

COMMUNICATION



Abdul Wahab



Introduction of communication

- **Communication may be defined as sharing information and ideas so as to create mutual understanding between people.**
- **The word communication has been derived from the Latin word “ communis ” means to share.**
- **It is also the source of the English word “common” which means that whatever is common is shared by all.**

Most Common Ways To Communicate

Speaking

A purple arrow pointing to the right, containing the word "Speaking" in bold black text.

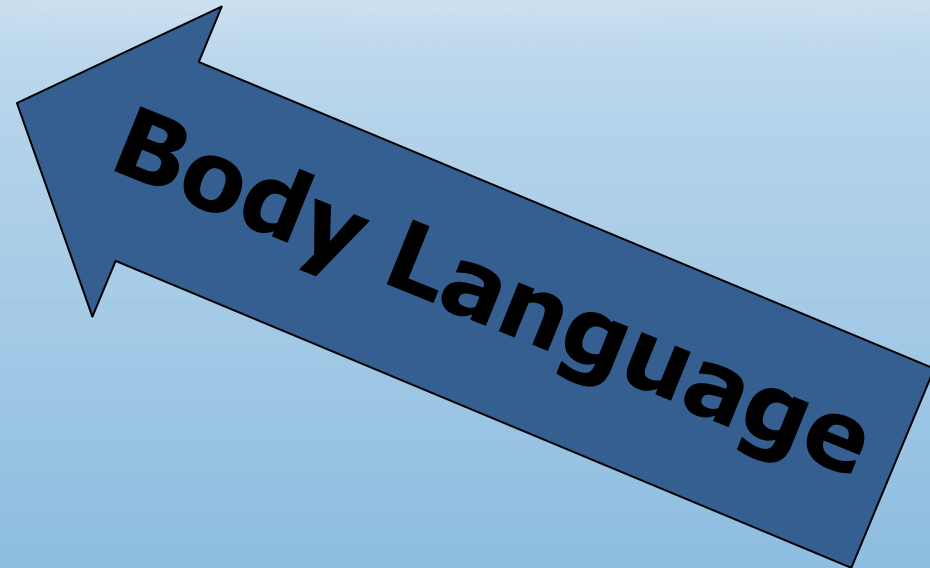
Vis. Images

A red arrow pointing to the left, containing the text "Vis. Images" in bold black text.

Writing

A cyan arrow pointing to the right, containing the word "Writing" in bold black text.

Body Language

A dark blue arrow pointing to the left, containing the text "Body Language" in bold black text.

What is **Communication...**

Art of getting your message across effectively through:

- **Spoken words** – *first & simplest way*
- **Body Language** – *can make or mar*
- **Written words** – *reflects importance*
- **Visuals** – *leaves greatest impact*

Why Communication

- ☐ *To express our emotions*
- ☐ *Achieve joint understanding*
- ☐ *To get things done*
- ☐ *Pass on and obtain information*
- ☐ *Reach decisions*
- ☐ *Develop relationships*



Types & Methods

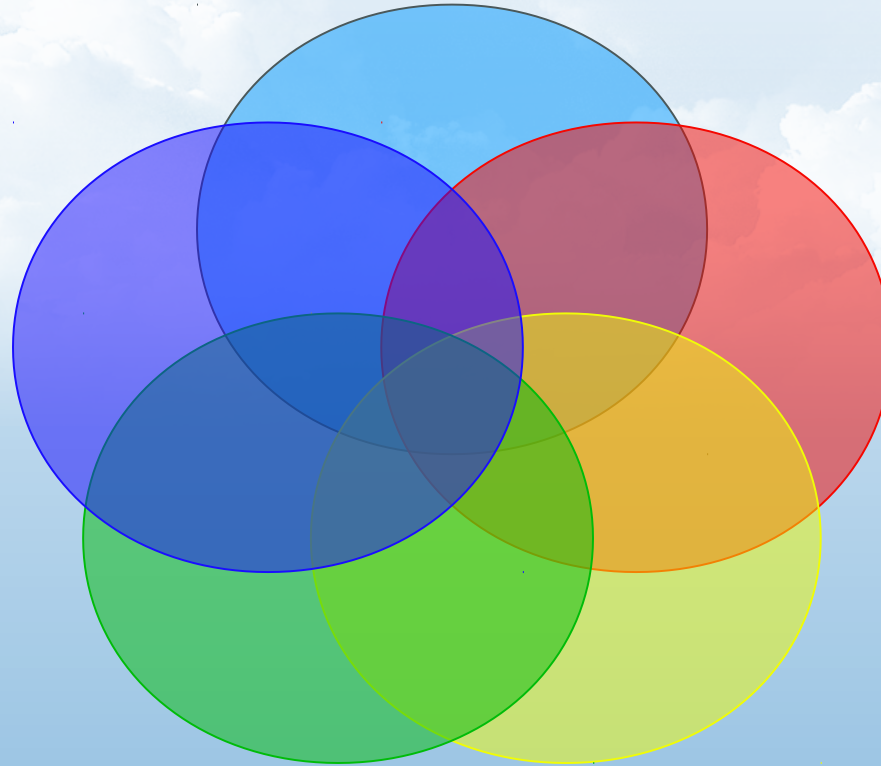
Written	Letters, Memos, Circulars Reports...
Oral	Conversations, Interviews, Phone Calls, Speeches...
Gestures	Facial expressions, Actions, Voice Tone, Silence, Stance...
Visuals	Photographs, Paintings, Videos, Film...
Multimedia	Television, Newspaper, Magazines, Internet...

Communication Goals

To change behavior

**To get and give
Information**

To get action



To persuade

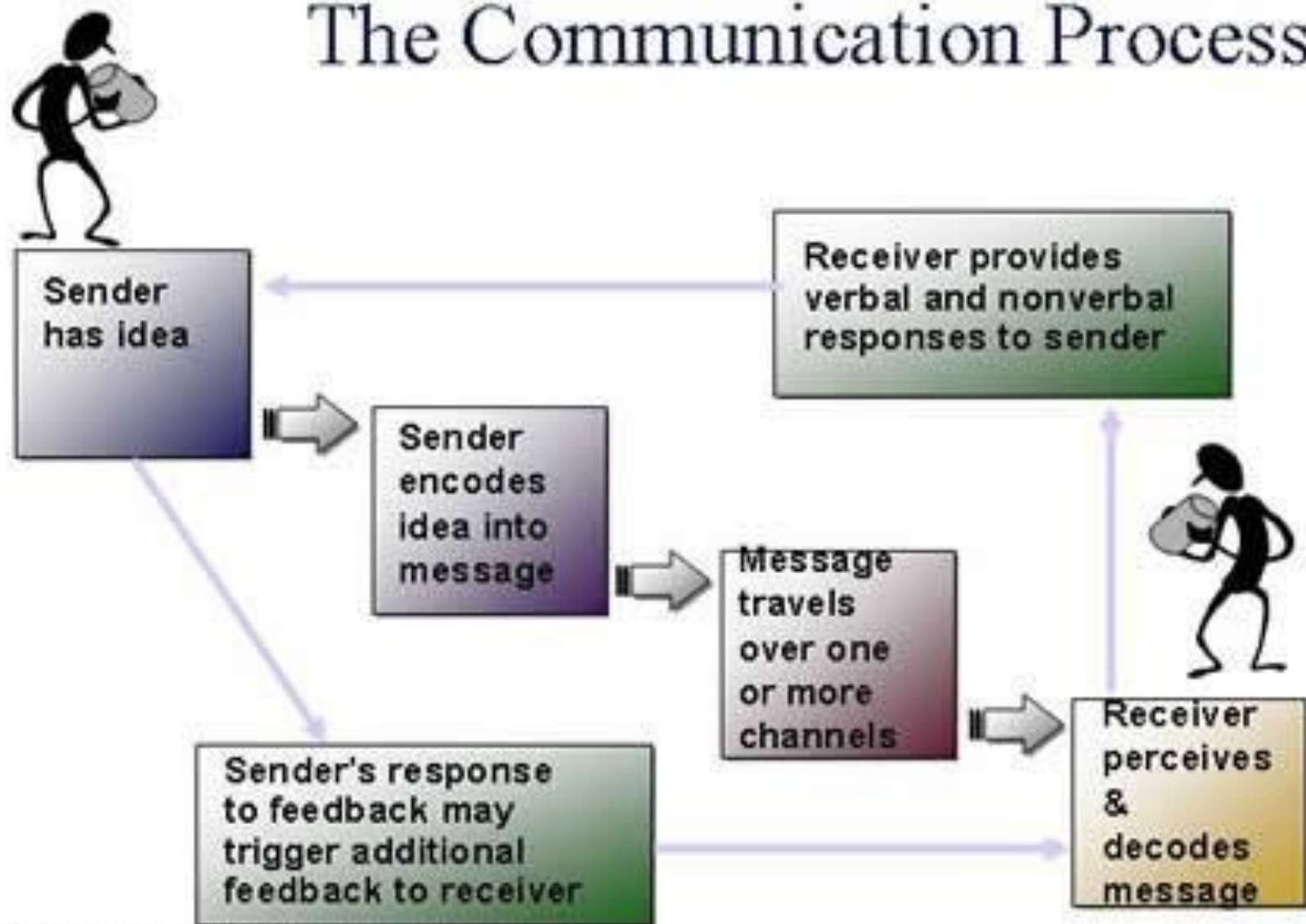
To ensure understanding

Aim of good Communication

- To give and receive information.
- To provide advice.
- To provide counselling.
- To issue orders and instructions.
- To receive suggestions.
- To persuade people.
- To impart education and training.
- To warning and notice.
- To improve morale.
- To improve discipline.

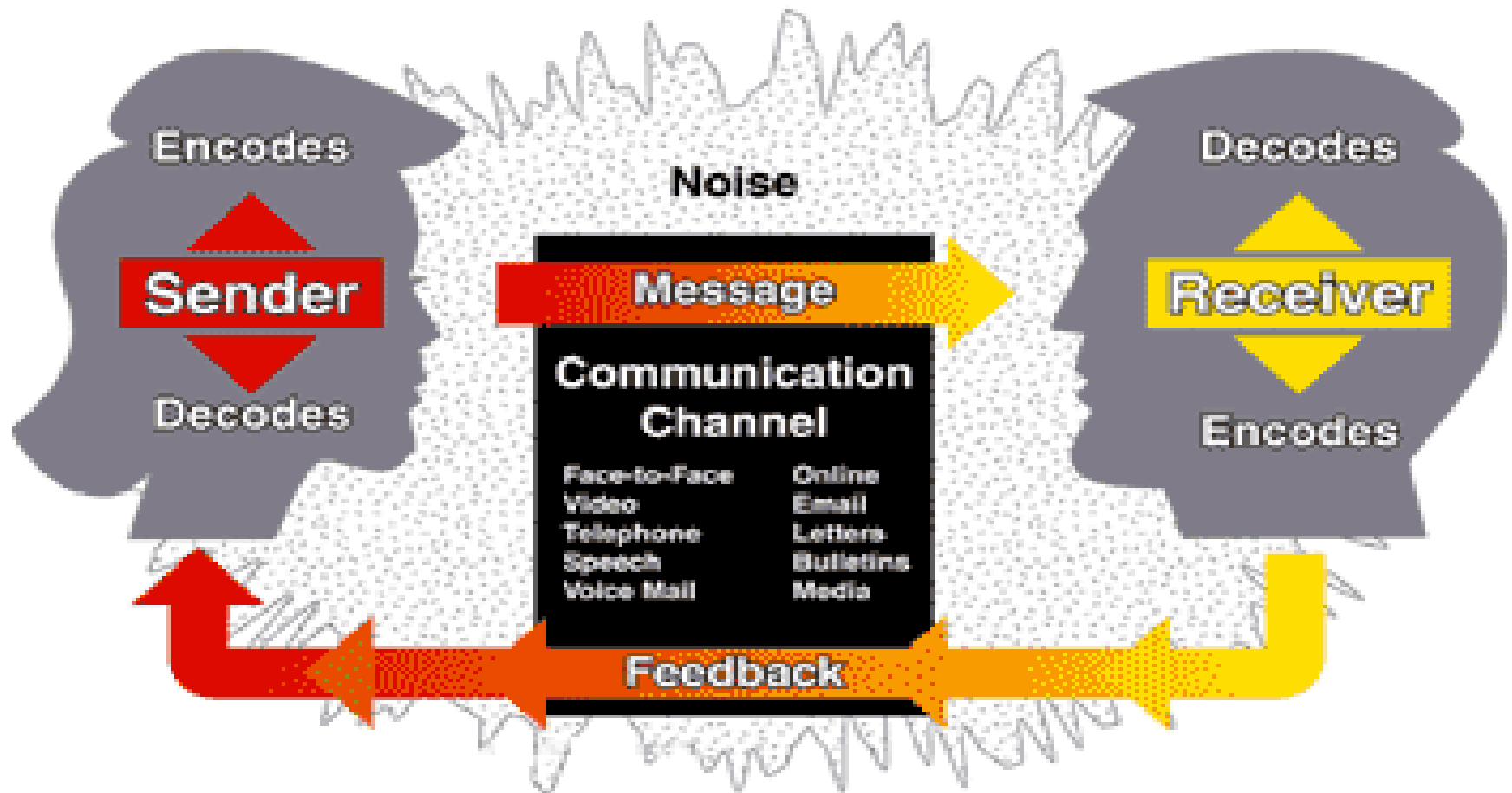


The Communication Process



Basic Model Of Communication

The Communication Cycle



Principles of Communication



Seven Communication Principles

To compose effective message you need to apply certain specific communication principles.

They tie closely with the basic concepts of the communication process and are important for both written and oral communications called the “Seven C”.



Completeness: Think Who, What, Where, When, How

- *Who you want to communicate with (Superior, Subordinates, Customers, etc)?
Know your target audiences and set your tone right and say the right things (Don't say the unnecessary things).*
- *What you want him/her to do and what you want to achieve? Focus on the objective and key points and make sure what you want to achieve is clear without guessing.*
- *Where to put your ideas and instructions (The Flow)?
Good flow allows reader to progressively understand your ideas at ease and will act upon your message quickly.*
- *When should you deliver the information? Deliver at the right time, not at the wrong time, will have better results.*
- *How to achieve your objective? If you have to ask your reader to perform certain tasks, then state clearly the steps to achieve that. If your instructions, is not clear, you will not get your things done or the way you want in the shortest time.*

Communications is key to productivity. Are you productive? Are you able to get things done quickly without to and fro?

Conciseness

A concise message **saves time and expense for both sender and receiver.**

Conciseness is **saying what you have to say in the fewest possible words without sacrificing the other C qualities.**

Conciseness contributes to emphasis. **By eliminating unnecessary words, you help make important ideas stand out.**

To achieve conciseness, try to observe the following suggestions:

- **Eliminate wordy expressions.**
- **Include only relevant statements.**
- **Avoid unnecessary repetition.**

Consideration

Consideration means that you prepare every message with the recipient in mind and try to put yourself in his or her place.

Try to visualize your readers (or listeners)—with their desires, problems, circumstances, emotions, and probable reactions to your request.

Then handle the matter from their point of view.

This thoughtful consideration is also called “you-attitude” - empathy, the human touch, and understanding of human nature.

(It does not mean, however, that you should overlook the needs of your organization)

In a broad but true sense, consideration underlies the other six C's of good business communication. You adapt your language and message content to your receiver's needs when you make your message complete, concise, concrete, clear, courteous, and correct.

However, in four specific ways you can indicate you are considerate:

- *Focus on "you" instead of "I" and "we."*
- *Show reader benefit or interest in reader perspective.*
- **Emphasize positive, pleasant facts.**
- *Apply integrity and ethic.*

Concreteness

Communicating concretely means being specific, definite, and vivid rather than vague and general.

The following guidelines should help you compose concrete, convincing messages:

- *Use specific facts and figures.*
- *Put action in your verbs.*
- *Choose vivid, image-building words*

ex: if you want to be put in vague and general messages, it's better to omit it altogether! Wasting your reader's time is the Last thing you want in communications.

Clarity

Clarity means getting your message across so the receiver will understand what you are trying to convey.

You want that person to interpret your words with the same meaning you have in mind.

Accomplishing that goal is difficult because, as you know, individual experiences are never identical, and words have different meanings to different persons.

Here are some specific ways to help make your messages clear:

- 1. Choose short, familiar, conversational words.*
- 2. Construct effective sentences and paragraphs.*
- 3. Achieve appropriate readability (and listen-ability).*
- 4. Include examples, illustrations, and other visual aids, when*

Correctness

The correctness principle comprises more than proper grammar, punctuation, and spelling.

A message may be perfect grammatically and mechanically but still insult or lose a customer (internal & external) and fail to achieve its purpose.

The term correctness, as applied to a business message, means the writer should:

- *Use the right level of language (When to be formal, tone, etc.)*
- *Include only accurate facts, words, and figures*
- *Maintain acceptable writing mechanics*
- *Choose nondiscriminatory expressions*
- *Apply all other pertinent C qualities*

Courtesy

Courteous messages help to strengthen present business friendships, as well as make new friends.

Courtesy stems from sincere you-attitude. It is not merely politeness with mechanical insertions of "please's" and "thank-you's."

To be courteous, considerate communicators should follow these suggestions regarding tone of the communications.

- *Be sincerely tactful, thoughtful, and appreciative.*
- *Omit expressions that irritate, hurt, or belittle.*
- *Grant and apologize good-naturedly.*

FUNCTION OF **COMMUNICATION**

- Interaction function
- Information function
- Education/training function
- Entertainment function
- Emotional function
- Decision making function
- Feedback
- Persuasion function

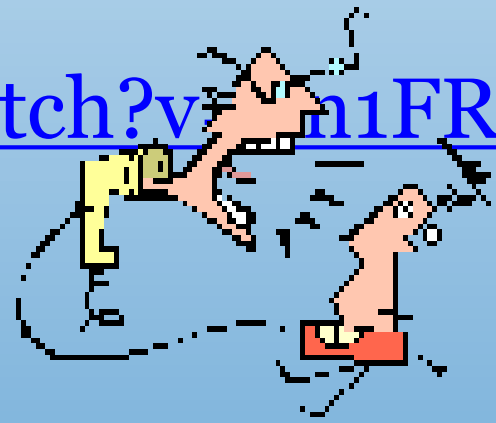
BARRIERS FOR EFFECTIVE COMMUNICATION



Ayşe Bilge ÇAKIR

Barriers to communication

- Physical barriers (noise, invisibility, physical problems).
- Language barriers (graphical mistakes, verbalism etc.).
- Psychological barriers (anxiety, boredom, nervous)
- <http://www.youtube.com/watch?v=n1FR>



Other classification of barriers: Tangible Differences

- ◆ Gender
- ◆ Age
- ◆ Race
- ◆ National or Cultural Origin
- ◆ Socioeconomic Class
- ◆ Education Level
- ◆ Urban or Rural Residence



GENDER

Major influence on the way we communicate with others.

When men and women work together in a group, men tend to be more assertive and self-confident.

Women are more likely than men to express their emotions, to reveal how they feel about a situation.



AGE



- Young people and old people communicate in different ways.
- We do tend to judge a statement by different standards if we know the speaker's age.
- A person's age or gender is not important in judging the truth or wisdom of what that person says

© Original Artist
Reproduction rights obtainable from
www.CartoonStock.com



"It's just the fashion, Dad. Relax – don't be going all Taliban on me."



Their maturity, their educational backgrounds, and the different eras in which they grew up make a **Generation Gap** inevitable.

Intangible Differences

- ★ Perception
- ★ Motivation
- ★ Tunnel Vision
- ★ EgoDefensiveness
- ★ Negative Emotions



DISTORTION BARRIERS

1. Distractions
2. Semantic Problems
3. Absence Of Feedback
4. Climate
5. Status And Power Differences_



Distractions

It occurs where people are constantly coming in and leaving for one reason or another, and experienced the frustration that is created by this distracting traffic flow.



"Could I have a minute of your valuable time, Timpson?"

Semantic Problems

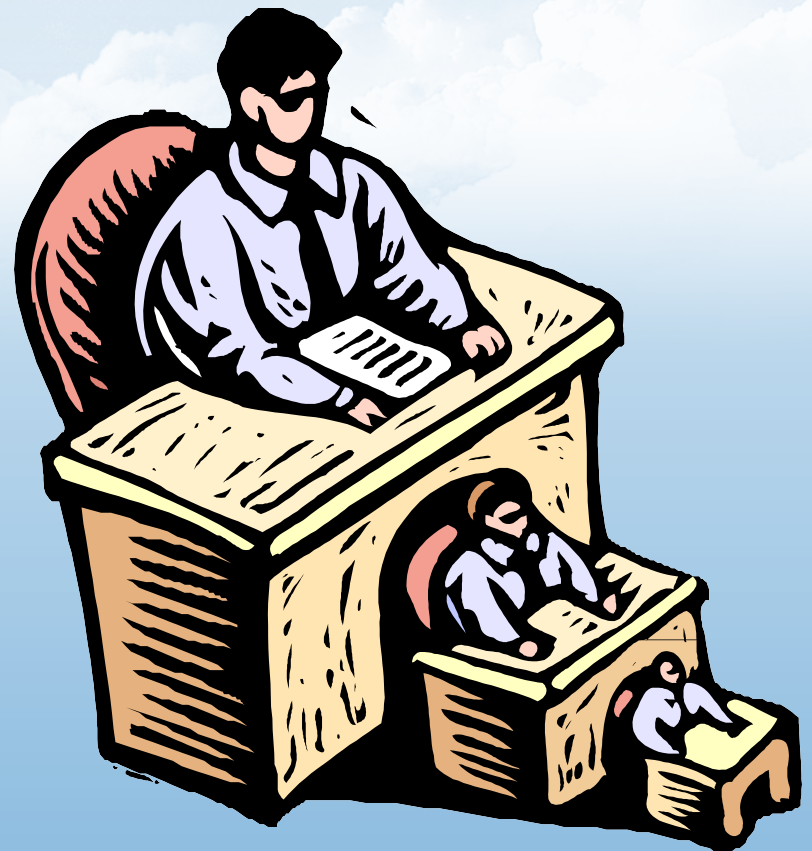
Distortion in communication comes from semantics- the use of words or expressions which have a different meaning for the sender or receiver.

Created when communicators use technical jargon- usage common to a particular field or specialization.

Status And Power Differences

Differences in
communications are
likely to parallel the
differences in power.

Imbalance or asymmetry
in negotiating power
leads the high power
party to perform
significantly better than
the low power party.



GUIDELINES FOR EFFECTIVE COMMUNICATION

- § Be Exact
- § Use the word "is" carefully
- § Avoid Over generalization
- § Be sensitive to connotative meaning
- § Do not to overuse any word
- § Recognize that you don't know all the answers to all questions
- § Always remember that what others may not mean the way we think they mean it
- § Focus on common interests rather than differences
- § Think positive

IMPROVING COMMUNICATION EFFECTIVENESS IN NEGOTIATION

- ♣ **QUESTIONING**

For clarifying communications, and eliminating noise and distortion .

- ♣ **ROLE REVERSAL**

Understand the other's position by actively arguing his position to his satisfaction.

- ♣ **ACTIVE LISTENING / REFLECTING**