Communication Skills Among Schools' Heads in Kuwait: A Comparative Study

Authors: Anazi, Fahad Mayouf Al; Iqbal, Waq; Zabarin, Muhammad Ashar
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Abstract
Both verbal and non-verbal forms of communication are employed by people in transmitting information, sharing ideas and imparting knowledge. However, how significant each of these two forms of communication is among people particularly in education sector cannot be determined without scientifically investigating the phenomenon. Thus, this paper aims at comparing verbal and non-verbal communication skills among schools' heads in Kuwait. To do so, the study uses survey technique where questionnaires were distributed to the heads of schools in Kuwait public education sector. The total population of the study is 592 heads of schools among whom 263 (102 male and 161 female) were selected as the sample of the study. With regards to non-verbal communication, four aspects of communication were identified by the study namely, the skills of time and space, body movements, external appearance and sound, whereas similar number of skills, four, were identified with regard to the verbal communication namely, listening, speaking, reading and writing. The study found that both verbal and non-verbal communication skills among the public schools' heads in Kuwait are moderate which implies there is no significant difference between verbal and non-verbal communication skills in terms of importance. Therefore, the paper concludes that although there are some slight variations in the score of each aspect of both verbal and non-verbal communication skills, both verbal and non-verbal communication skills remain moderate.

Keywords: Communication; Non-Verbal; Skill; Verbal; Non-Verbal Communication

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