

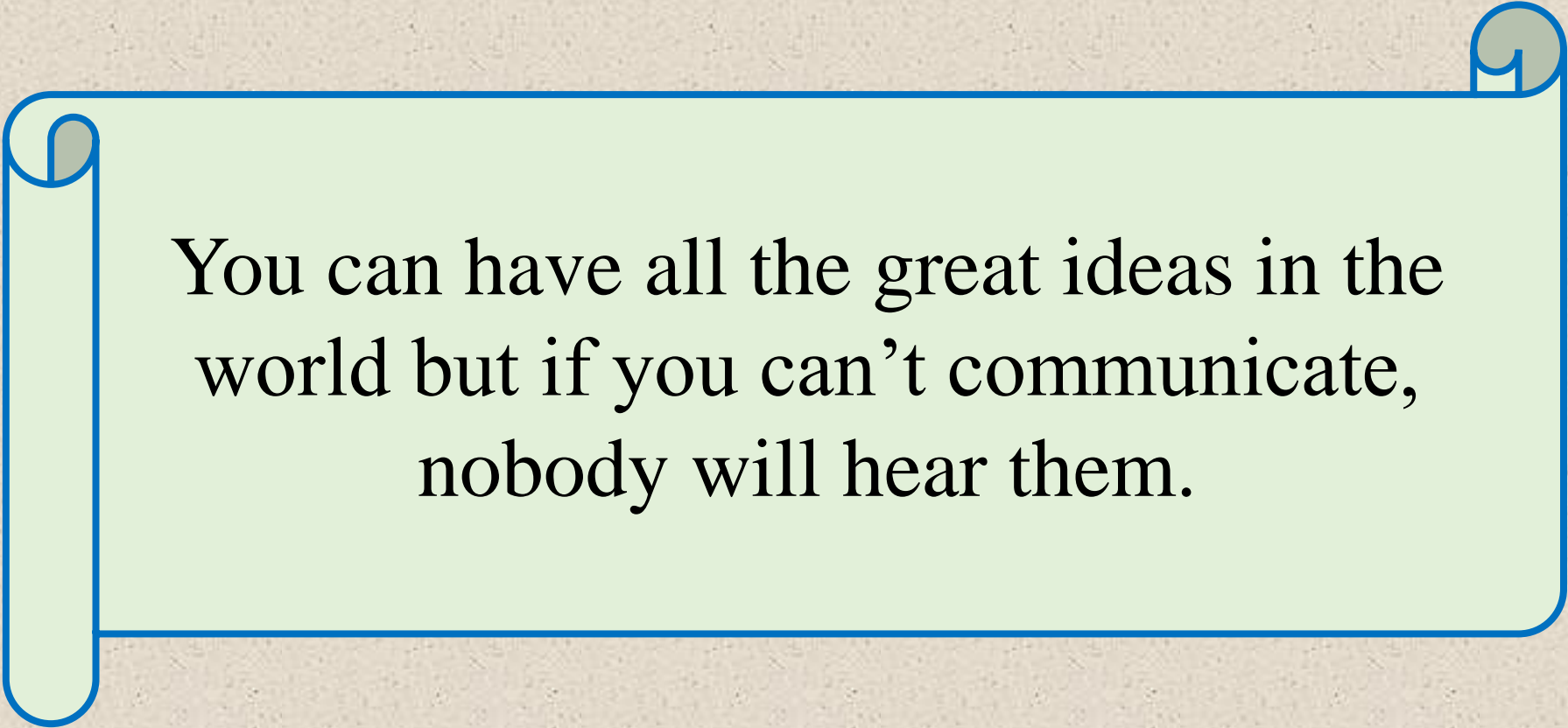
Activity: The Great Idea Relay

- Group formation: Form small groups of 4-5 members
- Consider yourself as a team of visionaries
- Challenge (15 mins):
 1. Brainstorms a solution to the assigned problem given to each team
 2. While preparation remember:
 - Prepare a presentation of maximum 2 mins.
 - Each group appoints one "Speaker" who will communicate their idea to the class, but the rest of the group is not allowed to speak to them directly.
 - Instead, they use non-verbal communication (gestures, drawings, or miming) to convey their thoughts to the Speaker, who must then interpret and present the idea clearly to the class.

Activity: The Great Idea Relay (Debrief)

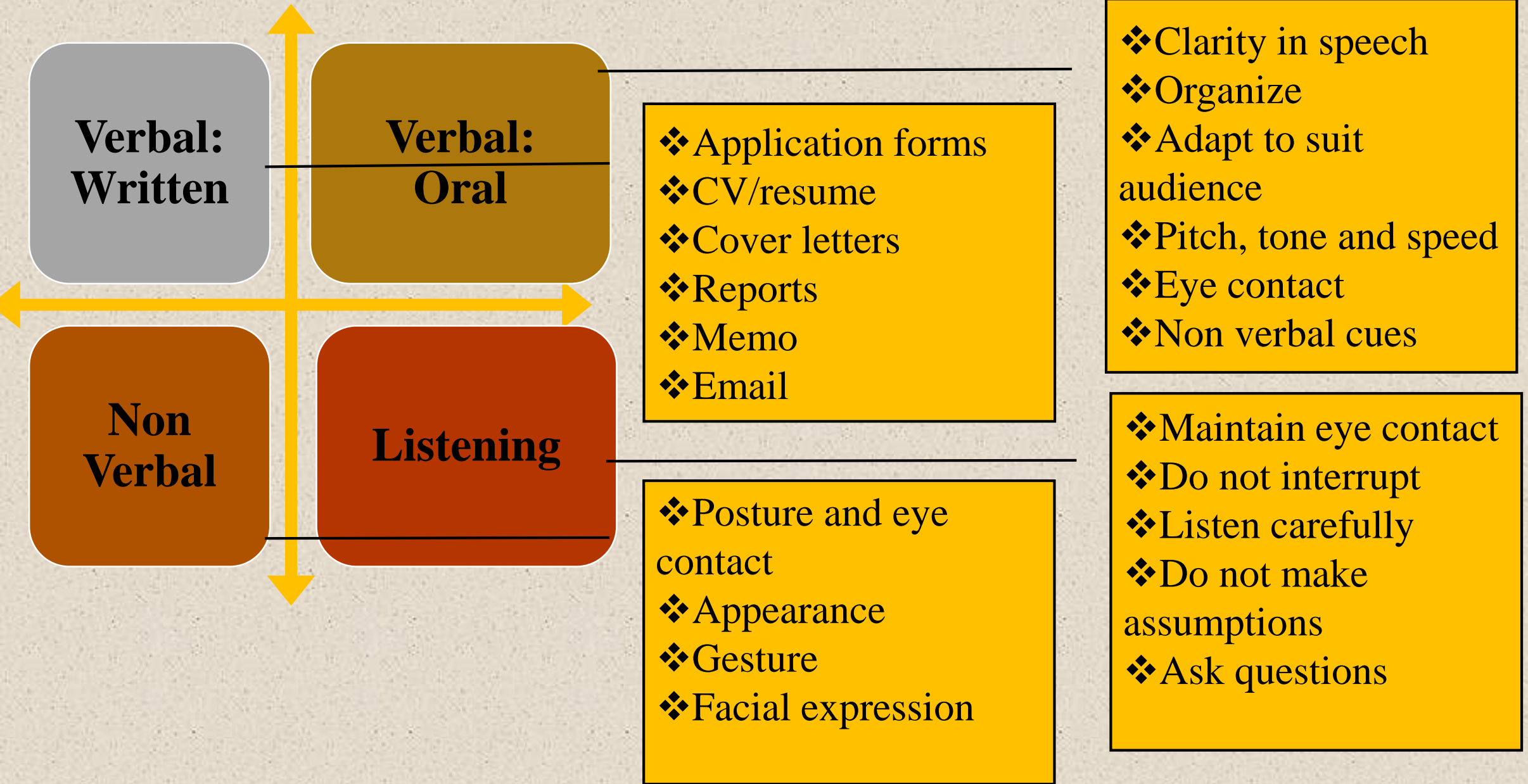
- How did it feel to communicate without words?
- Did the final presentation accurately reflect your group's idea?
- What were the challenges of sharing ideas clearly?
- How can communication skills help you present ideas effectively in real-life situations?

Quote by Kara Blackburn



You can have all the great ideas in the world but if you can't communicate, nobody will hear them.

Overview of Communication Skills



Expository Writing

SS1014

Spring 2025

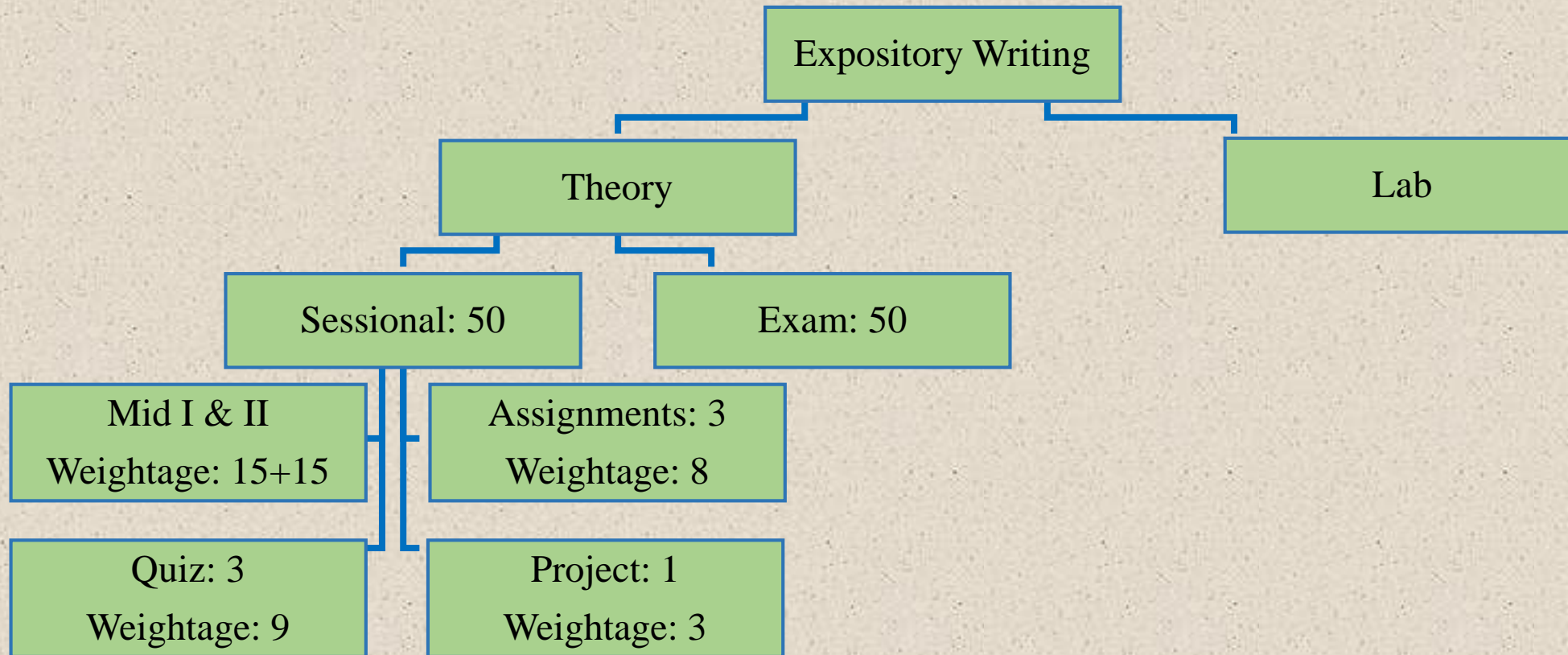
Week 1

Course in charge: Ms. Mariam Aftab

Classroom ethics and Channel of communication

- Punctuality: Be on time
- Attendance: First 10 mins or Class task
- Use of mobile phones: On silent and in the bag
- Channel of communication: GCR + E-mail (Official NU IDs)
- Consultation Hours: Mutual decision as per timetable
- Academic honesty: Value originality
- Respect

Course Plan



Why do we communicate?



Definitions of communication

- Communication is an exchange of facts, ideas, opinions, or emotions by two or more persons (Newman & Summer, 1969)
- Communication is the process by which information is transmitted between individuals and / or organization so that an understanding response results (Little, 1977)
- The process of understanding and sharing meaning (Pearson & Nelson, 2000).

Communication according to C. L. Bovee, J. V. Thill and B. E. Schatzman

“Communication is the process of sending and receiving messages. However, communication is effective only when the message is understood and when it stimulates action or encourages the receiver to think in new ways.”

Effective communication



Communication vs Business Communication

- Process of exchanging personal information, message or thought between two or more people.
- Process of conveying information, facts, ideas, orders, advice, decisions, etc. between/among the person(s) associated with business/formal setting.

Importance of Business communication

- Essential for success in the workplace.
- Promote oneself professionally through networking: Progress one's career
- Fostering relationships and sharing knowledge.

Task: Sort these examples into categories based on how you think they relate ‘on a piece of paper/notebook’

- Phone conversation
- Pointing at an object
- Saying, ‘I didn’t mean it that way’
- TV news broadcast
- Team brainstorming for a project
- Explaining the tone of your email.
- A smile
- Giving a speech
- Team meeting for event feedback
- Social media campaign

Classification of Communication

We classify communication according to the number of people (receivers) to whom the message is addressed.

Classification of Communication:

Intrapersonal Communication

Define

Communication
with oneself

Purpose

Think, reason,
analyse, reflect

Example

A person may use
self-talk to calm
himself down in a
stressful situation,

a shy person may
remind herself to
smile during a
social event.

Classification of Communication:

Interpersonal Communication

Define

**Communication
between two
people**

Purpose

**Discover, relate,
influence, help etc.**

Example

**Communication
between two
friends, boss and
employee, family
members**

Classification of Communication:

Group communication: Small Group

Define

Communication within a small group of people to achieve a shared goal.

Purpose

Share information, generate idea, solve problems etc.

Example

A group of people may be tasked to figure out a plan for moving a business from one office to another.

Classification of Communication:

Group communication: Organizational

Define

Communication between people who are working towards common goals within an organization.

Purpose

Working together for organizational goals, help in business flow and success

Example

Staff and team meeting, internal communication between management and employees, external communication with other organizations, stake holders etc.

Classification of Communication:

Mass Communication

Define

Communication addressed to an extremely large audience through print or electronic media

Purpose

Inform, persuade, entertain etc.

Example

Radio, books, podcasts, ads, brochures, head of the state message/speech

Types of Business Communication

Non-Verbal

- expressed through nonlinguistic means
- Includes: appearance, body language, face expressions, pitch etc.

Verbal: Oral

- using speech to exchange information with others
- Includes: face-to-face conversations. Meetings, interviews, conferences, speeches, and phone calls

Verbal: Written

- using writing to exchange information with others
- Includes: email, letter or memo

Meta

- The message behind the message, or the message that is implied rather than explicitly stated
- Example: If someone says. 'I'm not angry' but they say with a harsh tone and clenched fists

Patterns of Business Communication

Internal communication Pattern: Formal and Informal

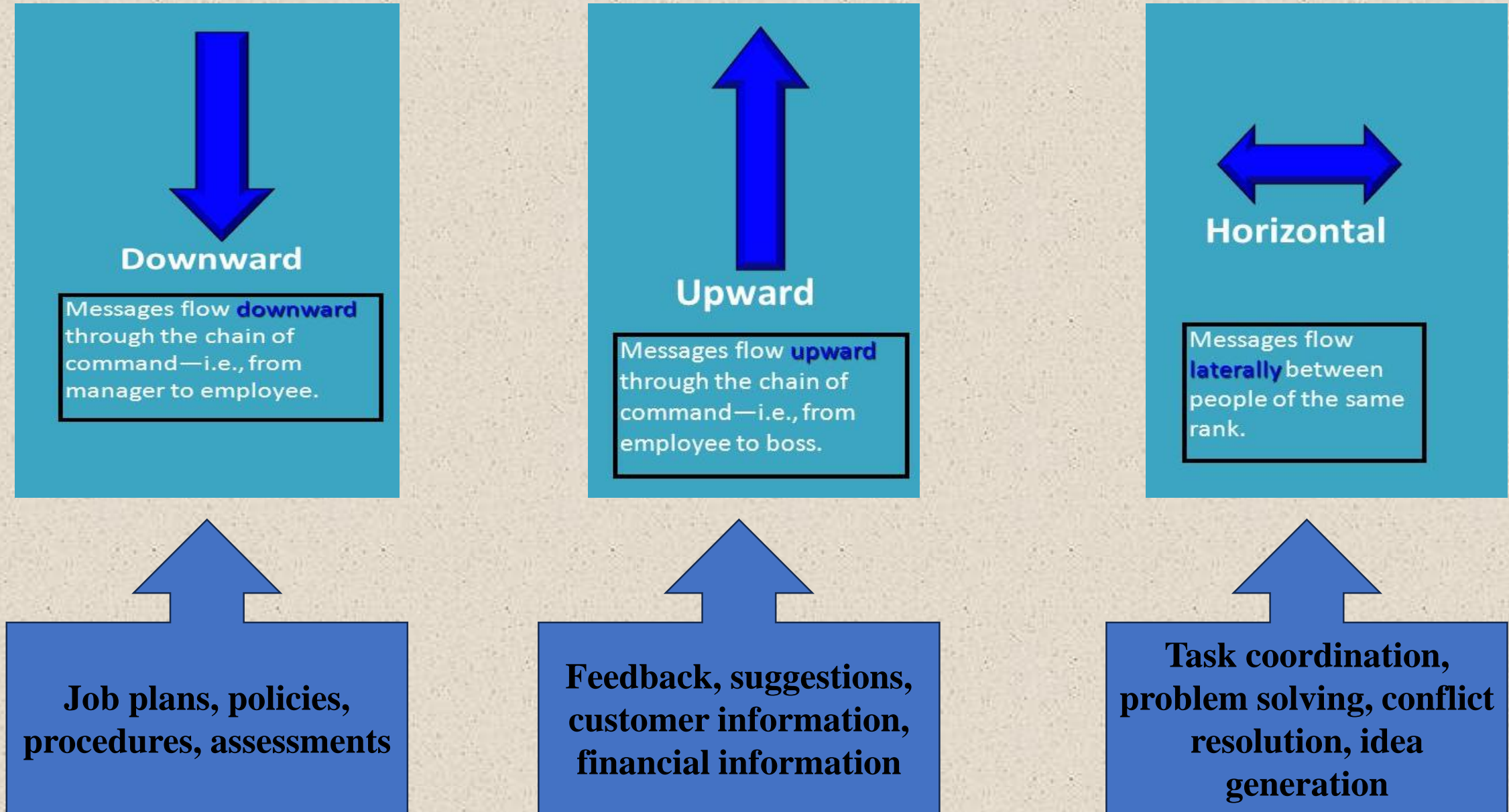
Formal mode: Official information among workers typically flows through formal channels in three directions

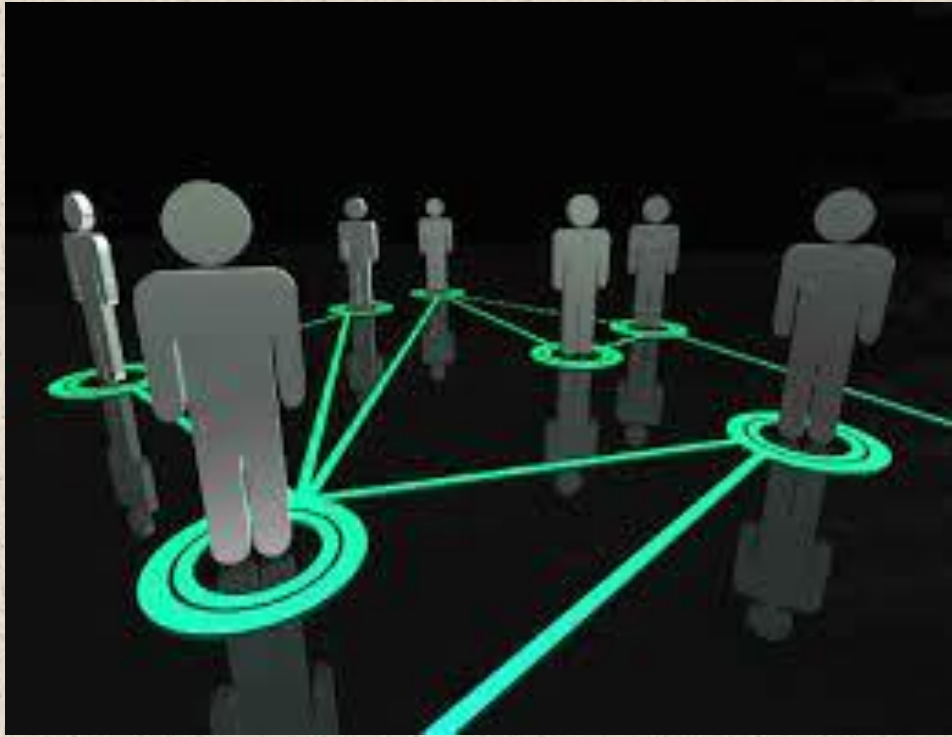
Downward

Upward

Horizontal

Internal communication pattern: Formal mode



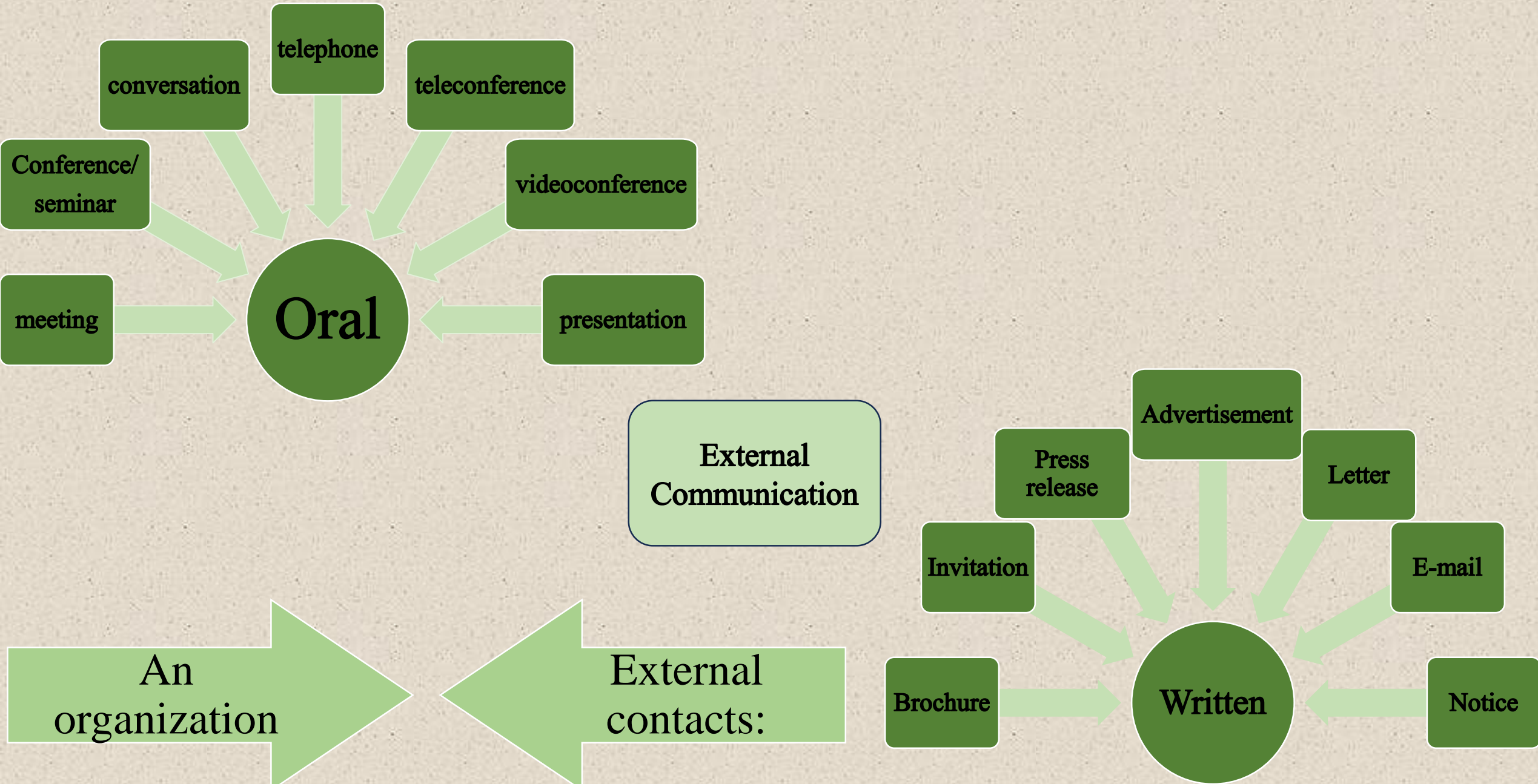


Internal communication pattern: In Formal mode

The Grapevine

- Informal channel of communication
- Organizational relevant gossips
- Pervasive source of information.
- Vehicle for distortions of the truth, rumor and gossip.

External Patterns of Communication



THE

END