

The communication styles

- **Identify the different communication styles - and recognising which one we use most often in our daily interactions with friends, family and colleagues - is essential if we want to develop effective, assertive communication skills.**
- **The Five Communication Styles**
 - **Assertive**
 - **Aggressive**
 - **Passive-aggressive**
 - **Submissive**
 - **Manipulative**

Aggressive style

- Describe hostility and forcefulness. He may display angry expression.
- He has uncompromising behavior and forces his own needs instead of considering the others.
- This behavior does not promote professionalism but rather add tension.
- People avoid him which impede future conversation

Passive Aggressive style

- Person does not want to communicate directly with another person.
- He manipulates people by avoiding confrontational issues.
- He sabotages another's work or idea
- He has negative behavior such as gossiping to get what he wants.

Passive style

- He is more timid and puts other's feeling, needs or desire first.
- He wants to keep peace and avoid confrontation.
- He agrees to anyone regardless his thoughts or opinions.
- He always interact negative results. He is always withdrawing.

Assertive style

- He is not afraid to express himself.
- He is honest and confident in stating a position.
- He may speak using the fact with non defensive approach. They do not blame on others.
- They also has the ability to listen to others and respect the other parties.
- He is positive, clear, confident, ,shares information and promote collaboration.

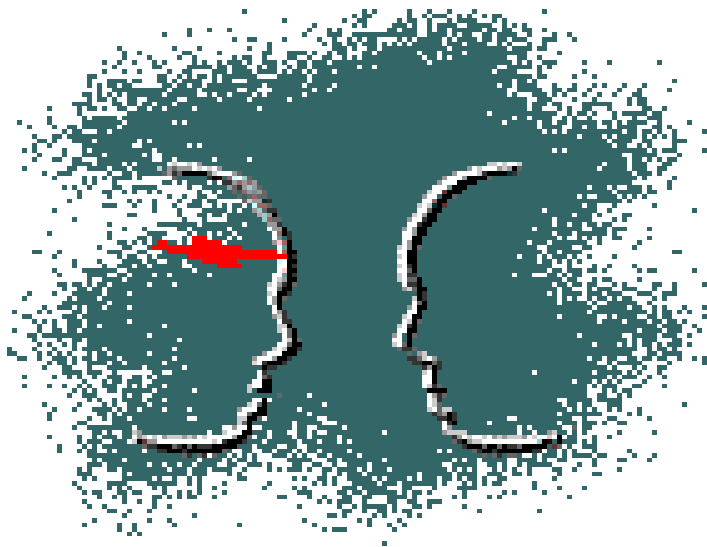
Manipulative style

- This style is scheming, calculating and shrewd.
- Manipulative communicators are skilled at influencing or controlling others to their own advantage.
- Their spoken words hide an underlying message, of which the other person may be totally unaware.

Tips

- **We get along better with people when the emphasis is on our similarities**
- **Success in communication depends on finding common ground**
- **Reducing differences is vital in dealing with people who cause you difficulty**
- **When we communicate better – teams function better**

Perception





Perception is ..

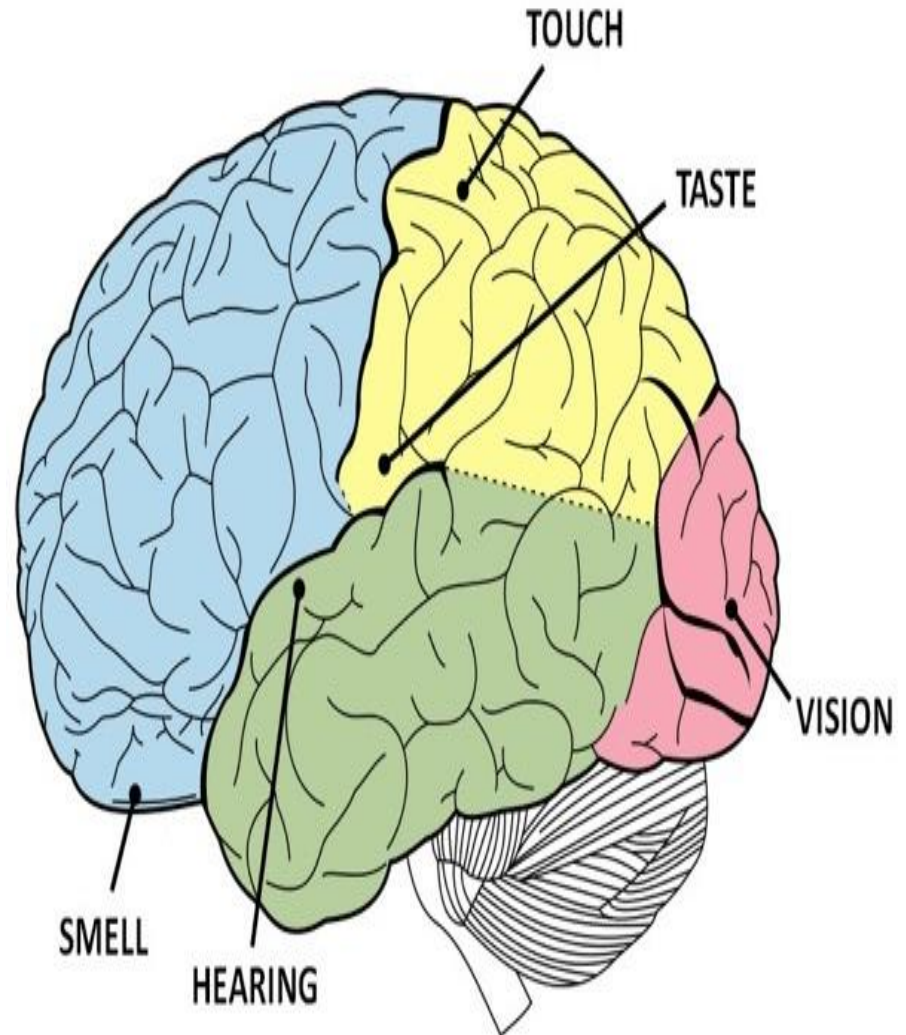


- The process of interpreting the message of our senses to provide order & meaning to the environment.
- **Simply**, our brains are tricked into seeing something which may or may not be real

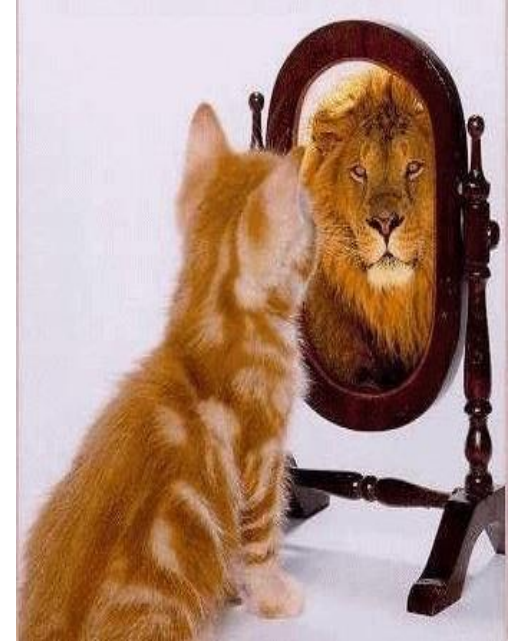
Perception

- The process of interpreting the environment through my senses.

- See
- Hear
- Touch
- Taste
- Smell



Perception



**I know that you believe you
understand what you think I said,
but, I am not sure you realize that
what you heard is not what I meant.**

Why We Study Perceptions

- To better understand how people make attributions about events.
- We don't see reality. We interpret what we see and call it reality.
- The attribution process guides our behavior, regardless of the truth of the attribution.

Individual perceptions

Sometime the method of communication needs to take into consideration the receivers personality traits, age and preferred style



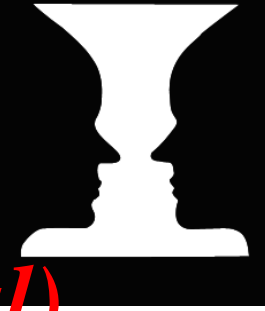
The Objective of Perception

- Looking is not as simple as it looks.
- most important things for us are hidden because of their simplicity and familiarity.
- **Eyesight is became insight.**
- **Analysis**
- One learns to look behind the façade,
- To grasp the root of things.
- One learns to recognize the undercurrents,
- Learn the antecedents of the visible.

Interpretation

- Comprehend & express meaning or significance of wide variety of experiences, situations, data, events, judgments, conventions, beliefs, rules, procedures, or criteria

Influences on Perception



- *Physiological (biological, neurological) Influences*

- *Senses, age, health, fatigue, hunger, biological cycles*

- *Social Influences*

- *Cultural Differences*

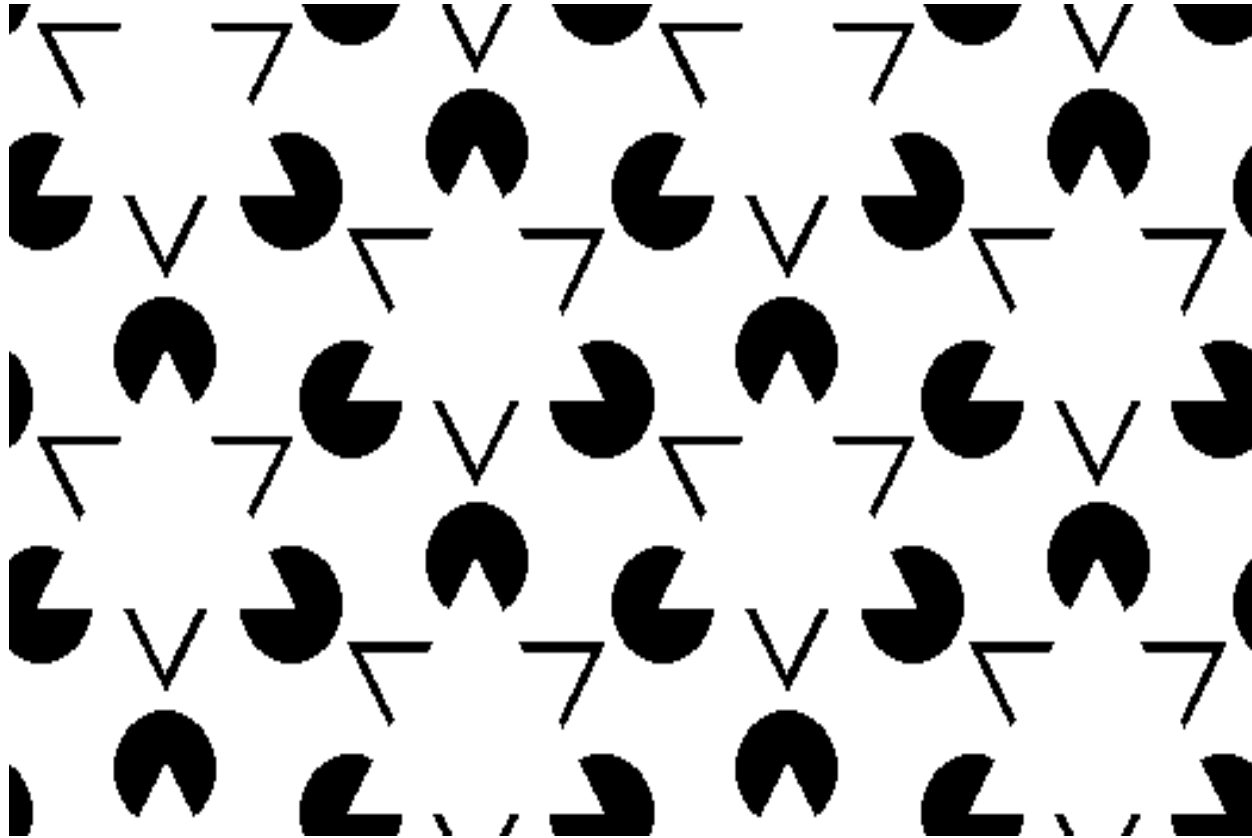
- *Nonverbal behaviors, odors, speech, silence, space*

- *Social Roles*

- *Sex roles, gender roles, occupational roles*

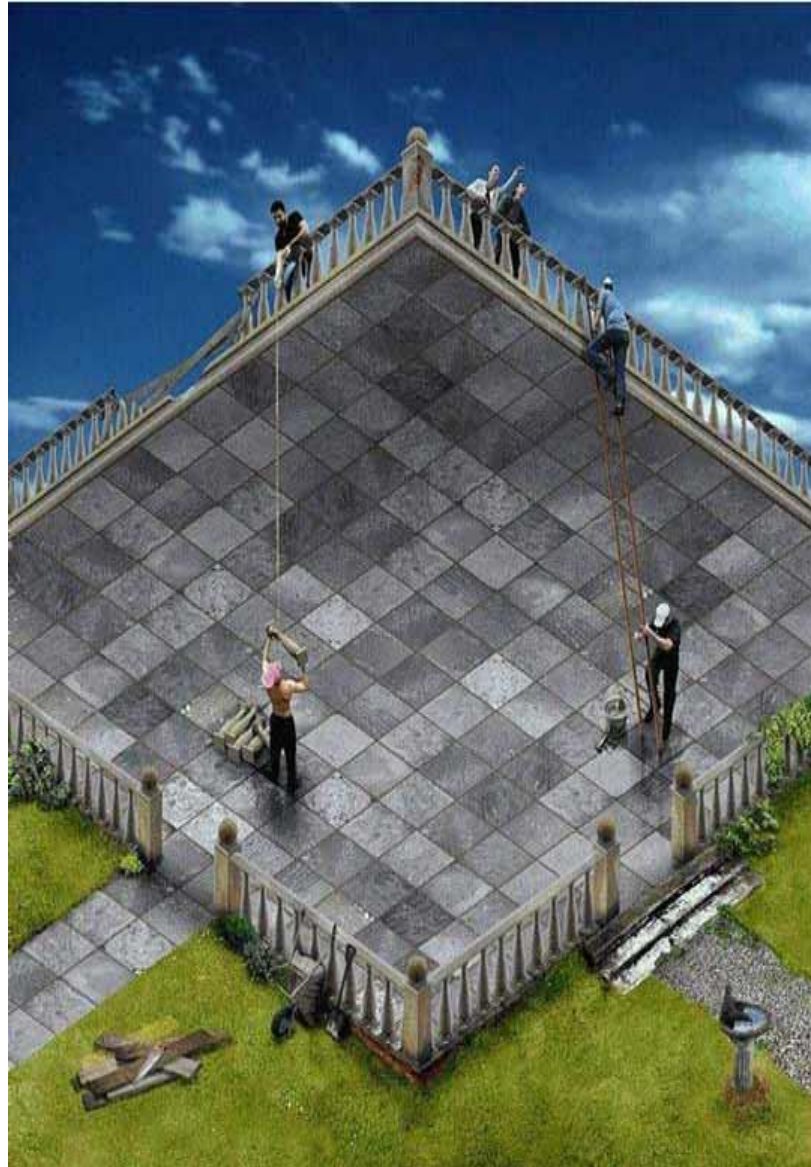
- *Self-Concept*

Perception Can Be Tricky

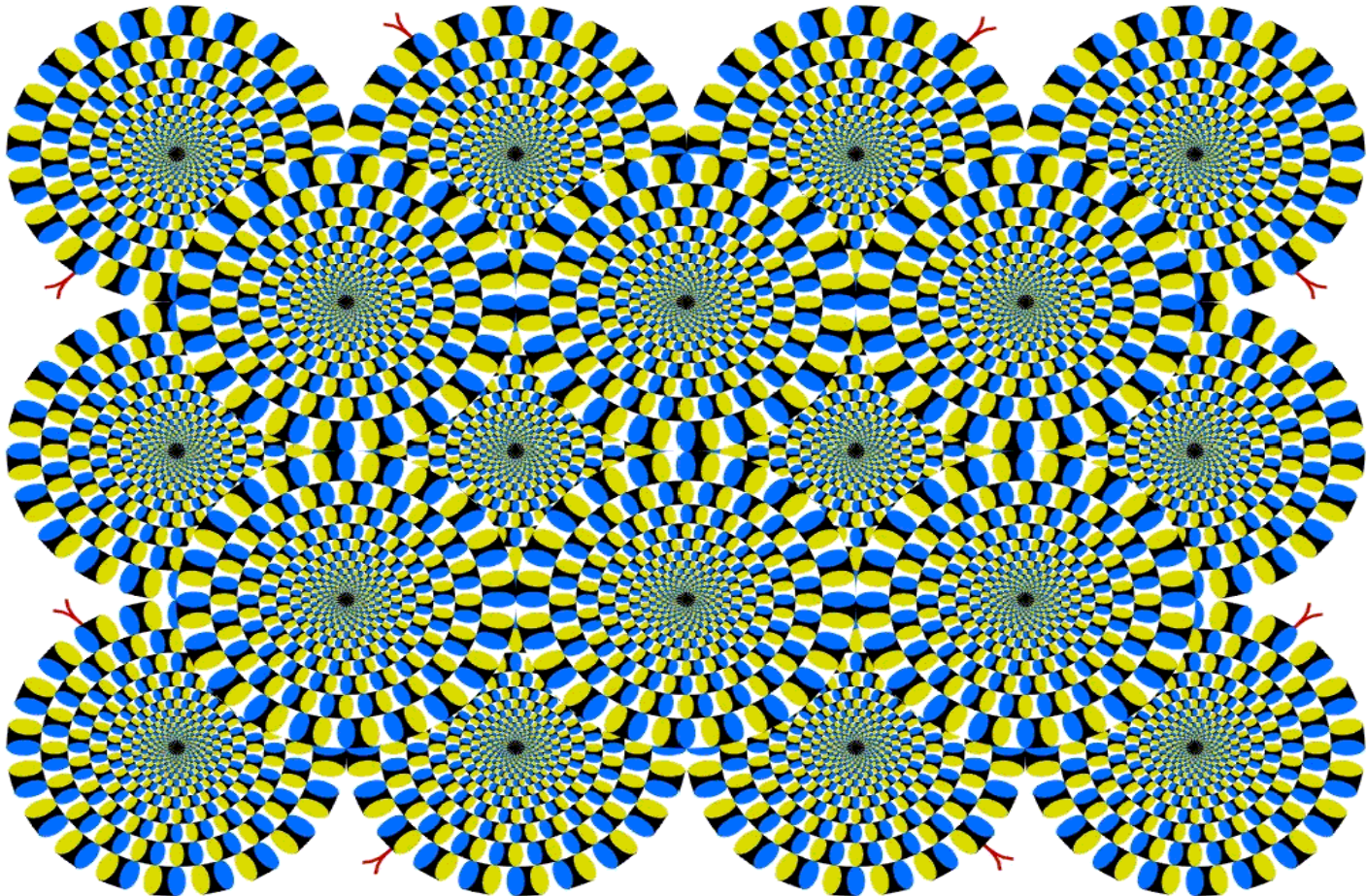


The mind forms shapes that don't exist

Ladder up... or down?



**Any movement
you see is an
illusion!**



What Is a Stimulus???

1.



2.



3.



4.



5.

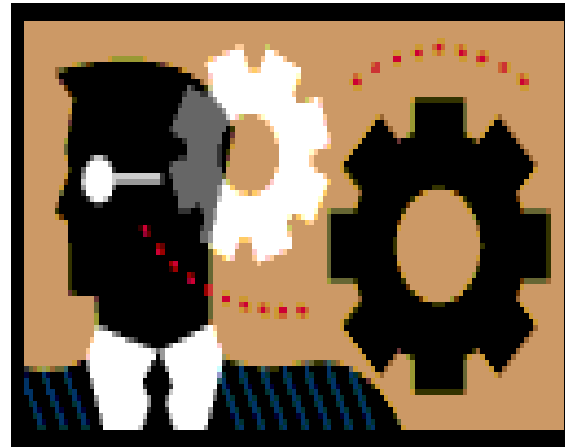


6.

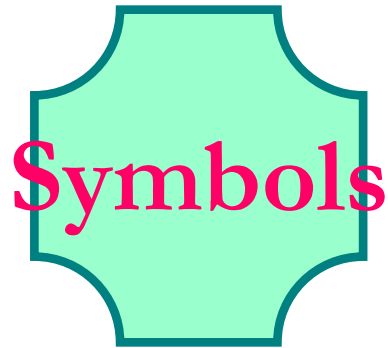


Perception Quality

- Factors affecting the quality of perception
 - Experience
 - Motivational state
 - Emotional State
 - Ambiguity
 - Social status
 - Culture
 - Education



Perception Signs



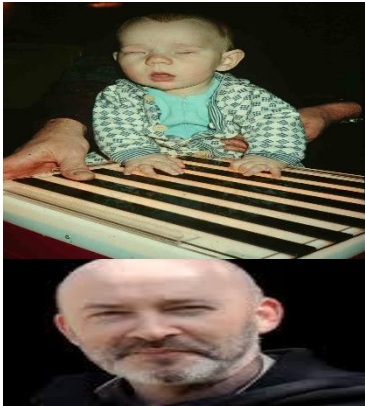
Stimuli which
stand for an
object, such as
a name.
Fire is a name.



Stimuli
received from
the object.
Smoke is a
symbol for fire.

Perception Components

I. Perceiver



II. Target



III. Situation



Perception Model .. Ctd

Perceiver

- Person trying to interpret some observation that he or she has just made.
- Person try to interpret the input from his or her senses.

Target

- Whatever the perceiver is trying to make sense of.
- It can be another person, an event, a situation, an idea, a noise, or anything else the perceiver focuses on

Situation

- The context in which perception takes place
- It can be a committee meeting, the hallway, the office coffee maker, or any other environment.

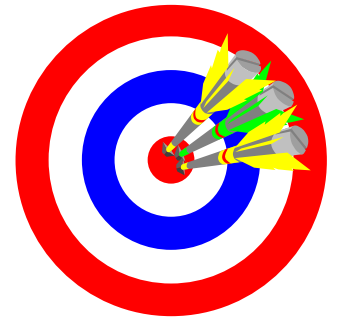
1-



Personal Characteristics

Experience, Expectations, Motives,
Interests,
Attitudes, Emotions

2. The Target



1. **Ambiguity:** Ambiguous targets need some efforts to interpret and add meaning.
2. **Social Status:** Refers to the person's position in society and is generally determined by factors such as income, occupation, location ... etc.

3. The Situation (time, Setting)

- ✦ Every instance of perception occurs in some situational context, and this context affects what is perceived.
- ✦ Same perceiver & target can result in different perceptions if the situational context is different in each case.

Selective Perception

- **People selectively interpreting what they see on the basis of their interests, background, experience and attitude.**

Halo Effect

- Drawing a general impression about an individual on the basis of a single characteristic.
- E.g. Students judging their instructor based on only one character trait.

Metaphor: The Language of Perception

- Metaphors and Similes
 - My love is a flower.
 - My love is like a flower.
- Core Metaphors
 - Argument is war
 - Business is war
 - Business is a sport or a game
 - Business is a building

Perception Checking

- Describe other's feelings or behavior
- Indicates to person that you want to understand their feelings
- State interpretation of behavior
- Ask if interpretations are accurate

Self-Fulfilling Prophecy

- A situation in which one person inaccurately perceives a second person and the resulting expectations cause the second person to behave in ways consistent with the original perception.

Depth perception



Factors Affecting Perception

I. Figural Factors



A figure must stand clear against its background.



A tendency to perceive stimuli in their good form, when building up a figure.

II. Emotional Factors

- **Emotions**

- A sad person may perceive a good sign as a bad one

- **Habits & Familiarity**

- Reading “filed” as ”field”.



II. Emotional Factors (Con.)

- **Aesthetic Factors**

- A good (pleasant) figure is perceived, while an irregular one is overlooked.

- **Interests**

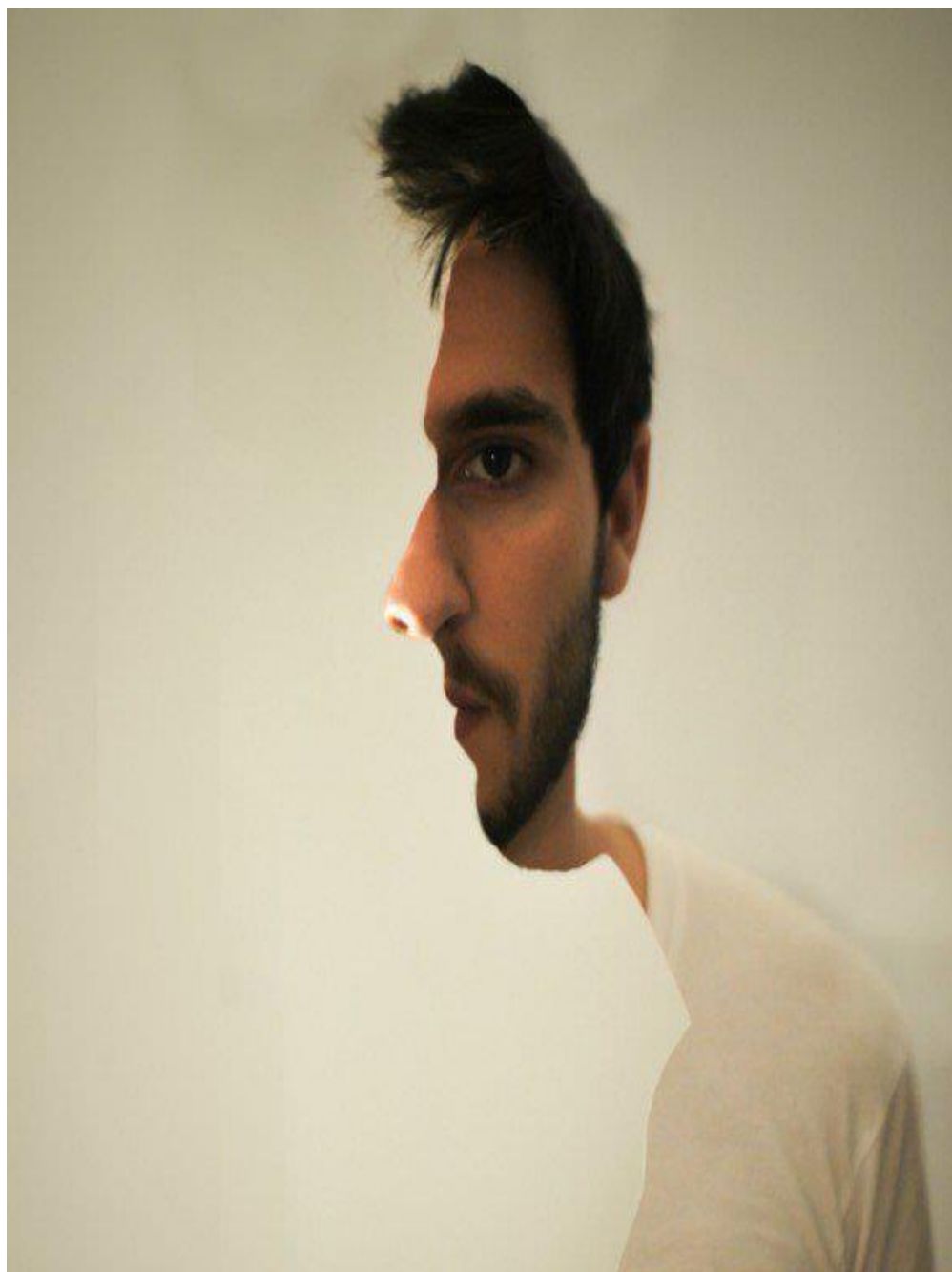
- Interesting stimuli are easily perceived.

II. Emotional Factors (Con.)

- **Mental Set**
- When concentrating in doing something, other surrounding stimuli are neglected.









Teach
Learn