

Your Name:

Professor's Name:

Course Name and Number:

Date:

The Significance of Communication

Communication is an essential part of existence for all living organisms. Despite the fact that communication is a basic human characteristic, it is still important to study the particulars involved in communication and how to enhance individuals' communication skills in different scenarios. The theory of communication has been an instrument in enhancing communication skills, which has been helpful to communication students so that they are able to enhance their proficiency in communication endeavors. Communication theory can play a major role in communicating effectively in public. This involves being persuasive to audiences to facilitate objectives.

The theory explores elements involved in the process of communication. This allows individuals to recognize the importance of communication elements set in various communication environments. Some communication elements involve exchanges that include the sender of communication, the communication channel, and the communication receiver, among others elements. Communication theory dictates an individual's behavioral response when he or she participates in a communication exchange. This theory is not limited to interpersonal communications and includes multiple users and audiences as well. This is evidenced in theory's scope in augmented public rhetoric, for example, when communicating with the public, which is a challenge. The audience is made up of different demographics; thus, when individuals give public speech, they should have the necessary communication skills to

capture the audience's attention. This means that people participating in a public debate should understand how to communicate in this scenario. This will result in increased proficiency in public speaking skills for those who are involved in this type of communication.

Communication students are exposed to various types of communication, which includes public communication. When considering challenges with this type of communication, it is important for them to have sufficient knowledge of public speaking. Communication theory is essential in facilitating this task based on various perspectives. They include rhetoric, narrative paradigm, and social judgment theory. These approaches have been instrumental in enhancing my communication skills, based on these perspectives. Some communication skills are learned in relation to public communication. When considering rhetoric's influence on public communication skills, the purpose is to persuade the audience to consider the speaker's viewpoint. This is accomplished through appealing to audiences using emotional, logical, and ethical perspectives, which involves engaging audiences during rhetoric. Another instrumental skill in public speaking is awareness of signals sent by body language in the audience.

Additionally, a proficient communicator should be able to use the non-verbal cues to enhance the communication process, and communication theory dictates that, as a public speaker, one should have an awareness of cultural and gender influences in the communicative process. This will ensure that communication content is relevant and non-offensive to any gender of culture. Last but not least, according to communication theory a communicator should know how to engage the audience using probing questions and other strategies, to ensure the communicator is not separated from the audience. These skills are essential for communicators to ensure successful public communication.

Communication is also essential in communities. When considering this, it is important

for individuals to study communication concepts to enhance the skills involved in this aspect. Communication theory is an instrument for developing an insight on how to speak in public. communication professionals.