

## **REGIONALNI CENTAR ZA TALENTE VRANJE**

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### **PEOPLE THE GREAT COMMUNICATORS**

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## **ABSTRACT**

This essay is about the process of communication and what it really means, about people as the great communicators who use speech as a skill which separates humans from all other species. The following paper lays out the historical means of communication and their development through centuries. Moreover, it will also contain the aspects of purpose of the modern means of communication and the advantages of face-to-face communication.

Finally, it will put forward the benefits of using gestures and face expressions in an everyday communication process and point out how to use them properly to avoid conflict situations and misunderstandings. Given that good communication skills are crucial for progress of individual, the essay in general will explain why people are the great communicators.

Key words: people, communication, process of communication, means of communication, face-to-face, gestures, face expressions, speech, symbols...

## **REZIME**

Ovo je esej o procesu komunikacije i o tome šta on zapravo znači, o ljudima kao velikim komunikatorima koji koriste govor kao veštinu koja ih odvaja od svih ostalih živih organizama. Ovaj rad će navesti istorijske vidove komunikacije i njihov razvoj kroz vekove. Štaviše, rad sadrži vidove upotrebe modernih načina komunikacije i prednosti komunikacije licem u lice.

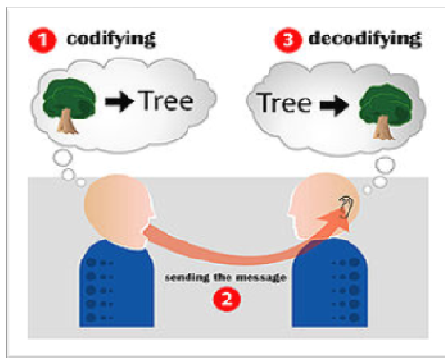
Na kraju esej će izneti prednosti korišćenja gestikulacije i izraza lica u svakodnevnoj komunikaciji i ukazati na to kako da ih pravilno koristimo da bi izbegli međusobno nerazumevanje i konfliktne situacije. S obzirom da su dobre komunikacione vешtine od suštinske važnosti za individualni napredak, esej će u celini objasniti zašto su ljudi veliki komunikatori.

Ključne reči: ljudi, komunikacija, proces komunikacije, vidovi komunikacije, licem u lice, gestikulacija, izraz lica, govor, simboli...

## COMMUNICATION GENERALLY-INTRODUCTION

Communication (from Latin "*communis*", meaning *to share*) is the activity of conveying information through the exchange of thoughts, messages, or information, as by speech, visuals, signals, writing, or behavior. Communication can be explained or defined as any act by which one person gives to or receives from another person information about that person's needs, desires, perceptions, knowledge, or affective states. Communication may be intentional or unintentional, may involve conventional or unconventional signals, may take linguistic or nonlinguistic forms, and may occur through spoken or other modes.

Communication requires a sender, a message, and a receiver, although the receiver need not be present or aware of the sender's intent to communicate at the time of communication; thus communication can occur across vast distances in time and space. Communication requires that the communicating parties share an area of communicative commonality. The communication process is complete once the receiver has understood the message of the sender.



Communication as a way of social interaction, where two agents must share set of words and signs, has its own model or cycle of communication referred as the standard view of communication. This model views communication as sending and receiving of information. The elements of the model of communication are:

1. An information source, which produces a message.
2. A transmitter, which encodes the message into signals
3. A channel, to which signals are adapted for transmission
4. A receiver, which 'decodes' or reconstructs the message from the signal.
5. A destination, where the message arrives.

Different problems which can affect the process of communication are also argued about. There have always been the questions:

- How accurately can the message be transmitted?
- How precisely is the meaning conveyed?
- How effectively does the received meaning affect behavior?

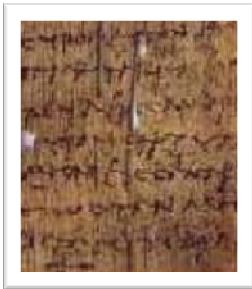
Although, every information exchange between living organisms-transmission of signals that involve a living sender and receiver can be considered a form of communication and also primitive creatures such as corals are competent to communicate, human communication is the only way of exchanging information which is highly developed and brought to one new level which is considered to be main, characteristic feature of human being and during its phylogenesis one of the key part of its survival. That level makes people the great communicators.

## THE HISTORY OF COMMUNICATION

Before the appearance of the first writing, prehistory of communication involved speech and symbols which gradually evolved into writing. Speech revolutionized human communication approximately 200.000 years ago. It appeared in vocalized form and in producing different sounds such as grudging, muttering and grunting. It progressively turned into language based on syntactic (syntax) combination of lexicals and names. Symbols as a forerunner of writings were introduced 30.000 years ago. They represent conventional presentation of a concept and they improved both the range at which people could communicate and longevity of the information. Symbols involves:

- Cave paintings
- Petroglyphs
- Pictograms
- Ideograms (which appeared in historic period)

Petroglyphs (also called rock engravings) are pictogram and logogram images created by removing part of rock surface by incising, picking, carving and abrading. It took about 20.000 years for Homo sapiens to move from the first cave paintings to the first petroglyphs, which are dated to around 10.000 BC. The most important difference between petroglyphs and pictograms is that petroglyphs are simply showing an event, but pictograms are telling a story about the event. The term of petroglyph should not be confused with the term pictograph, which refers to an image drawn or painted on rock face. Pictograph, as a form of protowriting, whereby ideas are transmitted through drawing, is a symbol representing a concept, object, activity, place or event by illustration. In modern history there are ideograms which represent idea or concept of some organisations or associations.



### Chronology of communication history

**3500 BC  
to 2900 BC**

The Phoenicians developed an alphabet.  
The Sumerians developed cuneiform writing -  
pictographs of accounts written on clay tablets.  
The Egyptians developed hieroglyphic writing.

**1775 BC**

Greeks used a phonetic alphabet written from left to right.

**1400 BC**

Oldest record of writing in China on bones.

1270 BC	The first encyclopedia was written in Syria.
900 BC	The very first postal service - for government used in China.
776 BC	First recorded use of homing pigeons used to send message - the winner of the Olympic Games to the Athenians.
530 BC	The Greeks started the very first library.
500 BC to 170 BC	Papyrus rolls and early parchments made of dried reeds - first portable and light writing surfaces.
200 BC to 100 BC	Human messengers on foot or horseback common in Egypt and China with messenger relay stations built. Sometimes fire messages used from relay station to station instead of humans.
14	Romans established postal services.
37	Heliographs - first recorded use of mirrors to send messages by Roman Emperor Tiberius.
100	First bound books
105 BC	Tsai Lun of China invented paper as we know it.
305	First wooden printing presses invented in China - symbols carved on a wooden block.
1049	First movable type invented - clay - invented in China by Pi Sheng.
1450	Newspapers appeared in Europe.
1455	Johannes Gutenberg invented a printing press with metal movable type.
1560	Camera Obscura invented - primitive image making.
1650	First daily newspaper - Leipzig.
1714	Englishmen, Henry Mill received the first patent for a typewriter.
1793	Claude Chappe invented the first long-distance semaphore (visual or optical) telegraph line.
1814	Joseph Nicéphore Niépce achieved the first photographic image.
1821	Charles Wheatstone reproduced sound in a primitive sound box - the first microphone.
1831	Joseph Henry invented the first electric telegraph.
1835	Samuel Morse invented Morse code.
1843	Samuel Morse invented the first long distance electric telegraph line.
	Alexander Bain patented the first fax machine.
1861	United States started the Pony Express for mail delivery. Coleman Sellers invented the Kinematoscope - a machine that flashed a series of still photographs onto a screen.
1867	American, Sholes the first successful and modern typewriter.
1876	Thomas Edison patented the mimeograph - an office copying machine.

	Alexander Graham Bell patented the electric telephone. Melvyl Dewey wrote the Dewey Decimal System for ordering library books.
1877	Thomas Edison patented the phonograph - with a wax cylinder as recording medium. Eadweard Muybridge invented high speed photography - creating first moving pictures that captured motion.
1887	Emile Berliner invented the gramophone - a system of recording which could be used over and over again.
1888	George Eastman patented Kodak roll film camera.
1889	Almon Strowger patented the direct dial telephone or automatic telephone exchange.
1894	Guglielmo Marconi improved wireless telegraphy.
1898	First telephone answering machines.
1899	Valdemar Poulsen invented the first magnetic recordings - using magnetized steel tape as recording medium - the foundation for both mass data storage on disk and tape and the music recording industry. Loudspeakers invented.
1902	Guglielmo Marconi transmitted radio signals from Cornwall to Newfoundland - the first radio signal across the Atlantic Ocean.
1904	First regular comic books.
1906	Lee DeForest invented the electronic amplifying tube or triode - this allowed all electronic signals to be amplified improving all electronic communications i.e. telephones and radios.
1910	Thomas Edison demonstrated the first talking motion picture.
1914	First cross continental telephone call made.
1916	First radios with tuners - different stations.
1923	The television or iconoscope (cathode-ray tube) was invented by Vladimir Kosma Zworykin - first television camera.
1925	John Logie Baird transmitted the first experimental television signal.
1926	Warner Brothers Studios invented a way to record sound separately from the film on large disks and synchronized the sound and motion picture tracks upon playback - an improvement on Thomas Edison's work.
1927	NBC started two radio networks. CBS founded. First television broadcasted in England. Warner Brothers released "The Jazz Singer" the first successful talking motion picture.
1930	Radio popularity spread with the "Golden Age" of radio. First television broadcasted in the United States. Movietone system of recording film sound on an audio

	track right on the film invented.
1934	Joseph Begun invented the first tape recorder for broadcasting - first magnetic recording.
1938	Television broadcasts able to be taped and edited - rather than only live.
1939	Scheduled television broadcasts began.
1944	Computers like Harvard's Mark I put into public service - government owned - the age of Information Science began.
1948	Long playing record invented - vinyl and played at 33 rpm. Transistor invented - enabling the miniaturization of electronic devices.
1949	Network television started in U.S. 45 rpm record invented.
1951	Computers were first sold commercially.
1958	Chester Carlson invented the photocopier or Xerox machine. Integrated Circuit invented - enabling the further miniaturization of electronic devices and computers.
1963	Zip codes invented in the United States.
1966	Xerox invented the Telecopier - the first successful fax machine.
1969	ARPANET - the first Internet started.
1971	The computer floppy disc invented. The microprocessor invented - considered a computer on a chip.
1972	HBO invented pay-TV service for cable.
1976	Apple I home computer invented. First nationwide programming - via satellite and implemented by Ted Turner.
1979	First cellular phone communication network started in Japan..
1980	Sony Walkman invented.
1981	IBM PC first sold. First laptop computers sold to public. Computer mouse became regular part of computer.
1983	Time magazines named the computer as "Man of the Year." First cellular phone network started in the United States.
1984	Apple Macintosh released. IBM PC AT released.
1985	Cellular telephones in cars became wide-spread. CD-ROMs in computers.
1994	American government released control of internet and WWW was born - making communication at lightspeed.

## MODERN MEANS OF COMMUNICATION

Modern technology has enabled the creation of a plenty of new communication tools, sites and software. Likewise, improvements and additions are constantly being made to existing devices to maintain the highest quality of communication possible. There are many types of communication available; the choice depends on where you are, how much time you have and how much (if any) you prefer to pay. 73% of polled ones said that they mostly use face-to-face communication while only 11% of them use mostly social networks and 16% of them use cell phones to keep in touch with others.



### Cellular Phones

The capabilities of cell phones have continued to increase since their introduction in the late 1980s. In addition to basic text messaging and wireless phone conversations, many cell phones enable their users to send and receive email, pictures and recorded videos. Bluetooth technology has further increased the communicative value of cell phones, allowing talkers to carry on their conversations hands-free with the use of a small, one-

sided headset.

### Skype

Skype is downloadable software that enables users to make free phone calls and send messages via the Internet. The service also offers video phone calling, allowing users to watch each other in real time while they speak. Use of Skype's free features requires a broadband Internet connection as does its paid features.



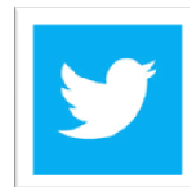
Both businesses and private individuals have benefited from the convenience and immediacy of Skype's communication tools.

### Instant Messaging

Instant messaging (or IMing) enables users to communicate with each other on the Internet via short written (or sometimes spoken) messages delivered almost immediately after the content is created. Instant messaging is a less cumbersome form of email as well as a faster way of facilitating complete conversations in real time. MSN, Yahoo, Facebook and America Online are a few of the services that offer messaging tools and programs for their users.

### Twitter

Twitter is a popular social networking site created in 2008. While the concept is not unlike similar social sites such as MySpace and Facebook, Twitter is unique in that users can write (or "tweet") messages from either their computer or cell phone in short, concise updates, as often as they please. The concept of Twitter revolves around the idea that people can stay updated on the events of others' lives without spending a lot of time sifting through extraneous information or more elaborate weblogs. Another perk is the fact that Twitter is completely free and requires no special software.



### Email

Although email is not brand new, there are definitely new and innovative ways of accessing this tool remotely and without the usage of a computer. Many PDAs and cell phone services



offer access to email, with the capability of sending and receiving messages from the devices themselves. This technology can be extremely helpful for those who must stay in constant communication with family members, co-workers or other acquaintances without being bound to larger computers or laptops. Appearance of e-mail caused the extinction of old-fashioned letters. In my survey 51% of all respondents emphasized that they have never sent any letter in their life. That is an example of how new technologies replace old means of communication.



### Facebook and emoticons

Facebook is a social networking service launched in February 2004, owned and operated by Facebook, Inc. As of September 2012, Facebook has over one billion active users, more than half of whom use Facebook on a mobile device. Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists. Facebook instant messaging or chatting is supported with smiles and emoticons, which presence makes communication on facebook more 'natural' and helps people express themselves better.

Emoticons are often used to alert a responder to the tenor or temper of a statement and can change and improve interpretation of plain text. The word stemmed from the English words emotion and icon. In web forums, instant messengers and online games, text emoticons are often automatically replaced with small corresponding images, which came to be called emoticons as well. Emoticons for a smiley face ☺ and sad face ☹ appear in the first documented use in digital form. Certain complex character combinations give rise to especially complex forms, sometimes known by their romanized Japanese name of kaomoji. The use of emoticons can be traced back to the 19th century, and they were commonly used in casual and humorous writing.



## FACE-TO-FACE COMMUNICATION

However, nothing can replace the value of the best type of communication: face-to-face communication. There have been many technological breakthroughs in communication such as telephone or e-mail. We communicate over email and phone, but even then, messages get misinterpreted and a sense of personal connection is never truly established or maintained.

In fact, it is said that over 90% of how we communicate is through nonverbal cues like gestures and facial expressions. In face-to-face communication both the sender and the receiver can communicate in a direct manner, show and see each others' emotion clearly and can discuss and argue on all the relevant points then and there. It also helps the listener in getting to know more about the intentions of the sender by studying his body language and eye contact patterns.

First, face-to-face communication helps us recognize the attitude of the others towards you.



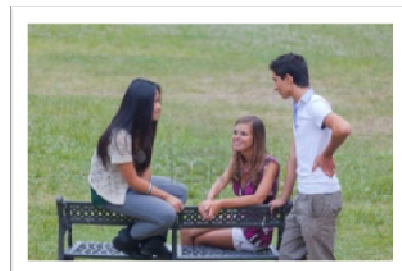
Human being is so complex that one can express his or her emotion and attitude by using hundreds kinds of facial expression. They can show you what they feel about you by moving their eyebrow, smiling... For example, you are telling jokes at a party. You can infer this from people's faces that you are not very good at making people laugh. Therefore, you can adjust your behaviours properly before you make fun of yourself. However, if you use e-mail or instant messages, you simply see texts and it is very hard to know if the others are willing to communicate with you.

Additionally, you can show your emotion and willingness to other people when you talk with them. For instance, a smile can bring a sense of friendliness; therefore, people can talk with you comfortably. You can make friends more easily and the impression about you will stay in people's memories longer. Besides, face-to-face communication can help you reflect yourself a lot. During a discussion, eye contact, posture and speech can show a person's confidence, persistence, ability and determination to win the debate. If you can use these factors effectively, you are likely to get the upper hand. That is a reason why world conferences are not held online. People in important positions from different government gather, in addition to use logical and persuasive language to present their opinions, they also take the advantages of face-to-face communication.

During a conversation or a meeting, the most important aspect is that people understand each others' emotion, attitude and feelings, and only face-to-face communication can provide this unique feature.

### **ADVANTAGES OF FACE-TO-FACE COMMUNICATION**

Though there are many kinds of communication methods owing to technical advancements, face-to-face communication has its own set of advantages over the others. Face-to-face communication gets rid of suspicions and doubts as you can look at the sender directly and study him to know more about his intentions. You cannot study a person's body posture or language through phone or other modes of indirect communication. Such kinds of communication have an edge over written communication where responses and clarifications can be received and completed immediately.



- It is also to be taken into consideration that face-to-face communication helps develop a comfort level leading to a better feedback mechanism. Feedback mechanisms will help the communication process to be completed in an effective manner. Though face-to-face communication is encouraged at all times to maintain the personal warmth it provides, there are certain professional circumstances where it is very necessary to be used.
- Any feedback or criticism that is given can add importance to the message and its relevance if said directly face to face. Such a kind of meeting will help the listener understand the attention you provide to him and also the genuineness that is involved in your feedback. Sometimes even sensitive information can be put across in an easy way when communicated face-to-face.
- Talk in person to avoid any miscommunication. Face-to-face communication ensures that the message is conveyed accurately and is not diluted due to communication process gaps.  
When you are involved in resolving a conflict, it is necessary to ensure that the right message is conveyed so as to not aggravate the problem. Flood of mails and messages about problem resolution will not help clear the issue effectively.
- It is important that you sit down with the person involved into conversation when you try to clear concerns or issues. Your body language and facial reactions total to about 55% of the total efforts that goes in the communication process and this effort is very important when you resolve conflicts.
- Most of the times when there is a mistake from our side, we tend to take the safe option of communicating through written communication so as not to face the opponent directly. But facing them directly will explain them the genuineness in your apology rather than the suspicion created by written messages. This kind of talks will also leave a trust in spite of the mistake that has been made.

## **BODY LANGUAGE-GESTURES AND FACIAL EXPRESSIONS**

Body Language - technically known as kinesics (pronounced 'kineesicks') - is a significant aspect of modern communications and relationships.

Communication includes listening. In terms of observable body language, non-verbal (non-spoken) signals are being exchanged whether these signals are accompanied by spoken words or not.

Body language goes both ways:

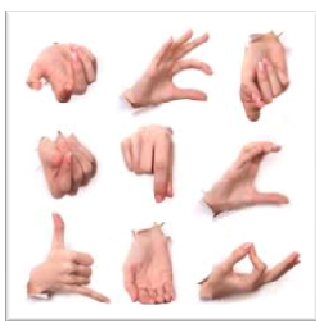
- Your own body language reveals your feelings and meanings to others.
- Other people's body language reveals their feelings and meanings to you.

The sending and receiving of body language signals happens on conscious and unconscious levels.

## Gestures

Ideas and feelings are communicated not only with the voice but also by means of gestures and facial expressions. Failure to use these well may convey an impression of indifference on the part of the one speaking. But when these means of communication are tastefully blended, the effectiveness of speech is greatly enhanced. Even when you speak over the telephone, if you make appropriate use of gestures and facial expressions, your voice will more readily convey the importance of your message as well as your personal feelings about what you are saying. Thus, whether you are speaking extemporaneously or are reading, whether your audience is looking at you, gestures and facial expressions are of value.

Your gestures and your facial expressions should not be taken from a book. You never had to study how to laugh or how to be indignant. Gestures should also express feelings that are within you. The more spontaneous your gestures, the better.



Gestures fall into two general categories: descriptive and emphatic. Descriptive gestures express action or show dimension and location. When you are working on the use of gestures while speaking, do not be content with just one or two. Try to gesture in a natural way throughout your talk. If you are having difficulty in doing this, you may find it helpful to look for words that show direction, distance, size, location, or relative positions. In many cases, however, all that you need to do is to get absorbed in your talk, not worrying about the impression you are making, but saying and doing things as you would in daily life. When a person is relaxed, gestures come naturally.

Emphatic gestures express feeling and conviction. They punctuate, vitalize, and reinforce ideas. Emphatic gestures are important. But beware! Emphatic gestures can easily become mannerisms. If you use the same gesture again and again, it may begin to draw attention to itself instead of enhancing your talk. If people around you indicate that you have this problem, try limiting yourself solely to descriptive gestures for a time. After a while, begin to use emphatic gestures once more.

In determining the extent to which you should use emphatic gestures and the sort of gestures that are appropriate, consider the feelings of those to whom you are speaking. Pointing at the audience may make them feel uncomfortable. If a male in some cultures were to make certain gestures, such as putting his hand over his mouth to express surprise, this would be viewed as effeminate. In some parts of the world, it is considered immodest for women to gesture freely with the hands. So in those places, women especially need to make good use of facial expressions. And before a small group, sweeping gestures may be viewed

as comical in almost any part of the world. 72 % of polled said that they are satisfied with their communication skills, while the others think that they are not.

As you gain experience and become more at ease in speaking, any emphatic gestures that you do use will express your inner feelings naturally, demonstrating your conviction and sincerity. They will add meaning to your speech.

79% of the questioned ones stated that sign language or gestures are very important part of everyday face-to-face communication.

### The Expression on your Face

More than any other bodily feature, your face often expresses how you really feel. Your eyes, the shape of your mouth, the inclination of your head all play a part. Without a word being spoken, your face can convey indifference, disgust, perplexity, amazement, or delight. When such facial expressions accompany the spoken word, they add visual and emotional impact. There is a large concentration of muscles in your face, over 30 in all. Nearly half of these come into play when you smile.

You should endeavor to share with people a message that is pleasant, one that can make their hearts rejoice. A warm smile confirms that. On the other hand, if your face is devoid of expression, this may raise questions about your sincerity. More than that, a smile tells others that you have a kindly feeling toward them. That is especially important in these days when people are often afraid of strangers. Your smile can help people to relax and to be more receptive to what you say.



However, just 65% of all respondents in my survey have the opinion that facial expression affects face-to-face communication a lot.

### KEEP IN MIND

- The most effective gestures and facial expressions spring from one's inner self. Observe what others do, but do not try to imitate them in detail.
- Feel what you speak, visualize it, and then use your voice, your hands, and your face to express it.
- Use movements of the hands, the shoulders, or the entire body to express ideas, sentiments, or attitudes.

- Use the eyes and the mouth as well as the positioning of the head to reinforce the spoken word and to convey feelings.
- Gestures and facial expressions add visual and emotional emphasis to your speech. They may stir up your feelings and therefore enliven your voice.

This may be helpful both in personal conversation and in public speaking.

### **HOW SHOULD WE COMMUNICATE?-CONCLUSION**

Over time, with the development of technologies, new forms of communication between people are becoming used more and more. The day of 24 hours is short for all the daily tasks and people in the absence of time neglect hanging out with their friends the most. In fact, they are increasingly turning to social networks and mobile technologies. This leads to a distance between people and the lack of communication. Being separated people do not care too much about relationships, and are far from each other.

There are more disagreements, misunderstandings and conflicts which result into disputes and discussions between people, groups of people and even countries. What should we do to communicate better? Or, how should we communicate?

Firstly, we should remove distractions around us. A day without a mobile phone or the internet cannot be bad for us and our socialisation. A day with friends in the natural surroundings could really improve our relationships. We should try to become more connected to each other and depend on each other. Our ability of speech and comprehension should not be neglected. We are born to cooperate with others and work as a team in every situation. The best way to become better connected is communication. We should use 'I' messages, try to listen to our communicational partner and be empathic. Do not be afraid to express the emotions you feel inside.

Do your best to improve your communication skills and comprehension because that will lead to better understandings and less conflict among us. And I, but also the respondents think that is what makes us the great beings and primarily THE GREAT COMMUNICATORS.

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