



Lecture # (2) Part-1

GEN 1004

Communication, Presentation and Technical Writing Skills

مذكرة محاضرات مقرر عام 1004

مهارات العرض والتواصل والكتابة الفنية

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Communication Skills

(مهارات التواصل أساسية وضرورية لعدة مهارات أخرى)

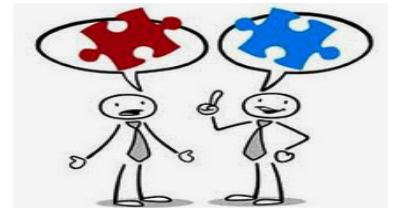
What are the Topics of the Lecture?

- Introduction.
- What do we mean by Communication?
- Some Basic Issues in Communication.
- Personal Communication Skills checklist(Sheet#2)



Introduction:

It is self evident that spoken and written communication skills are of crucial importance in business (and personal) life. Managers and leaders in particular must be effective communicators, good at getting their message across to, and at drawing the best out of, people. Communication skills in all forms, including non-verbal communication, need to be worked at and improved to ensure you understand people and they understand you.



What is the definition of Communication?

Communication is a process by which we give, receive or exchange information with others. Communication means interacting with others:

- To promote understanding;
- To achieve a result of some kind;
- To pass information to others so that they make action.

Communication involves speaking, listening, reading or writing. This information does not necessarily need to be hard facts. Sometimes just a shrug of shoulder can act as our means of communication. Communication is used to cover listening and talking and it is a loose concept.



Communication might be usefully defined as:

Communication is transferring information (non-materials) from a place/a person or a group to another. It is a process of transmitting & sharing ideas, opinions, facts, values etc. from a person to another or an organization to another. Note that sharing feelings & emotions does not need words. Every communication involves 5 elements: a sender, a message, a recipient, a channel, and a Code (شفرة للتفسير). This may sound simple, but communication is actually a very complex subject.

Transmission of the message from sender to recipient can be affected by huge range of things. These include noise, our emotions, cultural situation, medium used to communicate & our location. The complexity is why good communication skills are considered so desirable by employers around the world: to have an accurate, effective and unambiguous communication is actually extremely hard.



The Communication Process Loop:

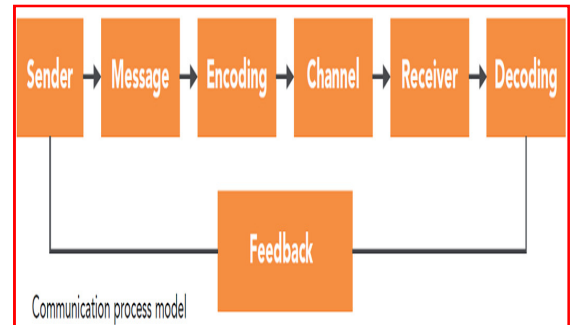
The communication process involves, at least four elements, the **sender** who transmits **message** through selected **channel** to the **receiver**.

The Channel: يتم تصنيف التواصل حسب نوع الوسيلة

As shown on next figure, information is transmitted over a 'channel' that links the sender with the receiver. The channel may be a computer, a telephone, a television, or face-to-face conversation.

Sometimes, two or more channels may be used. The proper selection of the channel is vital for effective communication. Note that, not only must the

information or instructions or ideas be passed from one party to another, but the 'receiving' party must also understand exactly what the 'sending' or the 'transmitting' party had in mind. If one party does not clearly understand the meaning of a message- or even misunderstands its meaning- errors and mistakes, disagreements and disputes, and even accidents, can occur due to bad communication. The next figure shows a block diagram model for the detailed communication process loop.



Key Elements of Communication:

There are 3 key elements in the communication process. They are the following:

- **You/Sender:** You bring your professional experience, education and training to the communication process. How you communicate actually shows you.
- **Your audience/receiver:** In order to be an effective communicator, you need to know who your receiver is. You need different means, content and language with different categories of people.
- **Your message:** The message element is equally important. What do you want to say? What is the best way to communicate your message? All messages should contain who, what, when, where, why and how (as appropriate to the message).



Tools of Communication:

There are 4 basic tools of communication:

- Listening; - Speaking; - Reading; and - Writing.

All four of these skills can be learned and improved. First you must want to improve your communication skills. Next, you must understand them, and recognize their importance in the communication process. Then, you need to learn some new skills. Finally, you must practice good skills to become a better, more effective communicator.

At an early age we begin to learn to speak, early enough that it is difficult to remember the process. However, most of us can recall learning to read and write. These are skills we learn from parents and teachers. We spend most of our communication time listening. Yet, listening is a skill we are not taught, unlike writing, reading and speaking. Probably listening is the most important communication skill we can develop.



Verbal Communication

التواصل الشفهي (المباشر)

Verbal communication can be classified into two types:

1- Face-to-Face communication, and 2-Remote type (by phone or video conference, etc.)

Face-To-Face Communication:

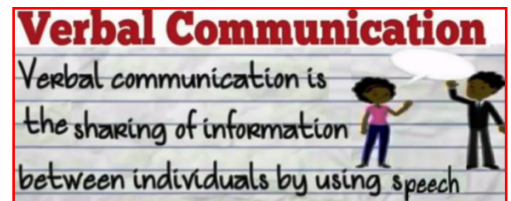
It is the easiest. You can explain what you mean.

If a person does not understand you, ask yourself:

- Are you using the language they understand?
- Are you using not difficult but simple words?
- Are your ideas going over their heads?

There are three areas that matter in verbal communication:

- ❖ Words: What do we say?
- ❖ Tone : How do we say it?
- ❖ Body Language: How do we look when we are saying it?



Advantages of face-to-face communication:

- People can see what you mean.
- Eye contact helps establish if the other person is listening and understanding.
- Your body language can help then believe what you are saying.

Disadvantages of face-to-face communication:

- You can give away **تتخلص من** your true feelings.
- The other person may not understand your words
- The audience may not like the way you are saying your words.



Remote Verbal Communication by Phone or by Video Conference:

For good communication, you have to note the following:

- Talk as if you were face-to-face with the other person.
- Talk pleasantly.
- Sound alert and interested.
- Talk normally. Avoid speaking too softly or loudly.
- Speak words clearly and properly.
- Listen carefully and concentrate on what is being said.
- Do not allow distractions or surrounding noise in the room to interfere with your listening abilities.



An effective communication should have these 4 essential requirements:

- ✓ Individuals who have social contact with each other.
- ✓ Shared means of communication.
- ✓ The clear transmission of a message.
- ✓ Understanding of the message by the receiver.

We have below more discussion for each element above.

1- Individuals who have social contact with each other:

In this case, social contact can be face-to-face & remote (i.e. via written words or through phone, e-mail, television, radio, film, video conference,.. etc).

2- Shared means of communication:

Usually this means through language/verbal but it is also covers non-verbal communication such as:

- Physical gestures إشارات/تلميحات باليد أو حركة الجسم
- Use of touching التلامس
- Position of head وضعية الرأس
- Tone of voice تغيير نبرة/سرعة ومستوى الصوت
- Use of proximity المقاربة
- Use of posture وضعية/هيئة الجسم
- Use of facial expression تعبيرات الوجه
- Eye contact تواصل بنظرة عين
- Appearance المظهر العام والملبس

Next figures show some examples for non-verbal means of communication:

| Handshake | Thumb-up | Pointing to a direction | V sign | Examples of different gestures | | | |
|------------------------------------|--|-----------------------------|---|--------------------------------|----|----|----|
| Respect | Praise تحية تقدير | | Victory sign | 1 | 2 | 3 | 4 |
| Open palm مفتوح كف | | Fist قبضة مغلقة | Open arms | 5 | 6 | 7 | 8 |
| Sincerity إخلاص/إمحاء innocence | Team work تعاون | Determined Angry | Embrace قبول بشغف relaxed إسترخاء | 9 | 10 | 11 | 12 |
| Arms crossed in front of the chest | Stroke the chin or the beard القبط على الذقن/الحية | Set straight | Runing | 13 | 14 | 15 | 16 |
| Defensive دفاعي | In deep thinking | Interested | In a rush | | | | |
| Arrogant مغرور بذاته | | | | | | | |
| disagreement اعتراض | | | | | | | |
| Hands on hip اليدين في الوسط | Brisk, erect walk مشية منتصبية | Hands in pocket | setting with legs crossed foot locking slightly | | | | |
| Readiness or aggression | Confidence | Unsatisfied with self image | Boredom شعور بالملل | | | | |

معنى الإشارات والتلميحات قد يختلف حسب البلد والثقافة وقد يكون موحد عالمياً (مثال لغة الإشارة للصم والبكم والتمثيل الصامت)



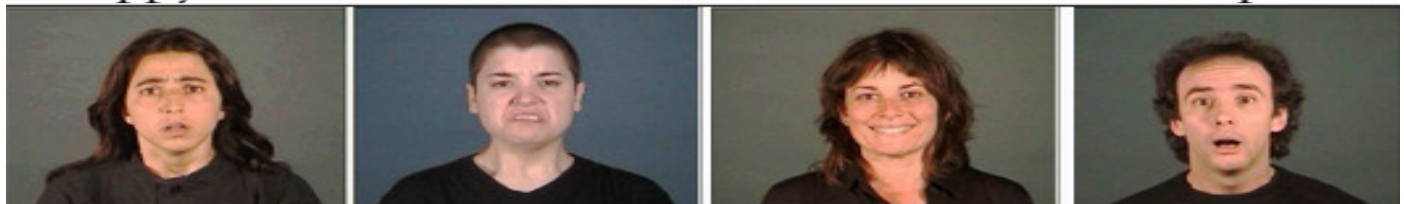
Some Examples for facial Expressions تعبيرات الوجه



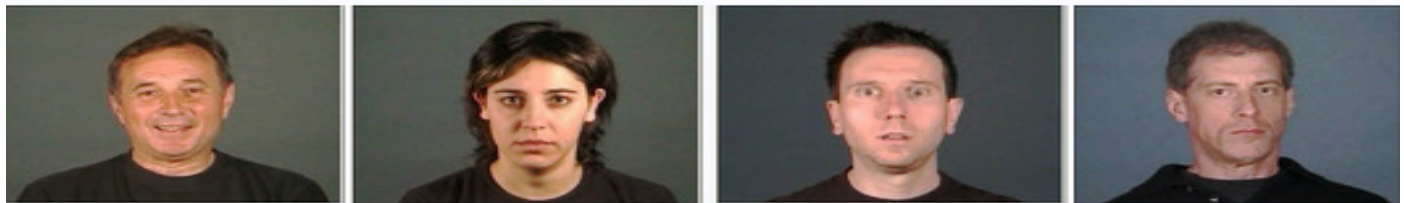
Anger Contempt Disgusted Embarrass Fear



Happy Neutral Pride Sad Surprised



Sadness Disgust Happiness Surprise



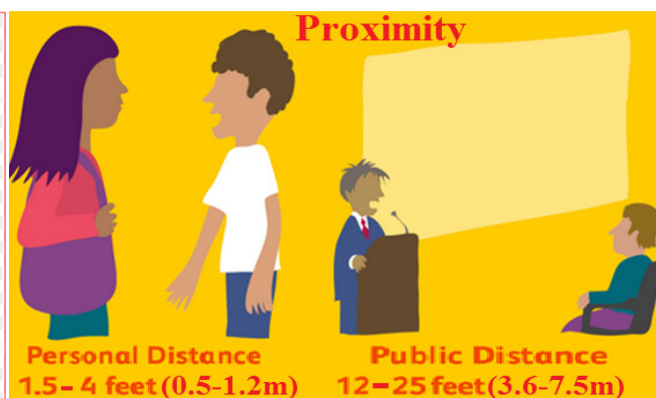
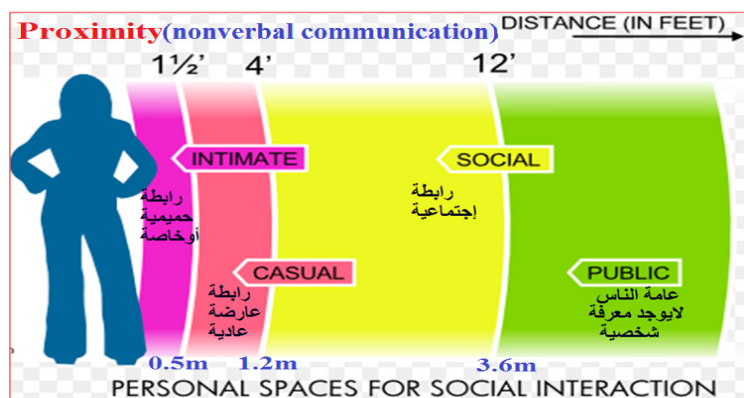
Happiness Sadness Fear Anger

Much more detailed facial expressions





ماذا تعنى المقاربة فى التواصل? What does Proximity mean?



3- The clear transmission of a message:

This means expressing oneself clearly in a way that aids understanding and overcoming any physical inhibitions (i.e., speaking or writing clearly or using the right medium/channel).

- It means using an effective & correct 'coding'.
- Verbal message must agree with non-verbal one.

الرسالة بالكلمات يجب أن تتفق مع لغة الجسد ونبرة الصوت وتعبيرات الوجه حتى لا يحدث إرتباك عند الجانب الآخر أثناء فك الشفرة 'un-coding'

An effective presentation/speech may include some of/all 4 channels of communication



4- Understanding of the message by the receiver:

Communication has to be 2-way process & seeing it as 1-way ignores receiver's role to the process. This is why assessing feedback to judge effect & response outcome of communication is important.

More Examples for Non-verbal Communication

Facial expression

01 Eye Contact

02 postures

03 gestures

04 Touch

Body Language

How people stand could say a lot about what they're thinking and feeling

Arms Akimbo

Putting your hands on your hips with elbows out, could say that you are displaying dominance, authority, or self-confidence.

Power Posing



Arched Eyebrows

Raised Eyebrows could say that you are intrigued with what the person is saying.

Direct Eye Contact

Looking into a person's eyes could say that you are interested in what they are saying.

Blinking to much

Blinking your eyes too much could say that you are nervous or anxious.

Squinting

Squinting your eyes could say that you feel threatened or unhappy.

Arms Crossed

Crossing your arms in front of you could say that you are uncomfortable or defensive.

IT'S WHAT YOU DON'T SAY THAT COUNTS!





Body Language



Characteristics of Effective Communication Messages

For successful communication process, the effective messages must have the following characteristics:

- **Clear:** Communication should be clear and self-explanatory about why it has been transmitted.
- **Complete:** The information given should be complete and should not have any scope for questions.
- **Correct:** The information provided should be correct & based on facts rather than impressions.
- **Save receiver's time:** Communication, specially the written type, should be such that the receiver save time in understanding the message.
- **Create goodwill:** The pleasant, correct & clear message will result in creating good will for the sender.

- **Clarify and condense information**: The information in messages should be based, when ever possible, on appropriate tables, photos or diagrams to clarify or condense information, to explain a process, or to emphasize important points.
- **State precise responsibilities**: When messages are directed to some specific audiences, the sender must clearly state what is expected of, or what he can do for, those particular audiences.
- **Persuade and recommend**: Business messages are ususally given to customers, clients, management or subordinates. The messages should persuade them to accept the given suggestions & recommendations.

Next figure shows the above essential characteristics



Issues to note in Communication

- ✓ You must be in social contact with the other person or people.
- ✓ You must want to communicate with the receiver.
- ✓ It is better to risk familiarity than be condemned to remoteness.
- ✓ The best way to empower others is to impart information (along with the appropriate delegated authority تفويض/سلطة to make decisions and act on the information given).
- ✓ Get out of your office-meet, listen, provide information and give people the context in they operate- to communicate and to encourage.
- ✓ Good communication is the core of customer care.
- ✓ Remember customers & suppliers communicate with others about you.
- ✓ To communicate with your customers you must handle complaints (as an organization) as personally as possible- by a meeting or phone call in preference to letter or fax; you must also listen to what customers suggest and communicate products/service changes/developments with them in advance.
- ✓ Presentation skills are important in communicating with colleagues as well as customers/clients.
- ✓ Meetings, internal and external, are key indicators of a person's communication skills (including listening).
- ✓ Communication is a business requirement: establish proper systems and ensure all coworkers use them.
- ✓ Remember the important equation: Size + Geographical distance = communication problems.
- ✓ Communicate with poor performers to improve their contribution and in the appraisals إستمارات تقييم be truthful, helpful and tactful. لبق/حكيم
- ✓ Help others to improve their communication skills and strive to improve them bit by bit. (also assess the communication skills of colleagues and identify areas for improvement).



Examples of Good (and bad) Communication

Example 1(Ref.1 p.97): Good Communication has to be Simple:

Former British Prime Minister Harold Macmillan once related how after his maiden **الأولى** speech in the commons, his legendary predecessor **سلفه الأسطورة** Lloyd George – one of the great political orators **خطباء** of the century- asked him to come and see him. Lloyd George complimented Macmillan on his 1st attempt and then gave him a tip: 'If you are an ordinary Member of Parliament, make only one point in your speech (you can make it in different ways but it should centre on one point). If you are a minister, you may take two. Only if you are a Prime Minister, can you afford to make three points.'

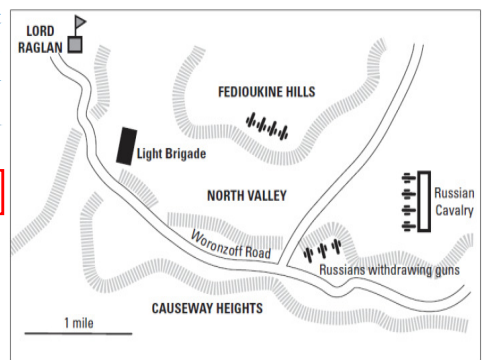
Example 2(Ref.1 p.98): Encouraging the two-way communication: **من أقوال الرئيس الأمريكي الأسبق دوايت أيزنهاور**

At times I received advice from friends, urging me to give up or curtail visits to troops. They correctly stated that, so far as the mass of men was concerned, I could never speak, personally, to more than a tiny percentage. They argued, therefore, that I was merely wearing myself out, without accomplishing anything significant, so far as the whole Army was concerned. With this I did not agree. In the first place I felt that through constant talking to enlisted men I gained accurate impressions of their state of mind. I talked to them about anything and everything: a favourite question of mine was to inquire whether the particular squad or platoon had figured out any new trick or gadget for use in infantry fighting. I would talk about anything so long as I could get the soldier to talk to me in return.

I knew, of course, that news of a visit with even a few men in a division would soon spread throughout the unit. This, I felt, would encourage men to talk to their superiors, and this habit, I believe, promotes efficiency. There is, among the mass of individuals who carry the rifles in war, a great amount of ingenuity and initiative. If men can naturally and without restraint talk to their officers, the products of their resourcefulness becomes available to all. Moreover, out of the habit grows mutual confidence, a feeling of partnership that is the essence of esprit de corps. An army fearful of its officers is never as good as one that trusts and confides in its leaders.



دوايت ديفيد أيزنهاور (1890-1969) هو سياسي وجنرال أمريكي شغل منصب الرئيس الرابع والثلاثين للولايات المتحدة من عام 1953 حتى 1961. كان قائداً عاماً في جيش الولايات المتحدة خلال الحرب العالمية الثانية، وقائداً أعلى لقوات الحلفاء في أوروبا. وكان أيضاً مسؤولاً عن التخطيط والإشراف على غزو شمال أفريقيا في عملية الشعلة في عام 1942-43 وغزو الحلفاء للتاج لفرنسا وألمانيا في الجبهة الغربية عامي 1944-45. في عام 1951، أصبح أول قائد أعلى لحلف الناتو.



Examples of bad communication

Self-study part:

Example 3 (Ref.1- page 99) The Charge of the Light Brigade

هذا المثال يوضح التواصل الفاشل ونتائجه الكارثية

Example 4 (Ref.1- p.112) How not to deal with Redundancies الإسهاب والإطالة

يوجد عدد من الأفلام التعليمية+ الأمثلة التوضيحية+ التدريبات+ **شيت رقم 2+ هام** : ويوجد واجب قراءة خارجية من المرجع

| | |
|---|---|
| <p>communication skills funny</p> <p>COMMUNICATION PROBLEMS F</p> <p>The Random Videos • 30K views • 1 year ago</p> <p>funny communication skills</p> <p>ivolunteer team • 528K views • 6 years ago</p> <p>how to communicate with others http://www.yo</p> <p>Communication skills funny video</p> <p>WHY Videos • 18K views • 1 year ago</p> <p>Communicate in the workplace</p> <p>lisatife</p> <p>good teamwork and bad teamwork • 3:21</p> <p>Effective Communication in the Workplace • 8:54</p> <p>VIEW FULL PLAYLIST</p> | <p>communication skills games and activities</p> <p>Fun Team Game On Communication</p> <p>Paper Plane HR • 169K views • 10 months ago</p> <p>Communication Gap demonstration in a Team Building</p> <p>Communication Games - Drawing #22</p> <p>Team Exercises • 208K views • 2 years ago</p> <p>Subscribe to our channel to see all our Team Exercise</p> <p>/teamexercises?sub_confirmation=1 ...</p> <p>CC</p> <p>Best Way to Improve Communication</p> <p>Reaction II Sufi Dev Vohra</p> <p>Sufi Dev Vohra • 46K views • 1 year ago</p> <p>Rj Sufi Dev is Corporate Theatre Trainer & Motivational Education & Training ...</p> <p>SAGE102 - Experiential Learning: Inter</p> <p>Manuel Antonio Noronha • 8.6K views • 2 years ago</p> <p>This interactive game requires the participants to liste</p> |
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***** End of Lecture # (2) Part-1 *****