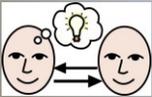


Defining Communication and Its Goals

1

Communication is the act or process of using words, sounds, signs, or behaviors to express or exchange information or to express your ideas, thoughts, feelings, etc., to someone else. (Merriam-Webster)



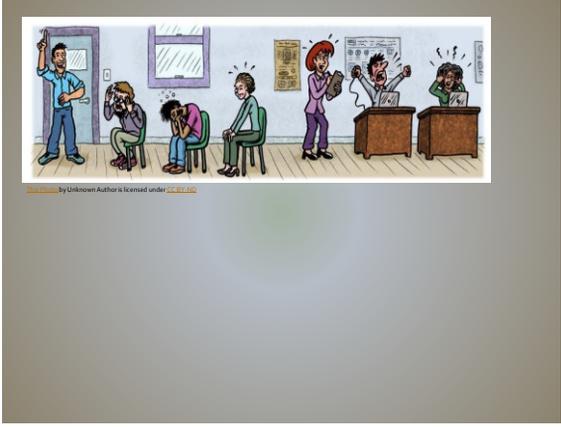
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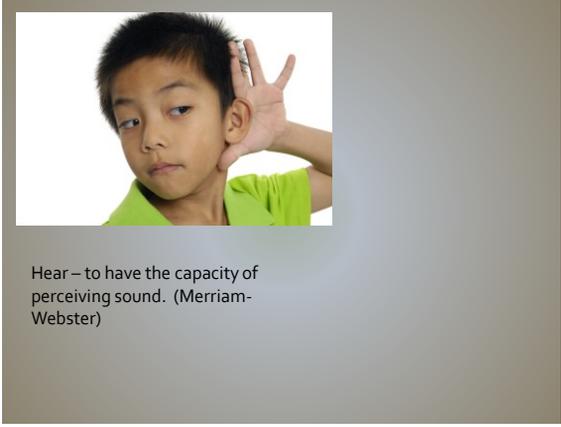
3



4



5



Hear – to have the capacity of perceiving sound. (Merriam-Webster)

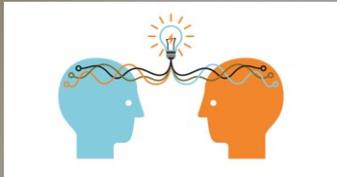
6



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To hear something with thoughtful attention : give consideration (Merriam-Webster)

7



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Understand:
To have understanding: have the power of comprehension

To achieve a grasp of the nature, significance, or explanation of something (Merriam Webster)

8



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The biggest communication problem is we do not listen to understand.
We listen to reply.

9
