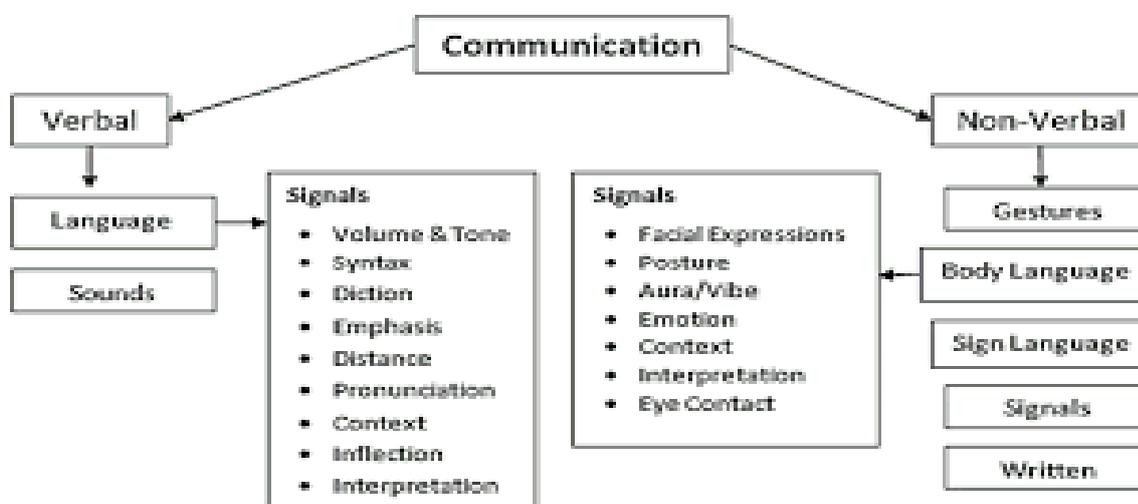




## 1. What is Communication?

Communication is the act of conveying meanings from one entity or group to another through the use of mutually understood signs, symbols, and semiotic rules.

\*The following figure represents types of communication



### Learning objectives of Effective communication

1. Development of Interpersonal Skills
2. To express effectively & with maximum efficiency

## 2. The 4 Communication Styles

Every person has a unique communication style, a way in which they interact and exchange information with others.

There are four basic communication styles: **passive, aggressive, passive-aggressive and assertive.**

It's important to understand each communication style, and why individuals use them. For example, the assertive communication style has been found to be most effective, because it incorporates the best aspects of all the other styles.

### 2.1 PASSIVE

Individuals who use the passive communication style often act indifferently, yielding to others. Passive communicators usually fail to express their feelings or needs, allowing others to express themselves.

Passive communicators often display a lack of eye contact, poor body posture.

Examples of phrases that those who use a passive communication style would say or may believe include:

- “It really doesn’t matter that much.”
- “I just want to keep the peace”

## 2.2 Aggressive

The aggressive communication style is emphasized by speaking in a loud and demanding voice, maintaining intense eye contact and dominating or controlling others by blaming, intimidating, criticizing, threatening or attacking them, among other traits.



Aggressive communicators often issue commands, ask questions rudely and fail to listen to others.

Examples of phrases that an aggressive communicator would use include:

- “I’m right and you’re wrong.”
- “I’ll get my way no matter what.”
- “It’s all your fault.”

## 2.3 Passive-Aggressive

Passive-aggressive communication style users appear passive on the surface, but within he or she may feel powerless or stuck, building up a resentment that leads to seething or acting out in subtle, indirect or secret ways.

Most passive-aggressive communicators will mutter to themselves rather than confront a person or issue. Passive-aggressive communicators are most likely to communicate with body language. Ultimately, passive-aggressive communicators are aware of their needs, but at times struggle to voice them.

Examples of phrases that a passive-aggressive communicator would use include:

- “That’s fine with me, but don’t be surprised if someone else gets mad.”
- “Sure, we can do things your way” (then mutters to self that “your way” is stupid).

## 2.4 Assertive

Assertive communicators can express their own needs, desires, ideas and feelings, while also considering the needs of others. Assertive communicators aim for both sides to win in a situation, balancing one’s rights with the rights of others.

Examples of phrases an assertive communicator would use include:

- “We are equally entitled to express ourselves respectfully to one another.”
- “I realize I have choices in my life, and I consider my options.”
- “I respect the rights of others.”

### Role play on different communication styles( ACTIVITY)

**OBJECTIVE:** Have fun reflecting on our own communication styles, and consider which can be most effective in bringing our issues forward.

#### Role Play

Select a neighbourhood problem the group can relate to (Ex. Garbage clean up) and practice a short role-play (2 – 3 min) to demonstrate three communication styles. The players might be the two facilitators and a participant. The aggressive and passive people play the role to an extreme, so that it is so obvious that it is funny. Their behaviour starts to change when the proactive person demonstrates a more constructive approach:

**AGGRESSIVE:** (wears a very large yellow star) Walks into the scene very confident of his/her ideas, imposing them on everyone else.

**PASSIVE:** (wears a very small yellow star) When expressing his/her ideas can hardly be heard, and allows the aggressive player to dominate.

**PROACTIVE:** (wears a large yellow star) Steps into the scene after the other two have already demonstrated their styles. He/She listens to the others, clarifies what they are saying, takes a few moments to consider what she/he is hearing and suggests some positive action for them to consider. (See Proactive in Styles of communication handout.)

- Large group reflection (8 min)

Ask: “What happened? What were the different ways of addressing the situation?”

Note: Keep the conversation focused on the communication style, not the issue.

