



Soft skills: Communication

Activity title	Which is the most appropriate communication type?
Duration	60 minutes
Learning objectives	<ul style="list-style-type: none">• Help participants to understand the different types of communication and which could be the most appropriate according to the situation.• Stimulate teamwork.• Facilitate effective communication among the group.
Materials needed	Paper, pens, colored markers, tablets/computers.
Preparation	<p>Prepare an introductory presentation that covers the different types of communication and their key characteristics.</p> <p>Make sure to prepare handouts as well—either print a copy for each group or share them digitally, depending on what works best for your setup.</p>
Implementation	<p>Begin by introducing the different types of communication and their characteristics. Then, divide the participants into six small groups, with at least two members per group. Assign each group a communication type, as outlined in the handouts. Two groups will work with the same communication type to allow for comparison of how they approach the same task differently. If the group size is smaller, you can reduce the number of communication types or assign one type to a single group. Each group will receive a situation card describing the challenge.</p>



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Implementation

Situation Card: A singer has been selected to perform live at a pub for three Fridays but lacks a band. She needs at least a guitarist and drummer and has one week to find musicians who can play with her for 100€ per night. She comes from a big family, has many friends, and is still studying at the University.

Task:

Each group needs to create a communication message to help the singer solve her problem, using the assigned communication type. Groups can add details to make their message more effective and should imagine a real-life scenario in which their message would be delivered. Encourage creativity, especially for visual communication groups, who may use digital tools or apps.

Allow 15-20 minutes for this task.

Once the groups are ready, have them present their messages, and discuss the differences between the presentations, especially when using the same communication type.

Group Assignments:

- Groups 1 and 2: Verbal & Non-verbal Communication
- Groups 3 and 4: Written Communication
- Groups 5 and 6: Visual Communication