

# Unlocking the Power of Communication: A Review of "The Work of Communication"

Communication is the lifeblood of human interaction. It enables us to connect with others, share ideas, and build relationships. Yet, despite its importance, many of us struggle to communicate effectively. "The Work of Communication" by award-winning author and communication expert Bernadette Jiwa offers a comprehensive guide to mastering this vital skill.



## The Work of Communication: Relational Perspectives on Working and Organizing in Contemporary Capitalism (Routledge Studies in Management, Organizations and Society)

★★★★★ 5 out of 5

Language : English  
File size : 3900 KB  
Text-to-Speech : Enabled  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 231 pages  
Screen Reader : Supported



## Understanding the Nature of Communication

Jiwa begins by exploring the fundamental nature of communication. She argues that communication is not merely about conveying information, but rather about creating meaning and building relationships. She emphasizes the importance of understanding both the verbal and nonverbal cues that

we send and receive, as well as the cultural and contextual factors that shape communication.

## **The Seven Principles of Effective Communication**

At the heart of "The Work of Communication" lies the Seven Principles of Effective Communication, which Jiwa has developed through her years of experience as a communication coach and trainer. These principles are:

- **Audience-Centric:** Focus on the needs and interests of your audience.
- **Clarity:** Communicate your message in a clear and concise way.
- **Credibility:** Establish your credibility as a communicator.
- **Emotional Connection:** Engage your audience on an emotional level.
- **Storytelling:** Use stories to make your message more relatable.
- **Persuasion:** Use persuasive techniques to influence your audience.
- **Feedback:** Seek feedback from your audience to improve your communication.

## **Applying the Principles in Practice**

Jiwa provides practical exercises and examples to help readers apply the Seven Principles in different communication situations. She covers a wide range of topics, from public speaking and presentations to negotiation and interpersonal communication. Through real-world case studies and insights from experts, readers learn how to communicate effectively in various contexts.

## The Transformative Power of Communication

More than just a guide to communication techniques, "The Work of Communication" emphasizes the transformative power of this skill. Jiwa shows how effective communication can build stronger relationships, enhance productivity, resolve conflicts, and drive social change. She encourages readers to use their communication abilities for good, to create a more connected and harmonious world.

"The Work of Communication" is a must-read for anyone who wants to improve their communication skills and make a meaningful impact on the world. Bernadette Jiwa's insights, practical advice, and inspiring examples will empower readers to become confident and effective communicators. Whether you're a business professional, a student, or simply someone who wants to connect with others on a deeper level, this book will help you unlock the full potential of communication.

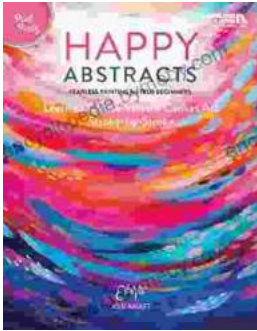


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