



COMMUNICATIONS SKILLS

Lecture # 01

Instructor: Fatima Naseem

fatima.naseem@uettaxila.edu.pk

<http://web.uettaxila.edu.pk/CMS/AUT2010/cpComSbs/index.asp>

COURSE BOOK

“Effective Business Communications”

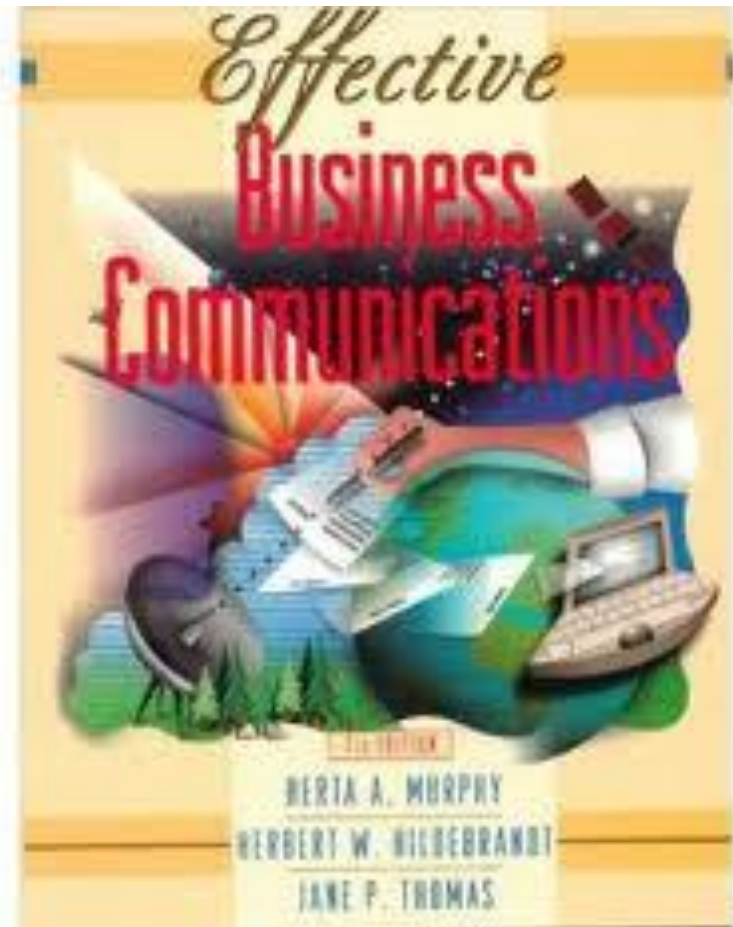
by

Herta A. Murphy

Herbert W. Hilderbrandt

Jane P. Thomas

7th Edition.



CONTACT

- Fatima Naseem
Room # 17, CED.
fatima@uettaxila.edu.pk
- Student meeting time:
Monday: 8:10 am to 10:00 am



GRADING CRITERIA

- Assignments = 10%

Quiz = 10%

Mid = 20%

Final Paper = 40%

Presentations = 20%

Total Marks = 100



OVERVIEW

- What is communication?
- Importance of communication & benefits of effective communications
- Components of communications
- Concepts & problems of communications
- Types of communications
 - Verbal
 - Non-Verbal





1. WHAT IS COMMUNICATION?

INTRODUCTION

- What is communication?
- “just to convey the message”
- Process of
 - Transmitting Message (A————→B)
 - & Receiving (A←————B) Messages.
- Two way process for exchanging ideas or information.



EFFECTIVE COMMUNICATION:-

- If some one achieve the desired level of objective through communication , we can say that it is “effective communication”.

e.g. If your communication get the proper response from the receiver it means that you effectively conveyed the message.



HOW TO ACHIEVE EFFECTIVE COMMUNICATION

- Analyze your purpose carefully
- Analyze communication background
- Analyze your audience
 - Consider audience's information needs
 - Consider Audience's Technical Background
 - Consider Audience's Cultural Background and Gender
 - Consider Audience's Knowledge of the Subject
- Encourage creative and Critical Thinking





What is effective communication?



- Consider the possibility of communication failure
- Expect audience resistance
- Recognize communication constraints
- Legal, social economic, psychological, institutional



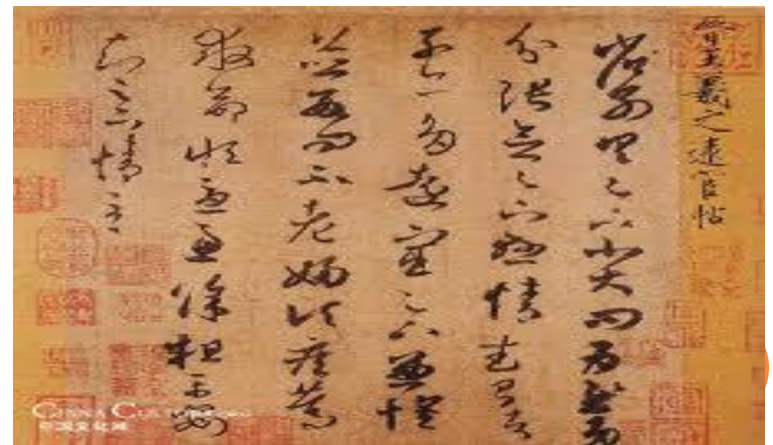


2. IMPORTANCE & BENEFITS OF EFFECTIVE COMMUNICATION

1. ANCIENT HERITAGE FOR COMMUNICATION PRINCIPLES



- East west, Rome, Greece → oral communications
- To have full record/ permanent record messages began to be written
- Initially for Government
- Theorists then devised rules for written communications also ensuring that the info should move smoothly up & down



2. LIFEBLOOD OF EVERY ORGANIZATION

- Organization → group of people associated for business, political, professional, religious, social or other purposes
- People interact and react for different purposes.



3. INTERNAL COMMUNICATION

- Downward
- Upward
- Horizontal
- Downward Communication:
 - Employees get from management
 - Motivation/ more efficient
 - Show benefits
 - Produces more efficient employees



○ Upward Communications:

- Management gets from employees
- Nowadays frank comments are welcomed
- Managers also seek opinions from employees before making important decisions

○ Horizontal Communication:

- Peer to peer communication
- Continues throughout the day
- If effective produces positive results



○ Examples:

- Memos, Teleconferencing, Meetings, Letters



EXTERNAL COMMUNICATION

- With other companies
 - Outside company
 - Effect on reputation and success
 - If effective can win many things to a company
- Regarding public
 - Social accountability
 - Labor unions, groups, govt. org, political parties
 - Make tactful appearances, speeches, reports



OVERALL COMMUNICATION COSTS

1. Time major
2. 29% → 50 % in writing
3. Stationery, electricity
4. Implementing new technologies e.g. teleconferencing etc
5. Poor communications causes more cost in terms of time and money.



BENEFITS OF EFFECTIVE COMMUNICATION IN YOUR CAREER

- Valuable Job Requirement
 - If the job is more mental than manual labor communicate your ideas
- An Essential For Promotion
 - 60% to 90% management engaged in communicating
 - If all are equal academically how are you different from them?
- Professional Reputation



PERSONAL ASSISTANT TO MD – Confidential – Required

Job Detail:

- University degree or Higher diploma in Business Management/Administration or related fields.
 - At least four years on the job experience in secretarial support or administrative work in a reputable and structured organization.
 - High level communication skills, both written and oral, and demonstrated diplomacy and knowledge of appropriate protocol.
 - Thorough knowledge of or training in business, office, secretarial practices.
- Ability to work with minimum supervision. Ability to draft substantive correspondence.
- High proficiency in the use of personal computers and Microsoft office packages (MS Office, Excel, and PowerPoint). Typing speed of at least 60 wpm.
 - Excellent knowledge of written and spoken English is a must.

Company Name & Address:

Confidential – Lahore.

Tel: 0426665586 // Email: saqibah@gmail.com.



ASSIGNMENT #1 'A'

- See this week's newspapers and find out the advertisements of job requiring "Good Communication Skills" or "Good Interpersonal Communication Abilities".



CHALLENGE OF COMMUNICATION IN THE GLOBAL MARKET

- You develop respect for your company/org
- Three important things to gain good reputation

1. Developing right attitude

- “To customer you are the company”
- Honest job done enthusiastically & competently helps sender/receiver
- Eg. answer patiently if same question asked repeatedly



2. Preparing adequately

- Careful while choosing ideas
- Patience
- Ethics
- English Language
- Communication process knowledge
- Knowledge of cultural conventions



3. Becoming Flexible

- Age/gender/national origin
- Diversity
- language



COMPONENTS OF COMMUNICATION

○ See diagram 1.3 from book

1. Context

- Internal Means
- External Means

2. Sender (Encoder)

3. Message

4. Medium

5. Receiver (Decoder)

6. Feed Back



CONTEXT

- Every message starts with Context
- It includes:
 - *Country/culture/organization*: has its own ways to plan, design, communicate
 - *External stimuli*:
 - **prompts to send message**
 - **May be e-mail, phone call, written, oral**
 - **Get the response in any effective way**
 - *Internal stimuli*
 - **According to your own experience and ideas to communicate and respond**




SENDER (ENCODER)

- When you sending the message, you are the “Encoder” .
- Here the word you mean writer/Speaker decides whether the message should be in written or oral. You may choose Words, Symbols, Pictures or Graphics that express the objective in the real sense.



MESSAGE

- Message is basically the basic idea that you want to communicate.
 - The message may be
 - Verbal, means (Written or Spoken)
 - Non-Verbal, means(Symbols, Pictures or unspoken).
 - This is very much important component of communication “Your message should be or **MUST be clear and easy to understand**”
 - The most important element in message is your receiver . You must be well aware about your receiver.
 - While preparing a message you should keep in mind how your receiver will interpret the message.
- 

MESSAGE (CONT.)

- You (Sender) should also keep in mind your relationship with the receiver while preparing message.
- Sometimes wrong message may create a loss to your organization , to yourself.
- or it can create a bad impression for you/your company.



MEDIUM

- Medium is basically channel through which your message reaches to receiver & channel vary from situation to situation.
- E.g. Let's say Govt of Pakistan wants to convey its message to Pakistani Nation , now Govt will select the effective medium it may be.
 - T.V
 - Radio
 - Papers
 - Or all of the above “keeping in view the **Importance** of the message.”



- Importance of different media depend on # of receivers, costs, amount of information
- Which medium is available at receiver side/culture
- Oral used for early, urgent, personal feedback
- Written used for delayed, long, technical, formal messages
- Europe and Asia communicate orally for complex messages
- Inside organization
 - Written → memos, reports
 - Oral → staff meetings, face to face conversations
- Outside organization
 - Written → faxes, reports
 - Oral → telephones, teleconferencing, presentations



RECEIVER (DECODER)

- To whom the message is being sent.

e.g. in case of Govt of Pakistan's Message, Pakistani Nation is receiver (Decoder).

In simple words we can say that receiver is your reader (in case of press, letters etc.) or Listener (In case of TV, radio, Speaker Etc.)

- Receiver is also known as decoder.
- Sender and receiver both influenced by context
- In one country n culture decoding is easy
- Outside becomes difficult



FEEDBACK

- Feedback is basically the response/reaction of Receiver after receiving the message.
- Sender always need feedback to check weather the message effectively reached or not...? Or in other words....
- Sender need feedback to examine the success or failure of the message.



CONCEPTS AND PROBLEMS OF COMMUNICATION

- No two people are alike
- E.g. Americans think:
 - Japan → slow decision making
 - French → polite letter writing
 - Germans → very thorough
 - Middle east → less concerned about time
- Each persons mind is a unique filter
- Senders meaning and receivers response are affected by:
 - Convention of meaning
 - Perception of reality
 - Values, attitude and opinions



CONVENTIONS OF MEANINGS

- See diagram 1.4 in book
- Sometimes humorous and costly
- Symbols
- Differences in semantics understanding
- Symbols depending on experiences referent reality eg LASER (*L*ight *A*mplification by *S*timulated *E*mission of *R*adiation), FIFO, LIFO



PROBLEMS IN CONVENTION OF MEANING

- Miscommunicated Instructions
 - Bimonthly(twice a month, every two months) ,
tabeled the proposal (British→ act on it, USA→ see it afterwards)
- Reactions to Denotations, Connotations and Euphemisms
 - Denotations
 - Dictionary definition eg car water etc
 - Connotations
 - Implication of a word or meaning different from usual dictionary meaning
 - Student, bookworm, scholar
 - Free enterprise, free manners, cheap product, cheap price



PERCEPTIONS OF REALITY

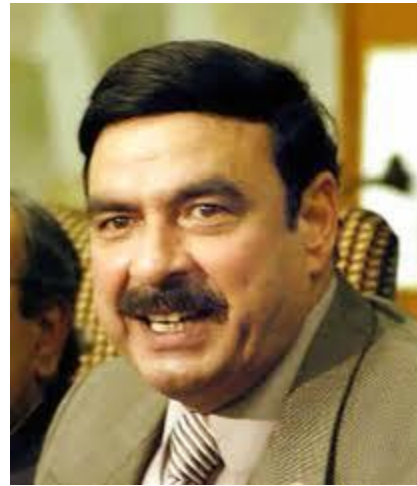
- World around us provides special experience to every individual
- We make our own abstraction, inferences and evaluations of world around us
- Communication problems :
 - Abstraction (focusing on something, omitting others)
 - Necessary abstracts(limited time and space)
 - Slanted statements(don't omit necessary data, use facts but don't show personal expressions)
 - Inferences (assumptions on evidence)
 - Necessary/Desirable Inferences
 - Risky Inferences



VALUES/ATTITUDES/OPINIONS

- Your message may be Accepted, rejected, distorted, avoided
- *Communication Problems:*
- Favorable/Unfavorable Information
- Inadequate/Incorrect Information
- Closed Minds
- Senders Credibility
- Other Circumstances





ASSIGNMENT # 1 'B'

- See the newspapers of this week and find the celebrities who you feel are credible, and influence people either politically or for product utilization.
- Also see for brands which are credible in your daily life like, your computer, clothes, cosmetics, vehicles, etc



TYPES OF COMMUNICATIONS

- Verbal
 - Spoken/written messages
- Non-Verbal
 - No words



NON-VERBAL COMMUNICATIONS

- Sometimes non-verbal communication contradicts verbal
- Message is better expressed through non-verbal communication.
- 60% to 90%
- Mainly non-verbal communication involves:
 - Appearance
 - Body language
 - Silence, Space, Time



APPEARANCE

- Appearance effects before reading and listening effects
- Effect on written messages:
 - Format → size, color, weight, appearance determine whether important or junk or routine postage
 - Neatness
 - Language: Semantics/ Grammar



- Effect on Oral Messages:
 - Personal appearance:
 - Hair styles, shoes, clothes
 - show occupation, age, nationality, social, economic, job status.





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Appearance of surroundings:

- Room size, location, architecture, equipment



BODY LANGUAGE

○ Facial Expressions

- Lowered eyes
- Get additional info before making judgments

○ Gestures, Posture, Movement

- Actions speak louder than words/Culture oriented
- Leg movements in nervousness

○ Smell and Touch

- Odors
- Pat/slap
- Congestedness

○ Voice and Sound

- Loud/soft/paralanguage(rate, pitch etc)
- Monotone, variations



SILENCE, SPACE, TIME

- Silence
 - Way of communication
 - Bad impact
- Space:
 - US 18 inches
 - less in middle east
 - max in Scandinavian countries.
- Time:
 - America/ Germans punctual
 - Middle east attitude
 - Portugal



- Assignment due on Monday, 27th Sep. 2010 before Lecture starts.



ANY QUESTIONS ?

