

Communication and Advocacy on Forest Governance

By

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TYPICAL COMMUNICATION

- **You speak**
- **The listener listens**
- **The listener speaks**
- **You listen**

3 forms of COMMUNICATION

- **VERBAL COMMUNICATION**
- **NONVERBAL COMMUNICATION**
- **VISUAL COMMUNICATION**

VERBAL COMMUNICATION

- the most obvious & most common of communication types**
- utilizes the spoken word, either face-to-face or remotely.**
- Verbal communication is essential to most interactions**

NONVERBAL COMMUNICATION

- **Action speaks louder than words**
- **Sarcasm, complacency, deception or genuineness**
- **Facial expressions, hand gestures, posture and even appearance**
- **An untidy speaker with wrinkled clothes and poor posture would communicate a lack of confidence or expertise**
- **A neat speaker with a nice suit, who stood erect and spoke clearly, may appear more serious or knowledgeable**

VISUAL COMMUNICATION

- **Using signs, maps or drawings as well as colour or graphic design**
- **they help to intensify a subject or point**
- **reinforce verbal communication**
- **Visual aids can help a speaker or an audience remember better**
- **A picture paints a thousand words**
- **Can help attract and capture attention**


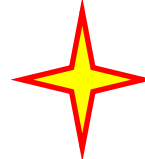
NOISE



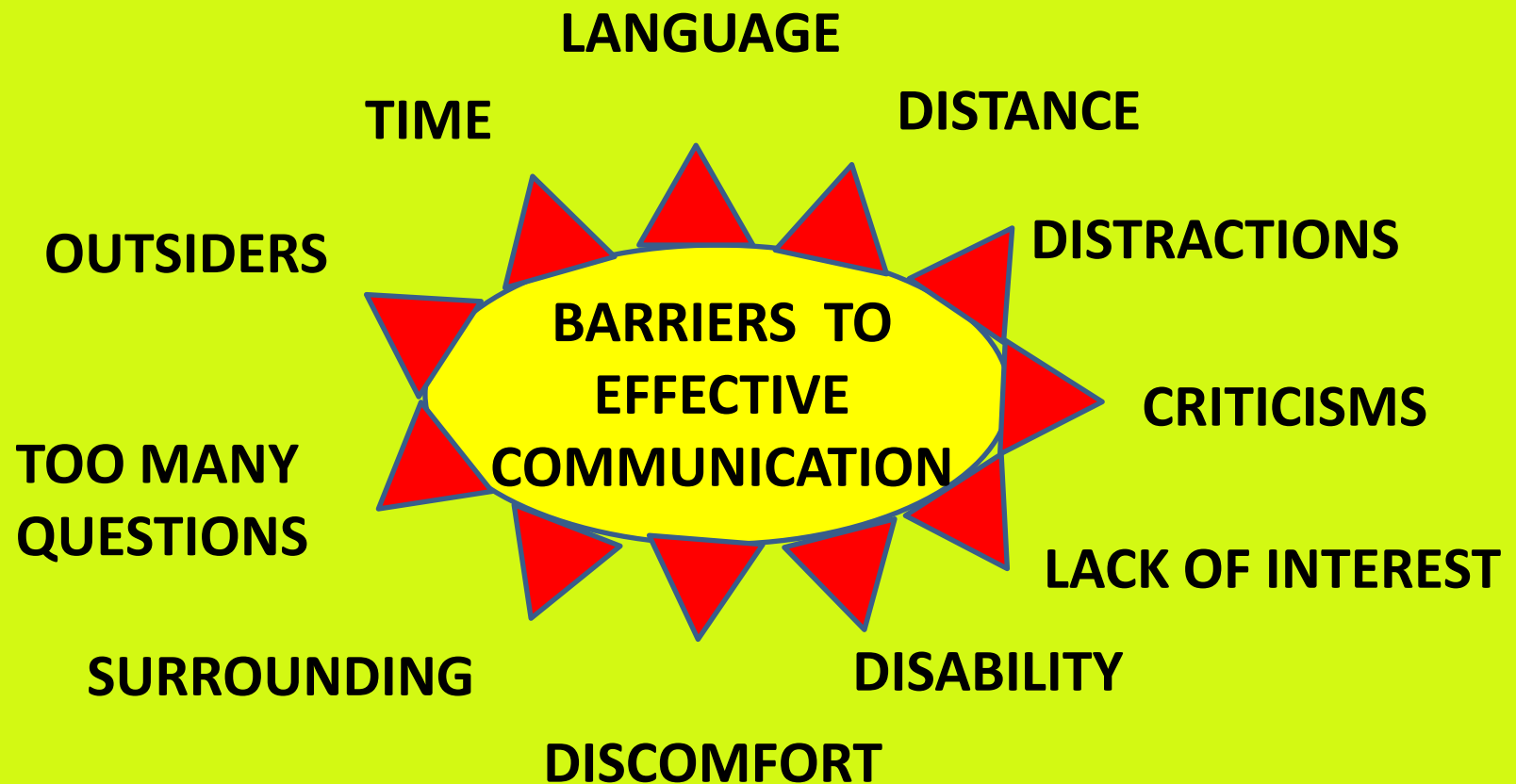
Noise in Photography

- **No real sound involve**
- **Blurring of a subject or its background**
- **There is a software that can eliminate the noise in photography to produce a perfect picture**
- **In communication??**

NOISE in Communication

-  **A barrier to communication**
-  **Anything that disrupts or interferes with communication**

BARRIERS TO EFFECTIVE COMMUNICATION



4 TYPES OF NOISE

- 1. Physical noise**
- 2. Physiological noise**
- 3. Psychological noise**
- 4. Semantic noise**

PHYSICAL NOISE

The *external* interference to both speaker and listener
It hampers the physical transmission signal of the message

- Irritating hum of the air conditioner
- Loud music from the next room
- Noisy kids outside the hall
- Handphone ringing

PHYSIOLOGICAL NOISE

**The noise that is created
by barriers by the
speaker or the listener**

PHYSIOLOGICAL NOISE

Noise Coming From The Speaker

- **Articulation problems**
- **Mumbling**
- **Talking too fast**
- **Talking too slow**
- **Forgetting to pause**

Noise Coming From The Listener

- **Hearing problems**
- **Disturbing high tones**
- **Too low tones**
- **No interest in the subject**
- **Dislike the speaker**

PSYCHOLOGICAL NOISE

*mental interference in
the speaker or listener*

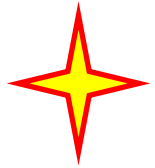
- **Wandering thoughts**
- **Preconceived ideas**
- **Criticism**
- **Sarcasm**
- **Skeptism**

SEMANTIC NOISE

Noise created when the speaker and listener have different frequencies

- **Jargon (words or expressions that are difficult for others to understand)**
- **High sounding words and sentences are nebulous or ambiguous**
- **Presentation too abstract and lacking concreteness**

REDUCING OR ELIMINATING NOISE



Make your language more precise with simple words



Practice speaking



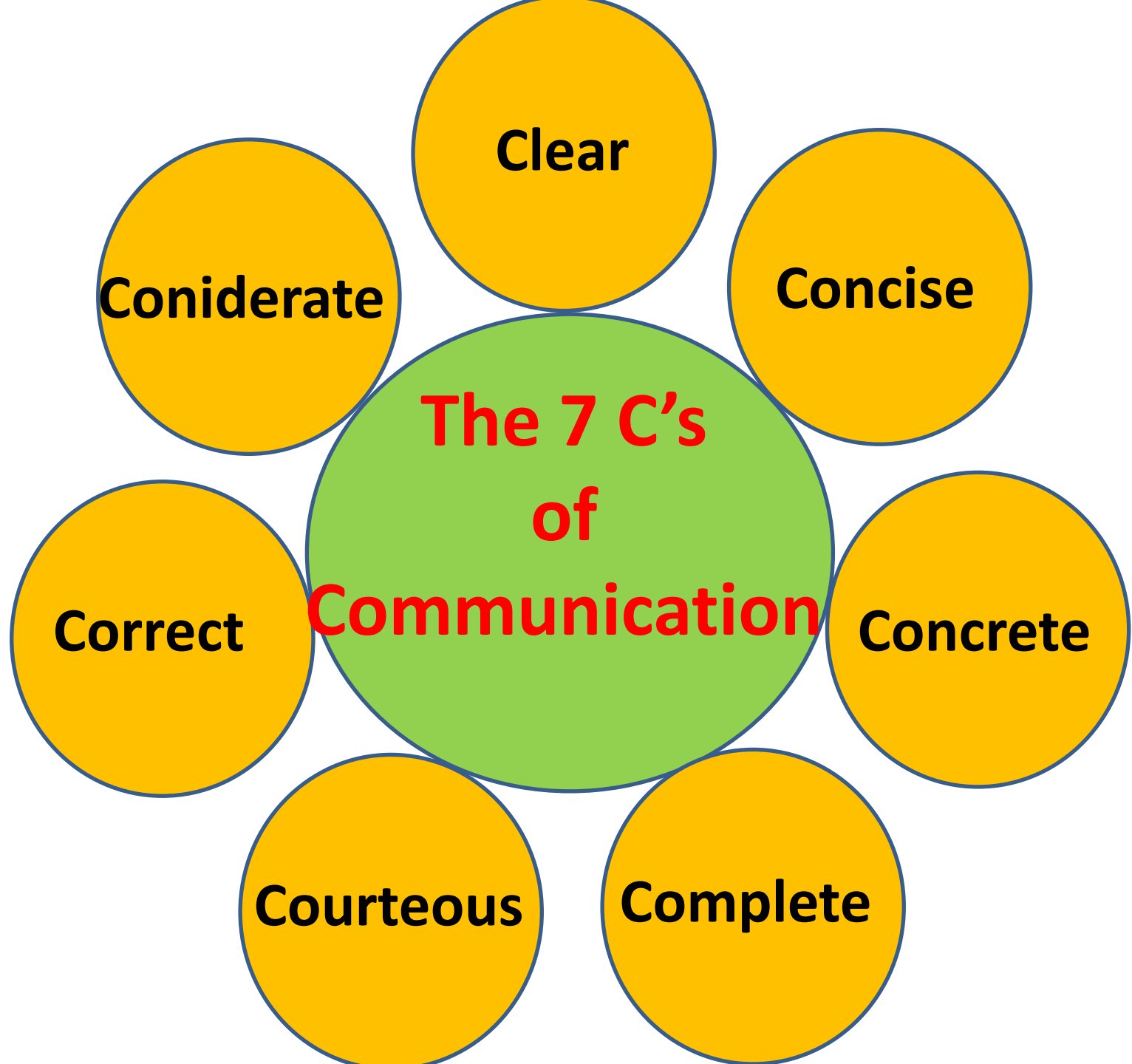
Practice articulating



Invite feedback & do it often

Tips for Effective Communication

- **Use a pleasing tone**
- **Avoid jargons**
- **Maintain eye contact**
- **Actively listening**
- **Be aware of your gestures and emotion**



ADVOCACY



ADVOCACY

in general,
it refers to **taking action**

Advocacy involves
speaking and **acting**
for **yourself** or
on behalf of **others**

4 Types of Advocacy

Self-advocacy

Peer advocacy

**Systems
advocacy**

**Legal
advocacy**

4 Types of Advocacy

- Self-advocacy** taking action to represent and advance your own interests
- Peer advocacy** taking action to represent the rights and interests of someone other than yourself

Cont/ 4 Types of Advocacy

**Systems
advocacy**

**taking action to influence
social, political, and economic
systems to bring about
change for groups of people**

**Legal
advocacy**

**Legal advocacy: taking action
to use attorneys and the legal
or administrative systems to
establish or protect legal
rights**

FOREST GOVERNANCE

Forest governance is defined as the way in which public and private actors, negotiate, make and enforce binding decisions about the management, use and conservation of forest resources

FOREST GOVERNANCE

- The actors may including formal and informal institutions, smallholder and indigenous organizations, small, medium-sized and large enterprises, civil-society organizations and other stakeholders
- It may include rules about how forests should be governed, governmental regulations about who benefits from forest resources, and traditional and customary rights

FOREST GOVERNANCE

- **The use of private-sector mechanisms such as voluntary certification to support SFM and legal timber supply**
- **International measures to support timber legality and promote good governance, such as the European Union's Forest Law Enforcement, Governance and Trade (FLEGT) Action Plan and payment schemes for environmental services, such as REDD+**

ACTIVITY





THANK YOU