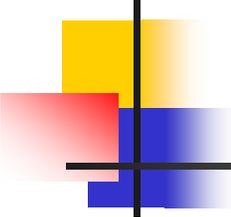
A decorative graphic on the left side of the slide consists of a vertical black line intersecting a horizontal black line. To the left of the intersection are three overlapping squares: a blue one on top, a red one on the left, and a yellow one on the bottom right.

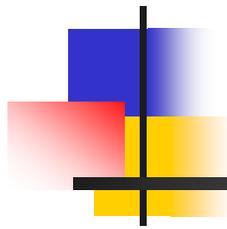
Communication Skills

Prepared By:
Hanan Badr

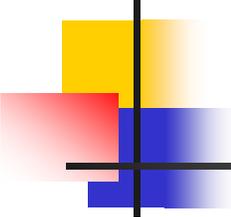


Agenda

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



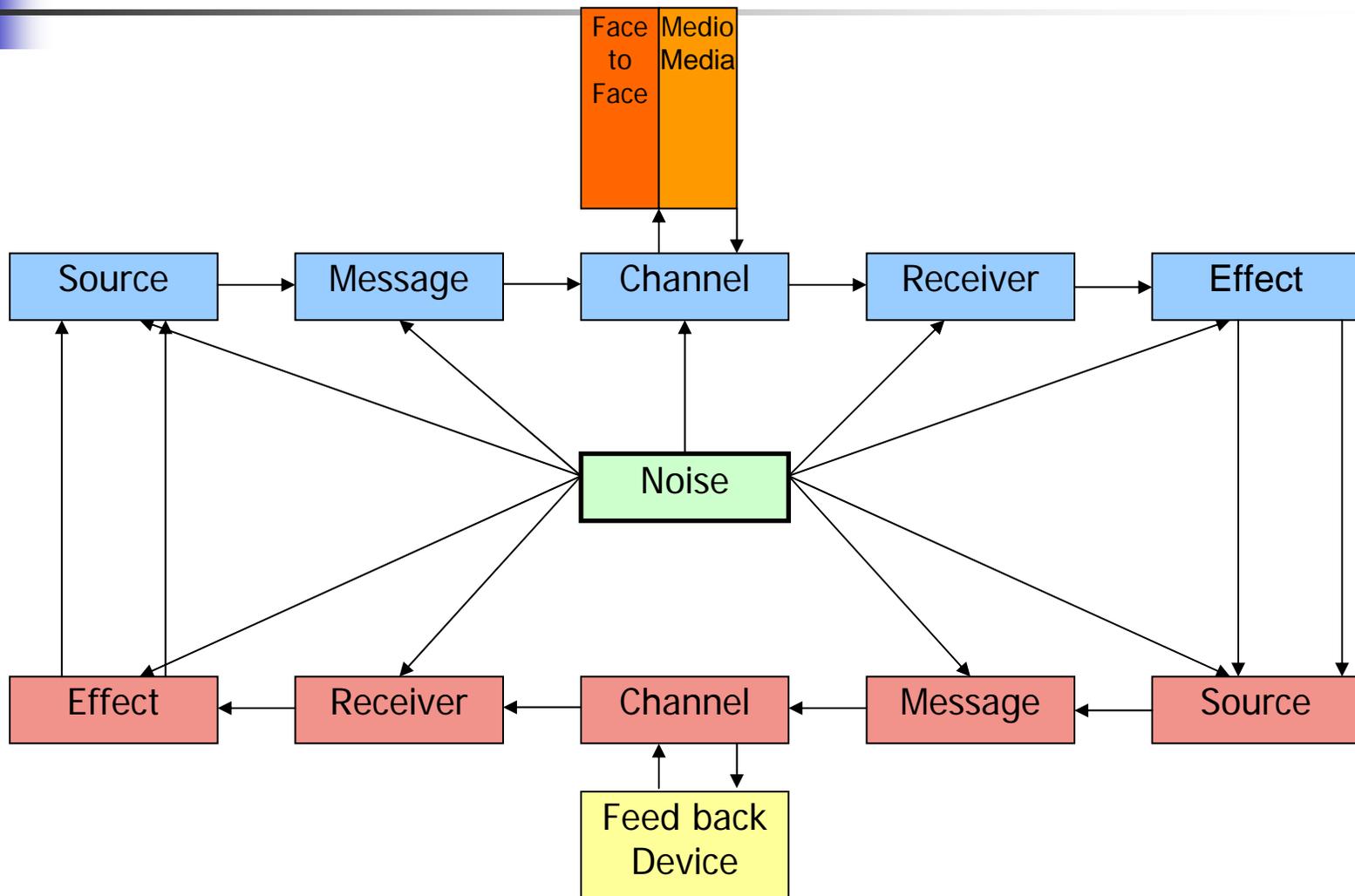
What is Communication?

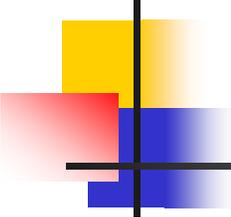


Communication is

- 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.

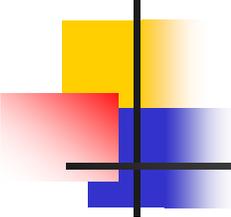
Communication Model





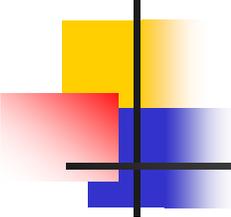
Interpersonal Communication

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



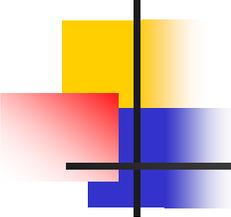
Mass Communication

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



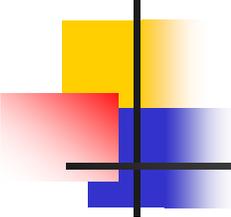
Forms of Communication

- 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



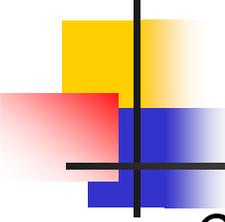
Non Verbal Communication

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



Kinds of Non Verbal Language

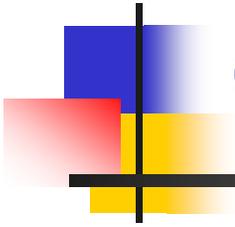
- Facial expression
 - smile or a frown
- Eye contact
 - involvement, hostility, friendliness.
- Posture
- Voice
 - may convey anger, fear, grief ... etc.
- Apparel
 - The way we dress communicates something about us
 - work clothes, play clothes, formal dress, sports wear, uniform.

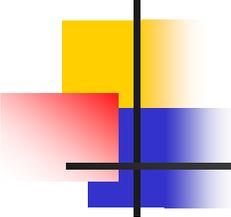


Kinds of Non Verbal Language

- 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.

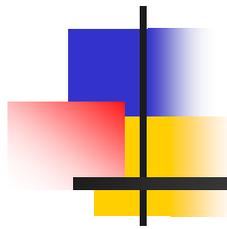
Why do we need Communication Skills?



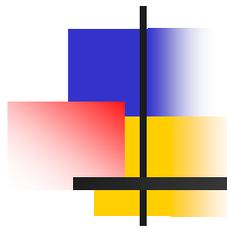


Communication Skills

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



One Way Communication

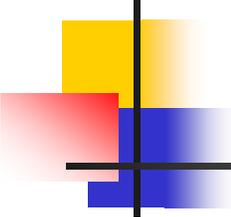


Listening Exercise

Listening

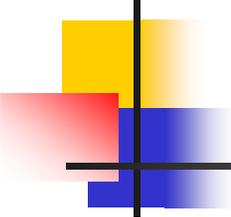


- The importance of Active Listening
 - means the search for the real meaning of the message
 - Listening and Job Success
- Types of Listening
 - Selective Listening (e.g. TV)
 - Comprehensive Listening (e.g. Lecture)
 - Critical Listening (e.g. for analysis of speech)
 - Appreciative Listening (e.g.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



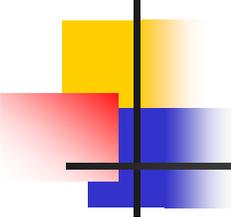
Signs of Poor Listening

- 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



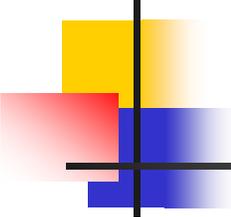
Signs of Poor Listening (continued)

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



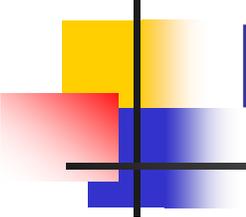
Guide to Good Listening

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



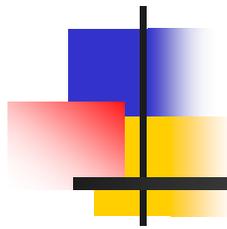
Guide to Good Listening (continued)

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



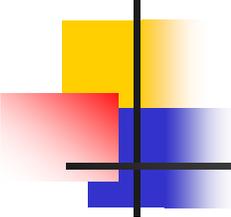
Strategies to Improve your Listening Skills

- 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.

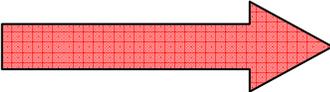


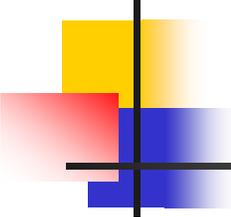
One Minute Speech

Class Activity



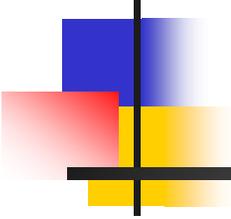
Effects

- 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



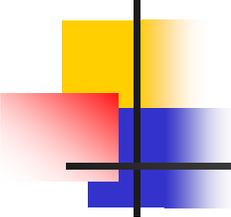
Definition of Persuasion

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



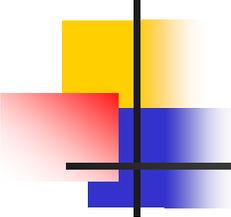
Ethics of Persuasion

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



Organization of Persuasive Message

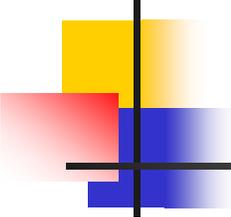
- Two-Sided Messages is more effective:
 - if the individual addressed is opposed to the issue
 - if the subjects are likely to be exposed to subsequent counterpropaganda, so they it "immunizes" the audience
 - with the better educated group, regard-less of their initial position
- When the message contains 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)

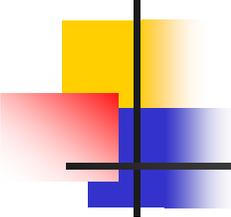
- Stating a Conclusion is better:
 - the message with a conclusion was more effective in changing the attitudes of the less intelligent subjects
 - Credibility of the source
 - The intelligence, personality type, and sophistication of the audience
 - The complexity of the argument
 - Familiarity of the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



Organization of Persuasive Message

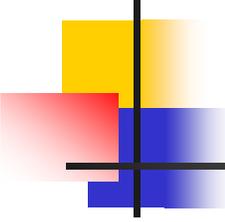
(continued)

- 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)



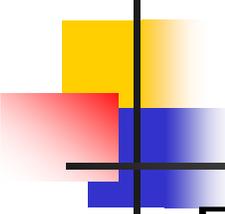
Verbal Feedback

Productive Interruptions

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

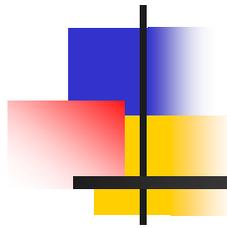
Non-Productive Interruptions

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

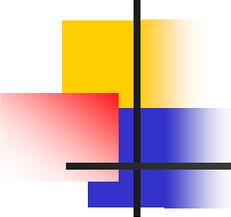


Nonverbal Feedback

- 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.

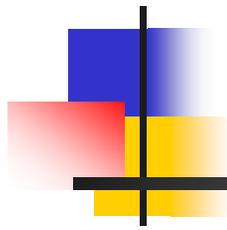


Dialogue Exercise

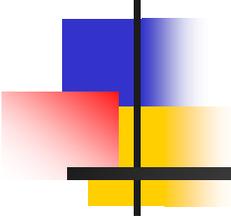


Communication Context

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



Situations



Thank you

Best Wishes for your Life