

A decorative graphic on the left side of the slide consists of overlapping colored squares (blue, red, yellow) and a black crosshair.

# Communication Skills

---

Prepared By:  
Hanan Badr



# Agenda

---

- Communication Process
- Forms of Communication
- Communication Skills
- Communication Exercises



# What is Communication?

---

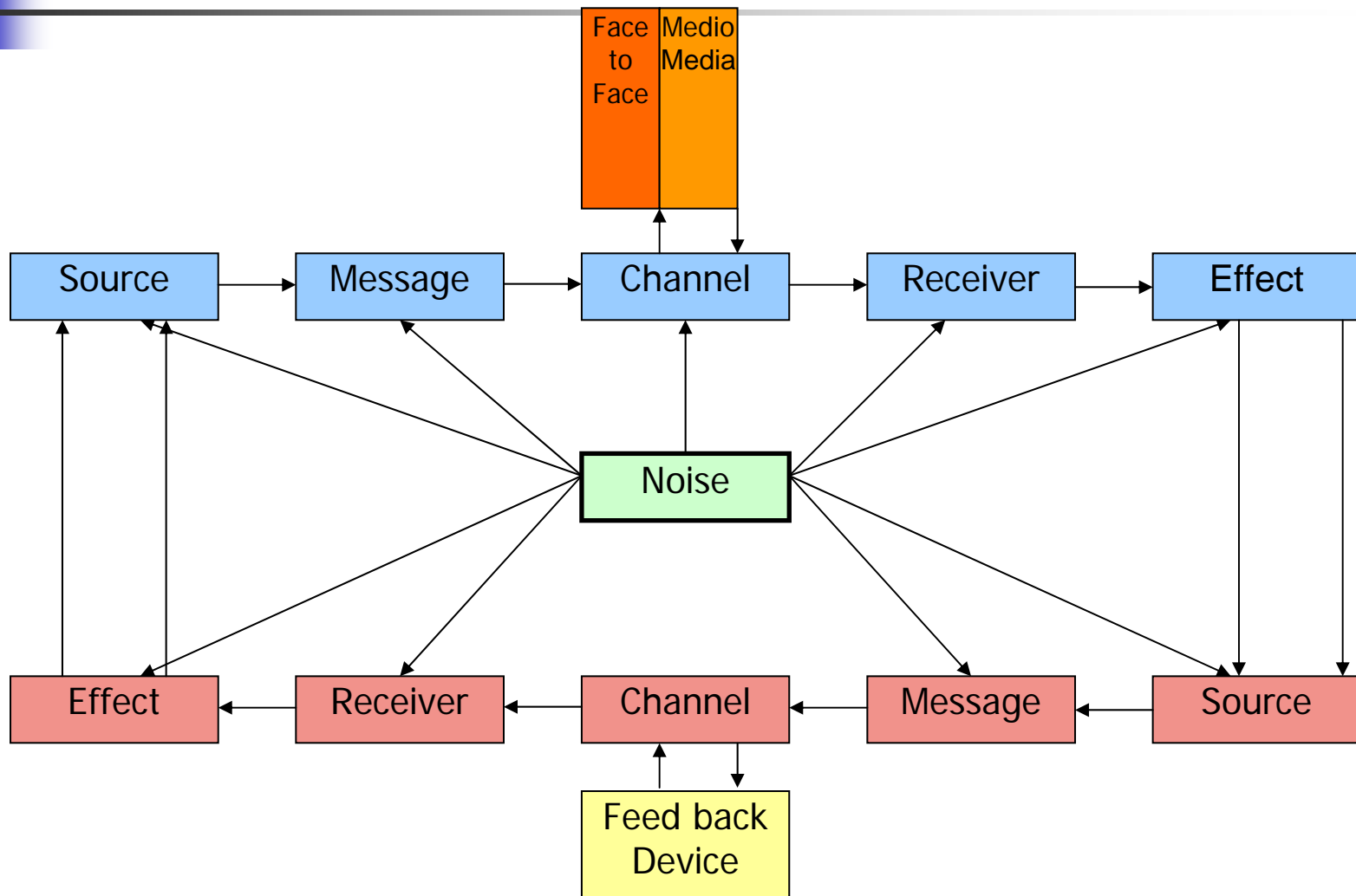


# Communication is

---

- process of transmitting ideas, information, attitudes
- by the use of symbols, words, pictures, images
- from the source to a receiver
- for the purpose of influencing with intent.

# Communication Model





# Interpersonal Communication

---

- face-to-face interaction between sender and receiver
- group meetings, interviews, conversations among individuals



# Mass Communication

---

- directed simultaneously to a large and anonymous audience on a massive scale
- The mass media includes:
  - Print media
  - Electronic media



# Forms of Communication

---

- Verbal communication
  - Oral communication, such as dialogue, discussion, telephone calls.
  - Visual communication, such as maps, graphics, traffic signals, advertisement.
  - Written communication, such as letters, reports, papers.
  - Electronic communication, facilitated by an interface with a computer, modem, fax, E-mail.
- Non verbal communication





# Non Verbal Communication

---

- It is communication that occurs without words
- Four main aspects of physical nonverbal communication:
  - face
  - eyes
  - body
  - voice



# Kinds of Non Verbal Language

---

- Facial expression
  - smile or a frown
- Eye contact
  - involvement, hostility, friendliness.
- Posture
- Voice
  - may convey anger, fear, grief ... etc.
- Apparel
  - The way we dress communicates something about us
  - work clothes, play clothes, formal dress, sports wear, uniform.

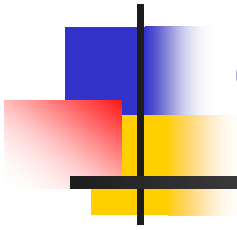


# Kinds of Non Verbal Language

---

- Color
  - Warm colors, cool colors
- Odor
  - recall memories, leave impressions.
  - food aroma, flowers of spring, dust.
- Time
  - Cultures have a unique culture clock
  - E.g. Egyptian timing
- Space
  - Every individual seems to develop a distance at which he prefers to interact with others.

# Why do we need Communication Skills?





# Communication Skills

---

- Reception Skills
  - Listening
  - Understanding the Audience & Feedback
- Transmission Skills
  - Presentation Skills
  - Writing Skills



# One Way Communication

---



# Listening Exercise

---



# Listening

---



- The importance of Active Listening
  - means the search for the real meaning of the message
  - Listening and Job Success
- Types of Listening
  - Selective Listening (e.g. TV)
  - Comprehensive Listening (e.g. Lecture)
  - Critical Listening (e.g. for analysis of speech)
  - Appreciative Listening (e.g. music)





# Signs of Poor Listening

---

- Condemning the subject as uninteresting without hearing (Prejudice)
- Criticizing the speaker's delivery or aids
- Getting Personal (Criticizing the speaker himself)
- **Interrupting!!**
- Selective listening
- Day Dreaming



## Signs of Poor Listening (continued)

---

- Evading the difficult or technical (giving up to listen when you don't understand)
- Submitting to emotional words
- Sleeping (e.g. in Parliament)



# Guide to Good Listening

---

- Find Area of Interest
- Judge content, not delivery
- Hold Your Fire = Control Yourself!!!
- Listen for Ideas
- Be flexible



# Guide to Good Listening (continued)

---

- Work at Listening
- Resist Distractions
- Exercise Your Mind
- Keep your mind open
- Use your thought speed



# Strategies to Improve your Listening Skills

---

- Prepare to listen.
- Limit your own talking.
- Be patient, provide the time needed.
- Concentrate.
- List interjections.
- Clarify and confirm your understanding.
- Rephrase in your own words.
- Avoid jumping to conclusion.
- Practice listening.
- Listen to verbal, watch non-verbal.
- Listen for emotions and feelings.



# One Minute Speech


---

Class Activity



# Effects

---

- Effective Communication: results in changes of receiver's behavior that were intended by the source.
- There are many levels of effect:
  - attention
  - inner confirmation
  - inner change
  - overt action  persuasion



# Definition of Persuasion

---

- The intended use of communication to form a desired response from receivers to their social environment





# Ethics of Persuasion

---

When is persuasive  
communication ethical, and when  
is it not?



# Organization of Persuasive Message

---

- Two-Sided Messages is more effective:
  - if the individual addressed is opposed to the issue
  - if the subjects are likely to be exposed to subsequent counterpropaganda, so they it "immunizes" the audience
  - with the better educated group, regard-less of their initial position
- When the message contains only one viewpoint, it is desirable first to target the receiver's needs and then to present information that may satisfy such needs.



# Organization of Persuasive Message

(continued)

---

- Stating a Conclusion is better:
  - the message with a conclusion was more effective in changing the attitudes of the less intelligent subjects
  - Credibility of the source
  - The intelligence, personality type, and sophistication of the audience
  - The complexity of the argument
  - Familiarity of the topic



# Organization of Persuasive Message

(continued)

---

- The Effects of Order of Arguments
- Most convincing argument in the beginning or the end, has no particular effect
- Logical sequence is more important
- repetition helps to make persuasion successful



# Feedback

---

- It tells us if we are on track or track
- feedback gives us indications to what extent did receivers understand our messages
- Communicators should always encourage the audience to give their feedback (by questions)



# Verbal Feedback

---

## Productive Interruptions

- Clarification.
- Elaboration.
- Bringing to focus.
- Reinforcement, encouragement.
- Questions

## Non-Productive Interruptions

- Put-Downs.
- Objection.
- Joking.
- Corrections.
- Judgments.
- Jumping to conclusions
- Changing the subject



# Nonverbal Feedback

---

- Eyes: open, focused
- Crossed Arms: are a clear sign that this person is resistant to what you say.
- Purposeful positive head movement: is an excellent signal, e.g. nodding.
- "Ah-hah!" experience
- Shaking heads: It's OK, but a bad thing to disagree on all points.
- You want to see people leaning forward, not leaning back.



# Dialogue Exercise

---





# Communication Context

---

- The environment where communication takes place
- This includes:
  - Cultural Context
  - Sociological Context
  - Physical Context
  - Psychological Context



# Situations

---



Thank you

---

Best Wishes for your Life