



# ***Communication Skills***

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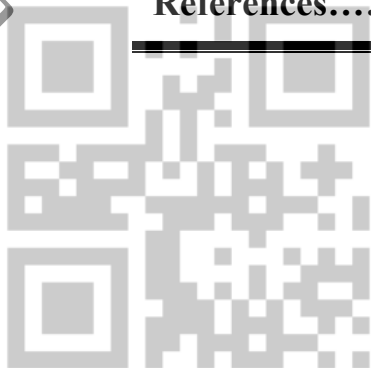


أحمد محمد عبد المنعم كامل الساعاتي



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# **Chapter (1)**

## **COMMUNICATION:**

### **AN OVERVIEW**





## Chapter (1)

# COMMUNICATION: AN OVERVIEW

### 1.1. MEANING OF COMMUNICATION

Effective communication is central to the success of any business organization. Communication is a pervasive activity which encompasses almost all facets of our lives. Much of our life is spent communicating with each other, be it at our work place or in our family life. The term 'communication' is derived from the Latin word 'commun is ' which means common. Thus, communication involves exchanging common ideas, opinions or information, that is, the sharing of ideas opinions or information .Communication is defined as the transmitting of thoughts or information between two or more persons to bring about mutual understanding.

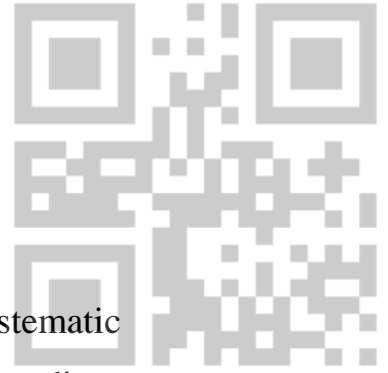
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A renowned author, Robert Anderson has defined communication as the interchange of thoughts, opinions or information by speech writing or signs, communication is the sum of all things one person does when he wants to create





understanding in the mind of another; it involves a systematic and continuous process of telling, listening and understanding.

Keith Davis, a professor of management has defined communication as the transfer of information and understanding from one person to another person. It is a way of reaching others with facts, ideas, thoughts and values. In other words communication is the process by which information is transmitted between individuals and/or organizations so that an understanding and response develops.

So communication is an art of transmitting information, ideas and attitudes from one person to another, communication is the process of meaningful interaction among human beings.

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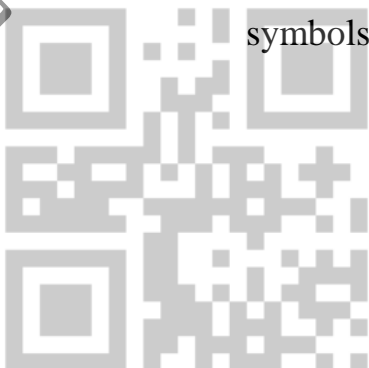
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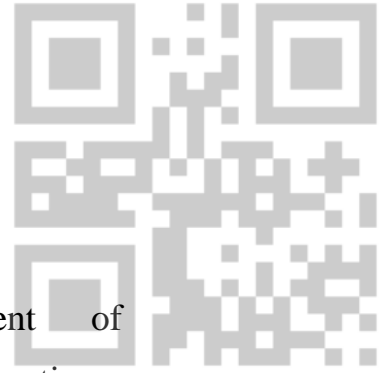
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## 1-2. Characteristics of Communication

Based on the mentioned definitions there are certain characteristics of communication. These are as follows:

1. Communication involves at least two persons—the sender and the receiver.
2. It involves the transfer of ideas, facts, emotions, gestures, symbols and action from sender to receiver.





3. Understanding is an essential component of communication, that is, the ideas, opinions, emotions, and so on, conveyed should be accurately replicated in the receivers' mind.
4. Communication may be intentional or unintentional.
5. The purpose of communication is to make action, inform or to express a certain point of view.
6. Communication is a two-way process, that is, a feedback from the receiver to the sender is an essential component of communication.
7. Communication is a dynamic process, that is, it grows and develops.
- 2024/2025 8. Communication is systemic, that is, every component of the process is affected by every other component. For example, if there is a fault in the telephone (channel of communication), it will affect the message received by the receiver.
- 2024/2025 9. Most business communication problems are ill defined  
Requiring research, analysis, creativity and judgment





### 1.3. IMPORTANCE OF COMMUNICATION

The importance of business communication in today's inter-linked global economy is widely appreciated. Effective communication plays a crucial role in any organization. Businesses deal with people and communication serves as a vital link in connecting people. Business organizations that underestimate the crucial role of communication do so at their peril. poor communication costs business millions of dollars every single day in the form wasted time ,misunderstanding, eroded customer loyalty ,is also well recognized that every communication is not necessarily effective. In real-life business situations, there are everyday instances of communication failure. The messages delivered are not what are intended. The messages understood are not what are conveyed. Messages often get distorted, or misunderstood.

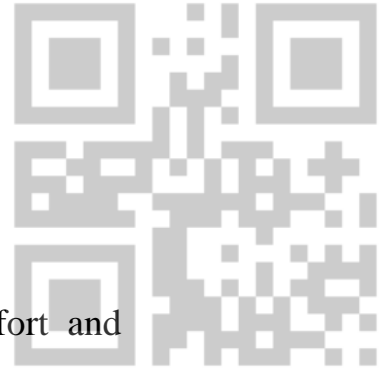
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Every organization, therefore, not only needs to recognize the importance of communication, but also should put in place adequate efforts and proper systems to make communication, both internal and external, effective and result oriented. Successful business communication is not





automatic or mere happenstance. It needs time, effort and constant attention across all organizations to ensure that communication becomes effective.

Effective communication skills are among the most essential competencies in any aspiring manager's skill set. without exception surveys have found that communication skill ranks at or near the top of the business skills needed for success It is well understood in modern day business organizations that in the long run, soft skills are more important than technical skills. Soft skills include communication, time management, team work, negotiation and conflict resolution, and business etiquette.

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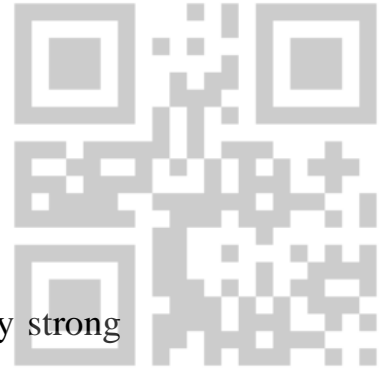
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Whatever your position you have in business your performance will be guided on basis of your ability to communicate if you perform and communicate well, you are likely to be rewarded with advancement . and the higher you advance you will need your communication ability ,the evidence is clear: improving your communication skills improves your chances for success in business



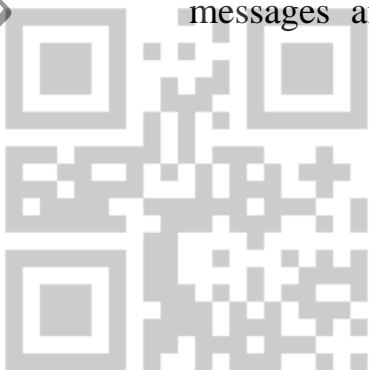


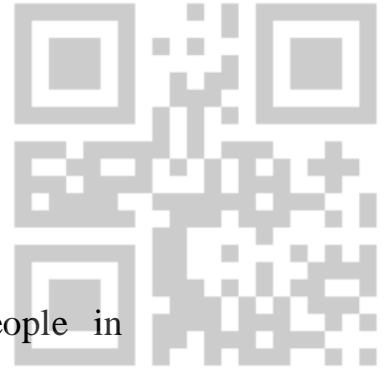


The need for good communicators is particularly strong in business organizations in the service industry where services are delivered through people-to-people interactions. These organizations also put in place their own systems for improving the communication skills of their employees. The nature of communication in business is quite diverse. In large organizations, the flow of communication is both internal and external and encompasses personal numerous stakeholders.

Communication involves the act of sharing ideas, opinions, thoughts, strategies, concepts, attitudes, and a wide array of communication needs. It could be individual-to-individual, individual-to-group or even group-to-group communication. Given this diversity, a good communicator should have a clear understanding of the alternative types and methods of communication and the circumstances under which each one of them or a combination of them can be used. The communicator should also master the technical aspects of different methods of communication.

Business communication is about sending and receiving messages and sharing information. Information is the key





input for decision making and action taking. People in business organizations need to constantly gather information and take business-related decisions. Owners need to know about business growth and profitability. Managers need to know about market trends and organizational strengths. Employees need to know about production schedules. Customers need to know about product features. Almost everyone in business irrespective of his/her functional or geographical or position needs to communicate.

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#### 1–4. Communication Challenges

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##### 1 - The need for expanded media literacy

The impacts of different forms of a new media (Email, instant message, text message, tweet message...etc) are many and far reaching. It is easy now to network with others, even on the other side of the world, But new media are also increasing the need for employees who have **social intelligence** – the ability” to quickly assess the emotions of those around them and adapt their words, tone, and gestures accordingly.





## 2 - Increased globalism and workplace diversity:

With globalism we are seeing “the emergence of the truly globally integrated enterprise”, which means that the likelihood of working on a global team is increasing, as is the importance of “global social networks”. So **Cross-cultural competency** should thus be a part of your skillset.

You will encounter other kinds of diversity as well in terms of income age – gender. So you have to communicate with diverse people.

## 3 - An Increased need for strong analytical skills

Adapting to a quickly changing business landscape requires being able to assess information quickly, focus on what’s relevant, and interpret information reliably and usefully. As data-gathering devices are built into more objects. The need for **computational thinking** – the ability “to interact with data, see patterns in data, make data-based decisions is increasing.

## 4 – An Increased focus on ethics and social responsibility

One more widespread trend under way in business will likely affect the goals of the organization you work for: an increased focus on ethical and socially responsible behavior.





## 1–5. Main Categories of Communication

Apart from the different methods and channels of communication, one can also look at various types of communication. Communication can be categorized into different types depending upon the level at which it takes place, the direction it takes or by its very nature. These types of communication are discussed in the following paragraphs.

### 1 – Personal Communication

Personal communication concerns communication that takes place between any two individuals, be it in a family, group, community or even an organization. It takes place in an individual capacity and is characterized by its informality. There is an element of privacy in all such communications. It can take the form of personal letters, personal telephone calls, conversations, one-to-one meetings or e-mail messages. It is private in nature and there is nothing official about it.

### 2 – Business Communication

Business communication takes place to further the goals of a business. It takes place among business entities, in markets, within organizations and between various groups of





employees, owners and employees, buyers and sellers, service providers and customers, . All such communication impacts business and can enhance the growth opportunities of the business. If communication is not carried out properly, it may adversely affect the business interest. It also helps the person concerned in moving up in the organizational hierarchy. Communication is the vehicle on which the business moves. The ability of the communicator to communicate effectively verbally, non-verbally and in writing—is a prerequisite for organizational and business-related success.

### 3 – Internal Communication

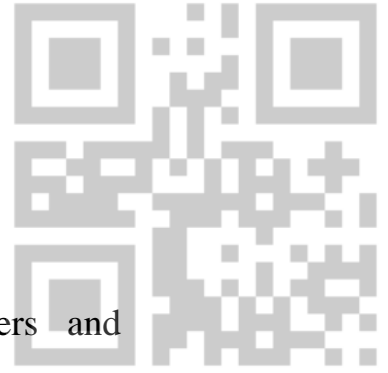
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Internal communication takes place within the organization or group—among people within, among different groups of employees and between employers and employees. It could be oral or written, visual or audio-visual, formal or informal and upward or downward. Internal communication serves to inform, instruct, educate, develop, motivate, persuade, direct, control people in the organization. Internal communication takes many forms ,it includes the ongoing discussions that senior managers undertake to determine the





goals and process of business, it includes orders and instructions that supervisors give to employees

#### **4 – External Communication**

Unlike internal communication, external communication flows outward. It addresses people outside the organization, like customers, competitors, public press, media and the government. External communication can take place in various ways and through different channels. Letters, notices, brochures, telephone calls, business meetings, press releases, press conferences, audio-visual presentations, and outward advertisements are all examples of external communication.

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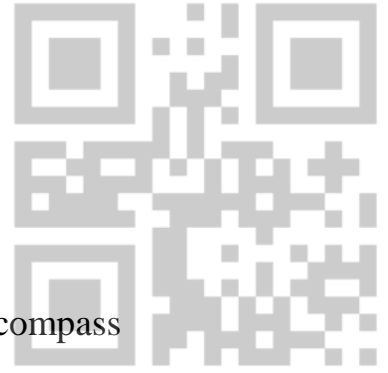
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due an image or impression based on such communication it is, therefore, necessary that adequate care is taken in making it clear, intelligible and appealing.

#### **5 – Upward Communication**

Large organizations have different hierarchical levels or tiers. Banks, finance companies, insurance businesses, railways and such other people-oriented organizations have different managerial levels. It is necessary that in order to





complete the process of communication, it should encompass all these levels . Upward communication is one which moves upward, i.e., from the bottom to top levels in the hierarchy.

Any communication that moves from employees to supervisors, supervisors to managers, managers to executives and regional manager to general manager may be categorized as upward communication. Similarly, communication from branches to regional offices, regional offices to zonal offices, and zonal offices to the head office is referred to as upward communication. Employee suggestions ,market reports, performance reports, feedback on new products and requests for facilities are all examples of upward communication in the organizational context

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## 6 – Downward Communication

Downward communication moves from top to the bottom, ., It travels through senior executives to junior-level , from the controlling office to the branch, from the head of the division to the head of the unit. Corporate goals, business priorities, motivational letters, work-related instructions,





newsletters, letters from the General Manager's desk are all typical examples of downward communication.

## 7 – Formal Communication

To ensure communication on an ongoing basis, organizations develop formal systems. Staff meetings, union-management meetings, branch manager's conferences, periodical sales review meetings are examples of forums that facilitate formal communication. Formal Communication generally follows a well-defined hierarchical pattern and periodicity. Memos, instructions, guidelines, clarifications, agreements and reports are some of the channels that facilitate the flow of formal communication in business organizations.

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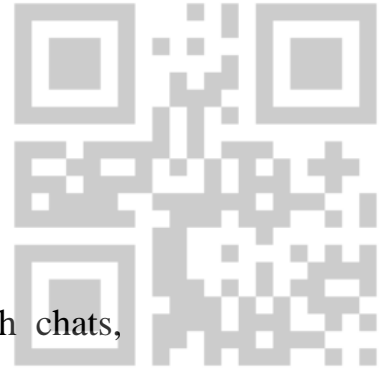
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## 8 – Informal Communication

Informal communication is a type of communication that takes place in an unstructured manner and .it is free to move in any direction may skip formal chain of command likely to satisfy social and emotional needs, Informal communication works well in smaller and loosely knit organizations. It is used more often in situations where there are no rigid hierarchical







tiers. . Informal communication takes place through chats, conversations and informal talks and the like.

## 9 – Lateral Communication

Lateral communication generally takes place in an organization and is neither upward nor downward. It proceeds in a horizontal manner and takes place among equals and at peer level. It may also be described as peer-level communication. Any communication that takes place, orally or in writing, from one branch head to the other, from one division head to the other, from one group head to the other, may be described as lateral communication. An important point to consider in any such lateral communication is that there is not much difference in terms of the hierarchical levels or positions of the sender and the receiver.

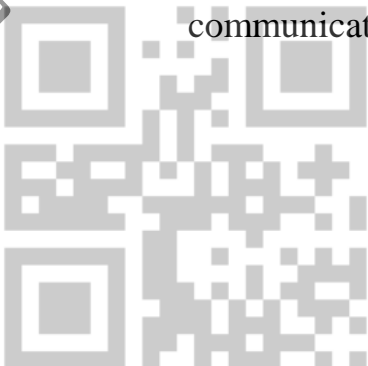
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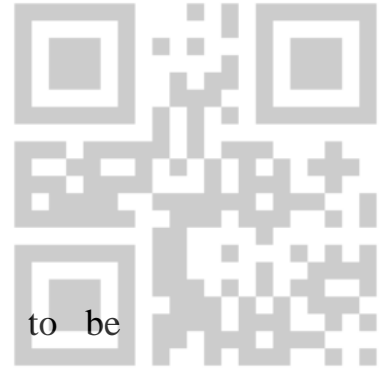
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## 10– Interactive Communication

Interactive communication is essentially a two-way process. It takes place through meetings, conferences, teleconferencing, multimedia presentations, group discussions and other such active two-way exchanges. Interactive communication is the most appropriate form of





communication when the message or subject is to be presented at length, e.g., in practical sessions, case study discussions and strategy formulation. When many speakers are involved, there may be a need for a moderator who will facilitate effective flow of communication from different speakers.

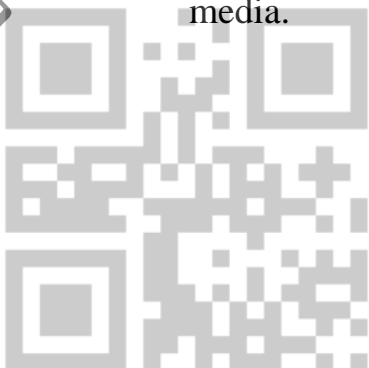
### 11– Mass Communication

Mass communication is distinctive in view of its scale. Essentially, it addresses a large mass of people. Public speaking, newspapers, magazines and journals, radio, television are channels of mass communication. by its nature, mass communication addresses a vast, well spread-out and heterogeneous group of people and, as such, special efforts will have to be made to sustain their interest and achieve the desired response. At the government level too, there is often a separate ministry or department of mass communication to deal with this functional area. The main branches of study relating to mass communication are public relations, advertising and publicity, journalism and digital media.

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## 12– Global Communication

Global communication relates to communication that takes place beyond the national boundaries. In the existing times, businesses are characterized by their global nature. Most of them operate beyond the local or even national boundaries and are influenced by global trends. Businesses are known to operate in what is known as a ‘global village’. They often deal with customers, buyers, suppliers, service providers and even employees who are located in countries abroad. global communication has its own characteristics in terms of language, culture, etiquette and time factor, which have to be considered within the process of communication.

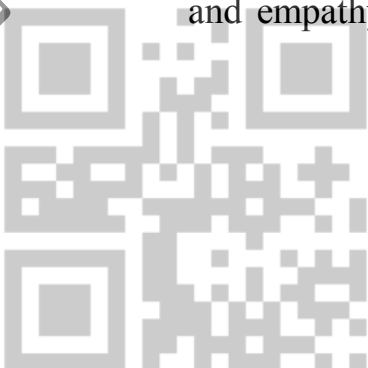
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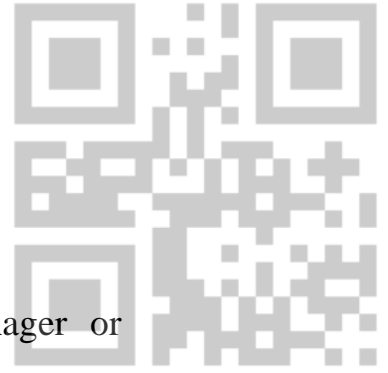
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## 13– Supportive Communication

Supportive communication is a form of communication in which people are encouraged to speak freely and come out with their feelings and concerns. This happens when managers take time to listen, do not interrupt or pass judgments, make efforts to understand, and do not criticize and snub the other party. This type of communication calls for abundant patience and empathy, or the ability to understand the other person’s





feelings and experiences on the part of the manager or superior. Any person will freely share his or her inner feelings and concerns only when he or she feels that the listener is empathetic and interested. The supportive communicator has to create an environment where a person will feel encouraged to speak up without restraint.

#### **14– Social Communication**

As members of society, people everywhere will have to interact with others on a regular basis. Social communication takes place when people meet each other outside business and workplace situations. Social skills refer to the ability to talk easily to other people and do things in a group. Social communication often takes place at an informal and friendly level. However, there are some social etiquettes which have to be taken care of even when people from the same corporate meet at social events.

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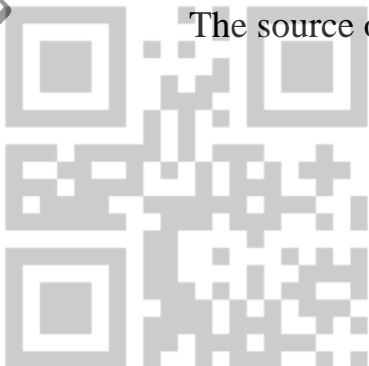
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#### **15– Grapevine Communication**

Grapevine communication is a kind of informal communication that prevails in organizations and businesses.

The source of such communication may not be clear It spreads





by way of gossip and rumors. It travels through informal networks and quite often travels faster than the formal messages. Sometimes, it gets more powerful and becomes more receptive as compared to formal communication. The prevalence of this type of communication in an organization has to be recognized and accepted. A skilled communicator can derive benefits from such a communication as well. It may not always be possible to control the grapevine communication, but, nevertheless, an able communicator knows how to influence it. Like any other type of Communication, it has its merits and demerits. As an employee you need to be careful about how to participate such type of communication.

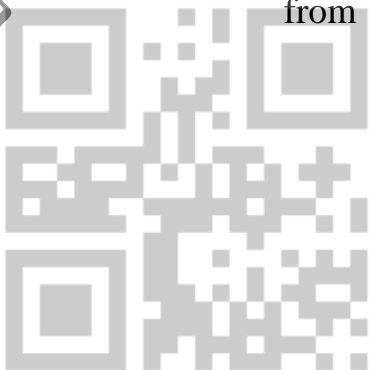
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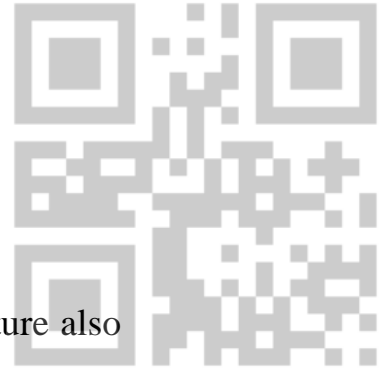
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#### 1–6. Communication Context:

- The **larger** context (**Macro** context) includes general business-economic, Sociocultural–Historical moment in which the communication is taking place for example when the economy is flourishing the communicator message and receiver response may will be different from what they would during an economic slump also





communication can differ by the nations culture also the historical moment can be a factor, all of us are talking about Covid-19 pandemic and about cold weather in this winter

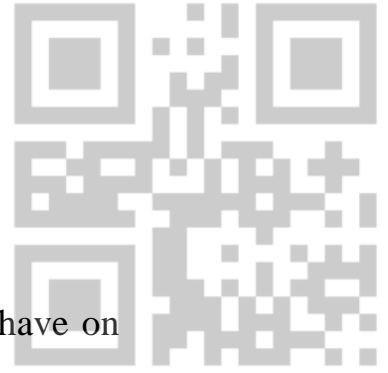
- The **communicators'** particular contexts(**Micro**)
  - **Organizational:** what you communicate and how you do so will be strongly shaped by the organization for whom you speak. In turn, the organization to which your audience belongs – can strongly influence the way your message is received.
  - **Professional:** different professionals – possess different kinds of expertise, speak differently, and have different perspectives. Employees in management and engineering, for example, have been demonstrated to have quite different priorities, with the former focusing on financial benefit and the latter on technological achievement.
  - **Personal context:** Since much business communication is between individuals occupying organizational roles, personal matters are usually not disclosed. But it is

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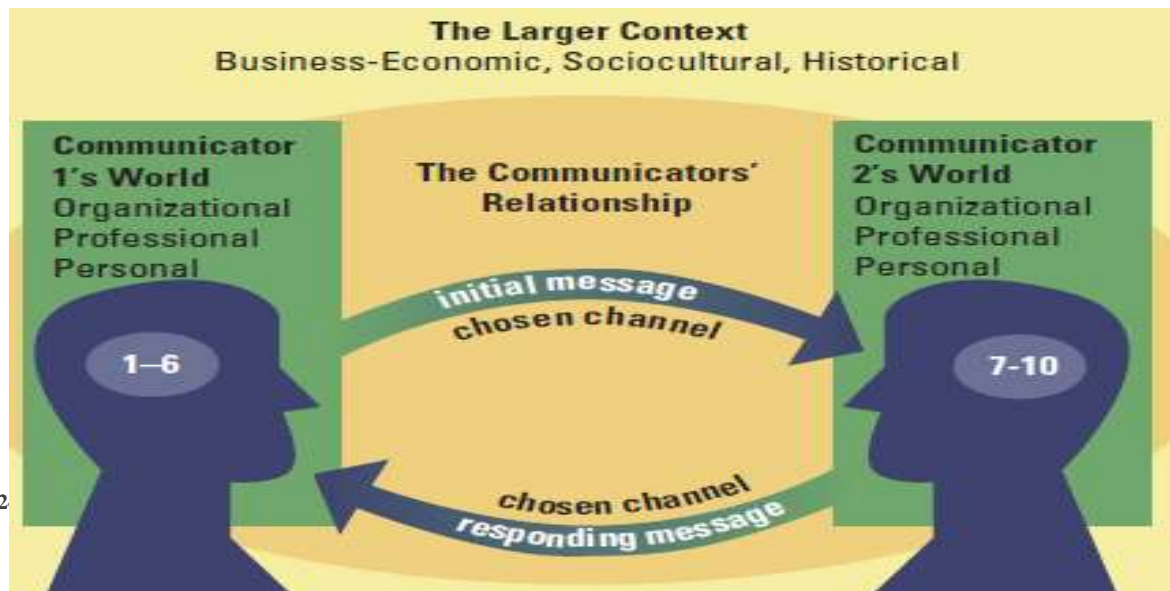
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well to keep in mind the effect that these can have on the communicators.

## The Communication Process



- **The sender . . .**
  - Senses a need to communicate
  - Defines the situation
  - Considers possible solutions
  - Selects the best one
  - Composes the message (medium, content, structure, style, form)
  - Sends the message
- **The receiver . . .**
  - Receives the message
  - Interprets it
  - Decides on a response
  - Replies (becoming a new sender)





## Chapter (1)

### True / False

- (1) The purpose of communication is to elicit actions, in form to express certain point of view.
- (2) Communication is not a dynamic process that is not develops.
- (3) Organizations that underestimate the crucial role of communication, do so at their peril.
- (4) Communication skills not tops the list of soft skills that aspiring manager need to posses.
- (5) Communication skills are hardest to acquire and the most difficult to practice.
- (6) The need for good communicators is particularly not strong in the service industry.
- (7) New forms of Media increasing the need for employees who have cross – cultural competency.
- (8) Computational thinking is defined as the ability to interact with data, see patterns in data.
- (9) Personal communication is characterized by its formality, and it can take the form of personal letters.

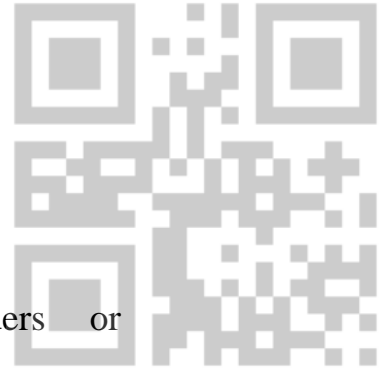
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- (10) Internal communication includes the orders or instructions that supervisors give to employees.
- (11) External communication flows inward and addresses people like customers.
- (12) Any communication that moves from regional manager to general manager may be categorized as downward communication.
- (13) Upward communication travels through senior executives to junior level functions.
- (14) Informal communication work well in smaller and loosely knit organization.
- (15) Lateral communication proceeds in horizontal manner and may also be described as peer-level communication.
- (16) The main branches of study relating to mass communications are journalism an digital media.
- (17) Global communication is the type of communication calls for abundant patience and empathy.
- (18) Social communication often takes place at formal and unfriendly level.
- (19) Grapevine communication travels through informal network and spreads faster by the way of gossip and rumors.

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- (20) Covid-19 pandemic is also factor that affect the micro context of communication.

### MCQ

- (1) All of the following are certain traits of communications except .....

a) Systemic      b) dynamic process  
c) international its problems well defined.  
e) International and Un-international.

- (2) Soft skills include the skills such as .....

a) communication      b) negotiation      c) etiquette  
d) a, b, c.

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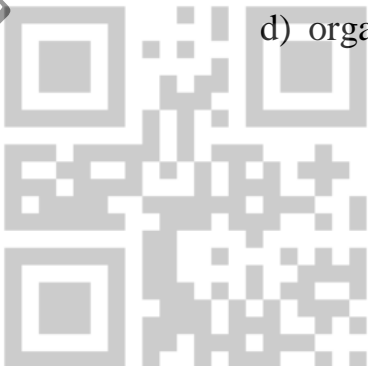
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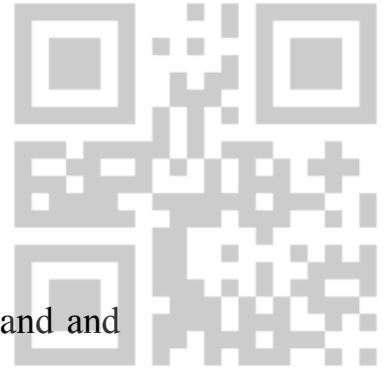
- (3) The importance of communication is particularly strong in .....

a) Service sector      b) industrial sector  
c) banking sector.      d) a & c

- (4) Social intelligence is best defined as the ability to .....

a) interact with data, see patterns in data.  
b) quickly asses the emotions of people around you.  
c) uphold the social beliefs of your community.  
d) organize and supervise a group of people.





(5) ..... is best defined as the ability to understand and adopt to different values of diverse countries.

- a) Cross – cultural competency.      b) analytical skills  
c) Corporate social responsibility      d) visual literacy.

(6) The ability to effectively work with data is most accurately referred as .....

- a) data recognition      b) bypassing  
c) computational thinking.      d) visual literacy.

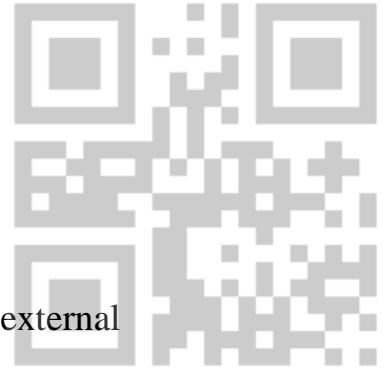
(7) Which of the following is true about personal

- a) it is informal      b) it is a private  
c) it is official.      d) a & b

2024/2025 (8) Which of the following 2023/2025 is true about internal 2024/2025 communication?

- a) it mainly includes the orders and instructions that supervisors give to employees.  
b) it mainly includes a business communication with its suppliers.  
c) it mainly includes a business communication with its customers.  
d) it mainly includes the instructions that supervisors of the company give to vendors.





(9) Which of the following is true about external communication?

- a) it includes the orders and instruction that supervisors give to employees.
- b) it includes the business communication with its vendors.
- c) it includes the informal interaction between supervisors and the subordinates.
- d) it includes the formal communication between the members of functional group.

(10) Any communication that moves from branches to a company hub is referred as communication.

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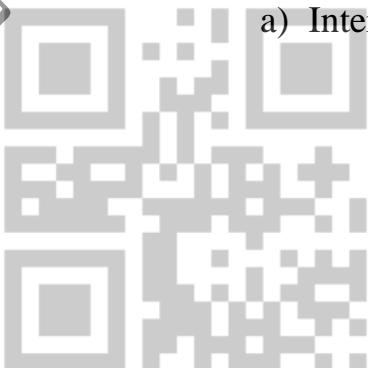
- a) downward      b) Upward<sup>2024/2025</sup>      c) lateral      d) a & b<sup>2024/2025</sup>

(11) Which of the following is an internal audience for private sector organization?

- a) its competitors      b) its customers      c) its employees
- d) its suppliers.

(12) Any angry customer calls a company the public relations department to complain about a defect of its product, such communication is most likely to be classified as ..... communication.

- a) Internal      b) Personal      c) external      d) grapevine





(13) Which of the following is an example of external communication

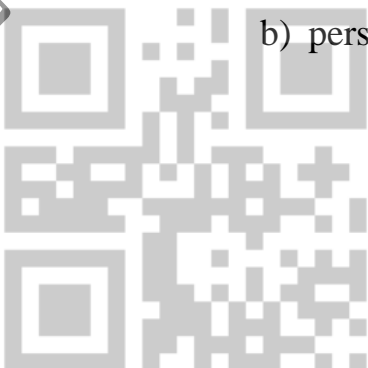
- a) discussions that senior management holds to determine business goals.
- b) the reports that employees prepare concerning sales.
- c) discussions between the heads of two companies about the possibility of a merger between their companies.
- d) the messages that employees write to their supervisors regarding the progress of their work.

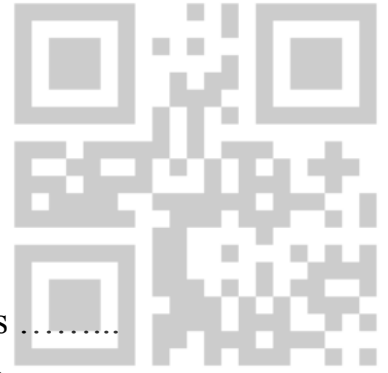
(14) Which of the following is an example of external communication?

- a) discussions that senior management holds to determine business goals.
- b) the order that supervisors give employees.
- c) outward advertisements that companies put up on their websites for general public.
- d) the messages that employee write to their supervisors regarding the progress of their work.

(15) All of the following are channels that facilitates the flow of formal communication except .....

- a) memo
- b) instructions
- c) reports
- b) personal telephone calls





(16) A peer – level communication can be described as .....

- a) lateral      b) downward      c) upward      c) mass

(17) ..... communication that takes place through formal meeting, conferences and group discussions

- a) Interactive      b) supportive      c) mass  
d) grapevine

(18) ..... is the type of informal communication that prevail in one organization.

- a) grapevine      b) global      c) lateral      d) supportive

(19) The larger context of communications includes all of the following except .....

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a) Economic slump

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b) Price increases.

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d) Covid-19

d) Professional context

(20) The first step in communication process is to .....

- a) Compose a message  
b) sense the need for communication.  
c) Interpret the message.  
d) Select a course of action.





## Chapter (2)

# Making Communication Effective

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أحمد محمد عبد المنعم كامل الساعاتي





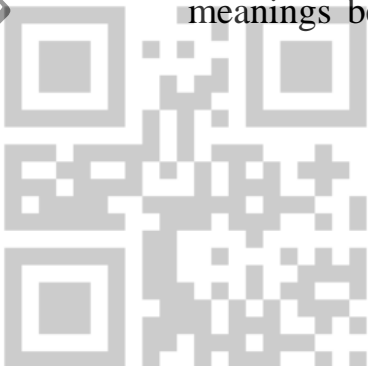
## Chapter (2)

### Making Communication Effective

#### 2-1. INTRODUCTION

A good communication in personal or professional aspect means that a person has achieved something by properly explaining his or her ideas and suggestions. If a communication is effective, it means that it will be good for the business. However, it is not necessary that a communication is effective. Most of the time, the recipient of the communication does not get the message as meaningfully and as a result, the message may get distorted. Thus, it is necessary that a good communicator should first analyze the barriers which hampers the process of communication.

The chapter will discuss the barriers which affect communication in detail. A good, meaningful and effective communication can take place when there is a clear understanding of the various factors which affect communication, the essentials of effective communication, the significance of language and the manner in which people read meanings behind the messages. There are certain principles







related to the concept of effective communication which results in successfully conveying a message to the concerned person.

In this chapter, the barriers to effective communication and the factors which affect communication have been discussed in depth. The chapter will also analyze the principles related to effective communication.

## 2.2. Barriers to Effective Communication

Communication has been defined as a process in which information is shared between the sender and the receiver. It is essentially a two-way process and it therefore, becomes necessary that the message is explained clearly. For ensuring effective communication, all the parties and tools will have to play their part as anticipated. At every stage of the communication process, however, there are barriers, which hinder or mitigate the flow of communication.

In the following section, some of the important barriers to the process of communication have been highlighted..





## 1 – Poor Expression

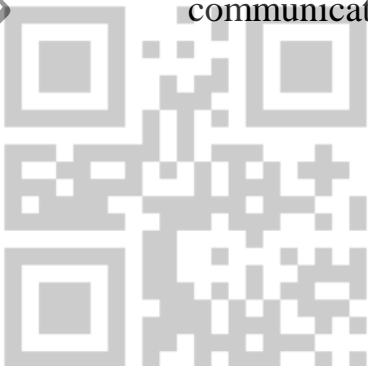
The power of expression of the communicator determines the quality of communication., barriers relating to expression result in poorly expressed messages. Lack of conceptual skills results in inadequate or incomplete shaping of the idea.. Obviously, such poor expression of thoughts and ideas leads to incorrect, incomplete and incoherent messages. encoding and decoding of messages require skill to ensure clarity and precision. Poor expression is likely to occur under the following circumstances:

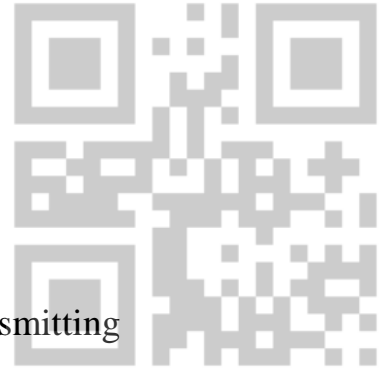
- When a person is ill.
- 2024/2025 – When a person is fatigued. 2024/2025 2024/2025
- When a person is under severe stress.
- When a person's thoughts are not clear and vocabulary is limited.

These circumstances must be considered even if the communication is either in oral or written form.

## 2 – Faulty Transmissions

The process of transmission, essential for any communication, is susceptible to errors of omission and





filtering. In the organizational context, the person transmitting the message may be different from the person who conceived the idea. The intent and purpose of the message may not remain the same as it moves from the originator to the transmitter. It is also possible that the person transmitting the message may bring in his or her own bias, feelings and perceptions, which the originator of the message would not have intended.

### 3 – Indifference and Lack of Interest

Indifference or lack of interest in a communication is the most important barrier in the process of communication.

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Organizations have to make considerable effort to ensure that indifference to organizational communication is brought down to the minimum. Communication, to be effective, assumes that the receiver of the message is also attentive or receptive. Similarly, if the speaker lacks expertise or credibility, the receptivity of the listener also decreases. Indifference and lack of interest creates barriers to communication, as a result of which the quality of communication suffers. The intended message is either not





received at all or is incomplete and it is understood incorrectly.

#### 4 – Noise

Noise is yet another barrier which is especially relevant to verbal communication .It disturbs the flow of communication. The recipient fails to receive the oral messages sent by the communicator, as a result of which the message gets diluted. While noise certainly affects oral communication, it may also affect written communication to the extent that the person writing a letter or a report may lose his concentration and consequently his flow of thoughts may suffer.

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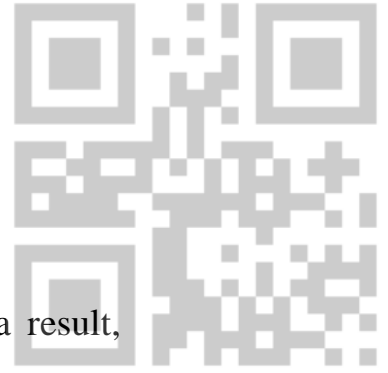
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#### 5 – Physical Barriers

The process of communication, especially transmission of messages, makes use of numerous channels, instruments and devices such as telephone, microphone, **projector, printing, photocopying, telex, fax, radio, film, cassette ... etc,** All these channels are quite useful if they function smoothly. On the other hand, they can act as barriers too if





they fail to perform their functions efficiently. As a result, communication fails to reach the target audience.

## 6 – People Related Barriers

The process of communication essentially involves human beings. Yet, people do not think, understand and interpret alike. In other words, meanings are in people. In any large organization, especially in multinational ones, there are differences among the employees in terms of language group, cultural background, rural-urban origin and managerial levels which in turn create psychological, linguistic and cultural barriers. Differences in managerial positions have their implications in terms of work structure, authority, status and relationship. In such situations, people may have bias, fear and reticence, which act as barriers to the free flow of communication. All these factors lead to different expectations among people within the organization, Apart from this, the organizational climate has its impact on communication. It is conducive when people are encouraged to speak out and there is free flow of communication.

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## 2.3. Factors Affecting Communication

Modern communication is undoubtedly a complex process involving human beings as well as tools. We have already examined a host of **barriers**, both physical and people related, which tend to adversely affect the process of communication. The process of communication is also influenced by several other factors, which both the sender and the receiver of the communication should understand, The factors that affect the process of communication are:-

### 1. Conceptual Clarity

The starting point of every communication, as we have seen already, is the existence of an idea or a concept. It is this concept that gets translated into a message and gets transmitted to the receiver. Conceptual clarity is thus, an important factor affecting communication. Whatever the method may be adopted, the communication must be clear about what the sender wants to convey. Well-conceived and well-organized thoughts make for a good beginning of the communication process.

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## 2. Language

For both oral and written communication, language becomes the vehicle of thought. Therefore, the sender should ensure that the message reaches the receiver in a language that he/she can understand. As long as the sender and the receiver of the communication speak, write, read and understand the same language, there is direct communication. If not, the communicator will have to resort to translation through an intermediary. The intermediary may be an interpreter or a translator. If the translation or the interpretation is not done properly, the message received would be different from what the communicator intended.

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## 3. Moods and Receptivity

Communication becomes purposeful when the communicator shows enthusiasm and the receiver shows receptivity. Both of them are influenced by the moods. The mood of the communicator and the mood of the listener thus, affect the process of communication.





#### 4. Timeliness

Most messages have a time value. Action can follow only if the communication reaches in time. This is pertinent to individuals as well as to business. For example ,an invitation card received after the event is of no use. Similarly, a notice received after the meeting is over does not serve any purpose and also shows the sender in poor light. Timeliness, therefore, is an important factor affecting communication. Proper choice of the tool of communication such as telex, fax, telephone and e-mail assumes importance as it helps in achieving timeliness in communication.

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**We can also classify factors affecting communication as follows:**

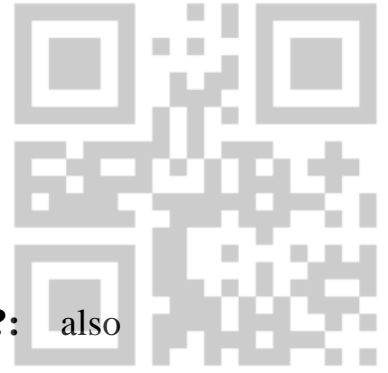
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1. **Nature of the business:** for example, insurance companies have a great need to communicate with their customers, especially through letters and other mailings, whereas housecleaning service companies have little such need.
2. **Size and complexity:** Relatively simple businesses, such as repair services, require far less communication than complex businesses, such as automobile manufactures.







3. **Industry environment—stable or volatile?:** also influences communication practices. Businesses in a stable environment, such as textile manufacturing or food processing, will tend to depend on established types of formal communication.
4. **Geographic dispersion:** Obviously, internal communication in a business with multiple locations differs from that of a one-location business.
5. **5. Organizational culture:** Each business can also be said to possess a certain **organizational culture**, which has a strong effect upon, and is strongly affected by the company's communication.

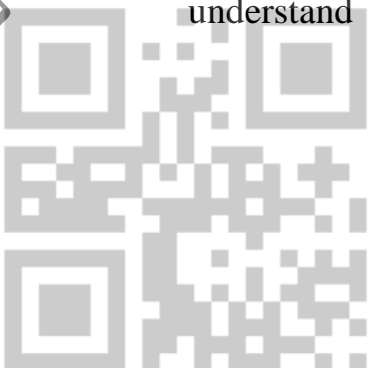
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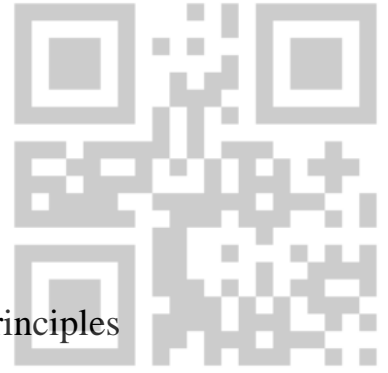
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## 2.4. Principles of Effective Communication

Effective communication calls for coordinated effort. Good communication like any other high-quality output is very much the result of hard work. Good communication does not occur accidentally. It calls for proper planning, understanding of human behavior. It is necessary to understand the essentials of good communication and work





towards achieving them. Let us discuss some of the principles related to effective communication..

### **1 – Be Clear about the Purpose**

The first essential for effective communication is to be clear about the purpose of communication. Every communication has an objective. It is a means to an end .One should be clear about what one wants to achieve through the process of communication. The objective of any communication is not just to receive or convey a message. The communicator has to ensure that the message reaches the receiver. Any message that is not backed by a clear and well-developed idea becomes a purposeless communication entailing waste of time and effort.

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### **2 – Understand the Process of Communication**

Another essential for effective communication is the need to understand how the process of communication works, i.e., the principles and tools of communication.. Good communicators, like good artists, use their tools effectively.





### 3 – Be Clear About Your Target Audience

The intended message cannot bring about the desired result unless it reaches the right person or group of persons. The message should address a specific group . Quite often, communication loses its effectiveness because it reaches an unintended audience.

### 4 – Be Well Informed

Communication quite often relates to providing information. The initiator of the communication should, therefore, be well informed about the message he or she wants to pass on. The initiator should also have the right perspective about the message and be in a position to appreciate the context in which the message is being communicated. Limited information or limited understanding by the sender naturally limits the sender's ability to communicate This happens in an organizational context when the sender of the message is doing so based on incomplete information.

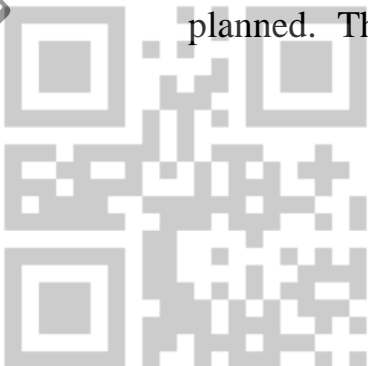
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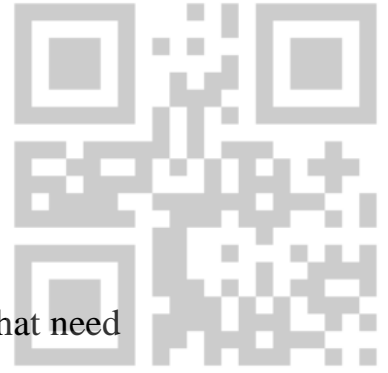
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### 5 – Plan Your Communication

In order to be effective, communication should be well planned. The messages to be conveyed, the words to be





chosen, the feedback to be obtained, are all the areas that need to be carefully considered. These aspects will have to be evolved properly before deciding on the right choices. Good planning should take note of the target audience and pay attention to their attitudes and expectations,.

## 6 – Be Positive in Approach

Yet another requirement for effective communication is a positive approach and the right mental attitude. The communicator should have faith in the process. A communicator should develop confidence through learning and practice. He or she should take responsibility for making the communication work. The communicator should learn to overcome barriers and look for positive signals. It is necessary that a communicator should not bring any sort of biasness while communicating with any individual or a group. He or she should recognize the power of communication and strive to achieve results through the process. A communicator should not underestimate the reader or listener and develop the skill of dealing with every receiver of communication with respect and understanding.

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## 7 – Avoid Extreme Feelings

Extreme and strong feelings are not conducive to effective communication. Anger, depression and frustration adversely impact the thought process and thereby distort what is intended to be conveyed or what needs to be conveyed. A disturbed mind brings out disturbed thoughts and thus, distorts communication. While addressing important communications, it is essential to wait till the mind regains its balance and the severity of feelings subsides. It is absolutely essential to realize that often the process of communication is unalterable. A word spoken or a letter written in a fit of anger can do considerable damage.

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## 8 – Be Sincere

Effective communication demands a certain degree of honesty and sincerity of all parties involved in the communication. It is necessary that the messages are given sincerely and truthfully. There should not be a deliberate attempt to mislead or manipulate the recipient of the message. If the receiver of the message loses faith in the communicator, the process of communication suffers in terms of credibility.





Effective communication therefore, presupposes sincerity and humility.

### **9 – Communication Clue**

It is well recognized that magic words like, ‘Please’, ‘Thank You’, and ‘I am sorry’ can do wonders in communication. Using them in our everyday written and spoken communication underlines sincerity of an individual.

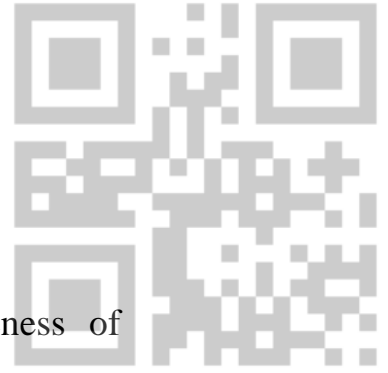
### **10– Be Consistent**

Communication is mostly a regular process rather than a one-time affair. In personal dealings, in organizational settings and business places, communication takes place almost all the time. The parties involved in the communication quite often are the same. When communication takes place on a regular basis, it is necessary to be consistent. It is necessary not to contradict opinion of others. There may be scope for modification or correction, but not for contradiction..

### **11– Appreciate the Time Factor**

In any communication, especially in business communication, time is of prime importance. Speed and



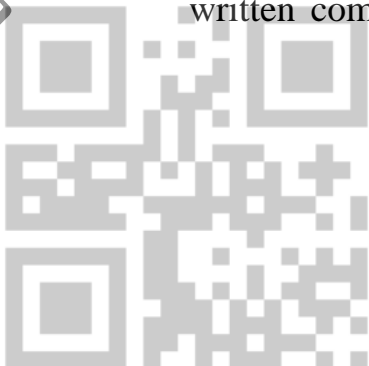


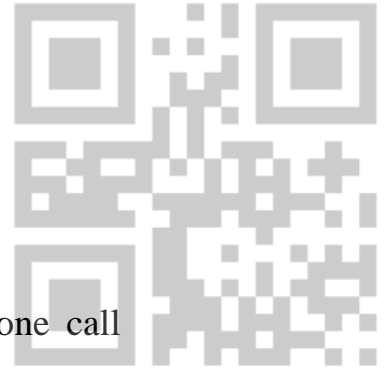
timeliness contribute significantly to the effectiveness of communication. In the existing times, the value of time is well recognized. Organizations and businesses set goals which have to be achieved within a given time frame. Tasks have to be completed before the allotted deadlines. All communications concerning such goals and tasks will have to appreciate the time factor. Quite often the message that is delayed is wasted.

There is another dimension to the time factor in communication. The process of communication should take just the right time. lengthy written communication and unusually long films and documents not only test the patience of the listener or reader or viewer, but also tend to be unsuccessful in the process. communication should be in measured doses, time is therefore, particularly relevant in today's context of communication overload.

## 12– Use Proper Modes and Channels

Effectiveness of the communication will depend on the choice of methods and instruments. There are times when written communication cannot convey as effectively as oral





communication. There are occasions when a telephone call would be more appropriate than a letter. There may be messages which are important enough to be conveyed through fax rather than by regular mail. Similarly, when essential. The choice of the wrong channel may delay or dilute the message and hamper its effectiveness.

### 13– Be Cost Conscious

The process of communication quite often entails costs. There are direct and indirect costs involved in sending messages. These costs vary depending upon the method of communication and the means of transmission. Since communication in an organization is ongoing, such costs can add up to a substantial amount. The results achieved by the communicator should justify the costs incurred in the process. If not, there is no effectiveness in such communication. Organizations should, therefore, make conscious efforts to make their communication systems not only efficient, but also cost effective through proper evaluation of available options.

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#### 14– Obtain Feedback

Feedback is another important component of the process of communication. The person communicating the message calls for feedback to reassure him or her that the message has reached the target ,feedback provides valuable information relating to the time factor, quality of the message, understanding of the receiver and the action initiated. Such feedback helps in evaluating the efficacy and reliability of the types, methods and channels of communication used.

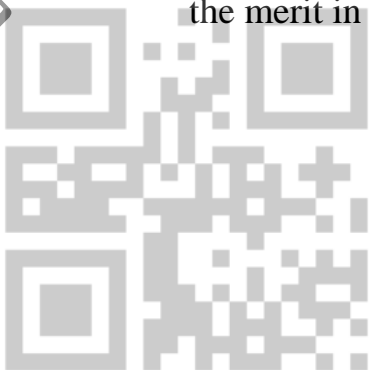
#### 15– Avoid Communication Overload

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To be effective, communication should always be in measured doses. The communicator should take care not to overdo the communication , communication is essentially a participative process, and if not within reasonable limits, the efficacy will suffer. Imagine receiving a thirty page newspaper every day, or sitting through a non-stop four-hour speech by a single speaker, or participating in a technical workshop from morning till late in the evening. Whatever be the merit in terms of context,





## 16– Shared Understanding

**“The goal of business communication is to create a shared understanding of business situations that will enable people to work successfully together.”**



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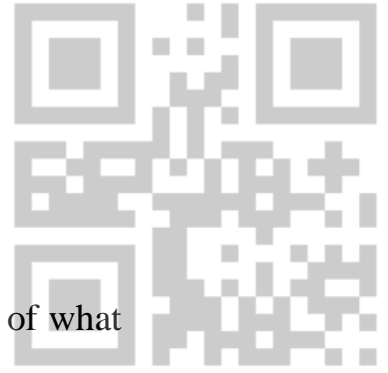
## ESSENTIALS OF COMMUNICATION Dos

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- ★ Always think ahead about what you are going to say.
- ★ Use simple words and phrases that are understood by every body.
- ★ Increase your knowledge on all subjects you are required to speak.
- ★ Speak clearly and audibly.
- ★ Check twice with the listener whether you have been understood accurately or not





- ★ In case of an interruption, always do a little recap of what has been already said.
- ★ Always pay undivided attention to the speaker while listening.
- ★ While listening, always make notes of important points.
- ★ Always ask for clarification if you have failed to grasp other's point of view.
- ★ Repeat what the speaker has said to check whether you have understood accurately.

### **ESSENTIALS OF COMMUNICATION DON'Ts**

- ★ Do not instantly react and mutter something in anger.
- ★ Do not use technical terms & terminologies not understood by majority of people.
- ★ Do not speak too fast or too slow.
- ★ Do not speak in inaudible surroundings, as you won't be heard.
- ★ Do not assume that every body understands you.
- ★ While listening do not glance here and there as it might distract the speaker.
- ★ Do not interrupt the speaker.
- ★ Do not jump to the conclusion that you have understood every thing.

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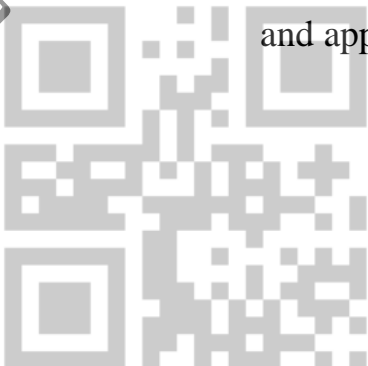




## Chapter (2)

### True / False

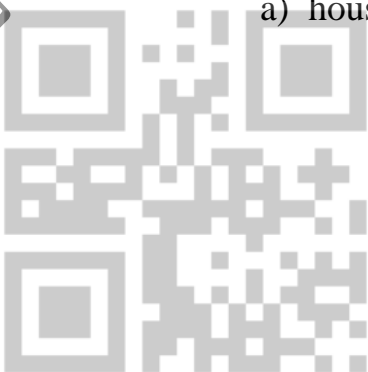
- (1) Communication barriers relating to expression results in complete shaping of ideas.
- (2) Poor expression is likely to occur when a person is ill.
- (3) In communication process faulty transmission not including the errors of omission and filtering.
- (4) Indifference is the most important barrier in the communication process.
- (5) The quality level of devices used in communication process can be considered as a barrier.
- (6) People who may have fear and reticence can not affect negatively the communication process.
- (7) Communication becomes purposeful when communicator shows enthusiasm and the receiver shows reactivity.
- (8) Timeliness is not an important factor affecting communication.
- (9) House cleaning service companies have a great need to communicate with its customers through letters.
- (10) Effective communicator should avoid extreme feelings and appreciate the time factor.





## MCQ

- (1) Poor expression is likely to occur under the following circumstances except .....
- a) when person is ill.      b) when person is fatigued  
c) when person is under stress.  
d) when person's thoughts are clear.
- (2) All of the following are barriers of communication except .....
- a) Physical factors      b) indifference      c) noise  
d) shared understanding.
- (3) ..... means that any communication is susceptible to errors of filtering and omission
- 2024/2025      2024/2025      2024/2025
- a) faulty transmission      b) indifference  
c) lack of interest      d) A & B
- (4) The factors affecting communication include .....
- a) Timeliness      b) moods      c) conceptual clarity  
d) A, B, C.
- (5) ..... companies have a great need to communicate with their clients through letters and other mailings
- a) house cleaning      b) insurance      c) sales      d) A & C





- (6) ..... require for less communication
- a) repair services                      b) automobile manufactures  
c) global firms                          d) complex business
- (7) Business in stable environment such as ..... industry will tend to depend on established types of formal communication
- a) textile              b) food              c) mobile              d) A & B
- (8) Using magic words like please, thank you refers to ..... as a communications principle
- a) be positive is approach              b) communication clue  
c) be sincere                                  d) be consistent
- 2024/2025                      2024/2025                      2024/2025
- (9) All of the following are principles of effective communication except .....
- a) be cost conscious                      b) faulty transmission  
c) use proper modes                      d) be sincere
- (10) Essentials of communications that you should avoid include the following except .....
- a) Don't speak too fast                      b) don't instantly react  
c) Speak audibly                                  d) don't speak too slow.





## Chapter (3)

# ORAL COMMUNICATION

أحمد محمد عبد المنعم كامل الساعاتي





## Chapter (3)

### ORAL COMMUNICATION

#### 3-1. Introduction

Oral communication is a type of communication in which interactive forums of business communication include meetings, conferences, seminars, workshops, symposia and group discussions. They facilitate two-way active deliberations and participative exchanges. Meetings and conferences have become an integral part of business life. communication. Conferences and meetings can be together defined as an assembly of people who come together and discuss on topics and issues of interest. Both these interactive forums facilitate face-to-face discussions that take place at various levels. They may be employer employee meetings, employee-meetings and conferences or employee-customer meetings.

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However, meetings take place more often than conferences, and as compared to conferences, only a few people are involved. While there can be a meeting which may





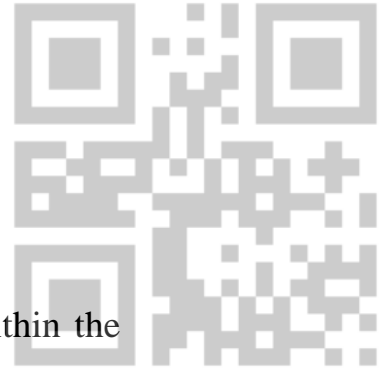


consist of only two people. On the other hand, a conference normally connotes an assembly of a large number of people. Similarly, meetings may take place any number of times during a day a week while conferences are normally scheduled annually or bi-annually. While meetings can be both pre-planned and impromptu, conferences are by and large planned well in advance.

### **3–2. Oral Communication: Meaning and Importance**

Oral communication refers to the spoken word. It takes the form of sounds and words. Oral communication plays a vital role in everyday life, both for individuals and organizations. It is indeed, the most commonly used method of communication both at the social level and at the organizational level. Everyone makes ample use of oral communication in their transactions and interactions. For an individual, talking and speaking are a dependable form of communication which may take place within the family and in social groups.



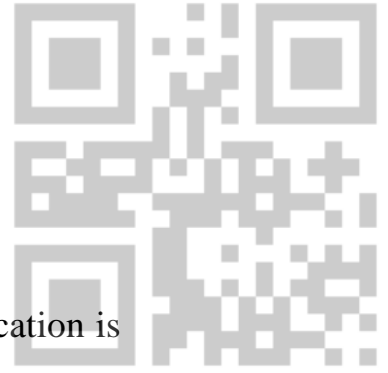


Oral communication is also extensively used within the organizations and business entities as well .Oral communication is also referred to as verbal communication. It takes place between individuals with the help of words.

Oral communication can be of many types such as structured and unstructured. It can also be formal or informal. There are many businesses and groups where spoken word carries considerable weight. . Oral communication, besides being interactive, can also be quite persuasive .Another noteworthy merit of oral communication is that it can be supplemented and complemented by non-verbal communication for greater impact. When a speaker speaks, the message is conveyed not only through the spoken words, but also by body movements and actions. When a person is talking or speaking , the warmth or a person's feelings is also expressed through the body language.

Notwithstanding its several merits, oral communication gets constrained by various physical factors. It works well in small groups such as the counters, in classrooms, in meetings





and conferences, A major drawback of oral communication is that it cannot be erased. There is a sense of finality concerning with the spoken word. Any word said by the speaker travels swiftly and reaches the target. If the message is not conveyed properly, it can cause embarrassment or hurt the sentiments of the people concerned.

Recognizing this limitation ,Whenever the oral communication is intended to achieve an important objective, extra care should be taken with the choice of words.

### 2024/2025 3-3. Advantages & Disadvantages of Oral/spoken communication 2024/2025 2024/2025

#### 3.3.1. Advantages:

1. Oral communication allows for immediate feedback such as the opportunity to ask questions when the meaning is not entirely clear.
2. The sender is able to check and see whether if the instruction is clear or has created confusion.





3. There is high level of transparency in oral communication as it is interpersonal.
4. There is no element of rigidity in oral communication. There is flexibility for allowing changes in the decisions previously taken.
5. Spoken instructions are flexible and easily adaptable to many diverse situations.
6. The feedback is spontaneous in oral communication. Thus, decisions can be made quickly without any delay.
7. Oral communication is not only time saving, but it also saves upon money and efforts.
8. Oral communication is best in case of problem resolution. the conflicts, disputes and many issues/differences can be put to an end by talking them over.
9. Oral communication is an essential for teamwork and group energy.
10. Oral communication promotes a receptive and encouraging morale among organizational employees.

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11. Oral communication can be best used to transfer private and confidential information.

### 3.3.2. Disadvantages of Oral/spoken communication

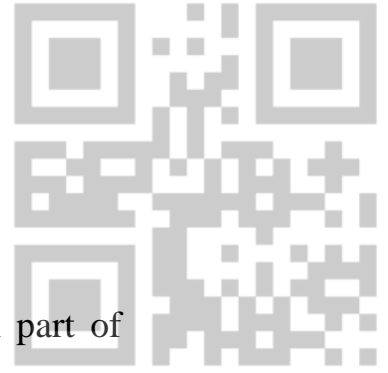
1. Poor presentation of the message or the instruction can result in misunderstanding and wrong responses.
2. Relying only on oral communication may not be sufficient as business communication is formal and very organized.
3. Oral communications are less authentic than written communication as they are informal and not as organized as written communications.
4. Oral communication is time-saving as far as daily interactions are concerned, but in case of meetings, long speeches consume lot of time and are unproductive at times.
5. Oral communications are not easy to maintain and thus they are unsteady.
6. There may be misunderstandings as the information is not complete and may lack essentials.

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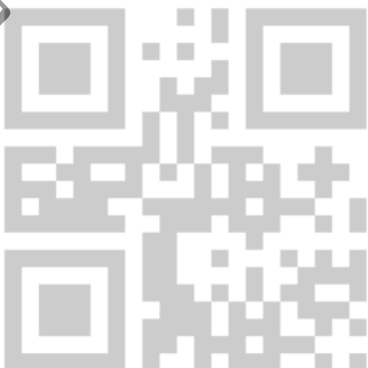
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7. It requires attentiveness and great receptivity on part of the audience.
8. Oral communication (such as speeches) is not frequently used as legal records except in investigation work.
9. Spoken communication is influenced by both verbal and non-verbal communication such as tone or body language which may garble the meaning of your message in the mind of the receiver.

A good communicator is a person who can present his or her idea in the form of words that paves a way for a bright future and as well as for the organization. Oral communication play a major factor in the business communication, it is like a starting point for an organization which can yield either a profit or loss. Thus, special attention should be paid for improving the skills of the employees so that their ideas can be given a good voice and shape.





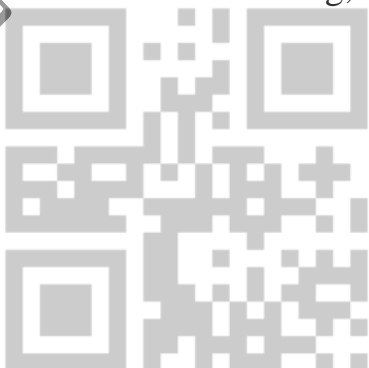
### 3–4. FORMS OF ORAL COMMUNICATION

The major forms of oral communication are discussed in detail in the following section.

#### 3.4.1 Meetings

Meetings are the most popular method of interactive communication. They facilitate direct, face-to-face communication and are essential at various levels in all organizations. If more than two people are involved in a conversation, it takes a form of meeting, structured or otherwise. They serve the valuable objective of facilitating exchange of information, fostering of team spirit and commitment to common objectives. More importantly, they help in elaborating ideas, clarifying concepts and clearing confusion, Meetings are of wide variety and serve many objectives. In the everyday business world, meetings are conducted for the following purposes:

- Sharing, exchanging and evaluating information



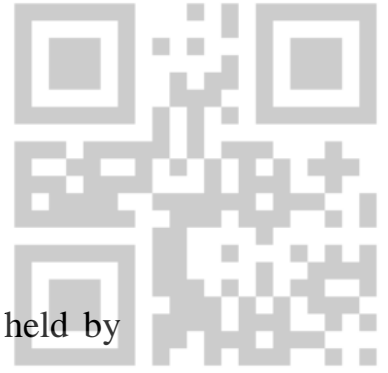


- Discussing complex issues and solving problems
- Obtaining periodical updates for weekly, monthly, quarterly meetings.
- Deliberating on matters of concern and taking decisions
- Bringing together different sections and resolving conflicts
- Describing goals and obtaining commitments
- Inspiring and motivating people to achieve common objectives.

2024/2025 With the advent of technology, meetings in the corporate world are not Necessarily across-the-table face to face meetings. we also have meetings in which people are not necessarily in one room. We may have telephone meetings and meetings through teleconferencing and video conferencing. These are appropriate when participants in the meetings are spread across different offices and locations. There are also online meetings conducted with the use of information technology. With the help of computers and the Internet, They can hold chat sessions with the help of in-





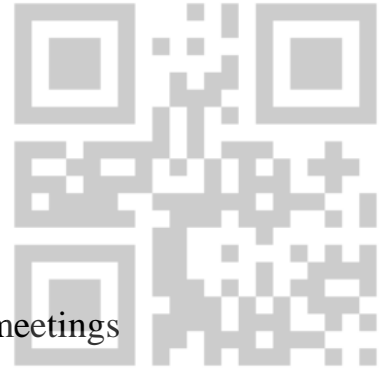


house computer networks. Online meetings are also held by way of exchanging instant messages.

Given the ubiquitous, or present everywhere, nature of meetings in the world of business, the ability to plan, organize and conduct meetings effectively becomes a valuable asset for the business communicator. Anyone who becomes adept at conducting meetings purposefully is bound to be rewarded, recognized and respected in business organizations and institutions.

While meetings, which are effective, contribute to decision making and result in positive outcomes, ill-conceived and indifferently conducted meetings entail enormous waste of time, effort and resources. They may even lead to chaos and confusion. It would, therefore, be imperative to give attention to certain details while convening meetings. The preparation for an effective meeting starts well in advance and there is much that needs to be attended to on the day of the meeting ,during the meeting and thereafter, The next section





will be devoted to talk in details about effective meetings strategies.

To have a successful meeting, there needs to be a basic structure to it. A great meeting does not begin at the start time of the meeting but rather it begins during the preparatory work done to prepare for it. Planning ahead will keep meetings from becoming long-winded get-togethers where very little is accomplished. There are four essential stages to running a meeting listed below.

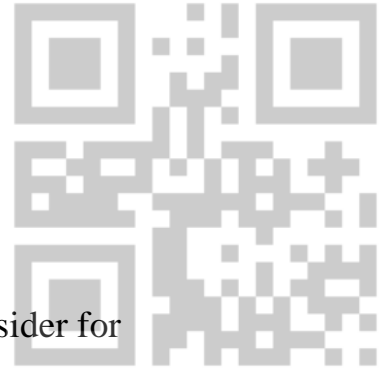
#### **A) Preparing for the Meeting:**

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First, your organization needs to decide who will be in charge of the meetings. This should be outlined in your constitution and it is normally the president. Sometimes, it is the responsibility of the secretary to create the agenda but the president leads the meeting. If this is the case, the president and the secretary need to work together so both know exactly what needs to be covered at the meeting.

Once your organization has a person designated as running the meeting, this person must do all of the preparatory





work to ensure a successful meeting. The items to consider for preparation are as follows:

**1. Agenda** - Know what you want discussed at the meeting.

This will keep the meeting focused and will clearly tell everyone when a topic will be discussed.

**2. Speakers** - Determine if anyone needs to report on a project. Contact anyone who you expect to speak and tell that individual what is expected so he/she can come prepared.

**3. Space request** - Check to see that you have a room reserved for the meeting.

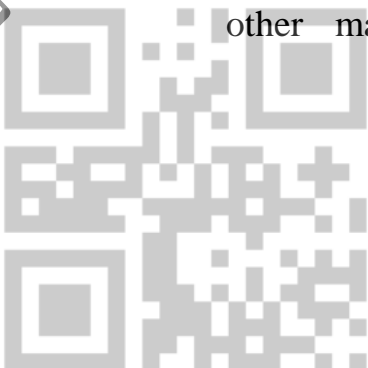
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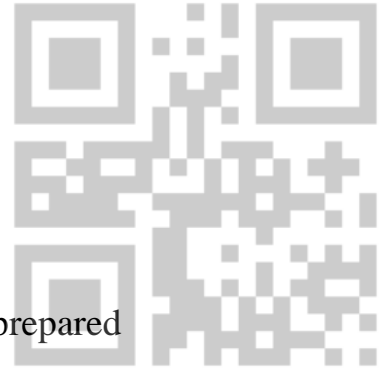
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**4. Meeting set-up** - Be sure that the room is conducive to the type of set up needed for the meeting. Do you want a lecture style, with one person up front, or do you want the participants arranged in a circle to facilitate discussion. Different meetings have different needs so make sure the room can accommodate your needs. Get to the meeting room early so you can set it up in the appropriate manner.

**5. Materials** - Have handouts, paper, pencils, pens or any other materials you may need prepared and ready





beforehand. Do not assume that people will come prepared with pens or paper. Bring some extra materials with you.

**6. *Advertise*** - Let your members know when the meetings are.

Put up flyers around campus to invite new members to join your organization and to participate in a meeting. You want to give a minimum of one week's notice. Two weeks notice is ideal so people will be able to plan for the meeting and put it in their schedule. If your meeting occurs at the same time and day every month , send a reminder at least one week in advance.

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**B) Creating an Agenda:**

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Meetings do not have to be long, difficult, or a waste of time. A properly thought-out agenda shared in advance, makes all the difference. The agenda can determine whether a meeting will be focused and meaningful or whether it will be inefficient with people feeling it was not useful. The agenda is the guide for the meeting. It lays out all of the information so participants in the meeting will know what their role is. It provides the framework that the meeting will be built upon.





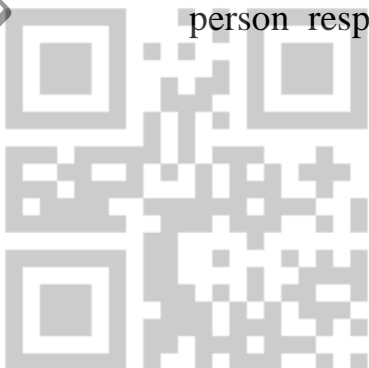
To create an agenda, identify a list of items that will be necessary to achieve the goals for the meeting. You may want to seek out suggestions and input from other people, Look at the minutes from a previous meeting and see if there is any unfinished business that needs to be resolved.

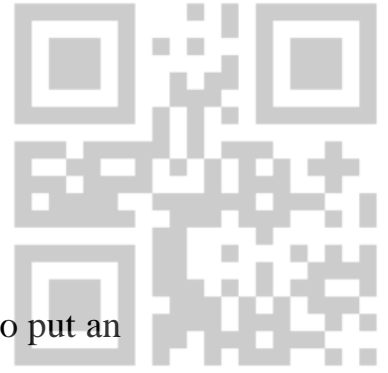
Once you have identified what needs to be discussed at the meeting, you will need to organize all the items. There is no one set formula for an agenda and it can be done in many ways.

Here are four tips for sequencing items effectively:

- 2024/2025 • Start with the most important items, allowing the participants to make critical decisions when their interest and energy are at their highest level.
- Handle short, urgent items first so they aren't crowded out and become continuous "unfinished business" items.
  - Concentrate on fewer more important items.
  - Keep items in a logical order.

Next to each item on the agenda, you will write down the person responsible for leading on that item. so everyone





knows who will be discussing it. You may also want to put an estimated time length like ten minutes so people know there is a limit. If the 10-minute limit is reached, meeting participants can vote to extend the discussion time. If they vote not to extend discussion, then the meeting continues on to the next item on the agenda.

### **C)-Conducting the Meeting:**

Now, that you have prepared for the meeting, notified everyone that it is happening, you need to facilitate it in a manner that keeps everyone focused and on task.

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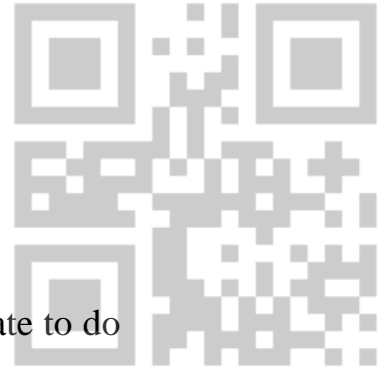
The following is a list of suggestions on how to conduct the meeting:

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- 1. Start the meetings on time:** Do not wait for stragglers. Begin with the people who are there. If you wait for stragglers, the people who come on time will start coming late because they know the meeting will start late. Do not make people feel as if they are wasting their time.
- 2. Establish ground rules and guidelines:** Take a moment to explain how the meeting will run, especially if a lot of new people are present. Make sure everyone knows that





they can express their opinion when it is appropriate to do so.

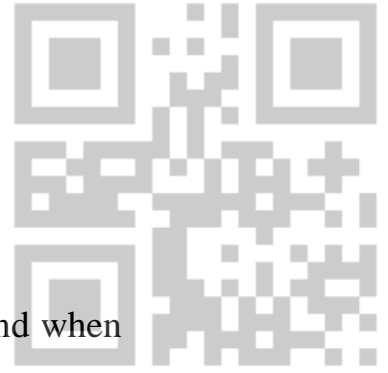
3. **Follow the agenda:** Keep everyone focused on the agenda. If someone brings up an unrelated issue while discussing an item, refer that issue to the appropriate time on the agenda and continue the discussion on the current topic.
4. **Monitor time:** Keep track of the time spent on an item. Depending on what is being discussed and if it is taking a lot of time to work through, it can either be moved to a vote at the meeting so a decision is reached immediately, or you might want to empower someone or a few people to discuss the issue in more detail and come back with a report that will be reviewed at the next meeting. Do not let discussion drag on endlessly. This is a delicate balancing act. You want people to discuss issues, but you do not want one issue to take up the whole meeting. Finding the right length of time for discussion will vary based on topic, need, and other factors. You will learn in time when

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it is appropriate to allow discussion to continue and when to push for the discussion to be ended.

5. **Ensure participation:** Try to hear everyone's input. Encourage people who are quiet to give their opinions and ideas. Do not let the meeting be dominated by one or two people.
6. **Secretary's role:** Your secretary should be taking minutes. If there is a question about what has transpired at the meeting, the secretary can look back and respond to any questions. The secretary will also help the president keep track of all the information produced at the meeting. Ideas and people's commitments should be recorded.
7. **Assign task when needed:** When people take on a responsibility check to see that they understand what they are supposed to do. The secretary should write down who took on what projects. After the meeting, you will want to follow up with those individuals to ensure that they are moving forward on their commitments.

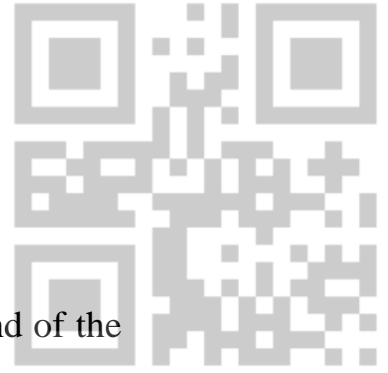
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- 8. Summarize key decisions and actions:** At the end of the meeting, you should review what has transpired. You will review who has taken on new tasks and what decisions have been made. This helps to make sure that everyone understands what happened at the meeting.

**D)- Evaluating the Meeting:**

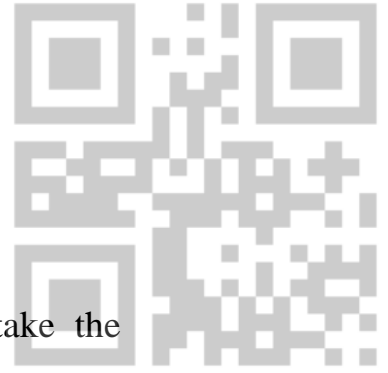
After you have completed the meeting, it is a good idea to evaluate its effectiveness. You want to get the input of your fellow officers, and if possible talk to some of the participants to get their opinions.

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To improve the meetings, it is necessary for you to be open to compliments and criticisms. You want people to be honest about their feelings and perceptions. Do not feel that you need to defend how you conducted the meeting; just allow people the time to express their view.

After hearing different opinions, you want to consider those views as compared to how you felt the meeting went. Is there room for improvement? What could have made the





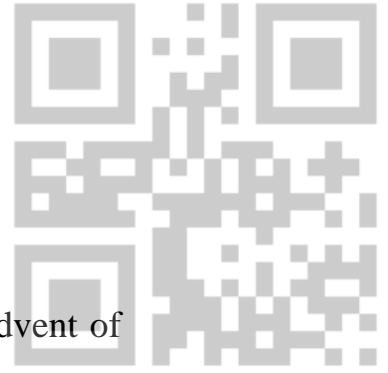
meeting run more smoothly? so be honest, and take the necessary action to make your meetings even better.

### 3.4.2 Conferences

Conferences, as well as meetings, also take place in hotels and other large venues. The word 'conference' is used to describe meetings of a larger scale. According to the Oxford Advanced Learner's Dictionary, a conference is a large official meeting which usually lasts for a few days, at which people with same work or interest come together to discuss their views. One usually refers to annual conference or bi-annual conference, zonal or regional conference or two-day conference, suggesting longer duration and larger participation. Business plan conferences are regularly held in business organizations.

Several topics of relevance are discussed in such type of conferences. Background papers and audio-visual presentations are prepared in advance to facilitate meaningful deliberations. Conferences, like meetings, are a means of





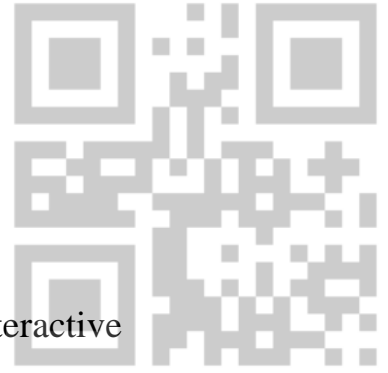
direct, face-to-face interactive communication. The advent of innovative methods like teleconferencing and video conferencing has facilitated interactive communication between participants, without necessitating physical presence of all concerned at one venue..

### 3.4.3 Seminars, Workshops and Symposia

Seminars, workshops and symposia are common and popular means of interactive form in modern day business world. These forms if used effectively can play a vital role in the dissemination of knowledge **Seminars** relate to any meeting set up for the discussion of one or more topics of interest to groups of persons. Seminars may cover small or big groups and may be held in classrooms or meeting halls or in large auditoriums. They may be organized by institutes of learning or business organizations or chambers of commerce and the like. Seminars may be for a day or longer, ranging from three to five days. Seminars on banking and finance, information technology, agriculture and food processing and

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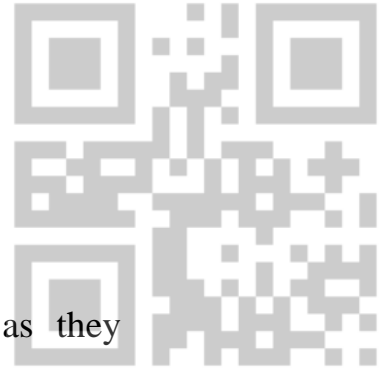


business management are just a few examples of interactive business communication.

The main objective of a seminar is to bring together a group of interested people on a common platform for facilitating exchange of views, and ideas relating to specific topics. Seminars are generally organized around a particular theme and may include several related topics. They normally include an introductory session, a keynote address, different sessions, panel discussions and concluding sessions. While the specialist speakers and experts make their presentations, the participants interact and benefit from the question-and-answer sessions. Considering that substantial time, effort and resources are involved in organizing seminars, the seminar organizers, coordinators, and participants should collectively try to make the deliberations focused and worthwhile:

- **Workshops** are of a similar nature and relate to a course of study or work, especially of an experimental or creative kind. Workshops bring together a group of people working on a particular project or area of interest.





Workshops are highly participative in nature as they usually involve hands-on participation .Workshops are conducted in small groups and where attention is given to every participant. Such workshops help in making learning an easy process. Some examples of a workshop could be theatre workshop, carpentry workshop, and horticulture workshop and so on. Depending upon the background of participants, workshops may be basic or advanced. It is expected that people who attend such workshops learn basic skills on some specific activities.

- 2024/2025 – **Symposia** refer to the plural of symposium. A symposium  
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is also a conference organized to cover a particular subject in detail, especially relating to an academic subject. . It is another valuable means of disseminating Knowledge All these interactive methods of communication enhance the skill of the participants. , efforts should be made to make events like these worthwhile so that employees can communicate and perform better in the future.





## Chapter (3)

### True / False

- (1) Oral communication is an interactive forums of business communication that include symposia, meetings, and conferences.
- (2) Conferences may take place any number of times during a week while meetings are normally scheduled annually or bi-annually.
- (3) Oral communication is also refereed to as verbal of communication, it takes place between individuals with the help of words.
- (4) Oral communication can be erased and any word uttered by the speaker travels slowly.
- (5) Oral communication allows for immediate feedback
- (6) ..... is more authentic than written communication.

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- (7) Oral communication is not frequently used as legal record except in investigation work.
- (8) With the advent of technology, meetings are not necessarily across the table face to face meeting.
- (9) Creating an agenda is the first stage to running meetings.
- (10) Symposia is also conference organized to cover particular subject in detail especially relating to academic subject.

### MCQ

- (1) Oral communication include all of the following except.....

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a) meetings

b) symposia  
2024/2025c) Role playing  
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d) workshops.

- (2) ..... connotes an assembly of large number of people and normally scheduled annually.

a) meeting

b) conference

c) workshop

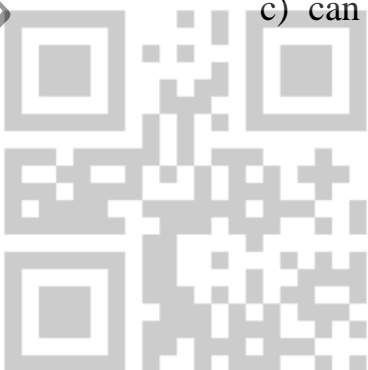
d) symposium

- (3) The following are the merits of oral communication except .....

a) it is interactive

b) quite persuasive

c) can be earsed





d) complemented by non-verbal communication.

- (4) ..... communication allows for immediate feedback, so sender is able to check and see if instruction is clear or has created confusion.

a) oral                      b) written                      c) verbal                      d) A & C

- (5) All of the following are disadvantages of oral communication except .....

a) less authentic                      b) not sufficient  
c) not essential for teamwork                      d) unsteady

- (6) The second stage in running meeting is .....

a) preparing the meeting                      b) creating an a gender  
c) conducting meeting                      d) evaluating meeting

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- (7) The items that should be considered for meeting preparation include .....

a) speakers                      b) meeting set-up                      c) space request  
d) A, B, C.

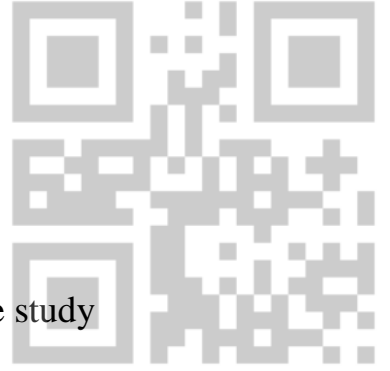
- (8) The following are some suggestions on how to conduct the meetings except .....

a) follow the agenda                      b) Establish ground rules  
c) assessing the room for improvement.  
d) monitor time.

- (9) ..... is large official meeting that takes place in hotels and large venues.







- a) conference                      b) workshop                      c) case study  
d) seminar.

(10) ..... are conducted in small groups and where attention is given to every participant

- a) meetings                      b) workshops                      c) symposia  
d) conference.

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أحمد محمد عبد المنعم كامل الساعاتي





## Chapter (4)

# Written Communication

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أحمد محمد عبد المنعم كامل الساعاتي





## Chapter (4)

### Written Communication

#### 4.1. INTRODUCTION

Good writing is a skill that can be learned and perfected over a period of time. good writing comes from awareness, conscious efforts and following all the rules of good writing. Good writing is correct writing and much more. Good writers follow and observe the rules of good writing. In the world of business, every written document is a reflection on the writer, and even the organization he or she represents.

#### 2024/2025 4.2. When to Use or Not to Use Written Communication 2024/2025

There are a number of factors that can help you make that choice :

- 1- Complexity of the Topic
- 2- Amount of 'Discussion' Required.
- 3- Shades of Meaning.
- 4- Formal Communication





### 1- Complexity of the Topic

Using written communication is an excellent choice for sharing information that is easily organized and easily understood by the independent reader [without additional information from you or other sources].

Highly complex topics are *not good choices* for normal written communication.

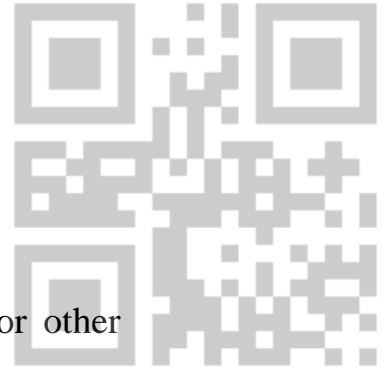
### 2- Amount of 'Discussion' Required

Lengthy discussions by written communication (email) are not efficient, and each exchange risks meaning getting lost. Furthermore, you can't be assured that everyone who received the email has actually had the chance to participate in the discussion. Therefore, decision making, long, involved explanations or conversations, or controversial subjects are *not usually good topics* for written communication.

### 3- Shades of Meaning

Written communication alone does not allow for non-verbal communication – the most important aspect of getting your meaning across. When you are writing, words alone are used in getting your message through to your reader. It can be





difficult to convey tone of voice, humor, sarcasm, or other shades of meaning in writing alone. Therefore, the more intense the emotions around a topic or the more important the message is, *the less likely writing will be a successful form of communicating.*

#### 4- Formal Communication

The higher the level of formality of communication, *the more likely you will use* written communication. Chances are that formal communication such as contract terms, sales agreements, account information, or other legal or administrative information will be transmitted in written form.

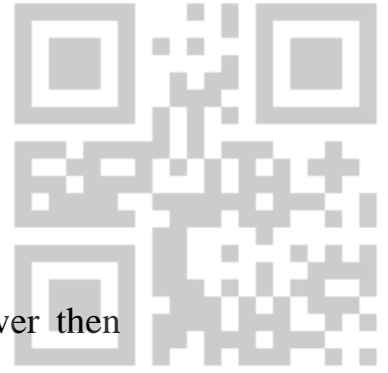
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As the level of formality decreases in the relationship, you are more likely to move from paper documentation .

#### 4.3 MEANING AND STEPS of Written Communication

Written communication is essential in every business. Writing is a creative activity. While oral communication is based on spontaneous reactions, written communication is more carefully thought out and the information gathered is processed logically. It involves a certain time factor. The writer can take his own time in formulating the message. Then





it takes some time to reach the receiver. The receiver then takes his time in understanding and interpreting the message and responding to it.

### **Steps:**

The writing process consists of five steps. The amount of time devoted to each step depends on the type of document to be generated, that is, its length, complexity and requirement. Writers generally adapt the various steps of the writing process to suit their writing style and needs.

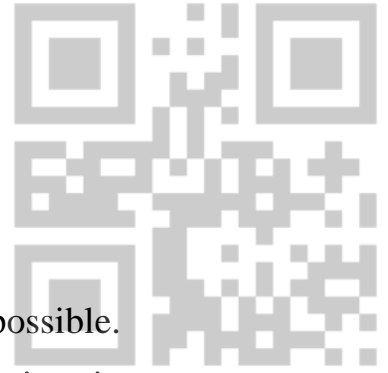
#### **1 – Planning**

It is the first step in the writing process. Planning the message involves the following components:

- Knowing the purpose of the message
- Knowing the audience
- Determining the contents of the message
- Gathering and collecting information
- Organization of the message

Begin the writing process by determining the purpose of the message, that is, whether the message is meant to give information to, persuade, request, or instruct the reader. Try





and determine the purpose as specifically as possible. Knowing the purpose of the message helps the writer in determining what his writing style would be.

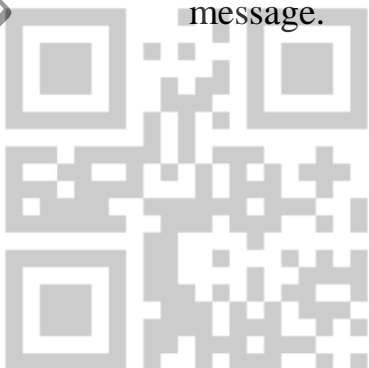
The next step of planning the writing is to analyze the audience, that is, to determine who will be reading the message, what is one's relationship with the audience and how is the audience expected to react to the message. The tone of the message, is affected by the relative status of the reader and the writer. The content will be influenced by the knowledge of the audience, the interest of the audience and the demographic characteristics of the audience. anticipation of the audience reaction also has to be taken into account while planning the writing. .

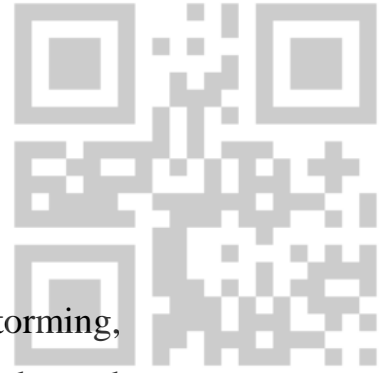
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Another step is to determine the content, that is, what goes into the message. Based on the purpose and the analysis of the audience, determine what should be the content of the message. Avoid including irrelevant information that wastes the time of the reader. At the same time, do not leave out information which may be vital to the communication. two techniques determine what should go into the content of the message.





- i. **Brain storming:** One useful strategy is brain storming, which involves jotting down ideas, possible leads, and anything else you think might be helpful in constructing your message.
- ii. **Mind mapping:** Another possible strategy is mind mapping a process that avoids the step-by-step limitation of lists. Instead, write the purpose of your message in the middle of the page and circle it. Then as you think of possible points to add, write them down and link them by a line either to the main purpose or to another point. As you think of other details, add them where you think they might fit. .

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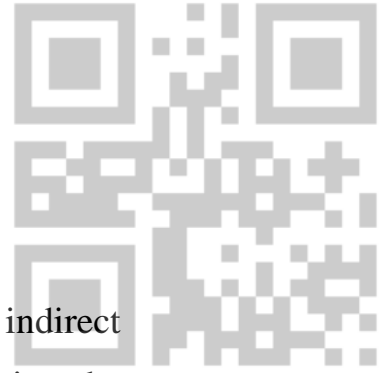
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Once you plan the content, gather all the information that you will need to facilitate your writing. The various sources from which you can collect the information include reports, past correspondence, journals, newspapers and sales reports. The final step in the planning process is the organization of the message that is, deciding what goes where in the message. Use the direct approach, which involves presenting the major idea first followed by supporting details for routine and good news messages. For bad news messages and messages in







which you anticipate a negative reaction use an indirect approach. Here, you first prepare the reader to receive the message and then convey the message..

## 2 – Drafting

Once you have the information and a plan to organize the information, start writing. Compose the first version of the message. In the first draft, do not pay much attention to the style or format of the message. Concentrate more on the content part of the message. Just put your ideas in written form on the paper. Remember that it is not possible to have a perfect message in the first draft itself. Leave it for the next

2024/2025 stage of the writing process. 2024/2025

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## 3-Revising

Once the draft is ready, revise the writing, you may need two or more revisions to get the writing in the shape you intend it to be. Revise the writing for content, style and correctness. You can revise the writing based on the principles of effective writing . make sure that you have included all the relevant information. The writing should have an impressive style and should be effective. At the same time, it should be





accurate, that is, free from grammatical and content-related errors.

#### 4-Formatting

The presentation of the written message in an impressive layout with an appealing appearance is essential. Some documents need to follow a standard format. The main use of formatting is that it helps the reader to find certain information in a particular position. It gives a neat and visually appealing look to the document.

#### 5-Proof Reading

This is the final step in the writing . This is the last <sup>2024/2025</sup> opportunity the writer has <sup>2024/2025</sup> to make any changes <sup>2024/2025</sup> to the message before it passes on to the reader. Proof reading ensures the accuracy of the communication. The message must be proofread for content, typographical and format errors.

Content errors may arise if some relevant information is left out or if inconsistent information is presented. Most of the content errors are taken care of in the revising stage. Typographical errors include spelling and punctuation





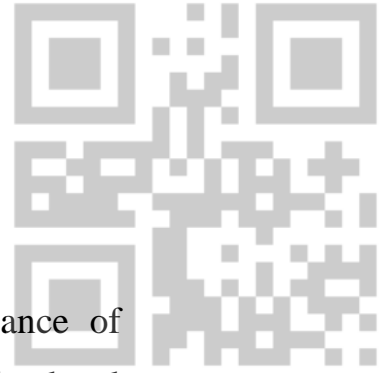
mistakes, a word, a line or a complete paragraph being missed out while typing, duplication of words or typing figures or words incorrectly from the manuscript. Using the spellcheck function available in most word processing software's helps identify many of these errors.

#### **4.4. WRITTEN COMMUNICATION: IMPORTANCE AND DVANTAGES**

Written communication is the most important form of communication in this type of communication, there are very less chances of message being distorted. It serves as an evidence for the organizations. Messages are clearly conveyed in written communication as <sup>2024/2025</sup>there are chances with the <sup>2020/2021</sup>writer to go through their drafts again and again. In this section, we will look at the advantages of written communication over oral communication. Written communication has the **following advantages over oral communication:**

- Written communication has an extremely wide reach.
- Written communication can be well-organized so as to convey the precise message.





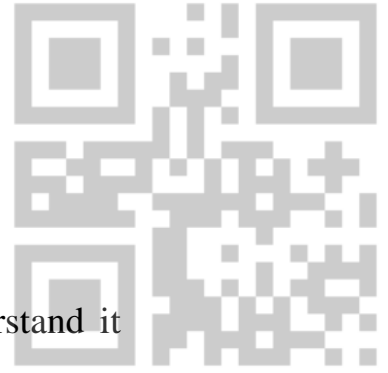
- Written communication creates records. Maintenance of proper records, letters and reports build up the legal defenses of the organization.
- Written communication promotes uniformity in policy and procedure.
- It can be exactly reproduced or repeated.
- It can be targeted to reach specific individuals/sections.
- Written communication can be prepared at a time when the communicator is best prepared to do so. Written communication is good for complicated and vital instructions, helps in laying down apparent principles, policies and rules for running of an organization.
- It is a permanent means of communication: written instructions can be used for future references.
- There is a lesser chance for the message to be misunderstood. It is transmitted more effectively with a written order than with an oral one.
- Messages can be edited and revised many times before it is actually sent.
- Reader can read the information at a pace that suits them.

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- A written message enables receiver to fully understand it and appropriate feedback.

### **Disadvantages of written communication**

- People may not always read them.
- Written communication takes time.
- It is impersonal or unfriendly.
- Written communication is expensive. It costs huge in terms of stationery and the manpower employed in writing/typing and delivering letters.
- Written communication is time-consuming as the feedback is not immediate. the encoding and sending of message takes time Effective written communication requires great skills and competencies in language. Too much paper work It does not answer questions and there is no immediate feedback.

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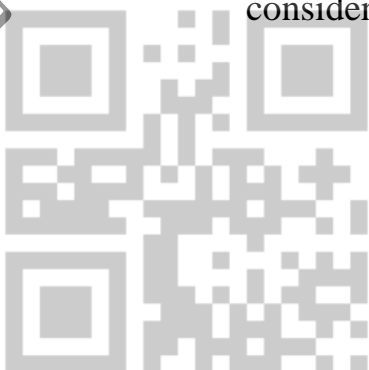
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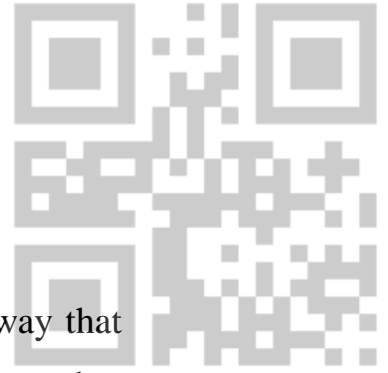
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### **Rules of Effective Writing**

#### **1. Adapting your Words to Your Readers**

- Clear writing begins with adapting your messages to your specific reader. Tailoring your message to your readers is not only strategically necessary but it is a sign of considering their time and energy.





- The solution is to write your message in such a way that your readers can understand the parts your message that are more valuable to them.

### **Adapting to a Single Reader**

- Not all readers have the same kind or level of vocabulary, knowledge, or values.
- Write to your reader's psychographic profile.
- What are his or her interests, values, goals, needs and fears?

So the choice of the words of your message needs to be guided by your audience and Purpose.

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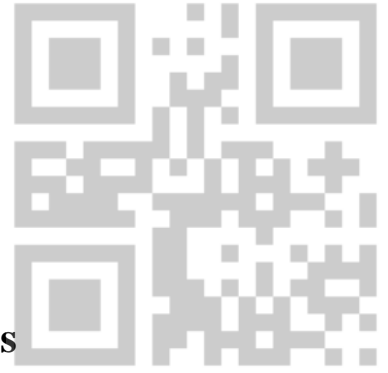
### **2. Use familiar words**

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- To communicate clearly you must use words that your readers are familiar with.
- In general using familiar words means using the language that most of us use in everyday Conversation ( the plain language).
- To write clearly avoid the stiff and the more difficult words. For example instead of using less common words endeavor use try.





## Unfamiliar Words

Abbreviate  
Accomplish  
Approximately  
Ascertain  
Commence  
Considerable  
Determine  
Detrimental

## Familiar Words

→ Shorten  
→ Do  
→ About  
→ Find out  
→ Begin  
→ Much  
→ Decide  
→ Harmful

### 3. Prefer Short Words

- Short words generally communicate better than long words and tends to be familiar.
- A heavy use of long words leaves an impression of difficulty that hinders communication.
- Bear in mind that not all short words are easy and not all long words are hard. for example not every one knows words such as gybe or verd while even children's know such long words as automobile and bicycle.

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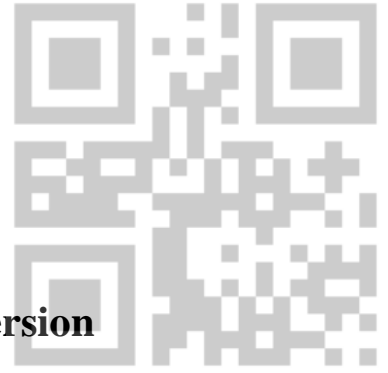
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### 4. Use Technical Language Carefully

- Social Security's technical language found to be misunderstood by outsiders:





### Technical Language

- Has sufficient quarters of coverage to acquire an insured status.
- Survivors' benefits
- Covered employment
- Deceased wage earner
- To file a claim
- Aged workers

### Improved Version

- Has worked long enough (under Social Security) to become insured.
- Family insurance payments
- A job covered by Social Security
- Worker who has died
- To apply for insurance payments
- Workers past 65

### Use Initials and Acronyms Carefully

#### What do these letters mean?

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- ROI
- FTC
- CFO
- IPO
- IT
- RFP
- EOD

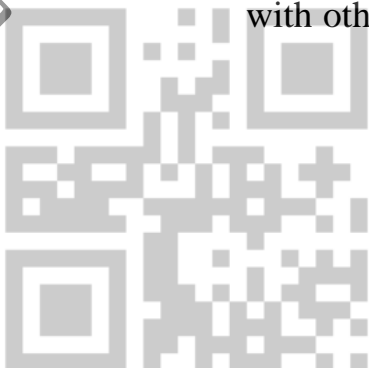
- ➔ Return on Investment
- ➔ Federal Trade Commission
- ➔ Chief Financial Officer
- ➔ Initial Public Offering
- ➔ Information Technology
- ➔ Request for Proposal
- ➔ End of Day

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### 5. Use Slang and Cliches with Caution

- At any time in any society some slang words and cliches are in vogue.
- Using cliches can sometimes increase your credibility with others and make sound like one of them and can also







add color to your language and quickly convey a certain idea.

- Cliches have some drawbacks they marks the place where thinking has been. They represent popular concepts but with overuse. They begin to sound like a replacement for thinking . plus they run the risks sounding out of date Finally they can create problems in cross culture communications.

## 6. Choose the Precise Word

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- Good business communicators must use concrete words instead of using abstract words. While abstract are vague concrete words are those that stand for things that exist in real world and reader can see taste smell and count. Closely related to being concrete is being specific for Example to be more specific you have to say (our batteries cost less and last longer} instead of saying(our batteries are better).
- Some words share same denotation” basic meaning” but vary widely in their connotation “ their social and Emotional associations” such as (money cash. funds. finance.)





• **Prefer the Concrete to the Abstract**

**Abstract**

- We have found that this technique is successful.
- Your department may hire some new employees.
- A significant loss.
- Each of the branch managers will receive a substantial pay raise.
- Good attendance record

**Concrete**

- Our research shows that 87 percent of those using this technique are successful.
- Your department may hire three new stock clerks.
- A 70 percent loss.
- Each of the branch managers will receive a 25 percent pay raise.
- 100 percent attendance record.

**7. Select Words for Appropriate Usage**

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**Inappropriate**

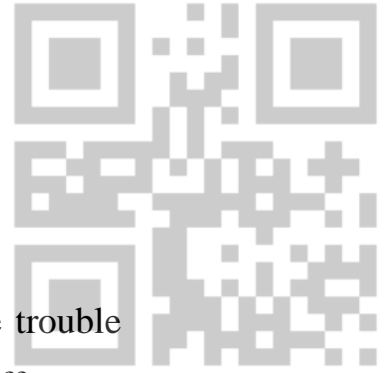
The retailer needs to change it's marketing plan.  
 We have contacted our ad agency about they're billing.  
 I could use some advise on how to handle this client issue.  
 That was a nice complement—thank you.  
 You will be the authority about business writing.

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**Appropriate**

The retailer needs to change its marketing plan.  
 We have contacted our ad agency about their billing.  
 I could use some advice on how to handle this client issue.  
 That was a nice compliment—thank you.  
 You will be the authority on business writing.





- Certain pairs of words in our language can cause trouble for writers for example do you know the difference between fewer and less? Less is used for items that can be counted (e.g., customers) while less is used to refer to an overall quantity of something that can't be counted (e.g., traffic). (Affect and effect). (farther and further).

## 8. Prefer the Active to the Passive

### Passive

It *is believed* that the bill was padded.

Your report *was read* by the president.

The profit and loss statement *is prepared* by the treasurer each month.

It *is suggested* that you clean the element in warm, soapy water.

It *is desired* that every effort be made to have this matter brought to the attention of the manager.

### Active

I believe they padded the bill.

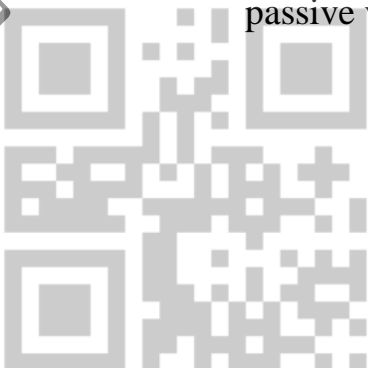
The president read your report.

The treasurer prepares the profit and loss statement each month.

We suggest that you clean the element in warm, soapy water.

Mr. Wong wants you to bring this matter to the attention of the manager.

- Of all parts of speech, verbs do the most to make writing interesting because they contain actions so it is better to use verbs but not all verbs add vigor to you writing, using passive Verbs can sab energy from sentences sometimes passive voice is preferable:





A – when the doer of the action is unimportant.

B – to avoid accusing your reader on action.

C – when the performer is unknown or when the writer does not want to name him.

## 9. Avoid Overuse of Camouflaged Verbs

### Camouflaged Verb

- make a classification
- make a computation
- conduct an exploration
- provide information
- engage in negotiation
- make an observation
- provide representation

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### Strong Verb

- classify
- compute
- explore
- inform
- negotiate
- observe
- represent

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- It is not good to use camouflaged verbs because:

- 1 – camouflaged verbs are abstract nouns, and as we suggested that it is better to use concrete words over abstract.
- 2 – camouflaged verbs frequently require passive and we advised using active voice.





## 10. Avoid Discriminatory Wording

- Use gender-neutral words.
- Avoid words that stereotype by
  - race.
  - nationality.
  - sexual orientation.
  - age.
- Avoid words that typecast those with disabilities.

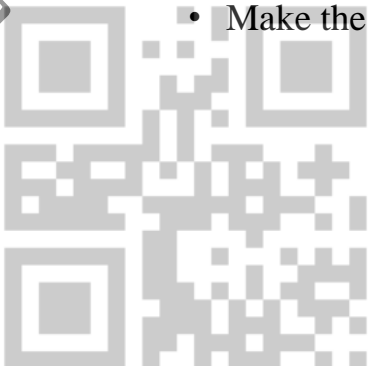
### • Avoid Words That Lower Status

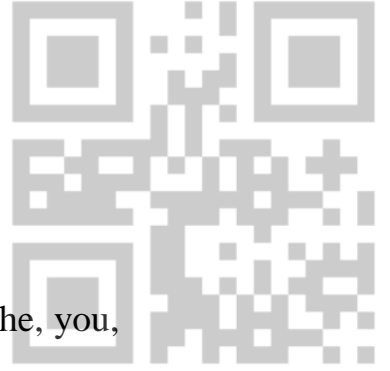
#### Instead of

#### Use

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	lady doctor	→		doctor	
	authoress	→		author	
	actress	→		actor	
	poetess	→		poet	
	sculptress	→		sculptor	
	male nurse	→		nurse	
	male secretary	→		secretary	

- **Avoid Sexist Use of Pronouns**
- Reword to eliminate the offending word.
- Make the reference plural.





- Substitute a neutral expression (he or she, he/she, s/he, you, one, person).

- **Avoid Stereotyping Language**

- Race

- a hard-working Mexican
    - an honest Sicilian

- Sexual Orientation

- A lesbian athlete

- Age

- golden ager
    - youngster

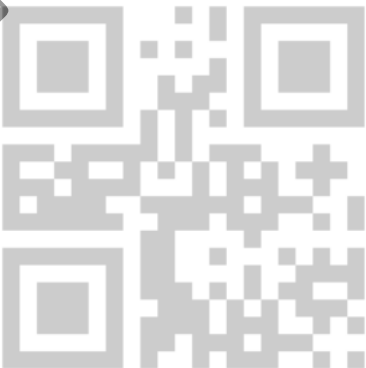
- Disability

- deaf and dumb
    - crippled

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## Chapter (4)

### True / False

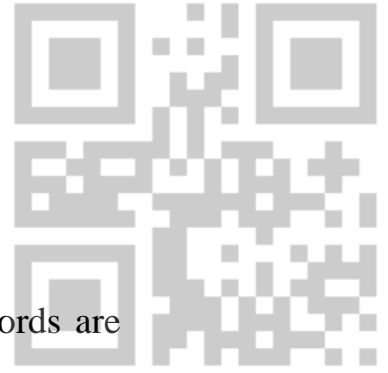
- (1) Highly complex topics are good choices for normal written communication.
- (2) Long involved explanations or conversations or controversial are usually good topic for written communication.
- (3) The more the intense the emotions around the topic the less likely to use written communication.
- (4) As the level of formality decreases in the relationship the less likely to move from likely to move from paper documentation.
- (5) The first step in writing process is drafting.
- (6) Written communication has extremely wide reach and can not be exactly reproduced or repeated.
- (7) Written communication is impersonal and unfriendly.
- (8) Using familiar words in writing means using the plain language.
- (9) In writing it is better to use common word such as about instead of using approximately.

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- (10) Not all short words are easy and not all long words are hard.
- (11) Using cliches in writing can sometimes decrease your credibility.
- (12) Abstract words are those that stand for things in real world and reader can smell and count.
- (13) Using passive verbs in writing can sap energy from sentences.
- (14) "The company posted a significant loss" this sentence uses abstract word.
- (15) To be effective writer you should avoid words that lower status.

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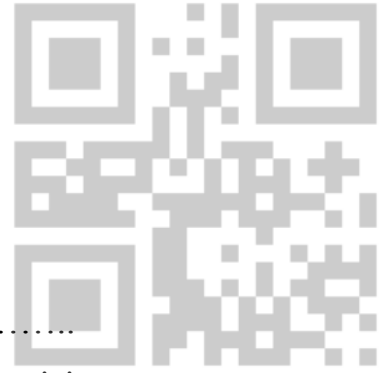
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### MCQ

- (1) ..... communication are not good choices for highly complex topics.  
a) oral      b) written      c) verbal      d) non-verbal
- (2) as the level of formality increases in the relationship the more likely to use ..... communication  
a) oral      b) verbal      c) written      d) non-verbal





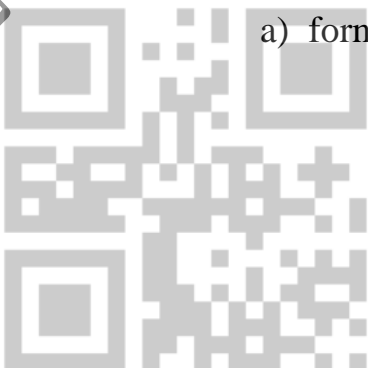


- (3) The first step in the process of writing is .....  
a) planning                      b) proof reading                      c) revising  
d) formatting.
- (4) Which of the following is typically included in the planning stage of the process of writing?  
a) getting feedback from others  
b) editing your language.  
c) frowning the purpose message.  
d) revising your content.
- (5) Which of the following statements is true about the planning stage of writing process  
a) it the second stage in writing process.  
b) a business writer should spend more time on drafting and skip the planning stage.  
c) The planning stage is independent of the drafting stage.  
d) its involves gathering and collecting information.
- (6) ..... stage of writing process, the writing should be accurate and free from grammatical and content related errors.  
a) formatting                      b) revising                      c) planning                      d) drafting

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(7) All of the following are disadvantages of written communication except .....

- a) it takes time      b) people may not always read them  
c) it is not permanent      d) it is unfriendly

(8) Which of the following will most likely make a message clear and effective?

- a) Using jargon to capture the attention of your audience.  
b) Using vague words so that your message can be interpreted in multiple ways.  
c) Adapting your choice of words to the purpose of the message.  
d) Avoiding the use of active verbs.

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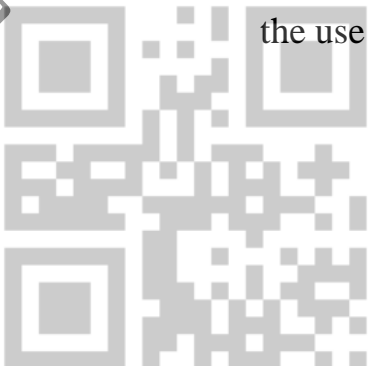
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(9) Which of the following sentences is the best example of the use of familiar words?

- a) The hotel room was impeccable.  
b) The hotel room was unsolied.  
c) the hotel room was unsullied.  
d) The hotel room was clean.

(10) Which of the following sentences is the best example of the use of unfamiliar words?





- a) John's computer tends to shut down when it becomes hot.
- b) John's computer does not work properly when it heats up.
- c) John's computer does not work properly when it runs hot.
- d) John's computer has the tendency to shut down when operating at elevated temperatures.

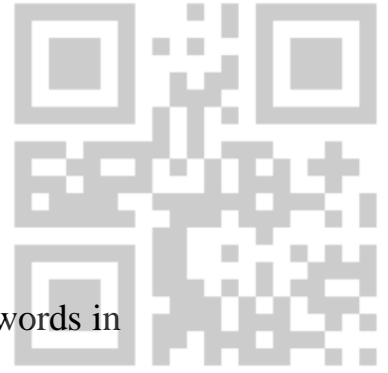
(11) Which of the following will most likely enhance the effectiveness of your message?

- a) Using familiar words.
- b) Using complex words to exhibit your knowledge to your readers.
- c) Avoiding active verbs.
- d) Using stiff words to make the communication precise.

(12) For writing to be clear and effective, you should:

- a) Avoid using familiar words.
- b) avoid using stiff words.
- c) avoid using active verbs.
- d) use complex words to exhibit your knowledge to your readers.





(13) Which of the following is true about using short words in business communication?

- a) The use of short words hinders communication.
- b) A heavy use of short words, even those that are understood, leaves an impression of difficulty.
- c) Word length and word difficulty are not related to one another.
- d) Short words are generally better at communicating meaning than long words.

(14) A heavy use of long words should be avoided as:

- a) they tend to be concrete words.
- b) they leave an impression of difficulty.
- c) they are not stiff precise.
- d) they do not vary widely in their connotations.

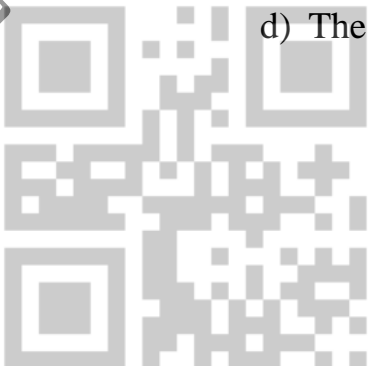
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(15) Which of the following sentences uses a slang word?

- a) The analyst said, "The economy is in recession and exports are declining".
- b) My boss has asked me to submit a report.
- c) The manager said, "No worries, I will do my best to help you".
- d) The children were building sand castles on the beach.





(16) Which of the following sentences uses a cliché ?

- a) The company has come up with a state of the art combustion engine.
- b) Sally goes to the movie theater every Saturday.
- c) People often drink tea in the morning.
- d) Our friend have planned to go to the museum.

(17) Cliches should be used sparingly because:

- a) they signal to other specialists that you are qualified to communicate on their level.
- b) they create problems in cross-cultural communication.
- c) they represent unpopular concepts.
- d) they are short in length.

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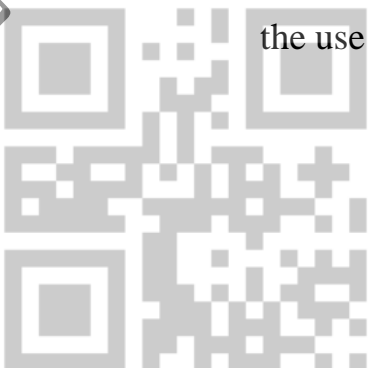
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(18) Which of the following is true about concrete words

- a) Concrete words are not easy to understand.
- b) Concrete words are typically not informative.
- c) Concrete wording should be avoided as it is interesting.
- d) Concrete words stand for things the reader can see, feel, taste, smell, or count.

(19) Which of the following sentences is the best example of the use of concrete words?





- a) Sally fared poorly in her last exams.
- b) Sally's last exams did not go very well.
- c) Sally did not fare well in her last exams.
- d) Sally got 20 points out of 100 in her last exams.

(20) Which of the following sentences is the best example of the use of abstract words?

- a) He drives a 1950 Buick.
- b) She has a good attendance record.
- c) He owns a semi-automatic handgun.
- d) She will be back by Thursday evening.

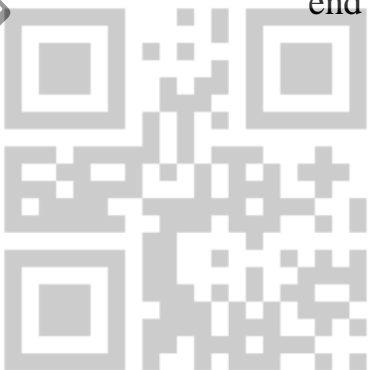
(21) Which of the following sentences correctly uses the words "further"?

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- a) How much further do you plan to walk now? 2024/2025
- b) Carl threw the ball further than anyone else.
- c) We need to explore this problem further.
- d) How much further do I have to run, coach?

(22) Which of the following sentences is gender-biased?

- a) The salesperson closed the deal.
- b) It takes immense courage to be a firefighter.
- c) This is how a common man lives his life.
- d) The priest declared them as husband and wife at the end of the ceremony.





## Chapter (5)

### NON-VERBAL COMMUNICATION

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أحمد محمد عبد المنعم كامل الساعاتي





## Chapter (5)

### NON-VERBAL COMMUNICATION

#### 5.1. INTRODUCTION

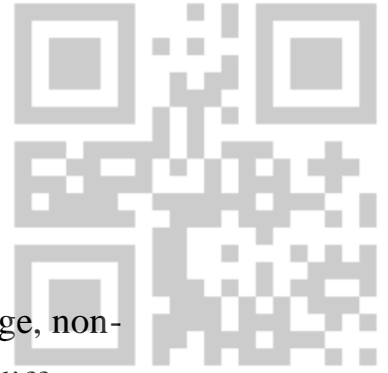
The first two methods of communication are oral and written. The third method of communication relates to non-verbal communication, which is neither oral nor written. While oral communication thrives on listening and the written communication thrives on reading, the non-verbal communication thrives on observation. It can be expressed through gestures, signs and body language and so on.

Non-verbal communication may be conscious or unconscious, deliberate or unintended. It may substitute verbal communication or supplement it. There may also be occasions when the non-verbal communication may be out of line with or even contradict oral communication. When used with full awareness, body language can create the desired impact. Non-verbal communication is extremely relevant during meetings and interactions of a direct or face-to-face nature.

The greatest merit of non-verbal communication is that it has a universal appeal. Unlike both oral and written







communication, which depends on a particular language, non-verbal communication can reach across to people of different regions ,irrespective of the language they speak. language of love and compassion is just one example. In the organizational context, however, non- verbal language can be used effectively as an adjunct to verbal communication.

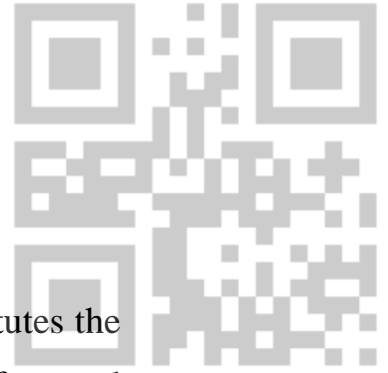
In this chapter you will learn about the concept of non-verbal communication ,its branches and its various forms. Body-language, postures and gestures and attire, appearance or even a handshake convey different meanings.

## 5.2. MEANING

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Non-verbal communication is a prominent third type of communication as distinct from both oral and written communication. It takes place extensively at various levels- individuals, family, society and organization. Non-verbal communication may take any of the following forms—body language, gestures, postures, appearance, personal space, codes, signs and signals, facial expressions, timings examples and personal behavior.

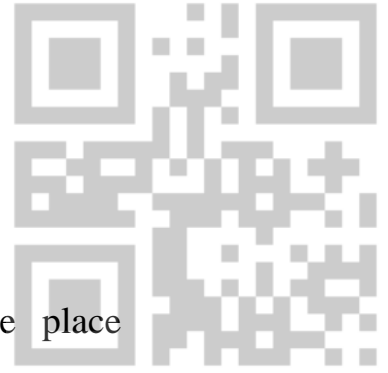




Non-verbal communication is ancient and constitutes the earliest type of communication. It developed much before oral communication and languages came into being. Gestures, postures, signals and facial expressions were obviously among the earliest means of communication.

Non-verbal communication is closely associated with the power of observation. The receiver of the communication should be in a position to see, hear and even feel the communicator. The receiver of the communication should be in a position to clearly see the face, the gesture, the tone, the dress, the appearance and also hear the voice of the communicator. Since it is through observation, non-verbal communication may be both intended and unintended. It is intended when the communicator tries to convey certain messages to the target group through conscious gestures, postures, attire and other forms of body language. Non-verbal communication is unintended when the body language, posture or appearance of the communicator is interpreted by the receiver, even though it is not done consciously. A casual attire may be interpreted as lack of seriousness, although the speaker may be quite intent.



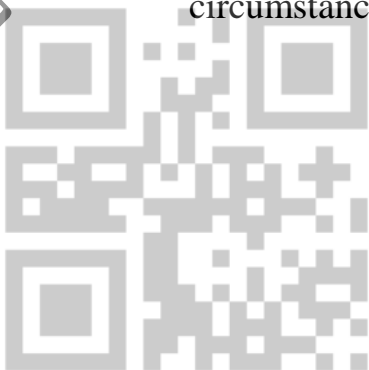


Although non-verbal communication can take place independent of other methods of communication, it often goes along with oral or verbal communication by the speaker. Used appropriately, body language and non-verbal messages can supplement and complement the oral message. Together they can make the message clear and forceful. On the contrary, if they are not consistent, the message that comes out would be ambiguous or garbled. When a speaker speaks, it is not just through words, but through the speaker's personality as well. Similarly, although interpreting each non-verbal message provides a useful clue, listeners or the target audience should not jump to conclusions, but should, instead, take note of the totality of the messages communicated. It is essential to note that what a person says, together with the body language of that person creates the total impact. If they are consistent, they strengthen and reinforce the message. The body belies what the tongue utters. Sometimes, what a person says with his body negates what he is saying with his tongue. Thus, a person may appear calm and self-controlled, but if he is biting his nails, his nervousness speaks loud. Under such circumstances.

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### 5.3. Functions and Characteristics of Nonverbal Communication

#### Nonverbal Communication Functions

- Expands verbal communication by:
  - Reinforcing a message
  - Contradicting the message
  - Substituting for messages
  - Conveys emotional and relationship dimensions of a message.



#### Nonverbal Communication Characteristics

- **Subconscious:** nonverbal communication is often sent and received on a subconscious level. We are usually not aware of the messages we send nonverbally.

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- **Contextual:** nonverbal communication depends on the situation in which it occurs.
- **Ambiguous:** the meaning is open to interpretation and often confusing.
- **Cultural:** nonverbal communication has a distinct cultural nature.





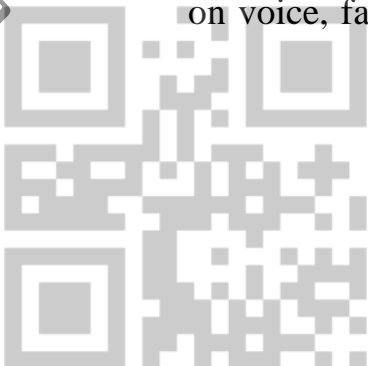
#### 5.4. NON-VERBAL COMMUNICATION: TYPES

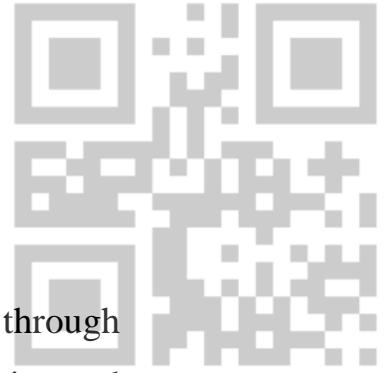
Non-verbal communication can have an overwhelming impact. There are myriad ways in which the body and its associated actions communicate messages, both intended and unintended. Non-verbal communication takes place at various levels when parts of the body, actions, behavior, and attire tend to communicate.

In other words, non-verbal communication takes place through the following objects, actions, and expressions:

1. Body language-facial expressions, eye contact, voice modulation
2. Postures/Gestures-carriage, leaning, shrugging, nodding
3. Attire.
4. Appearance
5. Handshake
6. Space
7. Timing
8. Example
9. Behavior
10. Smile

Body language is a well-developed discipline of study. Behavioral psychologists and researchers have studied, over the years, Social scientists use the term 'paralanguage' to describe a wide range of characteristics or expressions based on voice, facial expressions, or actions a paralinguistic study

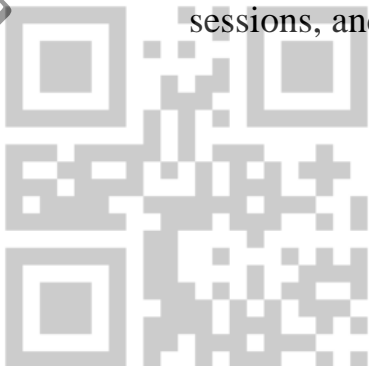


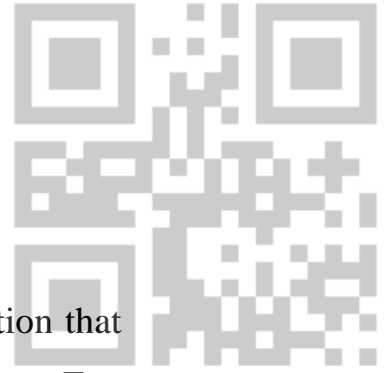


relates to interpreting communication that takes place through other than words. It relates to studying the tone of voice and expressions on one's face and actions. Paralanguage relates to 'how' something is said, rather than 'what' is said.

Non-verbal communication covers several branches of study including kinesics, oculesics, haptics and proxemics. A brief description of each of these sub-categories, with particular reference to business communication is given in the following paragraphs.

**Kinesic** s is the most well-known branch of non-verbal communication. It relates to a systematic study of various aspects of body language. **Kinesic** s covers the study of body movements, gestures, facial expressions, appearance and so on. A well trained person, given to close observation, can meaningfully interpret body movements, facial expressions, etc. in the context of business communication. likes, dislikes, trust, confidence, , and a host of such feelings and emotions can be inferred from a close study of the person with whom we are interacting. Such interpretations when done properly will be of great help in negotiations, interviews, , interactive sessions, and the like.





**Oculesics** is a branch of non-verbal communication that relates to the study of eye movements and eye contact. Eye movements are described as glaring, dominating, avoiding, etc. Similarly, the type of eye contact that takes place between individuals is also significant. The extent and type of eye contact that takes place when people meet conveys attention, respect, confidence, alertness, and so on. **Haptics** relates to the science of touch. It is a branch of non-verbal communication covering the study of touch. Haptic communication is the means by which humans communicate through the medium of touch. Haptics that relates to touch have much to convey. Touch can convey trust, encouragement, reassurance, dislike, etc. Any business communicator should, however, know the difference between a good touch and a bad touch, and avoid the wrong kind of touch.

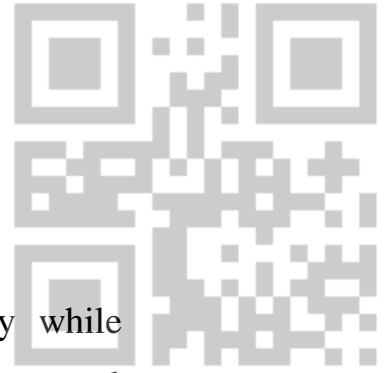
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**Proxemics** is a kind of non-verbal communication that deals with personal space. It relates to the distance that people need to maintain in their personal, social, official and public interactions with the other people. Proxemics covers various types such as intimate distance, personal distance, social distance and public distance. In





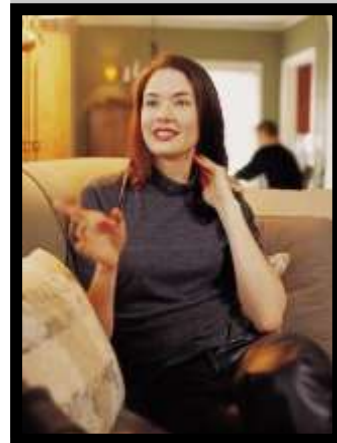
the business and organizational context, especially while interacting with business associates and superiors, personal space should be respected.

When we talk of these aspects of non-verbal communication, we need to note that there are **cultural variations** associated with them. Different cultures attach different meanings to body movements, gestures, touch, spacing, and eye contact and while communicating in an inter-cultural context, the differences should be kept in view.

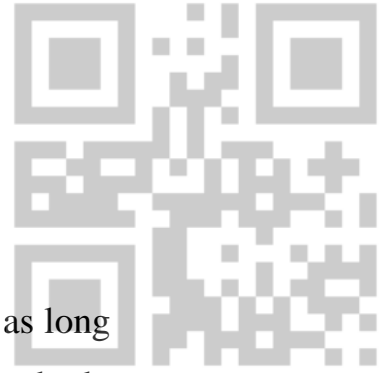
#### 5.4.1. Body language-Facial expressions and Eye contact

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There are many ways in which a human body expresses itself. These expressions may be obvious or subtle, conscious or unconscious and complementary or contradictory. It is said that bodies don't lie and body language, therefore, tells the truth. if you are sleepless, your eyes tend to shut or if you are bored, you tend to yawn. skillful





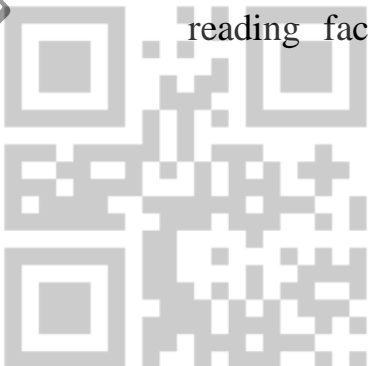


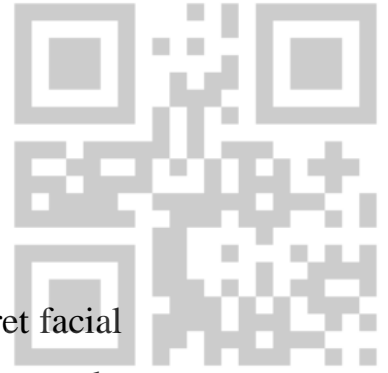
communicators can express themselves in many ways as long as they are conscious of the fact that various parts of the body may intentionally or otherwise carry a message. Similarly, a keen listener or an observer carries and makes sense from the body expressions as well.

Facial expressions, eye movements and the state of the eyes and the variety and intensity of the human voice can and do convey different meanings. ,anger, wonder, shock, grief,, indifference, seriousness, friendliness, approval ,disapproval, and many other feelings can be expressed through body language. In some professions, where the facial and body expressions are important, they are consciously cultivated. Let us consider drama artists, movie stars, actors and people in show business. The success of their performance often depends on their ability to cultivate and display a wide range of expressions as the situation requires.

#### – Facial Expressions

It is said that the face is the index of the mind. The thoughts of the mind and the feelings of the heart often find expression on the face. There are people who are good at reading facial expressions. Good communicators, whether





they are speakers or listeners, learn to read and interpret facial expressions . In fact, the eyes are the most commonly described part of the body. The feelings of the heart quite often find expression through the eyes. In the expression of love, affection and sincerity the eye contact becomes crucial. Romantic literature, over the years, has seen copious references to the eyes. Some of the words and expressions used in common parlance while reading the eyes are as follows:

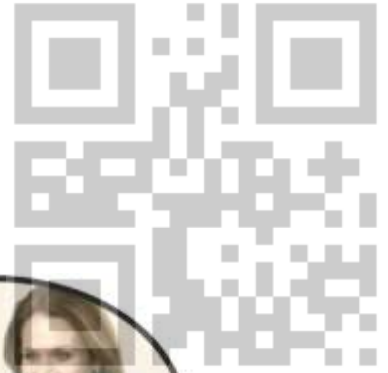
- Twinkle in his eyes
- Furtive glance
- Eyes emitting fire
- Worried look
- Sad look
- Unsettling stare
- Hurried glance
- Cold stare

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#### 5.4.2. Voice

Human voices, through their variations, convey different meanings. Speech or oral delivery reaches the audience better through voice modulation. Voice modulation refers to the adjustment or variation of tone or pitch while speaking.



Voice has many characteristics and the social scientists have studied these characteristics in detail and given generally accepted interpretations to them. It is generally understood that when studied closely, voice has the following distinct features, viz.:

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- Tone-harsh, whisper
- Volume-loud, soft
- Quality-controlled, uncontrolled
- Pace-rapid, slow
- Range—wide, narrow

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Voice-related features are particularly relevant in spoken communication, either face to face or through telephone.





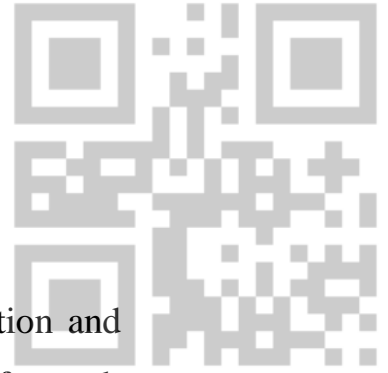
### 5.4.3. Postures and Gestures

Yet another component of non-verbal communication relates to postures and gestures. Posture refers to the state and attitude of body. Gesture refers to any significant movement of body and a deliberate use of such movement as an expression of feeling. Like other aspects of body language, posture and gesture should also be read along with the verbal and other messages.

Gestures in human interfaces are many and varied. People read and interpret gestures and hence these are extremely important in the organizational context. Nodding, shaking of head, smiling, clapping hands, shrugging, touching, frowning, yawning and crossing and uncrossing of legs are among the various types of physical actions and gestures that are used to convey meanings and messages and are likewise interpreted by others receiving the message.

The message conveyed through these actions can be both positive and negative, and therefore, the communicator has to be quite conscious of his actions. Again, to be effective, these postures, gestures and actions have to complement the spoken





word. If not, the communication results in contradiction and confusion. Postures, gestures and actions are of much significance in the organizational context. When understood properly, they can be of great help in conveying the right message. If Ignored, they can cause considerable unintended damage and misunderstanding. In a promotional interview, or even when an important customer is being attended to, people concerned should be conscious of their body movements and actions. They should convey the proper message.

2024/2025 A smile at the wrong time may be taken as a sneer and, therefore, may irritate a person. , yawning, swinging of arms and legs and such other actions which give a message of indifference and carelessness will have to be avoided in all serious business- related and organizational interactions. In the organizational context, leaders and good communicators make effective use of gestures like a smile, a touch and a pat on shoulder. They come in very handy for motivation, morale building and clearing misunderstanding.





#### 5.4.4. Attire, Appearances and Handshake

Attire, appearance and handshake are other facets of body language that are subject to interpretation by the audience or the people with whom one interacts.



**Attire:** Attire or dress is another important non-verbal communication. The way a person dresses is often subjected too much interpretation. Attire declares a person. The dress a person wears, besides announcing him or her creates the first impression. In business organizations the world over, the attire of a person has come to acquire much significance. Formal, informal or casual dressing conveys different meanings.

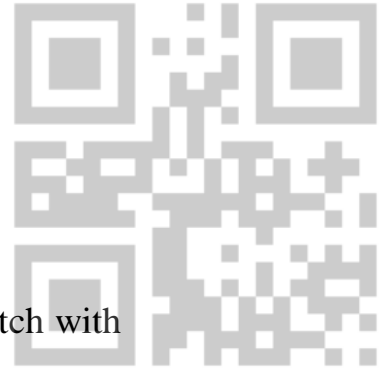
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Important and ceremonial occasions normally call for a formal dress. Organizations, in fact, very often have their own unwritten dress code that is well understood and carefully followed. A person addressing an important meeting or at a high-status or a court of justice has to wear a formal dress or a dress that is not interpreted as casual wear. Any breach of this unwritten code is likely to weaken the effectiveness of the

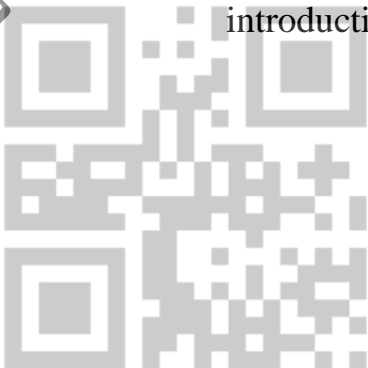


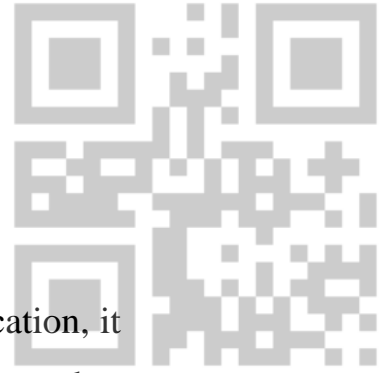


communication. The dress one wears should be in match with the occasion.

- **Appearance:** Physical presence and appearance of persons play a key role in the process of communication. The way one looks and presents oneself indicates the importance one attaches to one's presence or participation. A bad look as evidenced by disorderly hair, untidy, appearance, suggests indifference. Any person who is serious about what he wants to convey, especially in a formal setting, tries to appear so. In modern society, people have the habit of judging others by their appearance. generally a person keen on conveying a serious, business-related message has to make a positive impression in terms of appearance. People tend to prejudge a speaker through his attire and appearance even before he starts speaking. When people speak and interact in business and organizational context, they speak not merely with their words but with their total personality.

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handshake is seen as a type of nonverbal communication, it is very essential that it is done properly. Like the other aspects of body language, handshakes are also varied, and each one of them has certain interpretations.

A good communicator is aware of what each type of handshake stands for and ensures that the most appropriate one is used. A weak handshake by a person in authority may be interpreted to mean that the person is not keen on further communication or interaction. Further, when a businessman meets a businesswoman, it is appropriate to let her make the first move, when he is not very sure of the proper way of greeting.

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### 5.5. Understanding and Interpreting Body Language

- Humans pride themselves on their seemingly unique ability to verbalize feelings and ideas.
- While the mouth tells one story, gestures and posture may tell a different story.







### **Taking Gestures Out of Context (attaching significance to a single gesture)**

- Gestures should be observed in clusters to provide a more accurate picture of person being observed
- Each gesture is like a sentence
- The sum total of postures and gestures relate a non-verbal story

### **Evolution and Refinement of Inherent Gestures**

- Behavioral scientists have found that some basic communication gestures are universal and believed to be inherent
- Examples are: smiling, shrugging, nodding
- Children tend to exaggerate these gestures making their body language easy to read

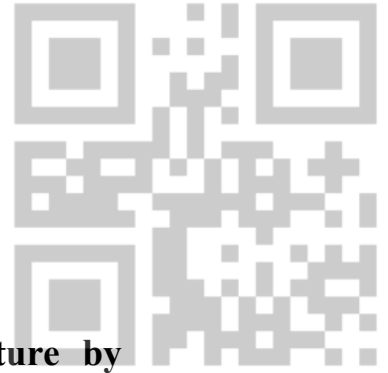
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- **When children are small and tell a lie, their hands fly over their mouth.**





- A teenager might “refine” this inherent gesture by simply bringing tips of fingers to the mouth



- An adult may bring the little finger to edge of mouth.



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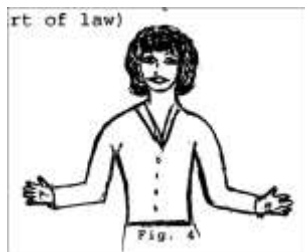
### The Palm

- Historically, an open palm has signified honesty, truth, allegiance, and submission. Two Basic Palm Positions:
  - Open palm in upward position- gesture signifies appeal or request to others



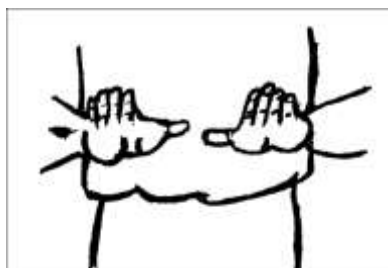


### An Appeal or Request to Others



- Open palm facing outward or downward-a gesture that indicates desire to stop or hold something down; signal of restraint

### A Desire to Stop or Hold Something Down

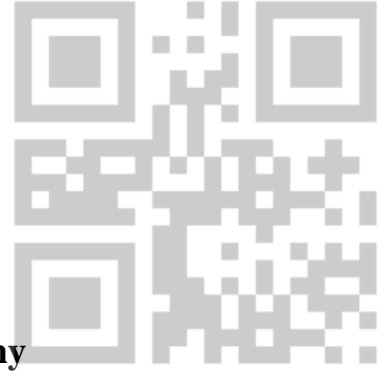


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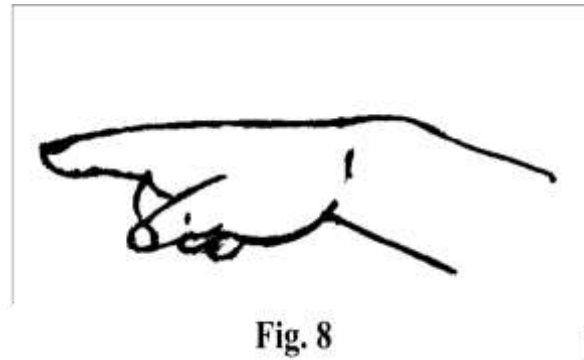
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### Palms-up Expresses Submission





## Closed Palm With Extended Finger Expresses Authority That Borders on Tyranny



### Handshakes

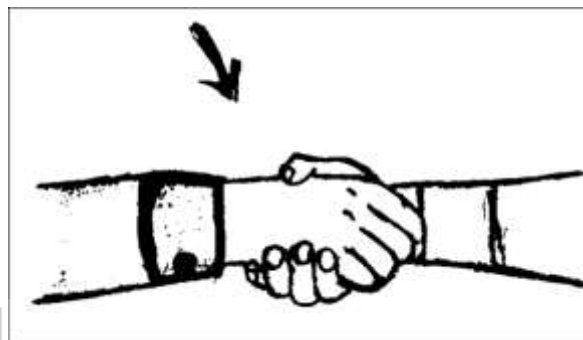
- Three basic attitudes are transmitted through the handshake:
- **Dominance**
- **Submission**
- **Equality**

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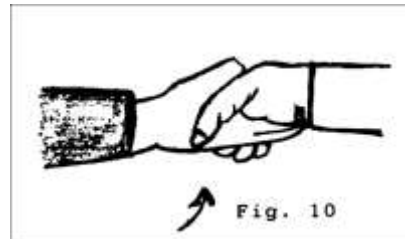
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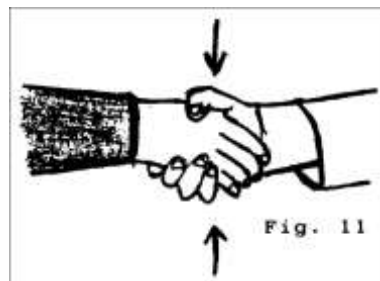
**Dominance is shown by turning hand so that palm is facing down during the handshake.**



**Submission is shown by turning hand so that palm is facing upwards during the handshake**



**Equality is shown by turning palm so that it faces neither up nor downwards.**



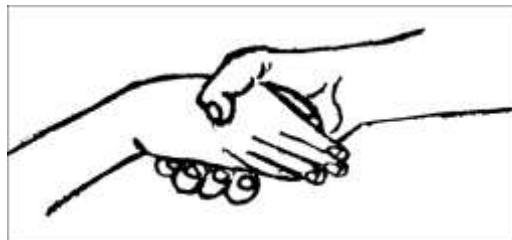
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### **Hybrid Handshakes**

#### **“Dead Fish” Handshake**

- Carries negative connotations and generally considered to demonstrate weak, apathetic, or submissive individual.
- Traditionally an acceptable handshake for women.





## Gesture of Interest



Fig. 30

## Deceit Gestures Hand to Mouth

### The Mouth Guard Gesture

-A signal that he/she is exaggerating or lying.



Fig. 32

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## Hands Behind Head

-Clasped hands behind head is an indication that the individual is relaxed.



Fig. 37





## Language of the Arms

### Arm Gripping

This variation of arm folding usually indicates insecurity and fear.



insecurity



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## Language of the Legs and Feet

### Ankle on Knee

-This posture is not acceptable in Middle East since any display of the sole of a shoe is an insult.



Fig. 44





## Language of the Hair, Head, and Face

### Hair Stroking and Head Tossing

-Absent-minded running of fingers through hair or swishes hair behind shoulders with a toss of the head is an unconscious gesture that occurs when an individual finds someone attractive.



### Lifted Eyebrow

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-When one eyebrow lifts while the other remains in the natural position, it signals skepticism.

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## Chapter (5)

### True / False

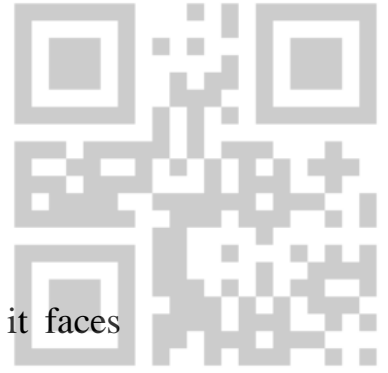
- (1) The non-verbal communication is based on observation.
- (2) Non-verbal communication can not reach across to people of different regions, irrespective of the language they speak.
- (3) Non-verbal communication constitutes the earliest type of communication.
- (4) Non-verbal communication is often sent and received in subconscious level.
- (5) Kinesic is a branch of non-verbal communication that relates the study of eye contact.
- (6) Haptics is a branch of non-verbal covering the study of touch.
- (7) Attire is another important aspect of non-verbal communication, declares person and create first impression.
- (8) When adults tell a lie, they simply bringing tips to the mouth.
- (9) Open palm in upward position signifies request or appeal.

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- (10) Submission is shown by turning palm, so that it faces neither up nor downward.

### MCQ

- (1) All of the following are functions of non-verbal communication except .....
- a) Reinforcing message.
  - b) contradicting message.
  - c) Not convey shades of meaning.
  - d) Substituting for message.
- (2) ..... is the most well-known branch of non-verbal communication it relates to a study of various aspects of body language.
- a) oculusics.
  - b) Kinesic.
  - c) haptics.
  - d) proxemics.
- (3) ..... is the kind of non-verbal communication that relates to the distance that people need to maintain in their personal interactions with others:

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- a) proxmics.
- b) haptics.
- c) oculesics.
- d) kinesic.

(4) When telling a lie ..... bring tips of fingers to the mouth:

- a) small children.
- b) adults.
- c) teenagers.
- d) non of the above.

(5) Palms-up is a gesture that expresses:

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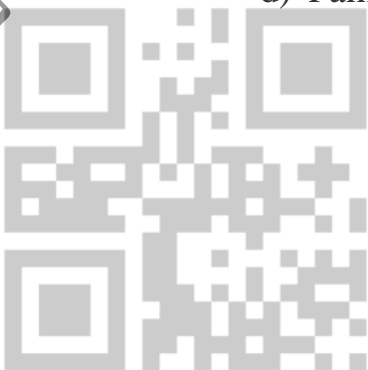
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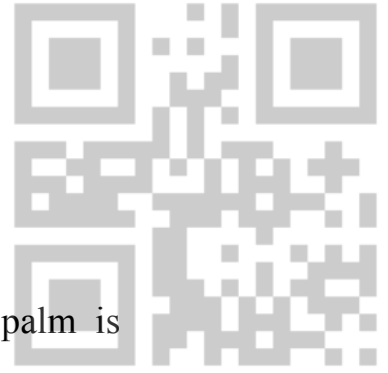
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- a) authority.
- b) submission.
- c) desire to hold something down.
- d) non of the above.

(6) ..... is a gesture that expresses authority.

- a) Palms-up.
- b) Closed palm with extended finger.
- c) Hands-up
- d) Palms-down.





(7) ..... is shown by turning hand so that palm is facing down during the handshake.

- a) Submission.
- b) Equality.
- c) Dominance.
- d) Sympathy.

(8) Submission is shown by turning hand so that palm is facing ..... during the handshake:

- a) upwards.
- b) downwards.
- c) neither up nor downwards.
- d) none of the above.

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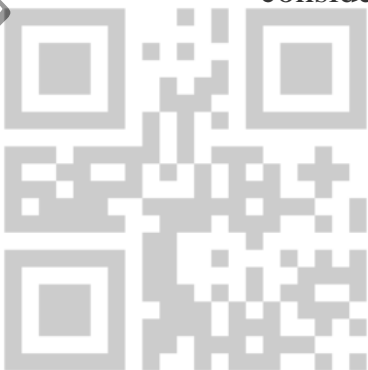
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(9) A Handshake that gives impression of warmth but is often seen as a violation of personal space:

- a) Glove handshake.
- b) Dead Fish handshake.
- c) Clasp the arm handshake.
- d) Knuckle cruncher handshake.

(10) ..... carries negative connotations and generally considered to demonstrate weak individuals:





- a) Dead Fish handshake.
- b) Glove handshake.
- c) Straight-arm extension handshake.
- d) Clasp the arm handshake.

(11) When individual ....., this signals confidence.

- a) wrist behind back.
- b) both hands behind back.
- c) arm behind back.
- d) none of the above.

(12) Hand to chin and cheek is a signal of:

- a) insecurity.
- b) interest.
- c) boredom.
- d) decision forming.

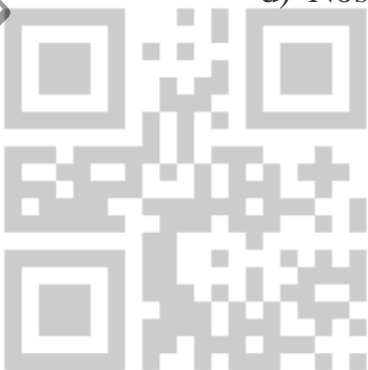
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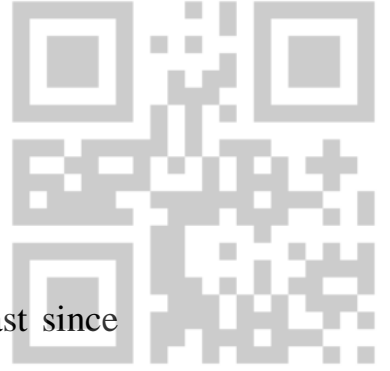
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(13) ..... is a subconscious gesture that indicates the individual is perplexed about what he/she is hearing.

- a) Rubbing ear.
- b) Rubbing eye.
- c) Rubbing back neck.
- d) Nose touching.





(14) A posture which is not acceptable in Middle East since display of the sole of a shoe is an insult is:

- a) Crossing at the knee.
- b) leg lock position.
- c) ankle to ankle leg cross.
- d) ankle on knee.

(15) ..... is (are) an indication of surprise.

- a) Nose flare.
- b) Skewed mouth.
- d) Wide eyes.
- d) none of the above.

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## Chapter (6)

# Listening Skills

2024/20

أحمد محمد عبد المنعم كامل الساعاتي





## Chapter (6) Listening Skills

### 6.1. What is listening?

*“Listening in dialogue is listening more to meaning than to words , .In true listening, we reach behind the words; ”.*Listening is a selective process by which sounds communicated by some sources are received, critically interpreted and acted upon by a purposed listener.

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Listening is The process of receiving, constructing meaning from, and responding to spoken and/or nonverbal messages; to hear something with thoughtful attention.

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### Listening V.S. Hearing

If you ask a group of people to give a one word description of listening, some would say hearing. BUT LISTENING... Is following and understanding the sound---it is hearing with a purpose. Hearing is to perceive sound via the ear.







**But by Listening You have To**  
*concentrate on hearing something; heed or*  
*pay attention to.*



Listening is an important aid to communication. Though its importance had not been realized till very recently, it is un-doubtable that if people are bad listeners, they will also make bad communicators

Listening is a complex process with three main phases:

**Receive** – gather all the signals being sent to you, both verbal and non-verbal **Comprehend** – try to understand what you've sensed and consider what it means **Respond** – ask questions and reflect back your understanding.

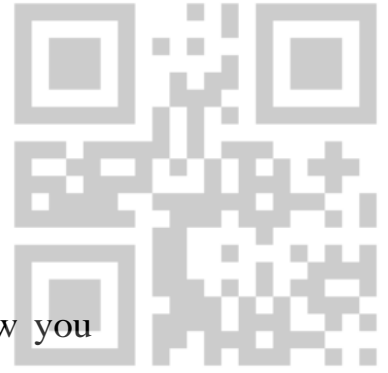
#### **. Things that we listen to actively**

- Music                      – Lecturer                      – News
- Sermons                  – Discussions                  – Advices
- Gossips.

### **6.2. Why You Need Good Listening Skills**

Good listening skills increase productivity amongst





employees, the ability to listen carefully will allow you to:

- i. Understand better the assignments and what is expected of you .
- ii. It build rapport among colleagues, your bosses, and the customers
- iii. It boast team-work
- iv. Many problems, between employees and bosses are resolved through listening
- v. Through listening you can be able to answer many questions and correctly

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### **6.3. Reason why we listen**

- Our brain works four times the speed that someone can speak. You have to actively focus on listening so that your mind doesn't wander.
- It enriches you and those around you, and guides other areas of your life.
- It can build trust and respect between people, and prevent misunderstandings that can lead to conflict, frustration or





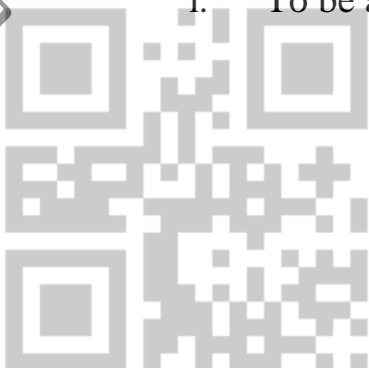
hurt feelings.

- While listening to other people's point of view, you may just learn something new and fascinating
- It forces people to listen attentively to others.
- It tends to open people up, to get them to say more.
- Shows empathy
- Builds relationships

When we listen, we foster the skill in others by acting as a model for positive and effective communication. In our love relationships, greater communication brings greater intimacy. Parents listening to their kids help build their self-esteem. In the business world, listening saves time and money by preventing misunderstandings. And we always learn more when we listen than when we talk. Listening skills fuel our social, emotional and professional success, and studies prove that listening is a skill we can learn (Cortright, 2011)

According to a research done by Kathleen Galvin (1995), we listen so as:-

- i. To be able to engage to social rituals (socialize)





- ii. To exert control – to take a step after advice
- iii. To share feelings
- iv. We listen to obtain information/exchange information and learn more.
- v. We listen to understand.
- vi. We listen for enjoyment/to entertain ourselves.

According to Salemi (1997) we usually listen to:-

- i. Obtain information
- ii. To solve problems
- iii. To share experiences
- iv. To persuade

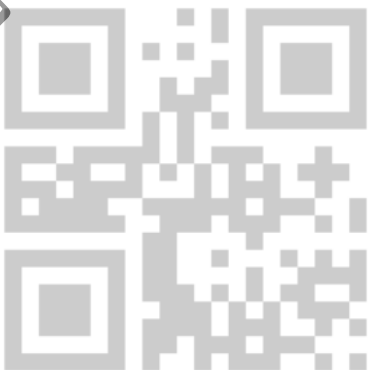
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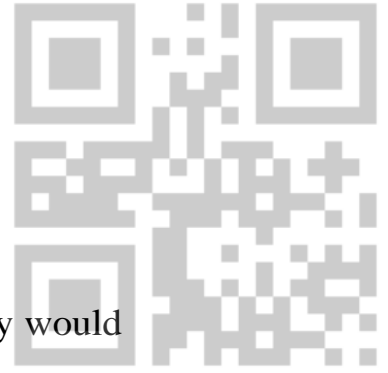
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Saleemi (1997) said that if people are bad listeners:-

- i. Only inaccurate and incomplete information would be exchanged
- ii. Problems would not be clearly understood and would remain unsolved
- iii. They would not be able to share one another's experience
- iv. On account of being unable to understand each other





through their own or others' inattentiveness, they would not be able to persuade or dissuade others.

In addition, to the following advantages of listening the following can easily be listed:-

- i. Listening helps to know what the organization i.e. grapevine will help you know what the members think of the company policies and activities.
- ii. Listening helps to make better policies i.e. if you listen to your subordinates carefully you will know which policies are suitable for your organization.
- iii. Listening mollifies complaining employees – if you as a manager listen to them patiently , their anger will subside.
- iv. Listening is important for the success of the open door policy – many managers are bad listeners
- v. Listening helps to spot sensitive areas before they become explosive

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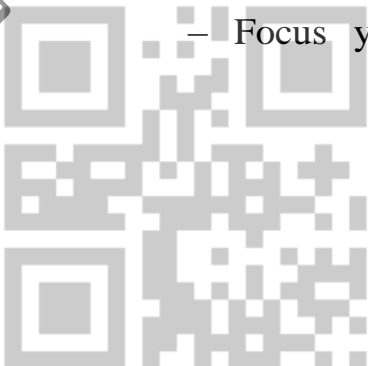
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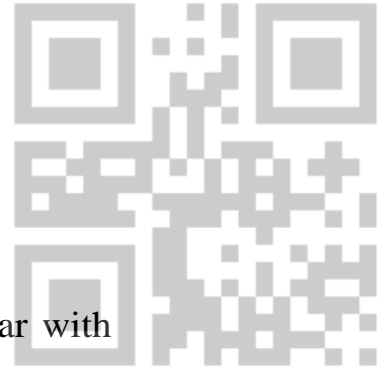
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#### 6.4. How to become a good listener

For you to be a good listener, :there are many tips

- Focus your attention on the subject that is being





discussed. Avoid any activities that are not in par with the day's business of the talk ahead. Concentrate on the speaker and the topic. Review mentally what you already know about the subject, Organize in advance relevant material in order to develop it further

- Avoid distractions by sitting in-front, sit still, near the speaker. Also avoid sitting next to a window, a talkative neighbor or noise.
- Suspend emotions until later. Keep your eyes fixed on the speaker and listen with your ears but also with your eyes and other senses
- Concentrate on what a person is saying rather than how he looks and mannerism. Nod your head to show you are understanding.
- Repeat the key ideas to yourself. It will help you understand better
- Try to relate the speakers remarks to your personal background and experiences
- Listen with a positive attitude. Don't let your prejudice

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close your mind to what the speaker has to say.

- Maintain eye contact
- Repeat instructions and ask appropriate questions when the speaker has finished. Let the speaker finish before you begin to talk. Speakers appreciate having the chance to say everything they would like to say without being interrupted. When you interrupt, it looks like you aren't listening, even if you are.
- Give the speaker your full attention. Avoid looking out of the window or at what else is going on in the room.
- Listen with an open-mind.
- Ask questions. If you are not sure you understand what the speaker has said, just ask.
- Respond appropriately to show that you understand - you can Murmur (“uh-huh” and “um-hmm”) or nod. Raise your eyebrows, laugh, frown and/or be silent.

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### 6.5. Difficulties encountered while listening

Listening is affected by various factors such as:-

1. Audibility – if the speaker is not louder enough then



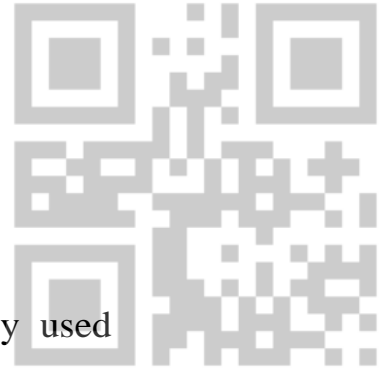


listening becomes an issue

2. Accent – this can happen when the speaker is influenced by mother tongue. It affects pronunciation.
3. Speed of delivery – if the speaker is too fast and the listener is writing and interpreting at the same time, listening becomes a problem.
4. Boring speaker – when the speaker is boring, your mind is tempted to wander elsewhere.
5. Language barrier – the language the speaker is using determines if you will listen and understand or not
- 2024/2025 6. Noise from the environment destructs the listeners 2024/2025 2024/2025 from listening.
7. Semantic destruction – semantic refers to meaning of language used. The language used by the speaker can be hard to the listener.
8. Physical disabilities – a listener can have problem in listening if your ears have problems or if the speaker is a stammer.
9. Code-switching – switching from one language to







another or use terms which are not commonly used affects listening.

### **Barriers to effective listening**

#### **i. Physiological Barriers**

- a. Hearing Problems – hearing deficiencies which can be temporary or permanent but in the process can affect your hearing capabilities
- b. Drifting away or tuning out – the brain is able to process at 500 words/minute, but people speak at 125 words/minutes, leaving a lot of free time to drift.
- c. Becoming emotional and judging- strong feelings and emotions affect our listening, reasoning and judgment.

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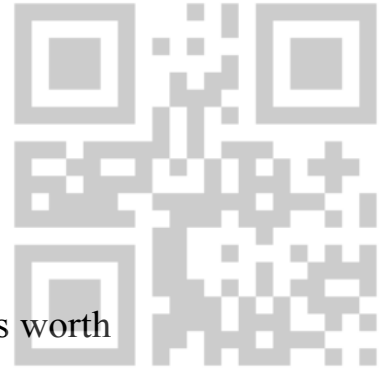
#### **ii. Environmental Barriers**

- a. Physical distractions inside and outside the room deter listening
- b. Communication Channel – in case the communication channel is faulty, communication will be affected.

#### **iii. Attitudinal Barriers**

- a) Closed mind – if a listener has a closed mind and





prejudices always indicating that “My opinion is worth more” then listening becomes an issue.

- b) Engaging in selective listening - It occurs when we listen only to what we want to hear.
- c) We do not pay enough attention to non-verbal communication, such as intonation, rate of speech, emphasis, or tone. We can focus not only on what is being said, but also on what is not being said.

#### **iv. Faulty Assumptions**

- a) The assumption that effective communication is the sender's responsibility and not yours as the listener can affect the listening. Both speaker and listener share the burden of reaching an understanding
- b) Assumption that listening is passive can affect listening. Listening is hard work that is, you may need to ask questions or paraphrase the statements to ensure your understanding
- c) Assumption that talking has more advantages than listening – “Big people monopolize the listening, small

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people monopolize the talking".

- d) Completing the other person's thoughts and jumping to conclusions.

#### v. Gender Differences

- a. Women listen for relational subtext, men for content
- b. Women interpret listening noises – “uh huh, mmm” – to signify they are listening, men use them to signify agreement.

### 6-6 - STEPS OF ACTIVE LISTENING

2024/2025 1) Listen

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2) Question

3) Reflect-Paraphrase

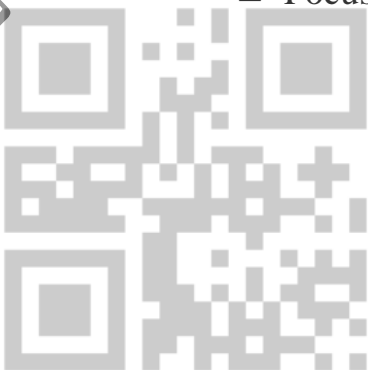
4) Agree

#### Step 1: Listen

■ To Feelings As Well As Words

□ Words – Emotions -- Implications

■ Focus on Speaker





☐ Don't plan, speak, or get distracted

■ What Is Speaker Talking About?

☐ Topic? Speaker? Listener? Others?

■ Look At Speaker

■ Use Verbal & Non-Verbal Encouragers

**Opening door to good conversation shows an interest....**

**But it must be done sincerely, without judgment.**

1) Verbal & non-verbal encourages

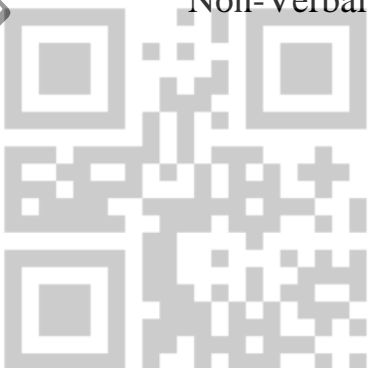
2) Non-verbal behavior

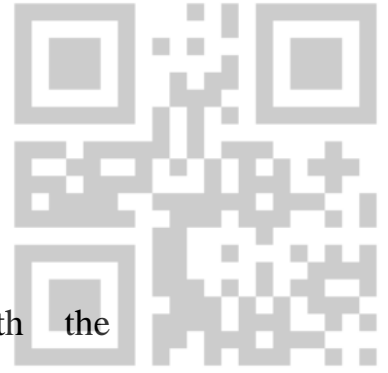
**1 ) Encouragement**

- Convey interest and Keep the person talking.
- 2024/2025 2024/2025 2024/2025  
▪ Concentrate attention upon the speaker
- Don't agree or disagree. Use noncommittal words in a positive tone of voice.
- Repeat one or two words of the person's previous statement.
- Be aware of your body language!
- Use varying voice intonations( yes,okay)

**2) Non-Verbal Behavior**

Non-Verbal Active Listening Techniques:





- Maintaining appropriate eye contact with the interviewee.
- Occasionally nodding affirmatively to display understanding and interest.
- Using expectant pauses to indicate to the interviewee that more is expected

## Step 2: Question

### 3 Purposes

- Demonstrates you are listening
- Gather information
- Clarification

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### *When you asked some questions:*

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- *Show interest*
- *Encourage more explanation*
- *Keep the person talking*
- *Ask questions but not too many*

### Types of Questions

- 1) YES/NO QUESTIONS
- 2) OPEN-ENDED QUESTIONS
- 3) PROBING OR FOLLOW-UP QUESTIONS





#### 4) LEADING QUESTIONS

##### 1) YES/NO QUESTIONS (Closed questions)

- This type of question involves asking a question that requires only a "YES" or "NO" response

##### 2) OPEN-ENDED QUESTIONS:

- *Observation*: "What happened?"
- *Meaning*: "What do you mean?"
- *Affect*: "How do you feel?"
- *Motive*: "What do you want?"
- *Action*: "What will you do?"

##### 3) PROBING/FOLLOW-UP QUESTIONS

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- Asking another question to clarify or obtain further information about a interviewee's response.

#### 4) LEADING QUESTIONS

- Phrased to indicate a preferred response
- Indicates the auditor asking the question isn't objective

##### Other Questioning Tips

- Avoid asking multiple questions at once.





- Generally, it's best to start with open questions
- Best questions are short, clear, objective.
- Ask questions in logical order.
- Allow for quiet, thinking time.
- Limit **why-questions**.
- Take notes.

### Step 3: Reflect-Paraphrase

This step including the following sub-steps:

1. Reflecting
2. Reframing
3. Paraphrasing
4. Acknowledging
5. Summarizing

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#### a) REFLECTING

- Reflect What Is Said (In your words)
- Reflect Feelings

**REFLECTING WHAT IS SAID**

**REFLECTING FEELINGS**





- Someone may say: “Don’t worry. I’m fine” (when she actually looks very upset)...

Reflecting, you say

- “You say you’re OK, but by the tone of your voice, you seem upset, correct?”

## B) REFRAMING

### Why You Do It?

- to help the other person see their concerns in a new light
- to broaden the meaning of an issue to identify needs or interests
- to diffuse negative feelings
- to establish the focus for resolution

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### How You Do It?

- recognize underlying needs
- re-word concerns from negative → neutral/positive past → future; problem → opportunity; interpersonal → system rights/wrongs → impacts positions → interests singular → multiple

## C) PARAPHRASING

PARAPHRASE the speaker to acknowledge the story and





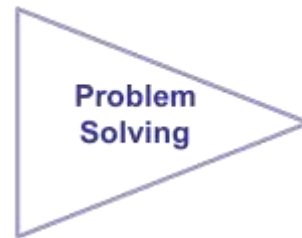


capture the content.

**CAUTION:** Don't parrot back; be sure to put the message in your own words – that's active listening.

#### D) ACKNOWLEDGING

**Problem Solving  
Might Not Work In  
the Face of Strong  
Feelings**



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**Feelings May Need  
Acknowledgement  
Before Effective  
Problem Solving**



#### E) SUMMARIZE

**Why You Do It?**

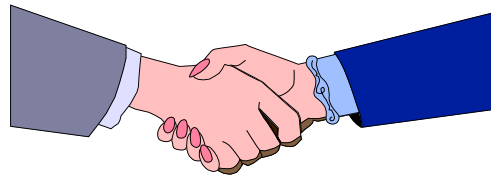




- to review progress
- to pull together important ideas and information
- to establish a foundation for further discussion

### How You Do It?

- restate the central ideas and feelings you have heard
- *Example: “Let’s see if I have a clear understanding of*
- *your experience at this point...”*
- *“So basically what is most important to you is...”*



### Step 4: Agree

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- Get Speaker’s Consent to Your Reframing
- Speaker Has Been Heard and Knows It!
- Solution Is Near!

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**Remember that the objective of all of this is increase understanding of the other’s point of view, not necessarily to agree with it or support it.**





## ACTIVE LISTENING & NEGOTIATION

Active listening is important for identifying and creating negotiating goals, because listening helps to orient the negotiator to the environment.

Because people do not learn much while they are talking, negotiators should attempt to talk less than 50% of time.

**In negotiation, there are FOUR major reasons to listen:**

1. To learn the other side's proposals and strengths;
2. To discover the needs of constituents and teammates
3. To discern subtle position changes and openings; and
4. To show other side that their proposals are understood.

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## Chapter (6)

### True / False

- (1) Listening means hearing, it is to perceive sound via ear.
- (2) We need good listening skills because it build rapport among employees.
- (3) Because our brain works four times the speed that someone can speak we should not listen.
- (4) We listen to be able to engage to social rituals.
- (5) Listening modifies complaining employees, by listening to employees their anger will subside.
- (6) To be a good listener, you have to suspend emotions until later.
- (7) One of attitudinal barriers to effective communication is hearing problems.
- (8) The first step in active listening is to listen.
- (9) Probing questions involve questions require only "yes" or "no" response.
- (10) Reframing can diffuse negative feelings.

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## MCQ

(1) ..... is the process of receiving, constructing, meaning from and responding to spoken and or non-verbal messages to hear something with thoughtful attention.

- a) listening.
- b) empathy.
- c) hearing.
- d) encouragement.

(2) Things that we listen to actively include .....

- a) news.
- b) advices.
- c) gossips.
- d) A, B, C.

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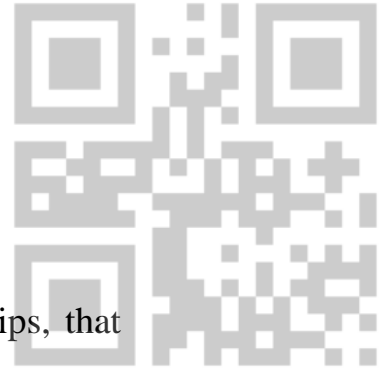
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(3) All of the following are reasons, why we listen except.....

- a) not boast teamwork.
- b) builds relationship.
- c) not boast teamwork.
- d) it tends to open people up.





(4) For you to be a good listener, there are many tips, that include all of the following except .....

- a) listen with positive attitude.
- b) ask questions.
- c) not suspend emotions until later.
- d) maintain eye contact.

(5) All of the following are difficulties encountered while listening except .....

- a) Noise.
- b) Code switching.
- c) The same language.

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d) Speed of delivery.

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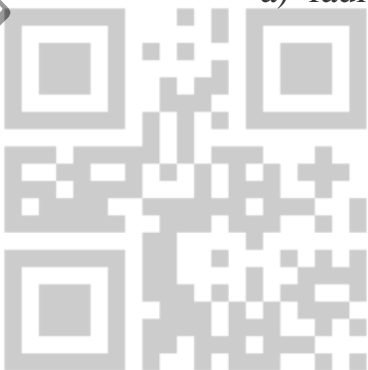
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(6) The Environmental barriers to effective communication include .....

- a) physical distractions.
- b) communication channel.
- c) becoming emotional.
- d) A & B.

(7) Closed mind is one barrier related to ..... barriers

- a) faulty assumptions.





- b) Psychological.
- c) Attitudinal.
- d) environmental.

- (8) In the third step of active listening, other techniques of the can be used except .....
- a) reflection.
  - b) negotiating.
  - c) reframing.
  - d) summarizing.

- (9) Which of the following is not true about the types of questions?

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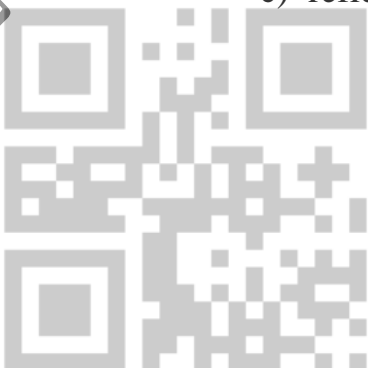
- a) closed questions.
- b) follow up questions.
- c) selective questions.
- d) leading questions.

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- (10) ..... helps the other persons to see their concerns in a new light

- a) reframing.
- b) paraphrasing.
- c) reflecting.
- d) acknowledging.





## Chapter (7)

# READING Skills

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أحمد محمد عبد المنعم كامل الساعاتي







## Chapter (7)

### READING Skills

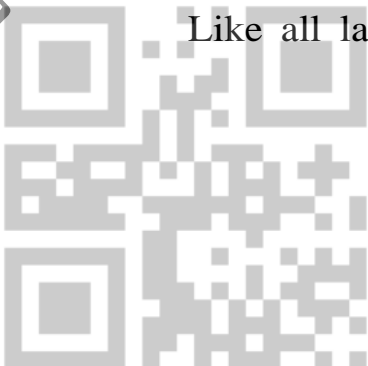
#### 7.1. What is Reading

Reading is the process of constructing meaning from written texts. It is a complex skill requiring the coordination of a number of interrelated sources of information . Reading is activated by print. The reader must be able to translate the written words into meaningful language. Reading is the process of constructing meaning through the dynamic interaction among-:

- the reader's existing knowledge
- the information suggested by the text being read
- the context of the reading situation

Reading is a complex cognitive process of decoding symbols in order to construct or derive meaning (reading comprehension). It is a means of language acquisition, of communication, and of sharing information and ideas.

Like all language, it is a complex interaction between





the text and the reader which is shaped by the reader's prior knowledge, experiences, attitude, and language community which is socially situated. The reading process requires continuous practice. development, and refinement.

## 7.2. Types and methods of reading

There are many types and methods of reading below are some:

- **Scanning** - this is looking or running your eyes over a text quickly to get a specific piece of information. Move your eye quickly over the page to find particular words, name or phrases that are relevant to the task you are doing
- **Skimming** - Looking over the text quickly to get a general idea of the content/ the gist of something . You read quickly to get the main points, and skip over the detail. Use skimming when you're trying to decide if a book in the library or bookshop is right for you.

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- **Extensive reading/Light Reading** - This is reading fairly quickly without concentrating too hard or worrying about every single word. It is often used when reading an enjoyable novel. extensive reading is carried out to achieve a general understanding of a text.es extensive reading occurring when people read large amounts of high interest material. The aims of extensive reading are to build reader confidence and enjoyment. Extensive reading is always done for the comprehension of main ideas, not for specific details

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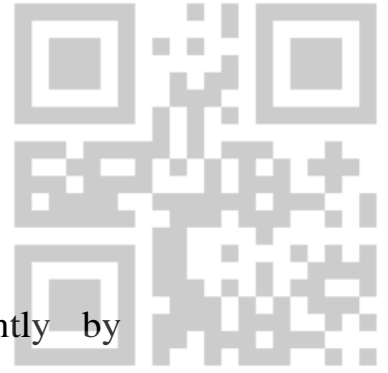
- **Intensive reading/Study Reading** - it involves thinking about what is being read so that it is understood and can be recalled. It needs to be worked at, with time for reflection, , analysis, criticism, comparison, .

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- **Speed reading** -is a collection of methods for increasing reading speed without an unacceptable reduction in comprehension or retention.
- **Proof-reading** -is a kind of reading for the purpose of detecting typographical errors.





- **Independent Reading** - students read silently by themselves and at their own pace . The selections must be at students' reading level in order for them to comprehend what they are reading.
- **Guided Reading-** guided reading is conducted with small groups of students who read at the same level.

### 7.3. Strategies for Reading Comprehension

- **Creating Mental Images (Visualizing)** - This strategy involves the ability of readers to make mental images of a text as a way to understand processes or events they encounter during reading. This ability can be an indication that a reader understands the text.
- **Questioning** - This strategy involves readers asking themselves questions throughout the reading of text. The ability of readers to ask themselves relevant questions as they read is especially valuable in helping them to integrate information, identify main ideas, and summarize information. Asking the right questions

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allows good readers to focus on the most important information in a text

- Inferring - Authors do not always provide complete descriptions of, or explicit information about a topic, setting, character, or event. However, they often provide clues that readers can use to “read between the lines”—by making inferences that combine information in the text with their schema.
- Predicting- using knowledge of the subject matter to make predictions about content and vocabulary and check comprehension; using knowledge of the text type and purpose to make predictions about discourse structure; using knowledge about the author to make predictions about writing style, vocabulary, and content
- Guessing from context- using prior knowledge of the subject and the ideas in the text as clues to the meanings of unknown words, instead of stopping to look them up

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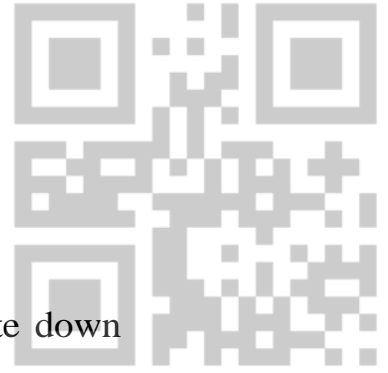
- Evaluating (Determining Importance) - Determining importance has to do with knowing why you are reading and then making decisions about what information or ideas are most critical to understanding the overall meaning of the piece
- Paraphrasing- stopping at the end of a section to check comprehension by restating the information and ideas in the text
- Read Actively - When you are reading a document or book in detail, it helps if you practice "active reading" by highlighting and underlining key information, and taking notes as you progress. Mind Maps are great for this. This emphasizes information in your mind, and helps you to review important points later. Doing this also helps you keep your mind focused on the material, and stops you thinking about other things.
- Use Glossaries with Technical Documents- If you're reading large amounts of difficult technical material, it may be useful to use or compile a glossary . Keep this

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beside you as you read. It is also useful to note down the key concepts in your own words, and refer to these when necessary

#### 7.4. Why study Reading Skills?

Reading skills enable readers to turn writing into meaning and achieve the goals of independence, comprehension, and fluency .

Educational researchers have found that there is a strong correlation between reading and academic success- a student who is a good reader is more likely to do well and pass exams than who is a weak reader. Good readers can understand the individual sentences and the organizational structure of a piece of writing. They can comprehend ideas, detect implications Your reading skill is a very critical factor responsible for increasing your ability to learn and s, your ability to read fast gives you an edge over others Educational researchers have also found a strong correlation between reading and vocabulary knowledge. In

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other words. people who have a large vocabulary are usually good readers. This is not very surprising, since the best way to acquire a large vocabulary is to read extensively, and if you read extensively you are likely to be or become a good reader!

### 7-5 - Barriers to effective reading

Barriers to effective reading are:-

- The environmental barrier — that is where the reader is reading from; the environment one is in can affect the reading if there is constant background noise, going on outside, and other external distractions which mainly take place in the life of a classroom or built-up public area, even libraries can provoke mild distractions.
- Physical disabilities. can be of various kinds. but usually relate back to particular functions of the brain which control the speech, reading and writing demands.
- Certain disabilities which will defiantly affect this are, downs Syndrome, Cerebral Palsy.

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## Chapter (7)

### True / False

- (1) Reading is the process of constructing meaning from written texts, and it can be activated by print.
- (2) Scanning is looking over the text quickly to get a general idea of the content, or the gist of something.
- (3) Extensive reading occurring when readers read a large amounts of high interest material.
- (4) Proof reading is the type of reading for the purpose of detecting typographical errors.
- (5) Guided reading is conducted with large groups of people who read to same level.
- (6) Questioning as reading strategy involves the ability of reader to make mental image of the text as a way to understand.
- (7) Physical disabilities as barrier of reading usually relate back to the prain functions.

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## MCQ

(1) Reading is the process of constructing meaning through the interaction among the following except .....

- a) reader experience.
- b) reading context.
- c) non-verbal clues.
- d) the text.

(2) ..... is looking or running your eyes over text quickly to get specific piece of information.

- a) skimming.
- b) scanning.

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c) proof-reading.

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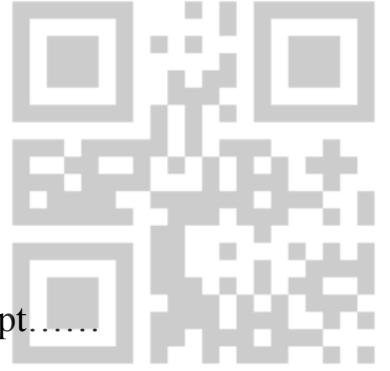
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d) guided reading.

(3) ..... reading means that people read silently by themselves at their own pace.

- a) independent.
- b) proof.
- c) guided.
- d) speed.





- (4) All of the following are strategies of reading except.....
- a) inferring.
  - b) creating mental image.
  - c) Not asking questions.
  - d) predicting.
- (5) ..... involves thinking what is being read so that is understand and can be recalled.
- a) intensive reading.
  - b) light reading.
  - c) proof-reading.
  - d) guided reading.

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أحمد محمد عبد المنعم كامل الساعاتي

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## Chapter (8)

# Presentation Skills





## Chapter (8)

### Presentation Skills

An activity that many of us view with concern is that of *Giving Presentations*. A survey carried out in America on common fears, suggested that fear of speaking in front of a group was rated higher than fear of death. The reasons behind this are simple- people fear that public speaking may result in humiliation, embarrassment or loss of dignity.

*The key to success is to utilize that fear and to recognize it as a normal, healthy feeling.* Styles of presentation will be influenced by the context, but also by the person's preferred way of doing it, which may be developed over time. *Remember, the quality of many presentations is determined by the work put in before you even begin to speak.*

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#### Why Are Presentation Skills Important?

- Almost every organization lists communication skills as one of their most critical issues...and presentation skills are a large component of communications
- Presentation skills are crucial to almost every aspect of academic/business life, from meetings, interviews,





conferences, to trade shows/job fairs Often times leadership and presentation skills go hand in hand

- Conveying it through stories, gestures and analogies makes it interesting.
- A large portion of the impact of communications rests on how you look and sound, not only on what you say.
- Having good presentation skills allows you to make the most out of your first impression.
- Especially at conferences and job interviews.
- Public speaking is considered the number one fear of most people.
- People are caught in the crossfire between their fear and the fact that many employers expect them to demonstrate good verbal communication skills.
- Most interviews by PhD's have a presentation component
- If your job doesn't demand presentation skills, odds are good that you'll need them in your next job

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## Dealing with Fears

A common fear is that the presentation will result in some sort of disaster, leaving us feeling embarrassed or humiliated.

### Techniques to resolve your anxiety include the following:

- Accept that it is perfectly normal to feel nervous or anxious to some extent.
- Prepare well.
- Be realistic. The worst case scenario you imagine is highly improbable.
- Use relaxation exercises such as deep breathing.
- Behave 'as if' you are feeling confident; i.e.

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. Enter the presentation in a very deliberate way,

. Rehearse your presentation, but also how you will Stand, set out your notes etc.

Use other non-verbal behaviors to appear confident

- Knowing that your presentation and thoughts are well organized will give you confidence
- Imagine delivering your presentation with enthusiasm and leaving the room knowing that you did a good job.





## Common Presenting Mistakes

- Talking too fast / lack of pauses
- Reading slides verbatim
- Hovering over the projector / facing the screen
- Standing between the projector and the screen
- Speaking during a transition
- Responding to a question by shuffling through a disorganized pile of slides/papers
- Failing to introduce or summarize the presentation
- Not reminding the audience why they should be listening.

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## Tips and Tricks – Visual Aids



### Ensure adequate preparation

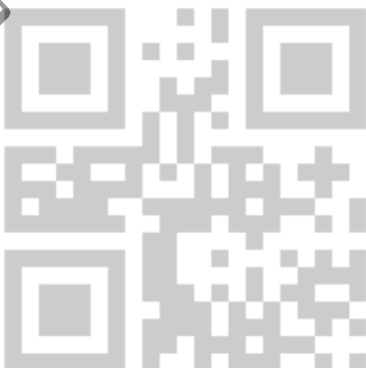
- Be completely familiar with the aids, the equipment, and their use
- Be certain everyone can see/hear the aid
- If using transparencies make them readable, brief, simple



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### Match your performance to your preparation

- Explain your slides
- Use a pointer rather than your finger
- Never stand between any member of the audience and the screen
- Avoid turning towards the screen to explain a point
- Speak as much as possible to your audience rather than to the aid
- Turn off the projector when the visuals is no longer required.





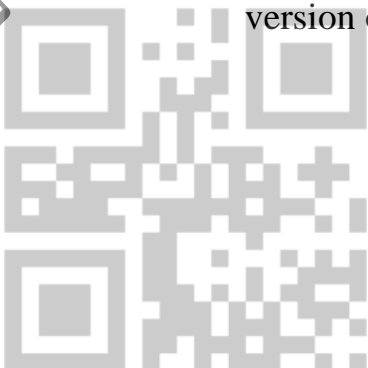
### ***Do not talk during transitions***

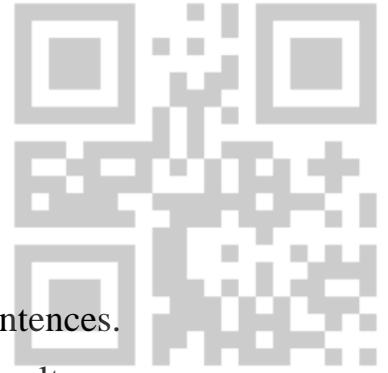
- Will end up talking into the projector
- Brief silence allows audience time to think

### ***Keep slides neat and in sequence***

- Will need to refer back when someone asks a question.
- The slides are useful way to focus the discussion and to support your key points.
- Different audiences call for different slides
- Primary focus should be you and your message, not the slides.
- The slides can be handouts so participants remember the presentation
- Do not be a slave to the slide presentation you can change the order of your presentation or add/delete some information .
- Use a consistent background.
- Use a big font size: 44 or 50 point for titles, 32 point for subheads, and 28 point for examples. You should be able to read the smallest words easily when you print a handout version of your slides.

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- Use bullet-point phrases rather than complete sentences. But don't go over-board with bullets because the result can become monotonous and dull.
- Use clear, concise language.
- Make only three to five points on each slide. If you have more, consider using two slides.
- Strive for creating slides that have more visuals than text. Add charts, pictures, screenshots, photos, and drawings.
- Customize your slides with your organization's logo for branding purposes.

## 2024/2025 Planning your Presentation 2024/2025

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It can be helpful to plan your presentation in terms of key steps, as follows:

### 1. Set your objective.

A simple sentence can be a good means of defining your purpose in giving the presentation, and will begin to determine the content.

*What do you want your audience to do as a result of your talk?*





## 2. Understand your audience:

Try to have a basic idea of the size of the audience and who they are.

Find out what level of knowledge and experience those attending will have about your topic, so that you know where to aim the material.

## 3. Know your setting:

Find out about the equipment – audiovisual aids etc. that will be available.

Check out the location of the presentation; the size of the room (to help you decide on type of seating arrangements), and other facilities.

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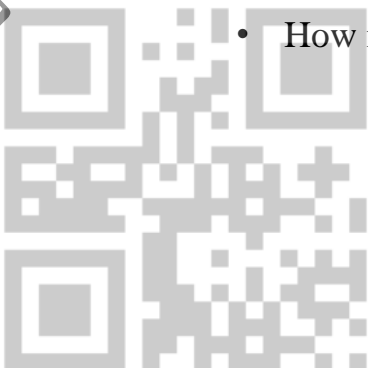
## 4. Write down the 'central theme' of the talk :

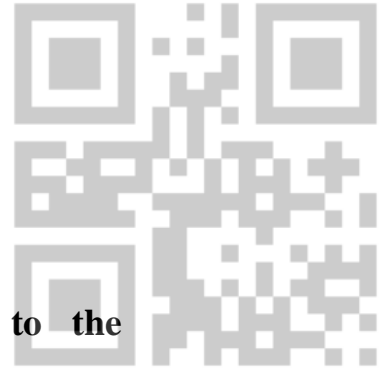
The theme or the overall message.

## 5. Write your outline:

*Structure your Talk, Ask yourself:*

- What are the main points I need to make to get my message across?
- What supporting information will I need? Where will I get this?
- How much time will I need?





7. Prepare your delivery notes, according to the structured outline.

8. Deliver your presentation.

### Structuring your Presentation

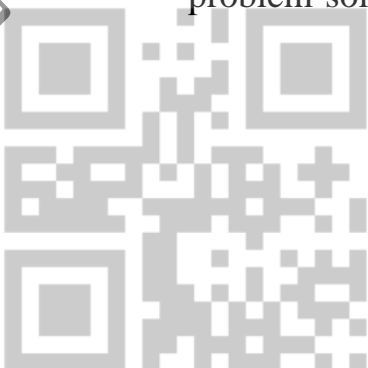
This is perhaps one of the most important aspects of the presentation. The structure should be clear to both you and your audience. A presentation should have an *introduction*, *body* and *conclusion*.

#### Introduction :

Through the introduction you should grab your audience's attention. Your theme should be made clear from the start. For example, a statement of your main objective. It can also be helpful to present the structure to your talk, by explaining briefly how you plan to proceed with it.

#### The Main Body :

Select the main points that support your argument. Once you have decided on the key points, organize them into a sequence that makes sense to you. This sequence may take various forms, including being chronologically based, problem-solution based, simple-complex based etc.





## Conclusion :

There are various ways of concluding a presentation including changing the pace, summarizing your main points, drawing the conclusion and its importance, making recommendations, asking for questions, getting feedback, asking for or recommending particular actions, or ending by thanking the group for their time and attention.

## Delivering your Presentation

There are four main types of delivery :

### 1. Impromptu:

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This involves giving a talk with no prior planning, and is often the least preferred method.

### 2. Extemporaneous :

This involves cue cards or slides on which you summarize the main points which you then flesh out.

### 3. Memorised :

This approach involves learning and regurgitating a manuscript. This is more difficult when giving longer presentations in that there is a lot of material to be memorized.





#### 4. Read :

This involves speaking from a prepared manuscript. However, while this can feel the safest option, try to use it as a guide as far as possible rather than reading it word for word. *Ultimately, choose the method, or combination of methods, that is least stressful for you.*

#### ***Techniques of Delivery***

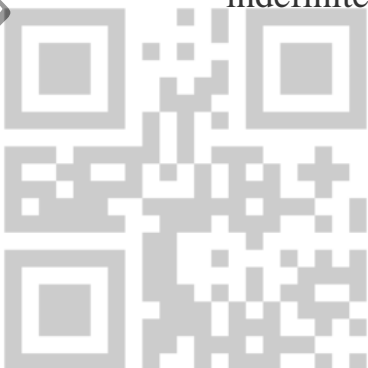
A number of features of effective deliveries are summarized as follows:

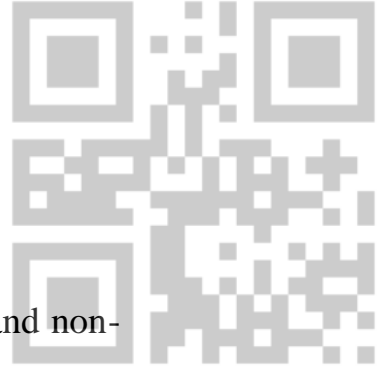
- Use appropriate language and avoid jargon.
- Be suitably paced. NOT speaking too quickly, nor, speaking too slowly.
- Use visual aids without placing them center stage.
- Make use of sub-summaries, signposts and links. Pause at transitional points in the flow of ideas to briefly summarize the material covered.
- Emphasize key points verbally, non-verbally and vocally.
- Be verbally fluent.
- Be concrete and precise, rather than appearing vague and indefinite.

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- Be dynamic. Use punchy rhetoric, vocal variation and non-verbal animation.
- Be varied, e.g. intersperse talk with graphs, slides or pieces of video.
- Include carefully chosen examples.
- Avoid distractions, e.g. pacing around, playing with a pen or pointer.
- Seem natural and not contrived.
- Rehearse what is going to be said.

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## Chapter (8)

### True / False

- (1) Presentation skills are crucial to almost every aspect of academic / business life.
- (2) Public speaking may result in humiliation, embarrassment or loss of dignity.
- (3) To resolve your anxiety when making presentation prepare well and be realistic.
- (4) Reading slides verbatim is not a common presenting mistake.
- (5) Hovering over the projector / facing the screen is a common presenting blunder.
- (6) The presentation should have a body and conclusion only.
- (7) In delivering presentation impromptu involves learning and regurgitating manuscript.
- (8) as a method of delivering presentation memorized involves slides on which you summarize the main points.

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## MCQ

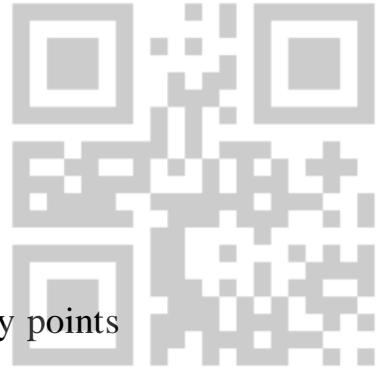
- (1) Some of the techniques of overcome the anxiety of giving presentations include:
- a) being well-prepared.
  - b) being pragmatic.
  - c) using relaxation exercises.
  - d) all of the above.
- (2) When making a presentation it is better for a person to know his setting which includes:
- a) the location of the presentation.
  - b) the size of the room.
  - c) the equipment available.
  - d) all of the above.
- (3) Writing your presentation outline includes all of the following except .....
- a) main points.
  - b) main theme.
  - c) supporting information.
  - d) time needed.

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(4) Organizing the sequence of the presentation's key points can take several forms except .....

- a) chronological order.
- b) problem-solution order.
- c) random order.
- d) simply-complex order.

(5) There are various ways of concluding a presentation including:

- a) making recommendations.
- b) getting feedback.
- c) asking for questions.

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d) all of the above.

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(6) A type of presentation delivery that involves giving a talk with no prior planning:

- a) Impromptu.
- b) Memorised.
- c) Extemporaneous.
- d) Read.

(7) The least preferred method for delivering a presentation:

- a) Memorized.





- b) Extemporaneous.
- c) Impromptu.
- d) Read.

(8) A presentation delivery method that involves the use of cue cards or slides to summarize the main points:

- a) Read.
- b) Impromptu.
- c) Extemporaneous.
- d) Memorized.

(9) A presentation delivery method that gets harder to use when giving longer presentations:

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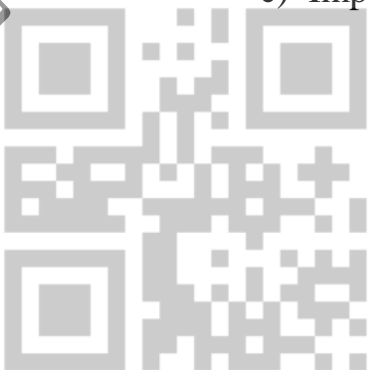
- a) Extemporaneous.
- b) Memorized.
- c) Read.
- d) Impromptu.

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(10) IT can be considered as the safest presentation delivery method:

- a) Memorized.
- b) Extemporaneous.
- c) Impromptu.
- d) Read.





(11) To improve the effectiveness of presentation deliveries, a person should not:

- a) be dynamic.
- b) use jargon.
- c) be verbally fluent.
- d) be concrete and precise.

(12) To improve the effectiveness of presentation deliveries, a person should:

- a) seem contrived.
- b) appear vague.
- c) avoid distractions.
- d) be unvaried.

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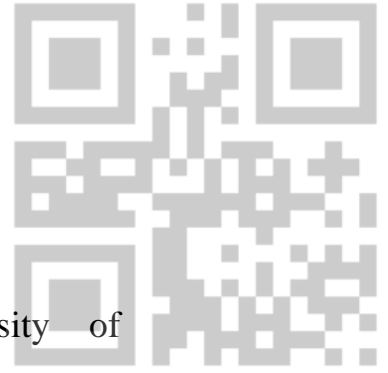
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# Sheet (Communication Skills) BIS

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أحمد محمد عبد المنعم كامل الساعاتي







**Faculty of Commerce**

**Tanta University**

**Course: Communication Skills**

**BIS Section**

**Name Student:** .....

**Sitting No.:** .....

**Question No. (1):**

**True / False**

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form to express certain point of view.

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- (2) Organizations that underestimate the crucial role of communication, do so at their peril.
- (3) Communication skills are hardest to acquire and the most difficult to practice.
- (4) New forms of Media increasing the need for employees who have cross – cultural competency.
- (5) Computational thinking is defined as the ability to interact with data, see patterns in data.
- (6) Internal communication includes the orders or instructions that supervisors give to employees.





- (7) External communication flows inward and addresses people like customers.
- (8) Upward communication travels through senior executives to junior level functions.
- (9) Lateral communication proceeds in horizontal manner and may also be described as peer-level communication.
- (10) Grapevine communication travels through informal network and spreads faster by the way of gossip and rumors.

### MCQ

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- (1) All of the following are certain traits of communications except .....  
a) Systemic      b) dynamic process  
c) international its problems well defined.  
e) International and Un-international.
- (2) The importance of communication is particularly strong in .....  
a) Service sector      b) industrial sector  
c) banking sector.      d) a & c
- (3) ..... is best defined as the ability to understand and adopt to different values of diverse countries.





- a) Cross – cultural competency.      b) analytical skills  
c) Corporate social responsibility      d) visual literacy.

(4) Which of the following is true about personal

- a) it is informal      b) it is a private  
c) it is official.      d) a & b

(5) Which of the following is true about external communication?

- a) it includes the orders and instruction that supervisors give to employees.  
b) it includes the business communication with its vendors.  
c) it includes the informal interaction between supervisors and the subordinates.  
d) it includes the formal communication between the members of functional group.

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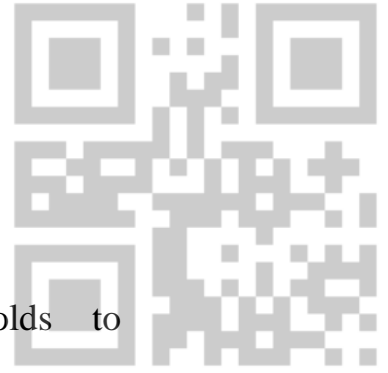
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(6) Which of the following is an internal audience for private sector organization?

- a) its competitors      b) its customers      c) its employees  
d) its suppliers.

(7) Which of the following is an example of external communication





a) discussions that senior management holds to determine business goals.

b) the reports that employees prepare concerning sales.

c) discussions between the heads of two companies about the possibility of a merger between their companies.

d) the messages that employees write to their supervisors regarding the progress of their work.

(8) All of the following are channels that facilitates the flow of formal communication except .....

a) memo                      b) instructions                      c) reports

b) personal telephone calls

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(9) ..... communication that takes place through formal meeting, conferences and group discussions

a) Interactive                      b) supportive                      c) mass

d) grapevine

(10) The larger context of communications includes all of the following except .....

a) Economic slump

b) Price increases.

d) Covid-19

d) Professional context

