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# Chapter 1 - Module 2

# INTERPERSONAL COMMUNICATION

Developed by ARID

# INTERPERSONAL COMMUNICATION

- The essence of communication
- Verbal communication
- Non-verbal communication
- Elements of the communication process
- Communication techniques
- Emotions in communication
- Conflict resolution
- Communication process



# ESSENCE OF COMMUNICATION



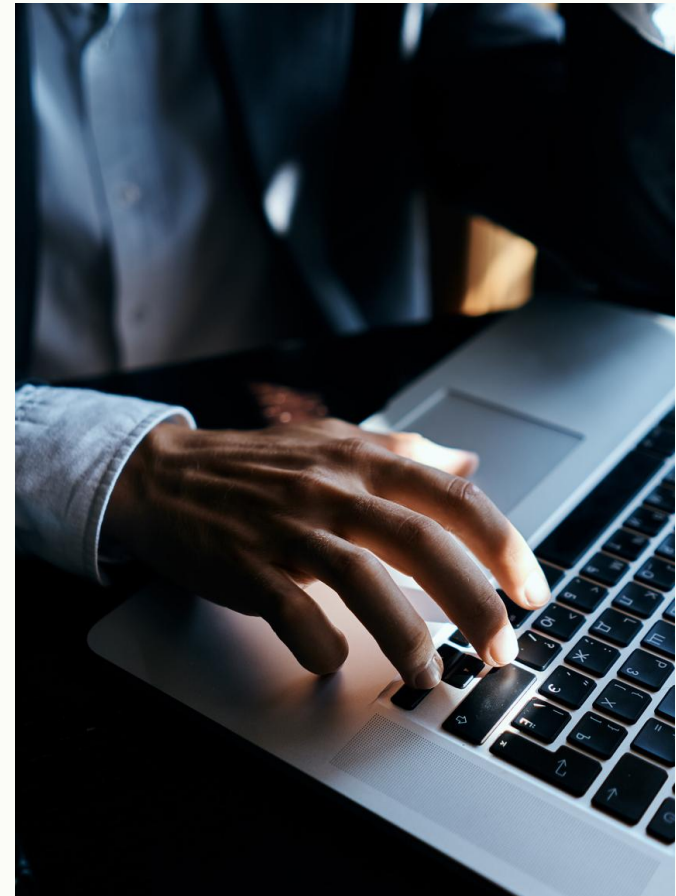
The term communication (originally in Latin, then absorbed by modern languages):

- appeared in the 14th century and meant 'entering into a community, having relations with someone',
- Until the 16th century, the term functioned in the sense of 'communion, participation, sharing',
- In the 16th century, it was given a second meaning of 'transmission, conveyance', which was associated with the development of post offices and roads,
- from the 19th century to the present day means: - the movement of people and objects through space (train, car, aeroplane), - the transmission of information at a distance (telephone, radio, television, internet).

# ESSENCE OF COMMUNICATION

Communication functions:

- information function,
- motivational function,
- regulatory function,
- emotive function,
- social function.



# ESSENCE OF COMMUNICATION

## Communication in the community

At present, the priority has become social integration, supporting the social aspirations of the rural population, including helping rural women to fulfil their family and professional role, which is obliged, among other things, by the unfavourable demographic changes in the countryside. Workshops are therefore organised to improve participants' knowledge and skills in overcoming barriers to effective communication, based on principles that ensure that the interests of all stakeholders are respected.

During the workshops/courses/training sessions, basic issues such as:

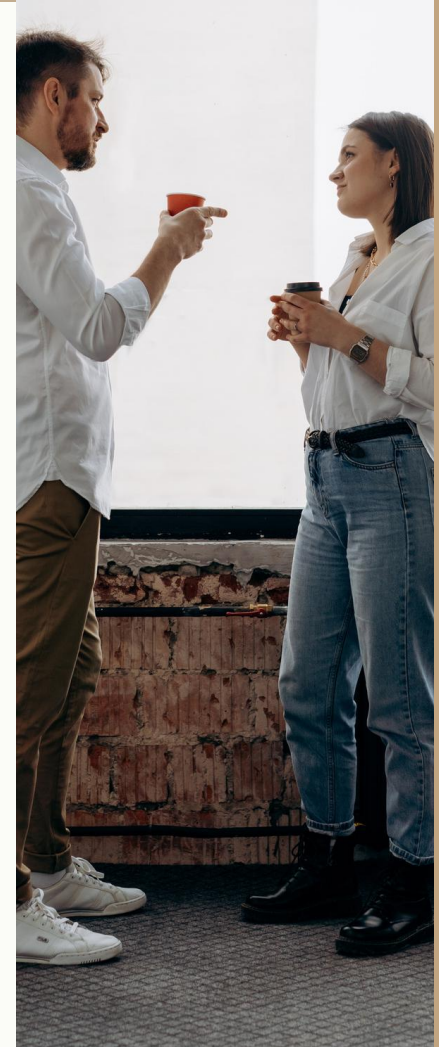
- ways of breaking down barriers to communication,
- use of effective communication tools,
- having effective, emotionally scorching-free conversations in difficult situations,
- learning and using the rules of social influence in local activities,
- learn and practise communication tools and techniques for effective interpersonal and social communication,
- cooperation with the local authority.





# VERBAL COMMUNICATION

It is the basic form of interpersonal communication. It is on it, to a large extent, that our good relations with family members, co-workers and other people around us depend. Verbal communication is simply spoken language, which, if not supplemented by so-called non-verbal communication, i.e. so-called body language, can become a source of misunderstandings. Verbal communication is a part of interpersonal communication, which consists of another important factor - non-verbal communication, i.e. so-called body language, eye contact, facial expressions and gestures. It turns out that verbal communication does not make up the majority of our communications, as 65% of them are non-verbal. The conclusion is that verbal communication, which is simply spoken language (but this also includes listening, reading, writing - any communication based on words), is quite poor and incomplete and is sometimes completely inadequate in everyday life.





# VERBAL COMMUNICATION

## What is verbal communication about?

For verbal communication to take place at all, there must be:

- the sender of the message, i.e. the speaker,
- the recipient, the addressee of the message, i.e. the listener,
- language, i.e. the code used by the speaker and the listener, which they both understand.

In verbal communication, an important role is played by:

- the content of the utterance - is related to the vocabulary of both the sender and the receiver of the message,
- Fluency of speech - any interruption can weaken the message,
- paraphrasing - putting into other words a message we have heard, to make sure we have understood it correctly,
- modulation and emphasis - that is, the way in which a message is accentuated may be more important to its recipient than the content of the utterance itself,
- ilo-time - the process of decreasing or increasing the length of time words are spoken.





# VERBAL COMMUNICATION

## Forms of verbal communication

- **Oral form** - This form of verbal communication offers greater scope for conveying information and expressing feelings. However, there are several problems in oral communication, the most important of which are the mixing of facts or overconfidence. In addition, the tendency to express extreme opinions or problems with adequate analysis of facts is a problem, resulting from the fact that verbal communication is very fast and requires sudden reactions.
- **Written form** - Communication taking place through letters, documents or printed media, and in the 21st century popularised by text messaging (SMS) and the Internet. Its most important advantage is that it gives the recipient and the sender more time to analyse the content and form an appropriate response. It also allows for a closer look at the problem, acquiring the necessary knowledge and thus minimising the risk of misjudgements or misclassifications. However, it is not as effective as the oral form. In written communications, we also cannot count on an instant response, which can significantly hamper communication and the resolution of various types of problems.







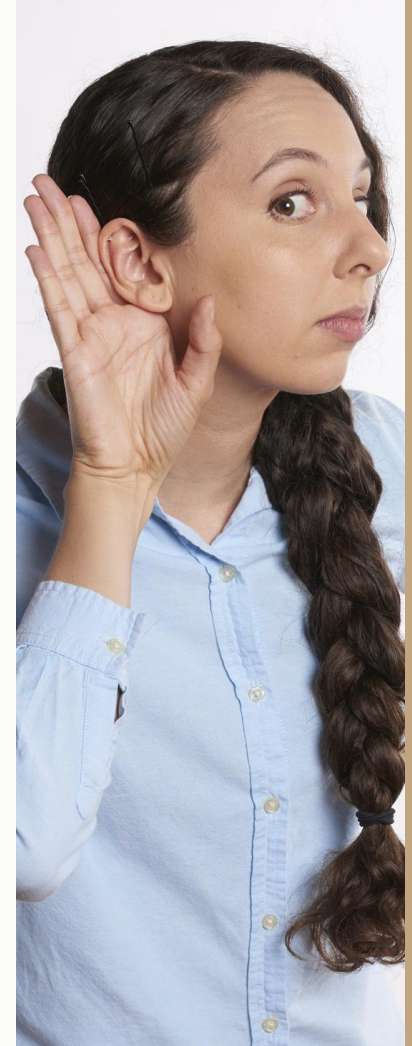
# VERBAL COMMUNICATION

## The role of listening in verbal communication

It is not a question of hearing, an activity that occurs through the hearing receptors. The recipient of a message can have very good hearing and hear someone say something to them, yet not process the information they hear at all. If this happens, communication simply does not take place. So listening, the real kind, involves decoding the speech heard.

We distinguish:

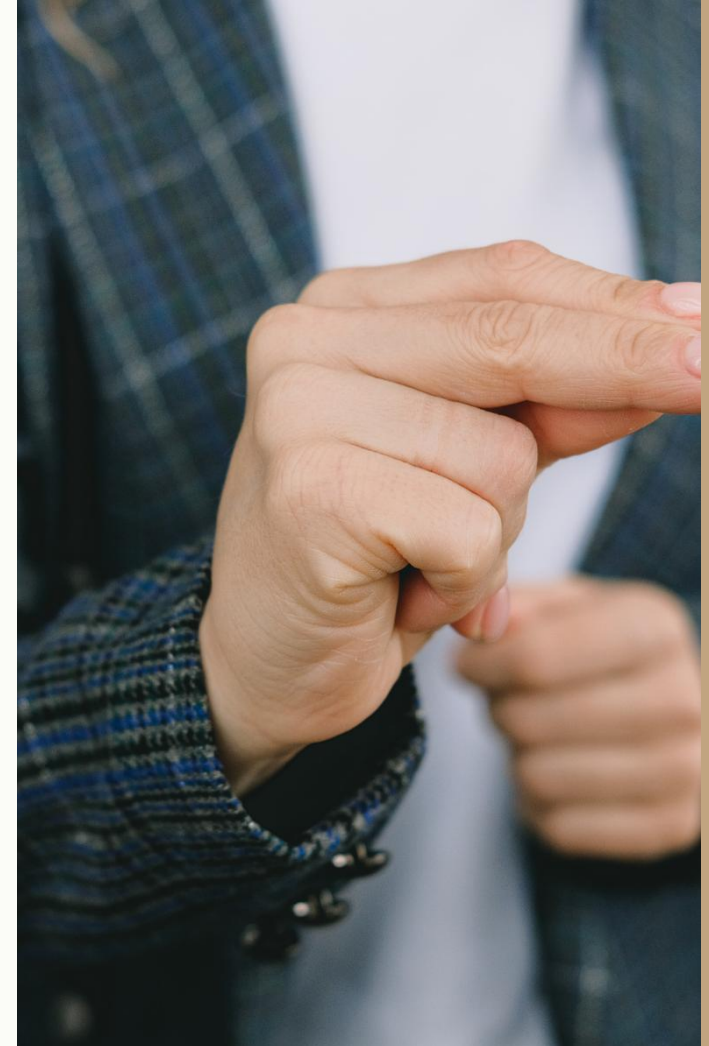
- **Passive listening** - You could say it is merely hearing. Passive listening is when the [motivation of the listener](#) is at a very low level and, literally speaking, the listener does not care about the information (or even about the speaker) or their thoughts are occupied with something else and they cannot focus their attention strongly enough on the message.
- **Active listening** - In this case, the listener's mind is focused and used to a much greater extent. The listener not only processes the information heard, but is able to become familiar with the speaker's views, attitude or feelings at the same time. It follows his or her train of thought.





# NON-VERBAL COMMUNICATION

Non-verbal communication (non-verbal speech) is a range of possibilities for conveying information and establishing contact with other people. By mastering it, you can communicate more effectively with people - both in your personal and professional life. Most of us think that it is words that have the greatest communicative power. And while it is of course important to speak properly, it is the messages we convey without their help that play a much more important role. For it turns out that as much as 65% of the messages we convey are non-verbal. Being aware of this and being able to use and read gestures in conversation therefore has a huge impact on the effectiveness of communication or understanding the intentions of the interlocutor.





# NON-VERBAL COMMUNICATION

Non-verbal communication makes it possible to convey (and read) emotional states, intentions, character traits or temperament. We usually send these messages subconsciously. Thanks to numerous studies, it is possible to learn the exact meaning of many gestures or non-verbal behaviours and thus to use and read them skilfully in everyday life.

Non-verbal communication takes place on many levels and we can express our emotions, views or intentions in a variety of ways.

Non-verbal communication consists primarily of:

- gesticulation,
- mimicry,
- physical contact,
- body position,
- tone of voice,
- distance between interlocutors,
- eye contact.

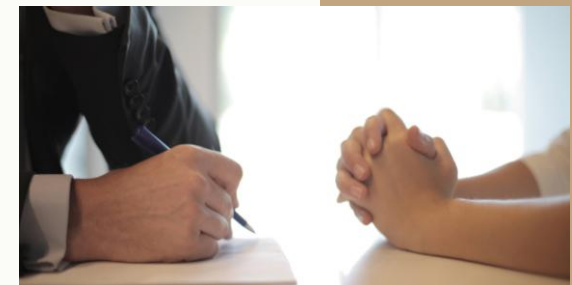




# NON-VERBAL COMMUNICATION

.Functions of non-verbal communication (according to Scherer and Wallbott):

- **semantic**, which is aimed at modifying the verbal message - this mainly refers to accentuation, making references, negation, etc,
- **syntactic**, which on the one hand serves to mark the phases of a conversation (e.g. making eye contact to start a conversation) and on the other hand serves to synchronise the interlocutors (e.g. making them comfortable by shortening their distance or positioning their bodies accordingly),
- **pragmatic**, which makes it possible to influence a partner's behaviour and emphasise membership of a particular group (e.g. appropriate dress or gestures, characteristic of a given environment),
- **conversation regulation**, which aims to organise the conversation.





# NON-VERBAL COMMUNICATION

## Communication barriers

Sometimes it so happens that the transmission of information is disrupted. Barriers that appear in the way of the transmission of a message, or so-called communication noise, can be physical or psychological in nature, such as:

**Cultural differences**

Perceptual  
**handicaps**

Stereotypes

**Self-image**

**Selective attention**

**Inability to decentralise**





**Context** - the conditions in which the communication process takes place - physical, historical, psychological, cultural aspects.

- **The physical aspect** is determined by the environment (temperature, light, place and time of the process, i.e. the external atmosphere).
- **The historical aspect** refers to a communicative situation in which the participants refer to other past episodes.
- **The psychological aspect refers to the** way the participants in the process perceive each other, e.g. friendliness or lack thereof, formality or immediacy of the situation.
- **The cultural aspect** is a system of knowledge held by a relatively broad group of people, combining beliefs, values, symbols and behaviours recognised by that collective.

## ELEMENTS OF THE COMMUNICATION PROCESS



**Participants** - senders and receivers - formalised, informal communication process.

- a formalised communication process: the roles of sender and receiver are clearly defined and not interchangeable,
- informal communication process: the roles of sender and receiver are simultaneous and interchangeable.

Each participant in the communication process is influenced by his or her individual experiences, feelings, ideas, moods, activities, religion, etc. Participants in communication processes differ in three basic elements: attitudes towards others, gender and culture.



## ELEMENTS OF THE COMMUNICATION PROCESS



**Message** - information transfer - meanings, symbols, encoding and decoding, form and organisation.

- meanings: pure ideas and feelings that exist in people's minds are translated into meanings that must be shared with the other participants in the process, otherwise they are incomprehensible to them,
- symbols: words, sounds, actions by which meaning is communicated to other individuals; symbols (word, gesture, facial expression, tone of voice, non-verbal signals),
- encoding and decoding: the process of transforming meanings into symbols and symbols into meanings; the process is generally involuntary,
- form and organisation: particularly important in public and mass communication.



## ELEMENTS OF THE COMMUNICATION PROCESS





**Channel** - the way and means of transporting a message from sender to receiver - 5 channels: hearing, sight, touch, smell, taste.

**Noise** - message interference - external noise, internal noise, semantic noise.

- External noise: associated with the external environment, e.g.: heat, cold, noise,
- Internal noise: related to the participants in the communication process, e.g. toothache, headache, fatigue, absentmindedness, feelings of anger, prejudice,
- Semantic noise: the consequence of an intentional or unintentional misuse of meaning by the sender that blocks the precise decoding of the message by the receiver.

**Feedback** - the recipient's reaction to the message after it has been decoded - immediate, delayed.



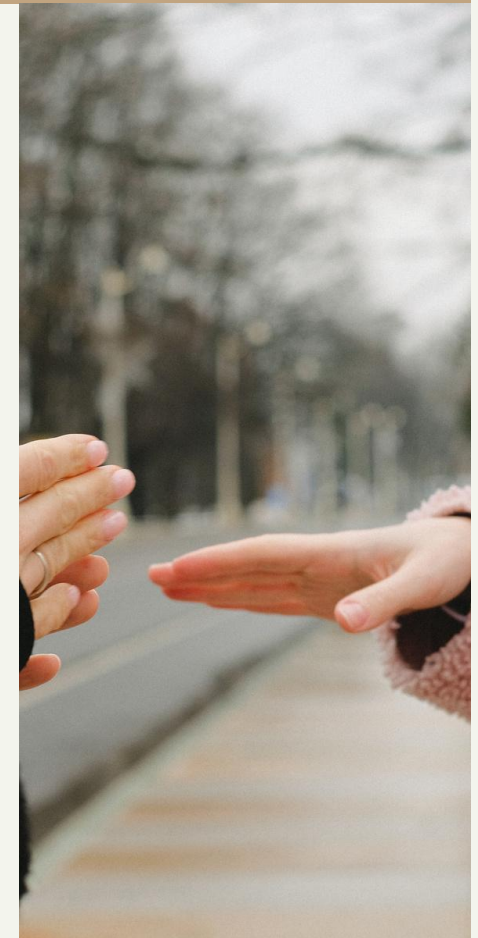
# ELEMENTS OF THE COMMUNICATION PROCESS

# COMMUNICATION TECHNIQUES

The key to successful interpersonal relationships is active listening, which boils down to showing the interlocutor attention, respect, kindness and empathy, while refraining from making judgements, accusations and giving advice.

It helps to focus attention on the message being transmitted by the caller:

- maintaining eye contact,
- turning with the body towards the interlocutor,
- sustaining the conversation by encouraging it to continue,
- not interrupting the speaker,
- nodding and sending gestures indicating that you are listening to the interlocutor,
- posing open questions,
- refrain from judging and over-interpreting,
- openly expressing one's own needs and expectations.



# COMMUNICATION TECHNIQUES

## Active listening techniques

**Paraphrase** - This is repeating in your own words what you have understood from your interlocutor. It gives confidence that you have understood your partner, thus preventing anger and misunderstandings; it structures the conversation and helps you to remember information and removes or reduces possible barriers. In addition, confirming that you are listening to and understanding the other person allows you to gain their sympathy and respect.

**Clarification** - An active listening technique that helps to structure the essential elements of a conversation. Allows interlocutors to make sure their considerations are about the same thing. Provides an opportunity to see the most important elements of the conversation in a clear form.

**Precision** - When, at some stage in the conversation, an issue arises that is not clear to the recipient of the message, it is important to clarify the issue, i.e. to ask questions that help to get a fuller picture of it. Precision helps to clarify doubts and sends a signal to the interviewer that the recipient is interested in what is being said.

**Summarising** - When the conversation is over, it is time to verify that the two people have received the messages equally and to bring together in one sentence the most important findings. This is a useful technique when negotiating in a relationship or at work.

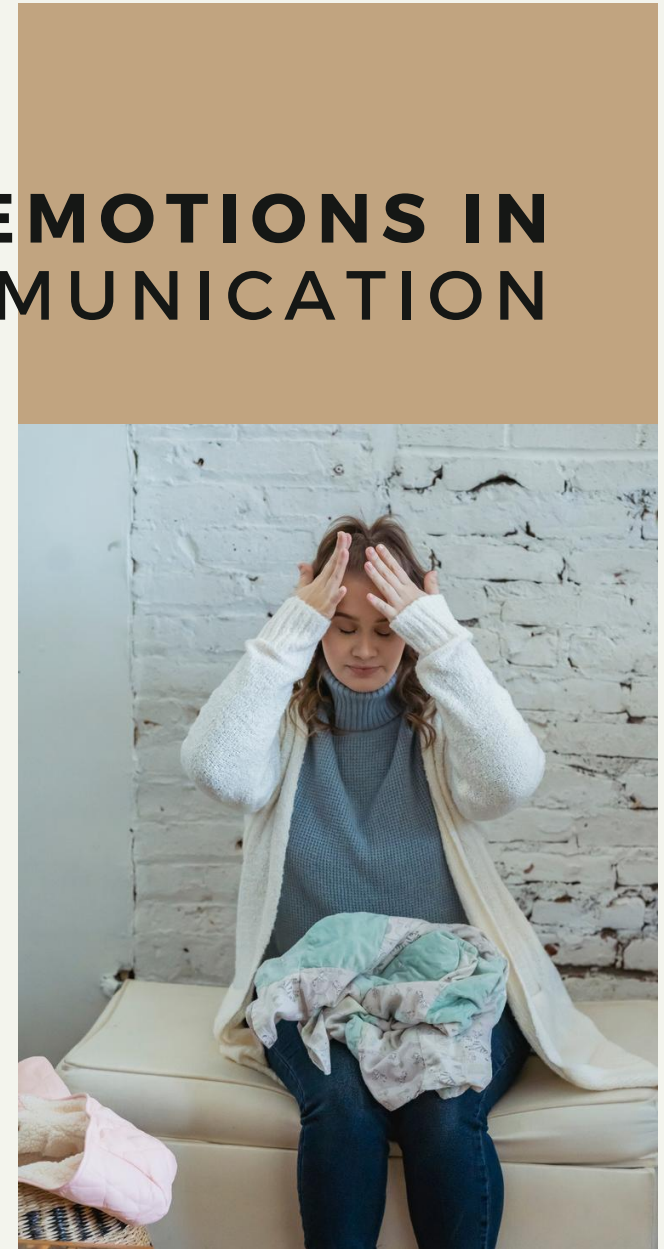
# COMMUNICATION TECHNIQUES

## Active listening techniques

**Encouragement, appreciation, naming feelings** - During the conversation, it is useful to show your interest in the interlocutor's words by nodding and using phrases such as 'aha' and encouraging them to continue the topic - 'tell me more!', 'go on'. Through appreciation, i.e. highlighting and appreciating certain points, the interlocutor feels that the effort he or she has put into the conversation is not in vain ('you're talking about important things', 'it's an important issue', 'I'm glad you're telling me this'). Mirroring, on the other hand, is a demonstration that you understand what the interlocutor is feeling. It can be compared to a mirror - your partner can see that he or she has support in you ('I can hear the joy in your voice when you say that!').

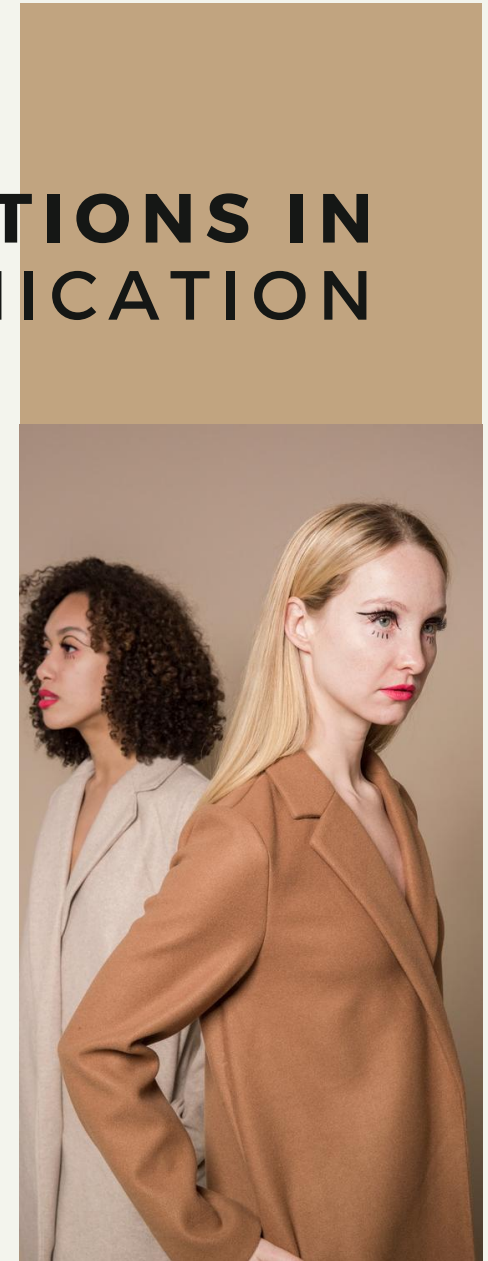
# EMOTIONS IN COMMUNICATION

Emotions (emotions) are defined by psychologists as: "a complex pattern of bodily and psychological changes involving physiological arousal, feelings, cognitive processes, visible modes of expression (including through facial expressions and body posture) and specific behavioural responses that occur in response to a situation perceived as important to the person"( R.J. Gerrig, P. Zimbardo).



# EMOTIONS IN COMMUNICATION

Emotions are important in human life because of the informational potential they carry with them, enabling a response to circumstances external to the human being. However, they are more than that, because they are lived, they co-create the human experience, giving it distinctiveness and uniqueness. In interpersonal interactions, they are an important source of intrapersonal and interpersonal cues - this applies to one's own emotions as well as those perceived in others. The emotions of the opponent should always be treated as a signal, behind which the substance is hidden. To recognise them, we need inner calm. When we are in this state, it is a mistake to argue our own case, and even more so, to attack the other side's case. The opponent's emotions force us to focus on ourselves and fight for our own reasons. It is necessary to move away from the power of arguments, which manifests itself in talking and attacking, to listening to the other side's rationale and understanding what lies behind those emotions.



# CONFLICT RESOLUTION

The word conflict comes from the Latin language and literally translated means 'clash'. Two different: tendencies, values, attitudes, expectations, views, interests, goals, ideas, feelings, needs or [perceptions of reality](#) collide at the same time. These differences are not accepted by the parties and a dispute occurs.



# CONFLICT RESOLUTION

## TYPES OF CONFLICT

CONFLICT OF VALUES

DATA CONFLICT

RELATIONSHIP  
CONFLICT

STRUCTURAL CONFLICT

CONFLICT OF INTEREST



# CONFLICT RESOLUTION

## Constructive ways of resolving conflicts

- interview
- applying an assertive attitude
- strengthening active listening skills
- use of "I" messages in conversation
- seeking support
- treating the conflict as a problem to be solved
- recourse to a third party to decide whose side is right

# CONFLICT RESOLUTION



## How to resolve conflict in the local community?

When conflicts arise in the local community, it is useful to use the conflict resolution methods mentioned above. Rural housewives' circles are groups whose aim is to integrate and provide mutual emotional and social support to their members and the wider village community. The activities of the circles unite and unify the village socially, which contributes to improving the quality of life of the village community. It is therefore important to remember to always analyse the conflict and graded ways of resolving it. In the event of conflict, common ground should be sought to solve the problem. This is about the atmosphere and the relationship with the person in conflict, as well as other people who will be aware of the conflict, and there will certainly be many of them.



# MANAGEMENT OF THE COMMUNICATI ON PROCESS

Creating a communication process is a requirement for the proper functioning of an organisational unit. Of course, a company's competitiveness is influenced not only by the quality of the tasks performed by its employees, but also by other factors originating from the internal or external environment. However, the basis of management is the communication process, which mediates the tasks of planning, organising, motivating and controlling.



# MANAGEMENT OF THE COMMUNICATI ON PROCESS

Positive interpersonal relations, good team cooperation requires adequate communication skills, which should be skilfully supported and improved with the help of appropriate training. Effective team collaboration fosters innovation and increased creativity within the team. Organisational managers should support it through both technological solutions (IT tools, online information exchange forums, etc.) and face-to-face forums for the direct exchange of information and knowledge.

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