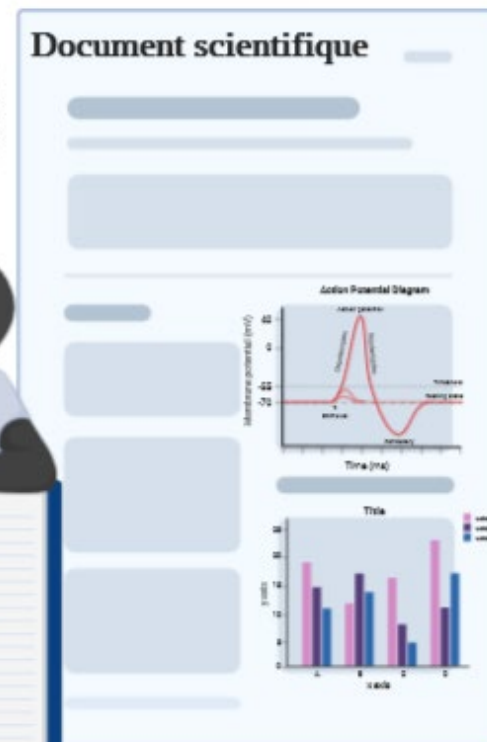
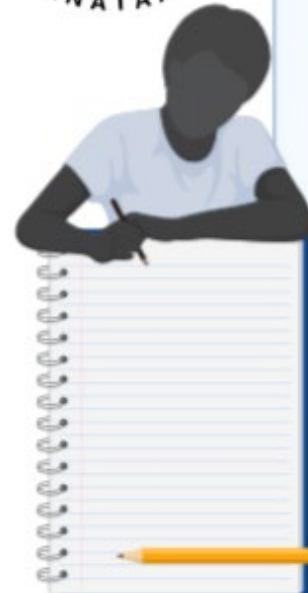




# Course of Written and Oral Expressions



# ORAL COMMUNICATION

Course of WRITTEN AND ORAL EXPRESSIONS

Bachelor's Degree in Food Sciences, 1st year

Institute of Food Nutrition and Agri-Food Technologies (INATAA)

University Brothers Mentouri Constantine 1 (UFMC1)

Slideshow author: MEKHANCHA Djamel-Eddine (2023/2024)

COMMUNICATION

HOW?

# System Mapping



**TRANSMITTER**

# System Mapping



**TRANSMITTER**

**RECEIVER(S)**

# System Mapping

**TRANSMITTER**

**COMMUNICATION**

**RECEIVER(S)**



# System Mapping



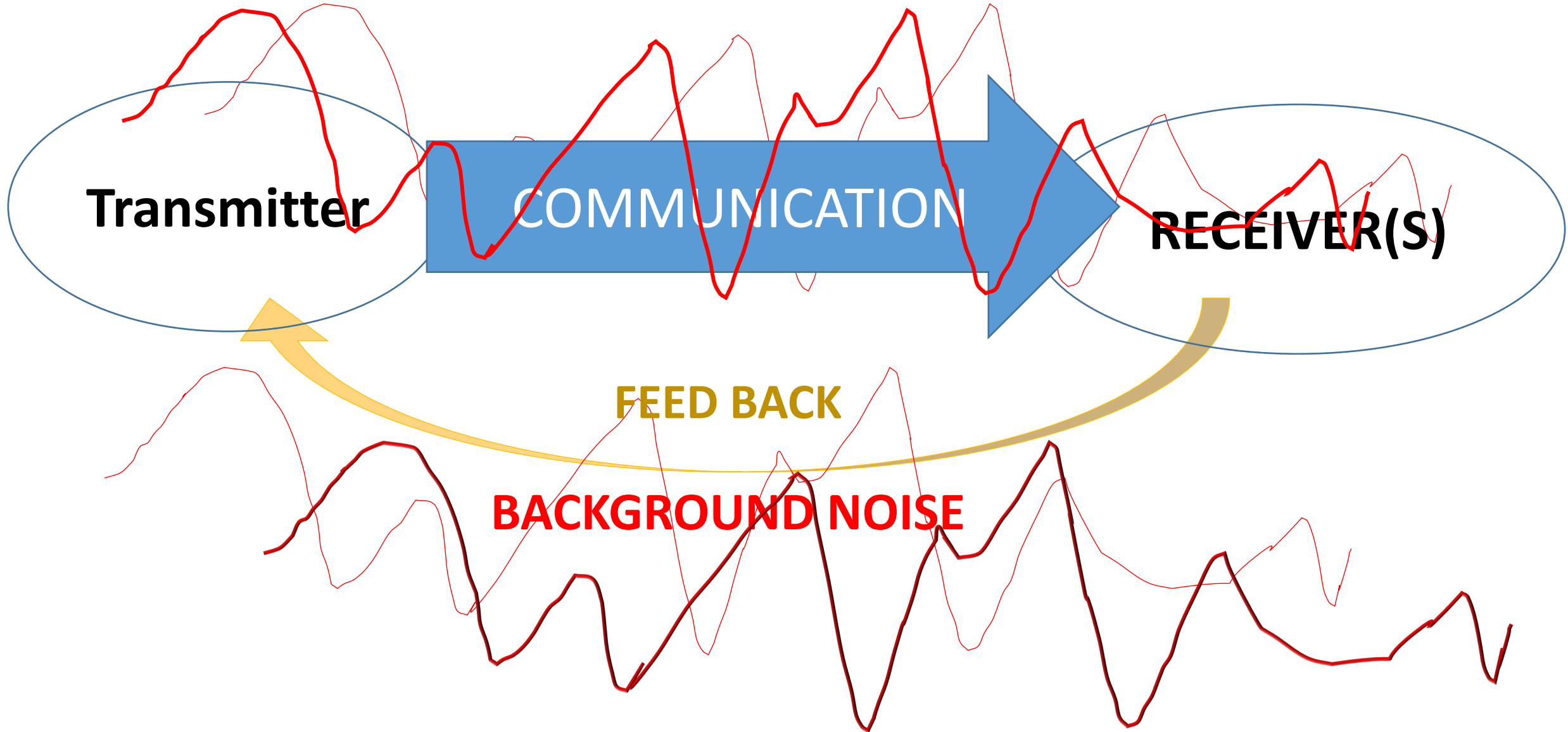
Only 1 transmitter always  
Multiple receivers possible  
Transmitter/receiver roles can be reversed  
Examples: Student Teachers

# Remarks

- Only 1 transmitter always
- Multiple receivers possible
- Transmitter/receiver roles can be reversed = interactive communication: Teacher/Students, interactive radio broadcast
- Sender/receiver roles cannot be reversed = non-interactive communication: speeches, written press, radio or television newscasts, reading a document, etc.



# System Mapping



Anything that prevents communication is background noise (disturbances, static, etc.)

- Multiple stakeholders at once
- Vacate me
- Parasite
- Inaudible voice
- Illegible handwriting
- Etc.
- 

Students are invited to complete this list of examples and expand on each example

COMMUNICATION

**WHAT FOR?**

# Communication for

- To inform, transmit, manage, exchange, etc.
- Written communication = writing a dissertation, thesis, report, written exam, scientific article, written press article, novel, legislative texts, written instructions, CV, etc.
- Oral communication = Interview (internship report, hiring), discussion in a group, oral instructions, defense, speeches, conferences, etc.
- Advertised communication: Advertising, posted scientific communication, etc.
- Etc.

Students are invited to complete this list of examples and expand on each example

# ORAL COMMUNICATION

ORAL COMMUNICATION

**WHAT FOR?**

# ORAL COMMUNICATION

## WHAT FOR ?

1. Write a review,
2. Facilitate a group discussion, team
3. Explaining, convincing
4. Transmitting instructions
5. Transmitting knowledge, information
6. Presenting a conference, defending your thesis, ...
7. Answering questions during an interview
8. Etc.

Students are invited to complete this list of examples and expand on each example

ORAL COMMUNICATION  
WHERE?



# ORAL COMMUNICATION

## WHARE?

- In a university environment: Defenses, Courses, tutorials, presentations, etc.
- In the company: meetings, interviews, transmission of instructions, etc.
- In public, in the street, cafes, ...
- On the radio, on TV, ...
- Telephone
- Media apps: Viber, WhatsApp, Telegram, ...
- Etc.

Students are invited to complete this list of examples and expand on each example

# NON-VERBAL COMMUNICATION?

- Voice (intonation, volume, speech rate)
- Gaze (insistent, evasive, distracted, etc.)
- Facial expressions (smile, frown, etc.)
- Mimics (rubbing your nose, playing with a pen,, ...)
- Posture (straight, hunched over, shoulders dropped, ...)
- Gestures (nodding your head, patting the other person's shoulder, etc.)
- Positioning (face-to-face, sideways, etc.)
- Physical appearance (clothing, cleanliness, etc.)

Students are invited to complete this list of examples and expand on each example

To be consulted: <https://www.journaldunet.fr/business/dictionnaire-du-marketing/1198069-communication-non-verbale-definition-exemples-interets/>

# COMMUNICATION

Oral? Written? Gesture? Non-  
verbal?

# COMMUNICATION

## Oral? Written? Non-verbal?

- Oral and written communication are quite distinct but complement each other
- Nonverbal communication often accompanies oral communication and is absent in written communication
- In "good" oral communication, there is only 7% oral communication and 93% non-verbal communication (38% voice communication i.e. "intonation and sound of voice", 55% visual communication i.e. "facial expressions and body language")

# Bonus activities ...

1. Speaking in the lecture hall in front of an audience of peers: duration of the intervention 60 seconds maximum
2. Send an audio recording (mp3, mp4, ...) before 20/10/2023 OR a video recording at the address [eeo-inataa@umc.edu.dz](mailto:eeo-inataa@umc.edu.dz) : duration 2 minutes maximum