

# NEW VIDEO RELEASE

ON-LINE NEWSLETTER

## Canadian Learning Company™



*"Our ability or inability to communicate effectively has had profound effects on our past and will have a lasting impact on our future. Through your active participation in this [series], you'll have an opportunity to assess and improve your communication skills. It may be the most important investment you'll ever make!"*

— Co-host Hubert Brown, Prof. of Broadcast Journalism

## Human Communication

**T**alk is cheap, but good communication is priceless! Enter the dynamic world of human communication with this new 24-part series. Each program equips participants to communicate more effectively—to achieve their goals and enrich their lives.

- Learn how perception shapes communication.
- Improve listening and critical thinking skills.
- Become more effective interpersonal communicators.
- Grasp the dynamics of small group communication.
- Develop a greater appreciation for diversity.
- Prepare and gain confidence for job interviews.
- Research and deliver effective oral presentations.
- Understand the role that mass media play in our lives.

### 1. Introduction

Explore the concept of communication—its importance and its different components and contexts.

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### 2. Sampler

Hear and analyze five types of communication— intrapersonal, dyadic, small group, persuasive speech, informative speech.

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### 3. Perception

See why people perceive things differently and how it affects communication.

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### 4. Self-Awareness

Discover the impact and components of a "sense of self" on both public and personal communication.

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### 5. Listening

Distinguish between hearing and listening—and learn the secrets of effective listening.

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### 6. Critical Thinking

See how principles of critical thinking affect choice, belief, and behaviour. Covers common fallacies in reasoning and three kinds of proof.

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### 7. Nonverbal Codes

Examine rudiments of nonverbal communication and how to avoid misunderstanding.

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### 8. Language

Watch the power of words at work! Stresses importance of verbal skills and choices.

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*"We [human beings] are not like sea slugs that meet on the ocean floor and send out chemical reactions. We're much more complicated. We send out hundreds of verbal and nonverbal messages to each other and we try to interpret them and make sense out of them. That's how communication begins."*

— Paul Nelson, PhD, College of Communication

All 24 programs can be used individually or with others as part of a series.

30 minutes each.

For ages 16 to adult.

Special Introductory Offer!

**\$79.95**  
each



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### 9. Interpersonal Relationships

Trace stages of a relationship from early development to disintegration; discover what communication behaviours keep relationships working.

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### 10. Intercultural Communication

See the role of cultures and co-cultures in communication—and how to overcome barriers to effective intercultural communication.

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### 11. Interviews

Hear examples of different types of interview. Examine their characteristics and how to prepare for them.

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### 12. Small Group Communication

Focus on communication issues in small groups. See how activities, roles and behaviour affect outcome.

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### 13. Conflict Management

Examine causes of conflict and how to manage conflict positively, for better decision-making and leadership.

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### 14. Selecting and Researching a Topic

Look for topics to fit the occasion, audience and speaker. Includes research strategies and presentation.

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### 15. The Audience

See role of audience in successful public speaking. Emphasizes preparation, presentation, audience feedback, and interpretation.

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### 16. The Speaker

Explore the central role of speakers in public fora and the importance of reliable sources and credible delivery.

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### 17. Introductions and Conclusions

See functions of opening and closing parts of a speech. Learn to shape their impact for overall success.

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### 18. Organizing and Outlining

Examine use of appropriate tools and procedures to make effective speeches—whether for entertainment, information, or persuasion.

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### 19. Delivery

Witness examples of four modes of delivery. See importance of practice and finding your own “style”.

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### 20. Presentational Aids

Discover different uses of audio-visual aids—suited to audience, material, occasion and budget. Stresses correct use and practice.

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### 21. The Informative Speech

Hear examples of informative speeches. Learn about different types based on their purpose and organization.

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### 22. The Persuasive Speech

Focus on speech elements that influence audience attitudes and behaviour. Includes examples and “proofs” of effectiveness.

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### 23. Mass Communication

See development of communication technology; the social, political and economic role of mass media; how to be a better consumer.

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### 24. Summary

Review the most important principles and components of human communication.

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**30 minutes each  
For ages 16 to adult**



*“Audiences are awfully forgiving. I mean, if you put a transparency where it’s not supposed to be, just say, ‘Well, it’s not supposed to go there! Let’s find another place for it’—and move on. . . However, if you lose your way and you **look** as though you’ve lost your way, people will feel humiliation for you, and I don’t think any speaker wants [that].”*

— Carolyn Calloway Thomas



*“Presentational aids can add a lot to your speech. They can make it come alive for your audience, . . . clarify difficult information, reinforce main points, and reduce your own anxiety. But they can only perform these functions if you choose your aids carefully and use them properly.”*  
— from “Presentational Aids”



*“We use three ‘B’s when we’re creating a visual—**Big, Bold, and Brilliant**. . . The whole purpose of using visuals is to make [a presentation] memorable.”*

— Charles Huber, Ayres Advertising/Marketing

**Questions?  
Ask them  
here!**

