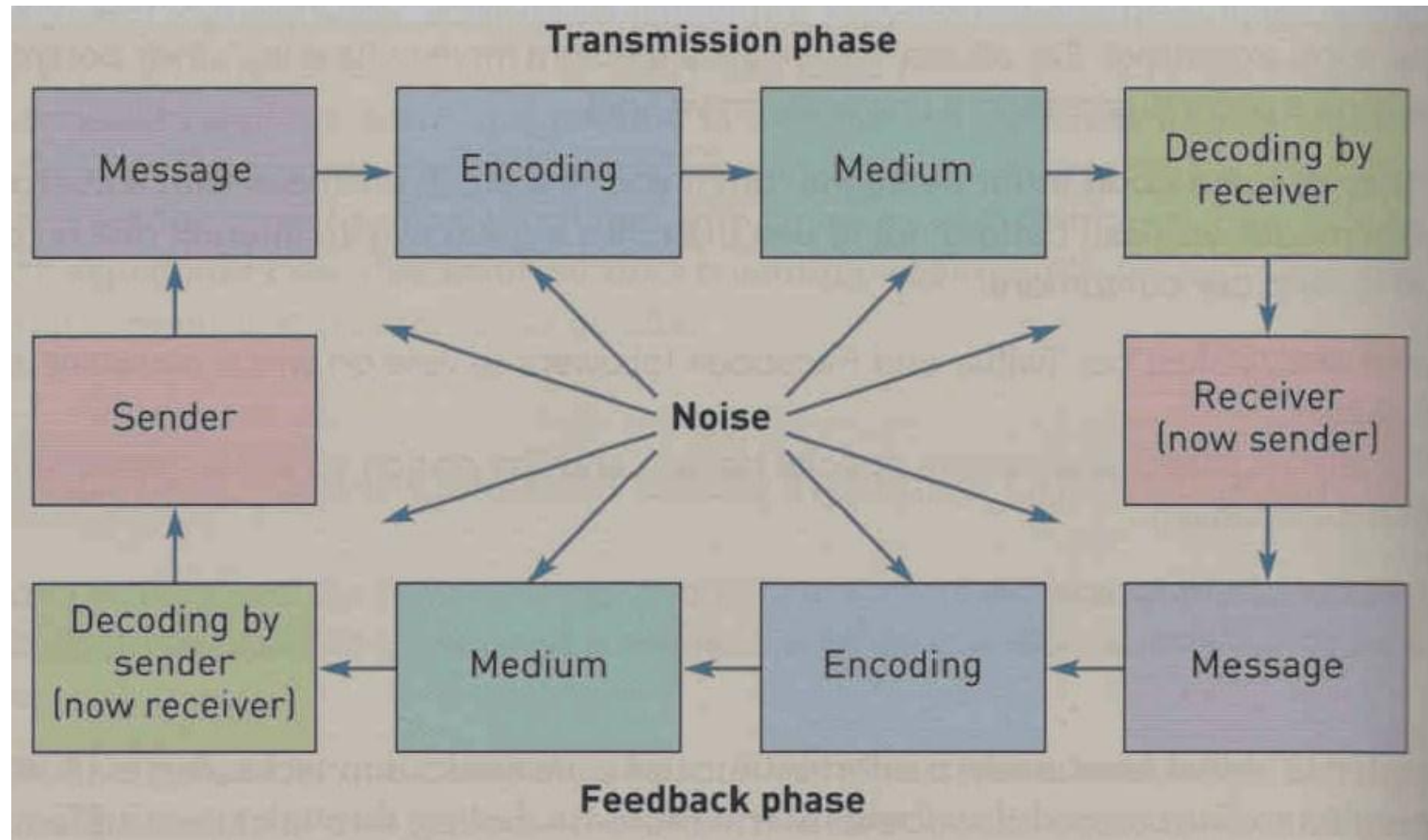
# The Communication Process



One of the first models to study the communication process was the Weaver and Shannon model that was produced in 1949 for the telephone company Bell.

This model focused on the technical problems that were often experienced when people were using the phone.

# The Communication Process



# Boeing – A Case of Bad Communication





# Basic Forms of Communication

- Verbal
- Written
- Other

# The power of pictures



# The power of pictures



# The power of pictures



# The power of pictures



# Group Work

In small groups discuss how changes in technology have affected the way in which people communicate. To what extent has technology improved human communication? What problems, if any, has it created to the way in which people communicate?