

COMMUNICATION

Communication is a vital 21st century skill. Communication isn't a new skill, but there are new ways of communicating all the time. Communication means more than reading and writing or speaking and listening. In a visual world and a digital era, art and design are key skills for communicating. The arts are a great way to foster communication skills at school and at home.

**The 4 Cs—
Essential Skills All Students Need to Succeed**

Creativity

Discovering novel ways to think, learn and do

Critical Thinking

Using original ideas to solve problems



Communication

Expressing thoughts and feelings effectively

Collaboration

Working in partnership with others toward a common goal

plus

Arts-Infused Education Advocacy

Championing the integration of the arts across the curriculum and school-wide to build the 4 Cs

**Myths
and
Realities
About
Communication**

Myth	Reality
Communicating thoughts and feelings is mostly done through speaking and writing.	Visual communication is an increasingly used—and often more effective—way to communicate: “A picture is worth a thousand words.”
Not everyone needs good communication skills. Only people who work in fields like publishing, marketing and media really need to communicate well.	In collaborative environments, everyone needs a range of communication skills to work effectively with different people. Visual and design skills are more important than ever for digital communication.
The message that is communicated is the message people receive.	Communications messages need to be customized and crafted for particular audiences—and then checked to make sure people understand the intended meaning.



4 Cs of COMMUNICATION

CONVEY-EXPRESS

What thoughts do you want to convey?

What is the best way to express your feelings?

What are the many ways you can and do articulate your ideas (e.g., spoken and written language, movement, music, facial expressions, drawings)?

CUSTOMIZE

What do you know about your audience?

What does your audience know about you?

What does your audience need to know?

How could you adjust your communication so your audience understands it?

COMPOSE-CONSTRUCT

Design the message.

Deliver the message.

CHECK

How will you make sure others understand?

How can you modify your message to improve communication?

Tips for Educators and Parents

Inspire Creative Expression

- Encourage children to use the visual and performing arts to convey their thoughts and feelings and add deeper dimensions to their stories and ideas.
- Urge children to look at their environment and artwork and create original stories and thoughts about what they see.
- Ask children to create vivid characters, objects, environments and plots, using a full range of communication tools.

Practice the 4 Cs of Communication

- Ask children to describe their audiences and imagine their audience's point of view on the messages they want to communicate. Help them brainstorm different ways to communicate specific messages to different audiences—and then select the best option.
- Help children compose and construct messages in different ways—for example, by describing, persuading or entertaining.
- Urge children to check with their audience to make sure the messages heard were the messages they intended to share.

Expect Children to Use Creative Communication Skills

- Challenge children to communicate the same message in creative ways to different audiences.
- Provide timely, detailed, constructive comments on children's work.
- Model productive ways for children to exchange suggestions, ideas and compliments with peers on their work.
- Celebrate students' willingness to stretch and take some risks in communicating in ways beyond their comfort zones.

