Communication

[Name of the Writer]

[Name of the Institution]

Communication

In a speech an audience tends to agree more with the points in the speech because of some of the below-mentioned factors:

1. Nonverbal Communication is important in witnessing.
2. People tend to believe action over words.
3. It is an easily cultivated tool.
4. Some nonverbal are universal and cross culture.
5. Non-verbal communication is easily presentable, and even a disabled person can understand it.

A person may present the following reasons NOT to do the recommended or the advised action:

1. **Plain laziness**. A person may not want to try the thing at all.
2. **Physical hindrance**. A person may find it hard to conduct the act due to any sort of physical disability, like they may not be able to speak.
3. **Not understanding the message.** A person may resist to follow the instructions of the communicator because the message is unclear. The receiver is not able to comprehend the message properly that creates an issue in following the orders.
4. **The medium used is not proper.** The medium of the communication is not appropriate. It is causing hindrance in the way of communication and making the message vague.
5. **Inability to properly communicate.** The sender is not able to deliver the message due to any barrier like a language barrier or cultural barrier. So the receiver will not be able to act over the advised action[[1]](#footnote-1).

**Points to be added in speech.**

**The following points** can be added in the speech in order to make it more influential and emphasizing:

1. Nonverbal Communication is important in witnessing
2. Removing the language barriers so that communication can be more effective.
3. Taking care of the cultural barriers.
4. Keeping a clear and complete message so that the receiver may face no difficulty in comprehending the message.
5. Keeping a simple medium for communication
6. Keeping in mind the communication preferences of the receiver.

End Notes

Austin, Erica Weintraub, and Bruce E. Pinkleton. *Strategic public relations management: Planning and managing effective communication campaigns*. Routledge, 2015.

1. Austin, Erica Weintraub, and Bruce E. Pinkleton. *Strategic public relations management: Planning and managing effective communication campaigns*. Routledge, 2015. [↑](#footnote-ref-1)