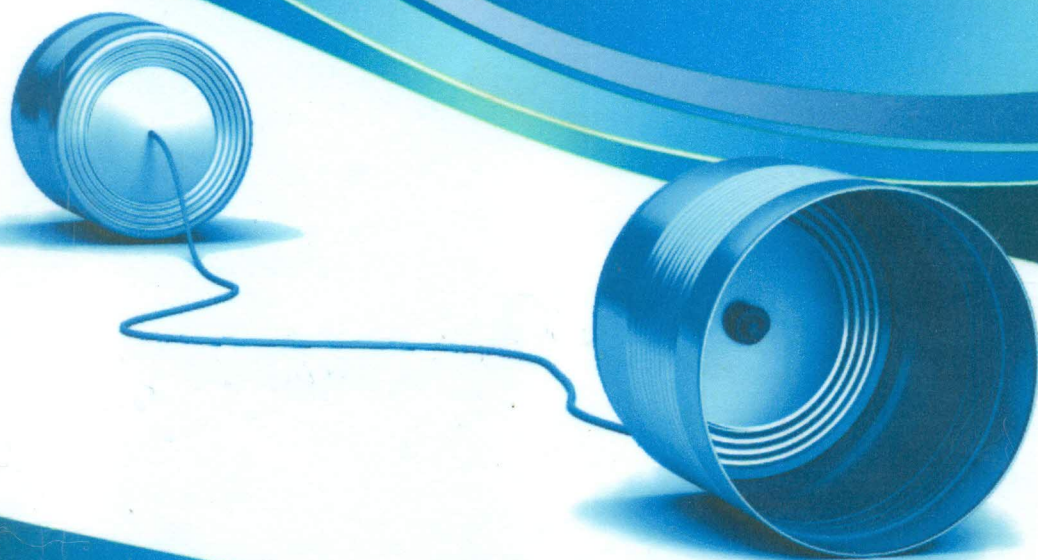


Communication Made Simple:

A Handbook for Communication Skills



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COMMUNICATION MADE SIMPLE

A HANDBOOK FOR COMMUNICATION SKILLS



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&
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FOREWORD

According to a study by American based Pew Research Centre conducted in 2015, communication skills were rated as more important than any other academically related skill. The report observes that more respondents said communication skills were most important, followed by reading, math, teamwork, writing and logic. These results are not surprising because communication is part and parcel of human life and it is critical that we all get a good grip of its intricacies. I recall one of my professors in my Leadership Foundation class at Pan Africa Christian University always reminding us that *communication is the brother of leadership, while motivation is the sister of leadership*. She would always conclude that the minute people world over understood the pride and place that communication occupied in their lives, then the world would certainly be a better place.

The words of the professor point to the fact that communication as a discipline may sound simple to the human ear but it is a complex art and/or science that requires our urgent attention. Since communication entails transfer of information from one person to another, the information transferred must be understandable to the receiver for the message to be acted upon. When we understand how to effectively communicate with others, we will likely experience less stressful, more streamlined interactions in our personal as well as professional life.

Communication is giving, receiving or exchanging ideas, information, signals or messages through appropriate media, enabling individuals or groups to persuade, to seek information, to give information or to express emotions. This broad definition includes body-language, skills of speaking and writing. It outlines the objectives of communication. It emphasizes listening, a skill often ignored, as an important aspect of communication.

I am glad to write a foreword of this book, *Communication Made Simple: A Handbook for Communication Skills*, by Ahmed O. Warfa and Cellyne N. Anudo because matters communication are very close to my heart. I can attest to the fact that communication skills do help students in their study, career

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development, job interview, workplace and social networking. I have taught Communication Skills at the University level in Kenya and beyond and I have seen how many students struggle to become better communicators in both spoken and written modes. I have also seen interviewees struggle to express themselves during interviews for jobs. Having gone through this manuscript, I can confirm that this book is certainly a useful resource for any student (and non-student) who wishes to enhance his or her communication skills. Being guided by this book, the reader will no doubt improve on both verbal and non-verbal communication. In college/university, students learn and improve their verbal and non-verbal communication skills through practice.

Acquisition of effective communication skills helps students learn more from lecturers since students need practical and deeper knowledge about the subject they are learning in school/college/university. This book responds to this need as it covers all the essential aspects that the reader needs to master to become a good communicator. The book gives a detailed background to communication, highlighting components of communication and principles that mark effective communication. It goes on to guide the reader on various skills needed to become an excellent reader, speaker, listener and writer. It, for example, offers nuggets on what a student needs to do to become an effective reader and offers suggestions on what is needed to enhance reading skills. The proposals in the book for addressing poor reading habits are spot on and will undoubtedly bring forth an excellent reader.

The book further tackles what is needed to become an effective listener and outlines easy to implement techniques of becoming effective listeners. Communication is all about the flow of ideas and information from one person to another. When the listening part of the equation shuts down, the communication process falls apart. Good listeners are attentive and engaged, while poor listeners are distracted and uninterested. It goes on to offer strategies of being an effective speaker together with suggestions on what one should do during speech delivery. The book gives excellent guidelines on acquisition of writing skills and discusses the types of writing, among others.

The chapter of the book on study skills, covering aspects such as planning, management of resources, taking and making notes, is very informative. This chapter is followed by sections on research and examination skills, which the reader will find practical and useful.

This is certainly a book that I unreservedly recommend not only to college/university students and lecturers but also to any person keen on improving their communication skills for personal or professional development.

Prof. Martin C. Njoroge

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