



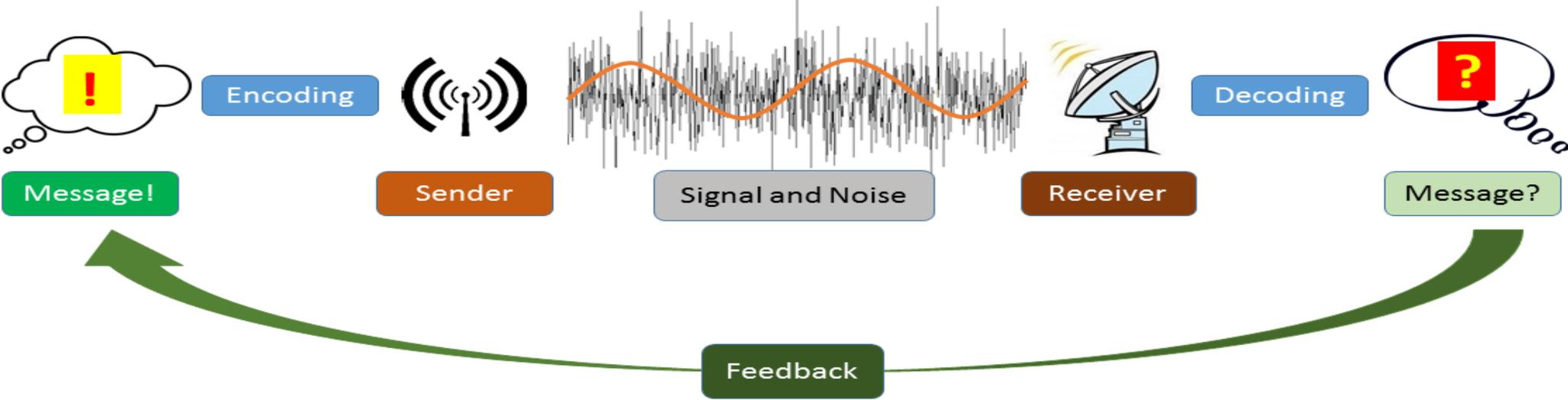
# Master Guide Class Communication Theory

by Carl Rodriguez  
Chesapeake Conference



Story of Communication  
Union Youth Director

# Communication Theory

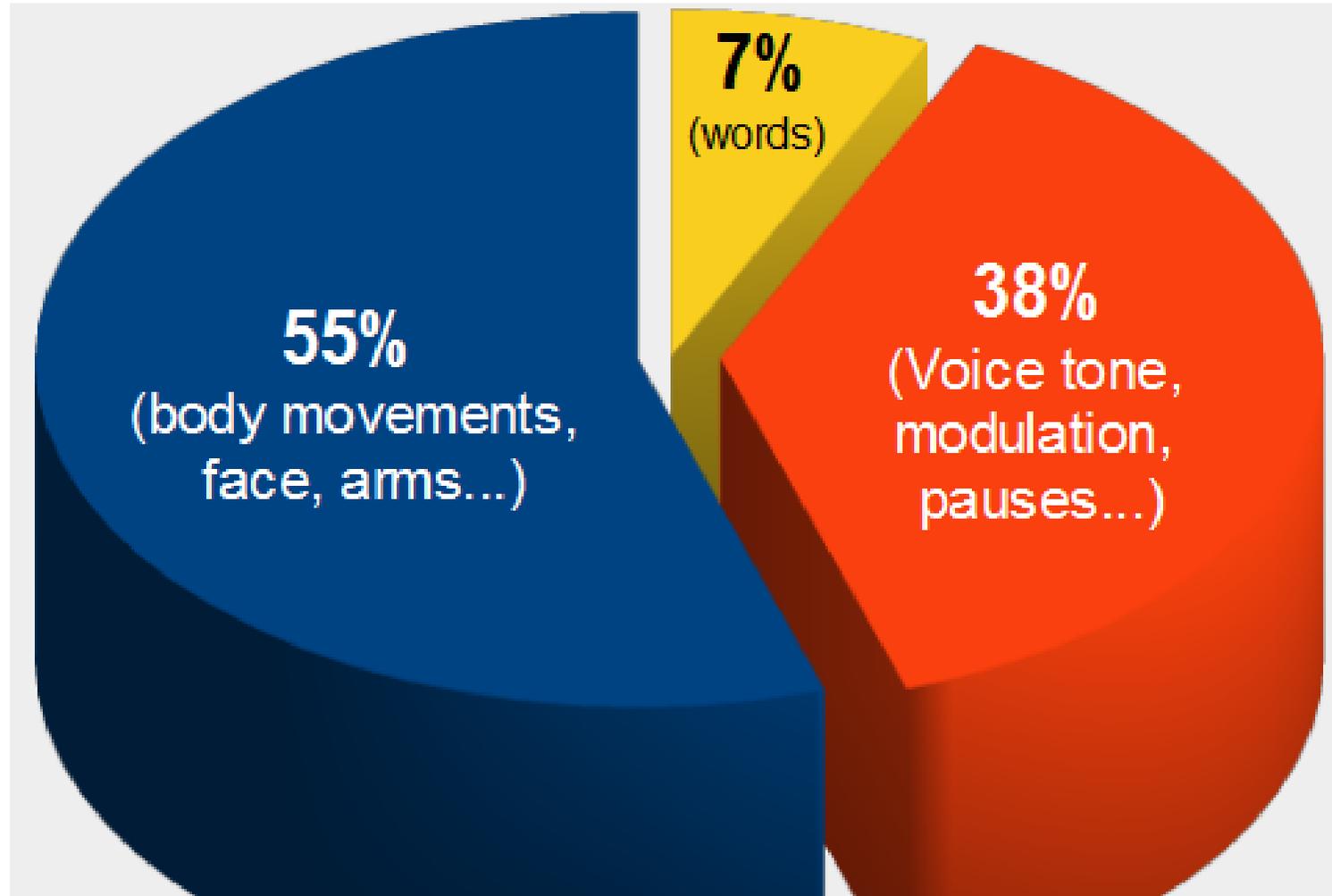


When information  
is expressed

and acknowledged  
efficiently

without the intended  
meaning

being changed



Albert  
Mehrabian  
Theory of  
Communication

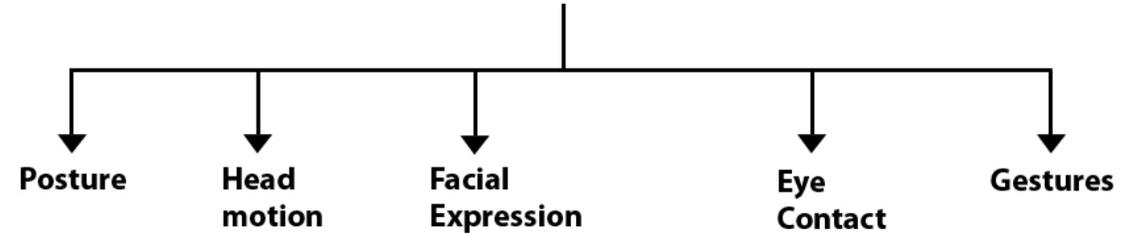
Part One  
the 55%

# IT'S WHAT YOU **DON'T SAY** THAT COUNTS!



LEARN TO **READ AND INFLUENCE** PEOPLE THROUGH **NONVERBAL COMMUNICATION.**

## Body Language



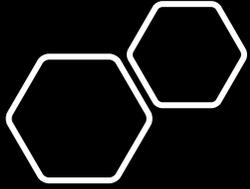
Features of Body Language

Different body language for different culture groups

Story of Korean Pastor at the Office

Story of feet dandling down

Why is understanding *Body Language* important for leaders?

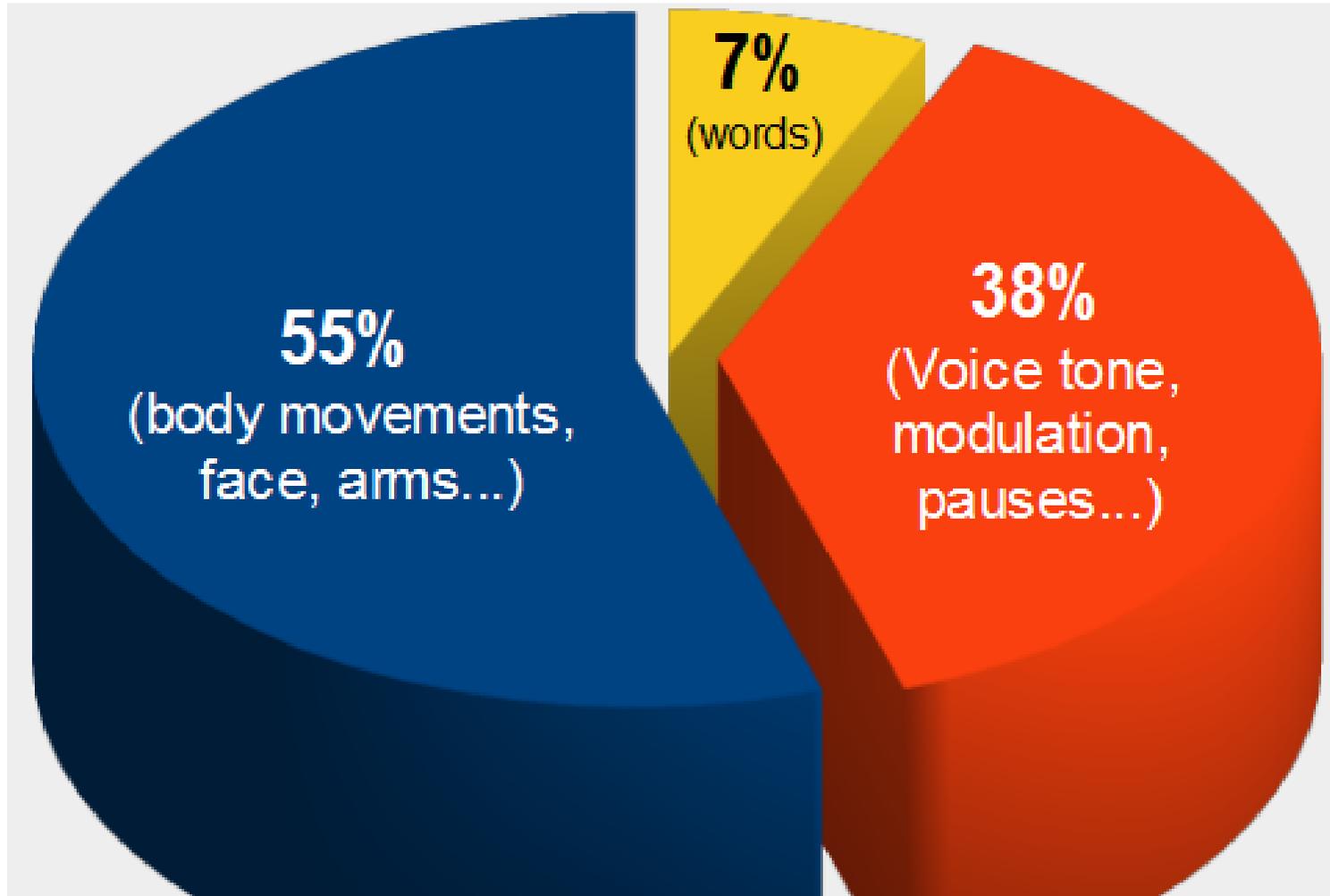


# Break Out

Why is understanding  
*Body Language*  
important for  
leaders?

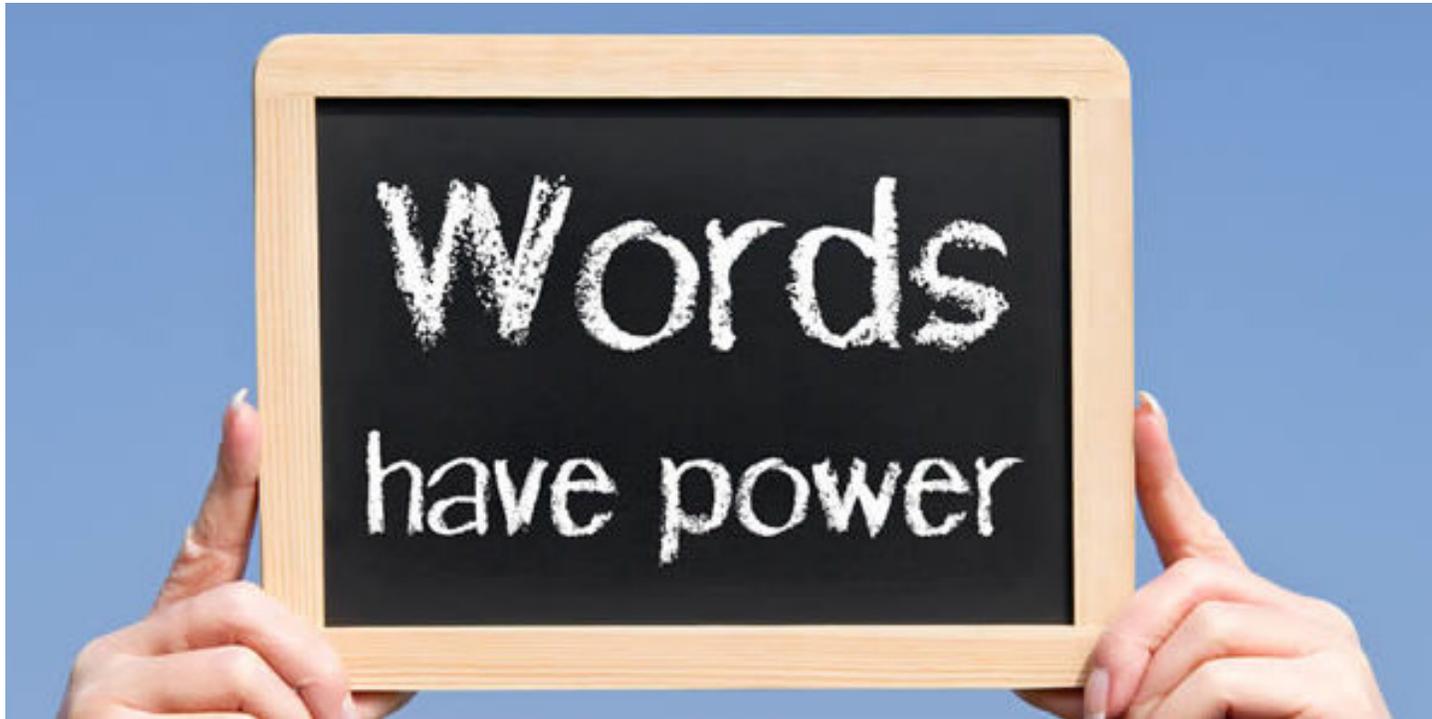
Even though you appreciate the differences between cultures and nationalities, you may sometimes find yourself confused, scared, or even repelled by displays of body language that are very different from what you're used to.





Albert  
Mehrabian  
Theory of  
Communication

Part Two  
the 45%

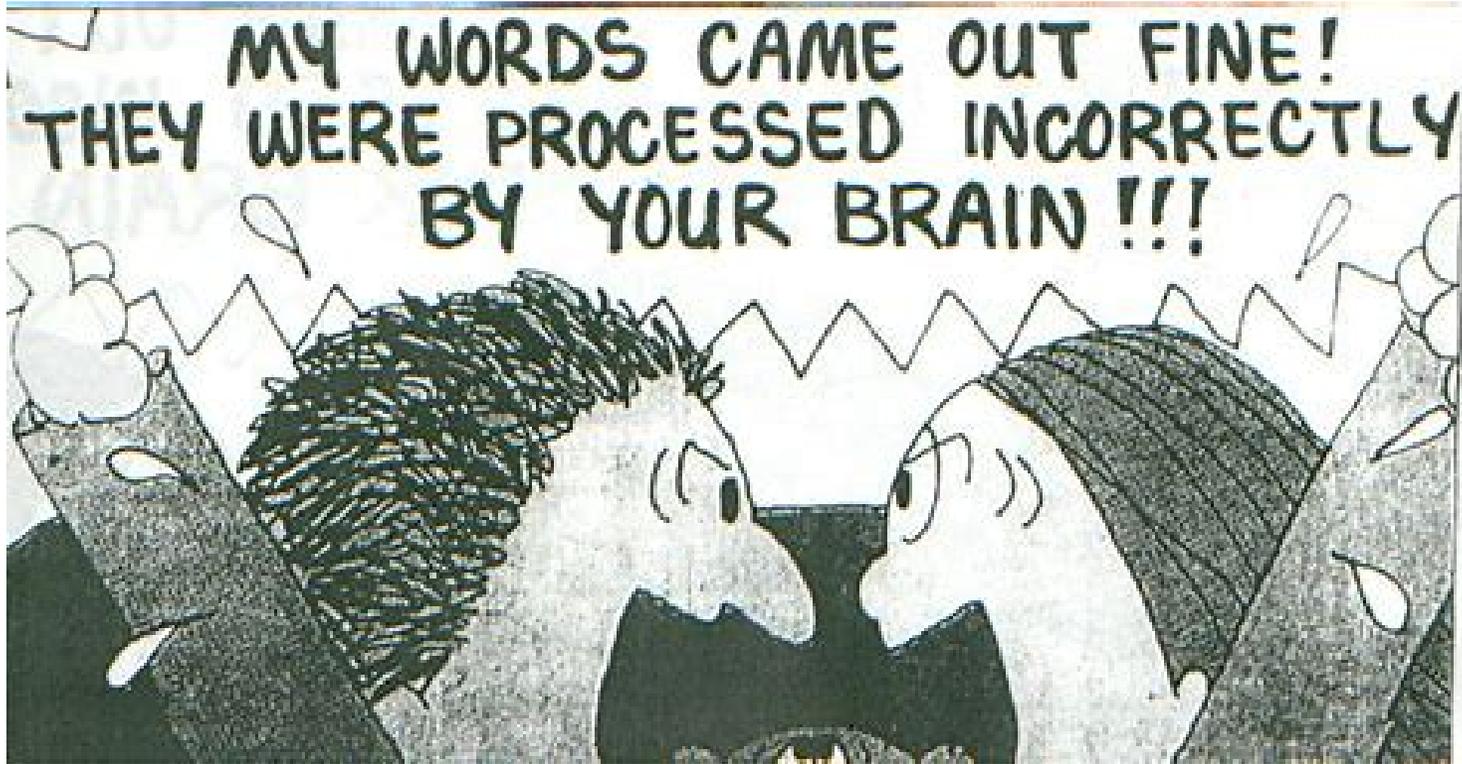


Why is the written word still important?

In ten words or less, write a captive tag line

## Written Word

- Emails
- What's Apps
- Letters
- Symbols
- Signs
- Books
- Resume / CV
- Power Points
- News Papers
- Blogs



## Expressed Word

- Tones
- Inflexions
- Pauses
- Speed
- Modulation

Please read Proverbs 18:21  
and practice using 2 of the 5  
ways to express words

Proverbs 18:21  
The tongue has the power of life and death,  
and those who love it will eat its fruit.

# Break Out

Read out loud Proverbs 18:21  
while practicing T. I. P. S. – M.  
and Tag Line



# Why listen?



1- For ideas / advice

2 - For understanding / learning

3 - To form a friendship

4 - For business

5 - For God's voice

# Different Ways To Listen

What are the best ways to listen?

Explain the differences between  
hearing and actual listening



- 1 - Listen between the lines
- 2 - Read body lingo
- 3 - Remember the story line

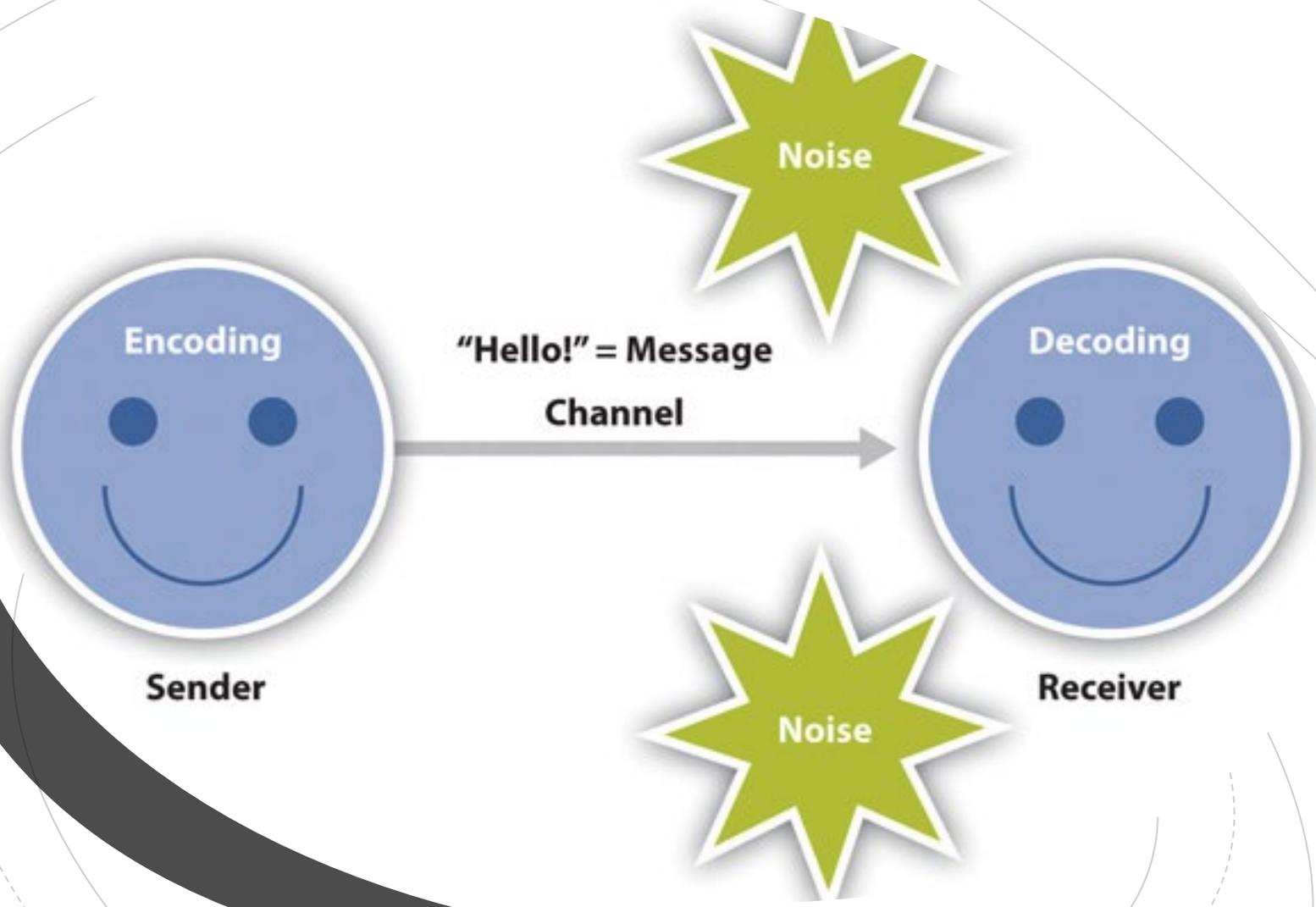
# Interference in Communications



## Type of Communication Barriers at All Stages

▪ Too lengthy, disorganized, erroneous message	Message
▪ Poor verbal and body language	Message
▪ Lack of Self-Confidence	Source
▪ Lack of Enthusiasm	Source / Receiver
▪ Discrimination	Source / Receiver
▪ Disagreement between verbal and non-verbal messages	Message
▪ Negative Self Image	Source
▪ Lack of Feedback	Receiver
▪ Language and Vocabulary Level	Source / Receiver
▪ Selective Perception	Receiver
▪ Lack of Interest in the Topic/Subject	Receiver
▪ Voice quality / Venue / Effect of Noise	Channel

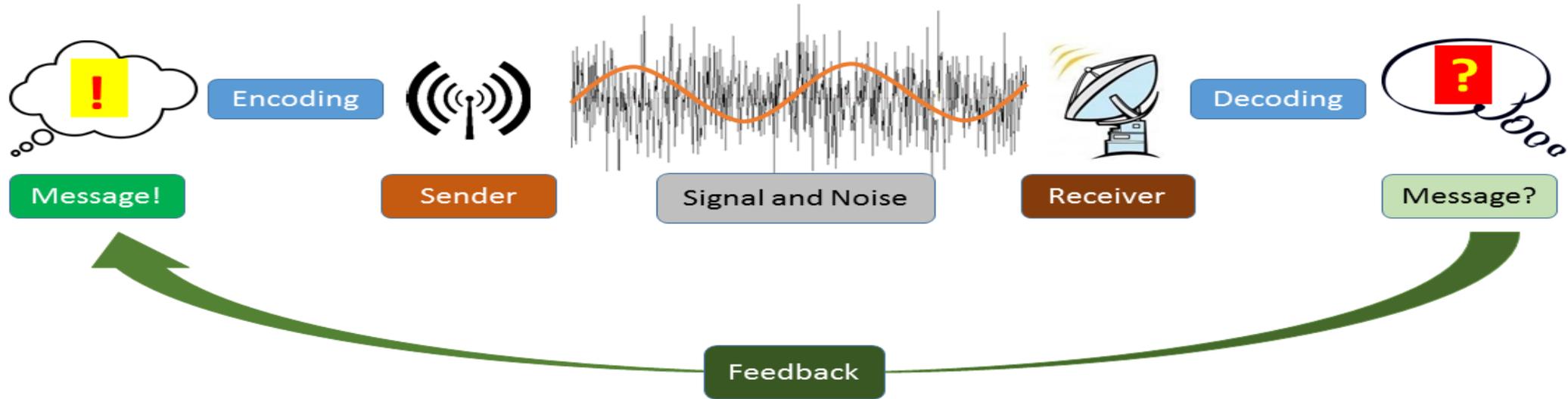
# Break Out



How do we minimize interference in communications?

# Summary

## Communication Theory



When information is expressed

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