

GLOSSARY



Communication Foundations

With Tatiana Kolovou and Brenda Bailey-Hughes

Use these terms and definitions below to understand concepts taught in the course.

Transcript Search: note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
channel	The medium used to distribute communication from sender to receiver. This could be a memo, e-mail, phone call, face-to-face conversation, or any other platform for communication. Your task is identifying which is most appropriate for your needs.
communication building blocks	The four pillars upon which successful communication is built. The four building blocks are 1) people 2) the message 3) the context and 4) effective listening.
context	The location, timing, and nature of relationships that effect a communication event. These factors greatly alter the dynamic of a communication setting and must be considered accordingly.
listening	The final, yet often most overlooked, component of the four building blocks of communication. Effective listening separates good communicators from great communicators. You must use not only your ears, but your eyes and heart as well, when listening to truly be effective.
the message	The ideas or information transmitted between a sender and receiver. It is much more than just words that are spoken or written. The message includes non-verbal cues and tone of voice.
the people	The individual or individuals on the other side of a communication event in which you are involved. Every person has different demeanors and mental filters and must be accounted for when developing a communication strategy.
Think, Feel, Do model	When entering a communication event, it is important to consider the other people that are involved. Think about your phrasing in terms of your receiver's mental filters, and then strategize what you would ideally want this person to think, how you want them to feel, and what you want them to do after you have spoken with them.