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INTRODUCTION TO COMMUNICATION - University of Nairobi

4 It can account for different modes of communication, i.e., for both interpersonal communication and Mass communication. It is a predictive model of communication and very descriptive also. It also account for non binary interactions, this means that it will remain good even for communications involving more than two sources.

Westley and Maclean communication ...

Connaître les bases de la communication professionnelle

Exemples : entretien téléphonique; accueil en face-à-face; réalisation d'un message sur répondeur, d'une cassette audio; prise de parole en public pour exposer, animer une réunion... 3. L'utilisation de supports visuels et audiovisuels Des supports visuels et audiovisuels peuvent venir appuyer une communication orale.