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

- Source
- Message
- Channel
- Receiver
- Effect

Noise

Face to Face
Medio Media

Feedback Device
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
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
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
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 not.
- 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 Excercise
Communication Context

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

Best Wishes for your Life