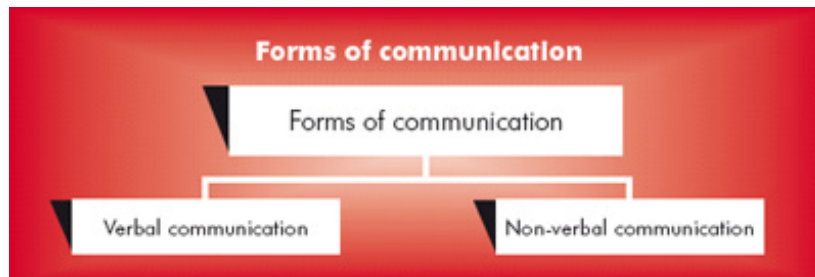


Using Business Principles to support ethical communication

Communication - channels and barriers

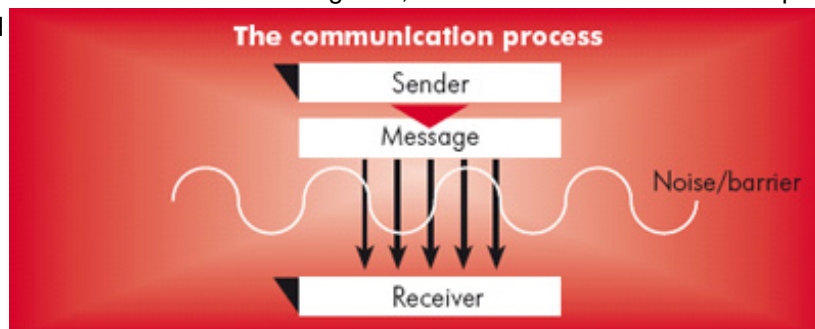


There are two main ways of sending information – verbal communication and non-verbal communication. Verbal communication involves people talking to one another. Non-verbal contact may include visual and written material. If verbal communication is face-to-face, then there is also a non-verbal element through body language.

It is important to Vodafone to reduce the number and types of barrier to ensure its messages are delivered and understood.

Effective communication

Successful communication relies on information being sent, received and understood. This process can be seen as a flow between sender and



When there is an obstacle to this process, a barrier to good communication is created. These obstacles might be details which are not clear, complex language, complicated technical terms or other jargon. This is sometimes referred to as 'noise'.

It is important to Vodafone to reduce the number and types of barrier to ensure its messages are delivered and understood.