

UNIT 1: POINT 1 — MEANING AND CONCEPT OF LANGUAGE

04-11-2025

Meaning and Concept of Communication

Communication is the actionable transfer of information from one person, group, or place to another by writing, speaking, or using a medium that provides a means of understanding. Every communication consists of a minimum of one sender, a receiver.

Communication involves transmitting non-verbal and verbal information in a channel that includes a sender, medium of communication, and a receiver.

Communication is a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.

Verbal Communication

Verbal communication is a type of communication where we use spoken and written words to get our message and information across to the other person. In other words, whenever we use our words to express ourselves, our feelings, and our thoughts, we are verbally communicating.

Verbal communication is the use of words to share information with other people. It can therefore include both spoken and written communication. However, many people use the term to describe only spoken communication. The verbal element of communication is all about the words that you choose, and how they are heard and interpreted.

Types of Communication

Communication can be divided into three main types:

- **Verbal communication:** in which you listen to a person to understand their meaning.
- **Written communication:** in which you read it.
- **Nonverbal communication:** in which you observe a person and infer meaning.

Written

Written communication is the exchange of information, ideas, or messages through written language in the form of letters, emails, notes, and more.

Written communication is any written message that two or more people exchange. Typically more formal but less efficient than oral. Examples: Emails, Text messages.

Non Verbal

Nonverbal communication (NVC) is the transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, posture, use of objects and body language.

Conveying information without using words (facial expressions, hand gestures, eye contact, proximity).

HUMAN & ANIMAL COMMUNICATION & CONCLUSION

04-11-2025

Human Communication

Humans communicate and express themselves in many different ways through language, pointing, nodding, winking, improvised behaviour (like hand gestures), subtle body movements (that connect dance partners) and the open-ended expressiveness of art.

Human communication, or anthroposemiotics, is a field of study dedicated to understanding how humans communicate. Humans' ability to communicate with one another would not be possible without an understanding of what we are referencing or thinking about. Because humans are unable to fully understand one another's perspective, there needs to be a creation of commonality through a shared mindset or viewpoint. The field of communication is very diverse, as there are multiple layers of what communication is and how we use its different features as human beings.

Animal Communication

Animal communication is the transfer of information from one or a group of animals (sender or senders) to one or more other animals (receiver or receivers) that affects the current or future behavior of the receivers. Information may be sent intentionally, as in a courtship display, or unintentionally, as in the transfer of scent from predator to prey with kairomones. Information may be transferred to an "audience" of several

Conclusion

Communication may break down as a result of many communication barriers that may be attributed to the sender or receiver. Therefore, effective communication requires familiarity with the barriers. Choosing the right channel for communication is also important, because choosing the wrong medium undermines the message.

When communication occurs in the cross-cultural context, extra caution is needed, given that different cultures have different norms regarding nonverbal communication, and different words will be interpreted differently across cultures. By being sensitive to the errors outlined in this chapter and adopting active listening skills, you may increase your communication effectiveness.

THE END

109: CRITICAL UNDERSTANDING OF ICT

UNIT I: POINT NO. 1

MEANING, CONCEPT AND CHARACTERISTICS OF ICT

INTRODUCTION TO ICT

In this contemporary era, society has been equipped with a variety of new communication capabilities under the domain of information and communication technologies.

We are living in a "**global village**" where people can communicate across the countries as if they are living next door. Therefore ICT education is indispensable in the present scenario.

There is not a universally accepted definition of ICT because the concepts methods and applications involved in ICT are constantly evolving on an almost daily basis. Let us focus on the three words behind ICT.



MEANING OF ICT

MEANING

ICT stands for Information and Communication Technology.

It refers to the broad range of technologies used to handle telecommunications, broadcast media, audio-visual processing, and transmission systems, intelligent building management systems, network-based control and monitoring functions, and network-based information and multimedia services.

Essentially, ICT encompasses both the hardware and software technologies that facilitate the acquisition, storage, processing, transmission, and dissemination of information.

💡 Understanding "Information"

Information involves processed data that has meaning or context. It is the result of organizing and interpreting raw data to provide insights or knowledge.

Information can take various forms, such as text, images, audio, or video, and it is crucial for decision-making, problem-solving, and communication.



ICT COMPONENT 2

COMMUNICATION



Understanding "Communication"

Communication refers to the exchange of information between individuals, groups, or entities.

It involves the transmission and reception of messages using various channels, including verbal, written, or electronic means.

Effective communication is essential for sharing ideas, conveying thoughts, and facilitating collaboration among people.

Understanding "Technology"

Technology encompasses the tools, systems, and processes that enable the creation, storage, processing, and transmission of information.

It includes hardware components (computers, devices) and software applications that support various functions.

Technology plays a vital role in enhancing efficiency, automation, and the overall capabilities of information systems.



CHARACTERISTICS OF ICT (PART 1)

The characteristics of Information and Communication Technology (ICT) encompass a range of attributes that define its nature and impact. Here are some key characteristics of ICT:

Digitalization

ICT involves the representation and processing of information in digital form, enabling easy storage, retrieval, and manipulation of data using binary code.

Convergence

ICT brings together various technologies, such as computing, telecommunications, and multimedia, into integrated systems, allowing seamless communication and interaction.

Interactivity

ICT systems facilitate interactive communication, enabling users to engage with and respond to digital content. This interactivity is a key feature in applications ranging from websites to educational software.

Connectivity

ICT promotes connectivity by enabling communication and data exchange across local and global networks. This interconnectedness allows for real-time collaboration and information sharing.

CHARACTERISTICS OF ICT CONTINUES.....

Automation

ICT systems often incorporate automation, reducing manual effort through the use of algorithms, scripts, and processes that execute tasks without constant human intervention.

Scalability

ICT solutions are designed to scale, accommodating increased data volume, user demands, or system complexity without significant loss of performance or efficiency.

Ubiquity

ICT has become pervasive in daily life, reaching various sectors such as education, healthcare, business, and entertainment. This ubiquity enhances accessibility and integration into diverse aspects of society.

Innovation

ICT is a driver of innovation, continually evolving to introduce new technologies, services, and applications that improve efficiency, productivity, and overall user experiences.

Multifunctionality

ICT systems often serve multiple functions, combining diverse capabilities within a single platform. For example, smartphones integrate communication, computation, and multimedia functions.

THE END

Unit 1: Critical Understanding of ICT Completed

111: SCHOOL ORGANISATION AND MANAGEMENT
UNIT 1: POINT NO. 4

SCHOOL FINANCE

WHAT IS FINANCE?

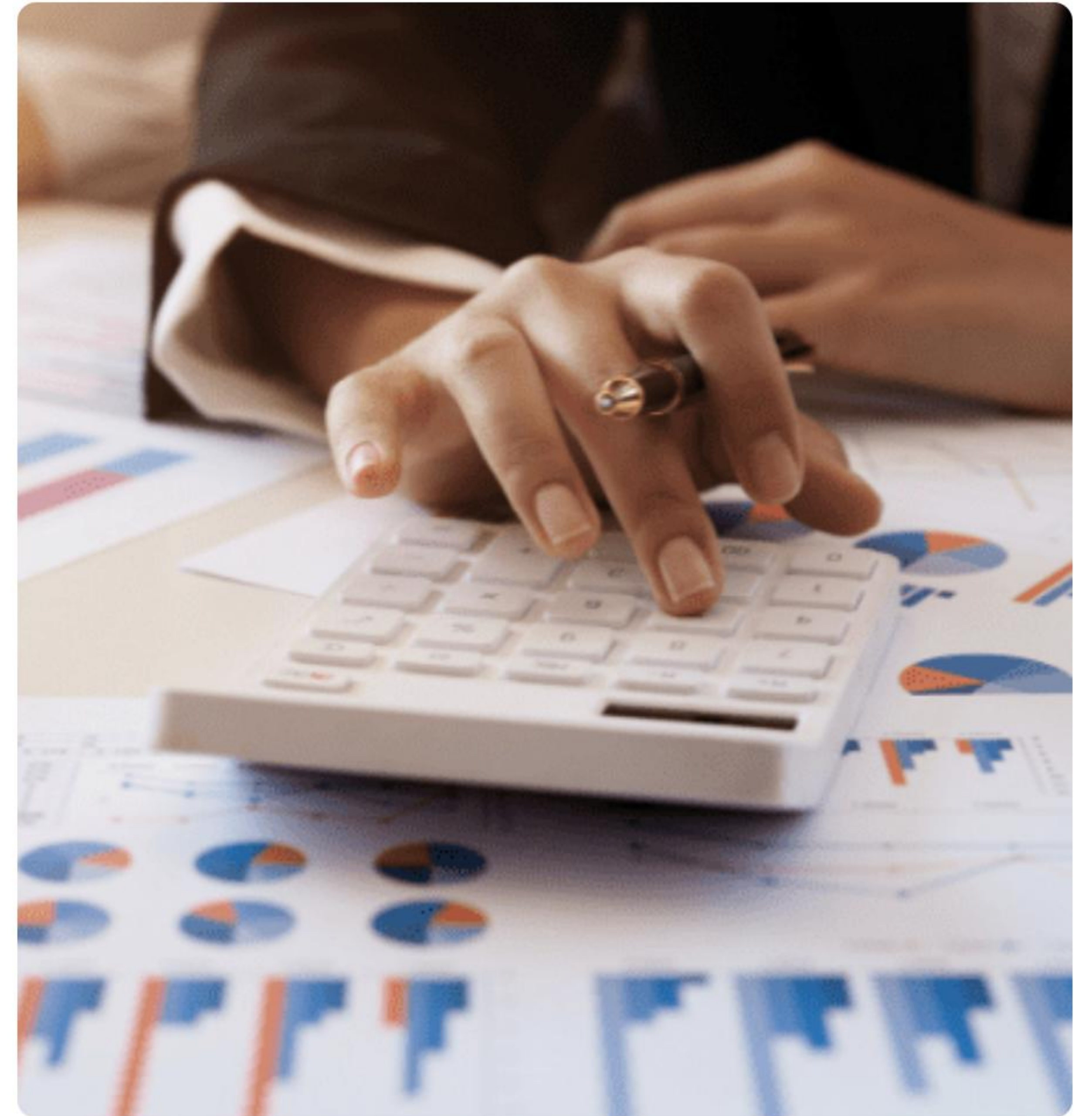
Definition 1

Finance is defined as the management of money and includes activities such as investing, borrowing, lending, budgeting, saving, and forecasting.

Definition 2

Finance is the process of raising funds or capital for any kind of expenditure.

Core Elements: DEBT, Savings, Income, Investment, Tax, Planning, Financial Plan, Deductions, Bills.



WHAT IS SCHOOL FINANCE?



EDUCATIONAL FINANCE FRAMEWORK

Educational finance refers to governmental and organizational processes by which revenues are generated (through taxation, tuition, fees, and philanthropy), distributed, and expended for the operational and capital support of formal schooling.

SCHOOL BUDGET

Budget Definition

It is a documented plan of the accepted expenditures and revenue.

A school budget is a fiscal managerial document used to plan for the projection of expenditures that will be incurred during a designated period of time. The time period is referred to as the fiscal year.

Balancing Act

Balancing "Needs & Priorities" against "Actual Money".

School Fiscal Year Details

- **School Fiscal Year:** July 1st – June 30th
- **Developed:** December – February of the preceding year
- **Presented to public for review/comments:** March
- **Submitted to County Office:** March

INCOME VS EXPENDITURE

Income

- Income refers to the regular payment of money an individual will receive or earn from work or investments.
- Income is the income proceeds generated by a non-trading foundation in a monetary year.

Expenditure

- Expenditure refers to the amount of money an individual pays out or spends.
- Expenditure means active costs brought about.

SOURCES OF INCOME IN SCHOOL



Charity



ITEMS OF EXPENDITURE IN SCHOOL



Salaries to teachers



Repairs, Maintenance of infrastructure

Finance – Bank interest and Charges



Administration



Travel and bus hire



Cleaners and caretakers cost and wages



Library and books charges

CONCLUSION

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EXPERT ON SCHOOL FINANCE:

"It's good to have some children in schools with less money than others because it forces the state to pump in new money each year. The children in poor districts are like rabbits in a dog race. They serve an important purpose giving the dogs something to chase."

KCPE: UNIT II POINT NO. 2

DIFFERENCES BETWEEN INFORMATION, KNOWLEDGE, BELIEF AND TRUTH

INTRODUCTION

Navigating the complexities of our information-driven world requires a nuanced understanding of fundamental concepts. This presentation delves into the distinctions between information, knowledge, belief, and truth. By unraveling these terms, we aim to empower critical thinking, improve decision-making, and foster a deeper comprehension of the intricacies shaping our perceptions and beliefs.

© Purpose

- Clarify Concepts
- Avoid Misunderstandings
- Foster Intellectual Growth
- Stimulate Discussion
- Promote Critical Thinking
- Enhance Decision-Making
- Navigate Information Landscape



INFORMATION



Information refers to organized and meaningful data that provides facts, details, or knowledge about a particular subject.

It is characterized by its objectivity, verifiability, and the potential to convey raw facts.

It can be communicated through various mediums and plays a crucial role in understanding and interpreting the world around us.

CHARACTERISTICS OF INFORMATION

Objectivity

Presented without bias or personal opinions, aiming for neutrality.

Verifiability

Can be confirmed or validated through reliable sources or evidence.

Organization

Structured in a coherent manner for clarity and comprehension.

Relevance

Pertains to a specific topic or context, providing meaningful insights.

Timeliness

Current and up-to-date, ensuring its relevance in a given timeframe.

Accuracy

Reflects the true state of affairs and is free from errors or distortions.

Accessibility

Easily accessible to those who need it, promoting transparency.

Conciseness

Conveys necessary details without unnecessary complexity.

Consistency

Aligns with existing knowledge and avoids contradictions.

KNOWLEDGE

Knowledge is the understanding and awareness acquired through experience, education, or learning.

It goes beyond the mere accumulation of facts, involving the ability to interpret, apply, and connect information, providing a deeper and more meaningful insight into a subject or concept.



CHARACTERISTICS OF KNOWLEDGE

Contextual Understanding: Grasping information within a specific context for nuanced interpretation.

Application: Enables individuals to apply information in diverse situations beyond rote memorization.

Subjectivity: Often carries a subjective element, influenced by personal experiences and perspectives.

Continuous Growth: Dynamic, requiring continuous learning and adaptation to stay relevant.

Integration: Involves integration into a coherent framework, forming connections.

Critical Thinking: Fosters analysis, evaluation, and synthesis of information.

Depth and Breadth: Can be deep and specialized or broad and encompassing across disciplines.

Retention: Implies retention and internalization into cognitive framework.

Transferability: Can be transferred between individuals through teaching or documentation.

Dynamic Nature: Evolves with time, requiring continuous updates for new discoveries.

BELIEF



Belief is the personal acceptance and conviction in the truth, existence, or validity of something, often rooted in faith, experiences, or subjective interpretations.

It serves as a guiding force shaping individual perspectives, attitudes, and decision-making, even in the absence of empirical evidence.

CHARACTERISTICS OF BELIEF

Subjectivity: Inherently subjective, influenced by personal experiences and emotions.

Conviction: Strong sense of conviction or confidence in the truth of a proposition.

Faith: Extends beyond empirical evidence, encompassing elements of faith and trust.

Influence on Behavior: Shapes attitudes, values, and behaviors, guiding decisions.

Resistance to Change: Resistant to change, deeply ingrained and tied to identity.

Variability: Varies widely among individuals and cultures, reflecting diversity.

Emotional Component: Intertwined with emotions, contributing to meaning/security.

Social Influence: Shaped by societal norms, cultural traditions, and interactions.

Personal Meaning: Provides personal meaning and coherence to understanding world.

Multiplicity: Individuals may hold multiple and sometimes conflicting beliefs.

TRUTH

Truth is the state of accordance with facts, reality, or actuality.

It represents an objective and verifiable understanding of the world, free from distortion or subjective interpretation.

Truth serves as a reliable and universal standard, guiding our understanding of the external world and forming the basis for accurate knowledge.



CHARACTERISTICS OF TRUTH

Objectivity: Objective and independent of personal opinions/biases.

Universality: Holds true universally, transcending individual perspectives.

Verifiability: Can be validated through empirical evidence or systematic methods.

Consistency: Consistent and coherent with established truths.

Stability: Remains stable over time, not subject to personal preference.

Clarity: Clear and unambiguous representation of reality.

Logical Coherence: Adheres to logical principles and rationality.

Impartiality: Impartial and indifferent to personal feelings or desires.

Empirical Basis: Grounded in observable and measurable phenomena.

Utility: Valuable for decision-making and pursuit of knowledge.

TRUTH ↔ KNOWLEDGE ↔ BELIEF

DIFFERENCES BETWEEN INFORMATION, KNOWLEDGE, BELIEF & TRUTH

Aspect	Information	Knowledge	Belief	Truth
Nature	Objective	Subjective	Subjective	Objective
Validation	Verifiable	Context-dependent	Personal conviction	Universally valid
Example	Temperature data	Understanding scientific theories	Belief in aliens	Scientific principles

SUMMARY

Information

- Objective, verifiable data.
- Raw facts with organization.
- Examples: Temperature data, historical events.

Knowledge

- Understanding, interpretation.
- Subjective, context-dependent.
- Examples: Understanding scientific theories.

Belief

- Personal acceptance, conviction.
- Subjective, influenced by faith.
- Examples: Belief in extraterrestrial life.

Truth

- Accordance with reality.
- Objective, verifiable.
- Examples: Scientific principles.

SUMMARY CONTINUES....

☰ Characteristics of Information

Objectivity, verifiability, organization, relevance, accuracy, accessibility.

☰ Characteristics of Knowledge

Contextual understanding, application, critical thinking, dynamic, transferable.

☰ Characteristics of Belief

Subjectivity, conviction, faith, influence on behavior, emotional component, resistance to change.

☰ Characteristics of Truth

Objectivity, universality, verifiability, consistency, stability, logical coherence.

THE END

Unit II: Knowledge, Belief & Truth Completed

UNIT IV: POINT 3 — BEHAVIOUR MODIFICATION TECHNIQUE

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What is Behaviour?

Anything a person says or does. Expression of experience belonging to a subject due to interaction of subject and object.

Behaviour Deficit: Lacking (e.g. child not interacting with classmates).

Behaviour Excess: Out of control (e.g. child showing tantrums).

Behaviour Modification

Psychotherapy approach based on learning theory aiming to address client problems by reinforcing desired and eliminating undesired behaviour. Assumes behaviour can be learned/unlearned.

Steps of Behaviour Modification

Change may be: newly developed, strengthening, maintaining, or decrease.

Step 1: Analyse Problem Behaviour (Frequency, Duration, Intensity).

Step 2: Specific info via ABC model.

Step 3: Assessment (Antecedents, Consequences, Goals, Finalise intervention).

Step 4: Implementation.

Step 5: Follow up and Evaluation.

ABC Model Table

ANTECEDENTS (Preceding Events)	BEHAVIOR (Observable Actions)	CONSEQUENCES (Following Events)
Events that stimulate desirable behavior	Desirable behavior	What supports and reinforces desirable behavior?
Events that stimulate undesirable behavior	Undesirable behavior	What supports and reinforces undesirable behavior?

TECHNIQUES OF BEHAVIOUR MODIFICATION

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1) Systematic Desensitisation

(Used to eliminate fears or undesirable behaviour)

- Constructing an anxiety hierarchy
- Training in relaxation
- Presenting anxiety-provoking items during relaxation state

2) Aversive Conditioning

(To break bad habits or undesirable habits)

3) Token Economy

(Systematic positive reinforcement)

4) Extinction

(Eradicating undesirable behaviour)

- Positive Reinforcement: Adding treats to increase good behavior

5) Biofeedback

(Immediate feedback by mechanical device / Audio-Visual Display)

THANK YOU

IMAGE SOURCES



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