

Communication

'When people talk, listen completely. Most people never listen.'
Ernest Hemingway (1899–1961), American writer

Think of a good communicator you know. Explain why he/she is good at communicating.

What makes a good communicator? Choose the three most important factors from this list.

- fluency in the language
- grammatical accuracy
- an awareness of body language
- an extensive vocabulary
- being a good listener
- not being afraid of making mistakes
- a sense of humour
- physical appearance
- no strong accent

Which of these words apply to good communicators and which apply to bad communicators? Add two adjectives of your own to the list.

articulate	coherent	eloquent	extrovert	fluent
focused	hesitant	inhibited	persuasive	rambling
reserved	responsive	sensitive	succinct	vague

Which of the words in Exercise A have these meanings?

1 concise	5 clear and easy to understand
2 reluctant to speak	6 good at influencing people
3 talking in a confused way	7 outgoing
4 able to express ideas well	8 eager to react and communicate

Complete the extract below from a talk by a communication expert with the verbs from the box.

clarify confuse digress engage explain interrupt listen ramble

'Good communicators really ...¹ to people and take in what is said. They maintain eye contact and have a relaxed body language, but they seldom² and stop people talking. If they don't understand and want to³ something, they wait for a suitable opportunity.

When speaking, effective communicators are good at giving information. They do not⁴ their listener. They make their points clearly. They will avoid technical terms, abbreviations or jargon. If they do need to use unfamiliar terminology, they⁵ by giving an easy-to-understand example. Furthermore, although they may⁶ in order to elaborate a point and give additional information and details where appropriate, they will not⁷ and lose sight of their main message. Really effective communicators who have the ability to⁸ with colleagues, employees, customers and suppliers are a valuable asset for any business.'