

Department of Information and Communication Sciences.

Level : Third year LMD.

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Lesson Four : Communication Techniques

Definition of Communication : it is the process of using verbal and non-verbal and written communication to express or exchange information, ideas, thought, feelings... etc to others.

Verbal communication : consists of delivering your information by the use of the spoken word. Oral (or verbal) communication is the communication that takes place between the sender and the receiver by words, phrases indicating a certain meaning.

Non-verbal communication includes the use of body language and facial expression to portray emotions and deliver whole messages simply by the way of holding the body and position facial expression.

1- Written communication techniques :

a- Case display :(عرض حال)

- **Definition :** it is a written testimony, which records an event during or after its occurrence. The media is the administrative official, or for maintaining it a document indicating that an event has occurred in its details for reference when needed.
- **Case display items :**
 - A) Brief Introduction: It deals with the subject, nature, location and date of the event, incident, session, etc.
 - B) Treatment: It is divided into four different sections in terms of importance:
 - * Entrance.
- * Show facts or detailed subject matter.
 - * Conclusion: dedicated to showing the decisions taken, or the results achieved.
 - * Closing expressions: These are sentences that come to explain how the event ended, such as: (After completing the study of the issues on the agenda, the session was raised at an hour ..)

- Each event should fulfill a set of conditions, namely:
 - * The commitment of honesty and objectivity in reporting facts and controlling facts.
 - * The adoption of accuracy and clarity in expression.
 - * List all the data that could serve the purpose of editing it.

b- Administrative mailing:

it is the exchange between the administration with different parties in order to achieve effective communication. Administrative mailing is characterized by abstraction, responsibility, logic, caution, subject matter, conciseness, accuracy and abbreviation.

The basic rules for editing the administrative message:

- Respecting formalities like character.
- The wording of the call (Mr. and esteemed master).
- The signature must be under the sender's name.
- The number of documents attached must be determined with confidence.

2- audio- visual techniques :Audio visual rely on sight, vision and hearing to transmit information, through means such as television, computers, satellites, radio, mobile phones and the Internet.

a- Reportage

Reportage is a narrative account by a journalist concerning an event or a person presented in a book, newspaper, magazine, radio, and other medium. It is more based on description, and it must have a simplified language, as it is not without the dramatic and emotional element until the viewer's interest is aroused.

Making a good reportage : To be a good reporter you need to **be very skilled in writing**, since this capability will help you report events and stories in a way that people will find interesting and touching.

Writing a good piece means to communicate the right way, you should touch people's attention and eventually their feelings too, if you are telling a life story. Making a reportage means also to document something. You need therefore a good observation skill.

If you are a photographer or passionate for photography you will probably be able to make a very complete report with pictures and videos.

Four steps to write a reportage :

- 1- Preparation :** ask yourself what is the main story ? what information i need to cover the story ? what do i need to include so that the reader will understand the story ?
- 2- Who- when- where- why- and how ?:** who is the reportage about ? when are you meeting this person ? how did you come into contact ? why is this story worth writing a reportage about ?
- 3- use your senses to create a credible descriptions of people and places**
 - a- by sight :** what does it look like where you are? What does the person you are interviewing look like ? think about body language, eye movement, mannerisms.
 - b- by smell :** what does the smell look like ? what words would you use to describe ?
 - c- by hearing :** what sounds do you hear ? how do you describe silence ? noise ? can you compare it to something else ?
 - d- by touch and taste :** use it when needed.
- 4- phrasing :** create « here and now » use the present tense , mix between direct and indirect speech since it helps to create a varied text.
- 5- use powerful details :** a powerful detail can set the right mood, create imagery or describe the whole setting.

How you would start your reportage : catch the reader's interest with a flying start

eg : « when i approach the hospital in Blida, i know that i am to meet something unusual »

How you should end your reportage : you should sum up your 'newfound' experiences.

Good Luck