

Week	1
Lecture	1

Communication & Presentation Skills

(SS-152)

Muhammad Wasif Khan

A blurred background image showing several people in a meeting or collaborative work environment. They are wearing light blue shirts and are gathered around a table, with their hands visible as they interact with documents or devices. The image is overlaid with a semi-transparent blue filter.

INTRODUCTION TO THE COURSE



E-LEARNING

WISDOM
SCHOOL
INTERNET
TEACH
TEXTBOOK
TALK
COLLEGE
CULTURE
COMMUNITY
ABSTRACT

SOCIAL
TRAINING
PAGE
EDUCATION
LIBRARY
ABILITY
STRATEGY
LESSON
PROGRAM
STUDY
ONLINE
WEB
SUCCESS
TASK
COMMUNICATION
THEORY
SKILL

CLASS
BOOK
WORKSHOP
CONCEPT
KNOWLEDGE
DICTIONARY
INFORMATION
IDEA
TEST
INTELLIGENCE
PROFESSIONAL
FRIEND

Lightbulb icon, graduation cap icon, globe icon, laptop icon, tablet icon, smartphone icon, magnifying glass icon, book icon, and other educational symbols are scattered around the text.

COURSE CONTENT



Weeks	Contents/Topics
1	Communication theory, define communication, types (inter, intra, public, mass) process of communication
2	Oral Communication, challenges of communication, barriers to oral communication and strategies to overcome barriers. Principles of effective communication (completeness and concreteness, consideration and courtesy)
3	(Principles of effective communication)correctness, clarity, conciseness, Introduction to public speaking, contrast with normal conversation,
4	Presentation Skills: Content generation, Script generation, Story boarding, Preparing audio visual aids and delivering presentation
5	Active listening
6	Mid 1
7	Intro to Professional Communication, Business Communication, definition, goals, types, rules (seven C's) Introduction to Positive Business Letter

8	Negative Business Letter
9	Presentation on topics (Domain: Computer Science)
10	Brief Introduction to Resume Writing, Interview preparation for internship
11	MID 2
12	Meeting, agenda, call, email writing practice, minutes practice,
13	Demonstrative speeches, intro, sales presentation
14	Interviewing skills for clients
15	Demonstrative speech (assignment submission)
16	Revision

Marks Distribution

Particulars	% Marks
1. Quiz	5%
2. Assignments	5%
3. Final Project	10%
4. Class Performance	2%
5. Mid~Terms	30%
6. Final Exam	50%
Total:~	100

Reference Book(s)

1. College Writing Skills by John Langan, McGraw Hill.

2. English Vocabulary in use by Michael McCarthy, Cambridge University Press.

3. Oxford Practice Grammar by John Eastwood, Oxford University Press.

What is Communication?



COMMUNICATION



Communication is the process of transferring information and meaning between senders and receivers, using one or more written, oral, visual, or electronic media.

The essence of communication is sharing—providing data, information, insights, and inspiration in an exchange that benefits both you and the people with whom you are communicating.

Communication is “the transmission of information and meaning from one individual or group to another.”

The crucial element in this definition is meaning. Communication has as its central objective the transmission of meaning. The process of communication is successful only when the receiver understands an idea as the sender intended it.

FORMS OF COMMUNICATION

Human communication can vary from one-person communication (in which you talk to yourself) to communication with millions (as in public speaking, mass communication, and computer-mediated communication). Following are the forms of communication:

1. Intrapersonal Communication
2. Interpersonal Communication
3. Small Group Communication
4. Public Communication
5. Mass Communication
6. Computer Mediated Communication
7. Organizational Communication



FORMS OF COMMUNICATION

1. **Intrapersonal Communication**: is the communication you have with yourself—when you talk with, learn about, and judge yourself. You persuade yourself of this or that, reason about possible decisions to make, and rehearse messages that you plan to send to others.
2. **Interpersonal Communication**: a form that involves two or more individuals and occurs when you interact with a person using verbal and non-verbal communication. Through interpersonal communication you interact with others, learn about them and yourself, and reveal yourself to others.

FORMS OF COMMUNICATION

3. Small Group Communication: is communication among groups, say five to ten people and may take place face-to-face or, increasingly, in virtual space with a shared common goal. Through this you interact with others, solve problems, develop new ideas, and share knowledge and experiences.

4. Public Communication: is communication between a speaker and an audience. Through this a speaker will inform and persuade — to act, to buy, or to think in a particular way. Much as you can address large audiences face-to-face, you also can address such audiences electronically. Through social networks, newsgroups, or blogs, for example, you can post your “speech” for anyone to read and then read their reactions to your message.

FORMS OF COMMUNICATION

5. Mass Communication: refers to communication from one source to many receivers who may be scattered throughout the world. Newspapers, magazines, radio, television, and film are the major mass media.

6. Computer Mediated Communication: is a general term that includes all forms of communication between people that take place through some computer, electronic, or Internet connection, for example, e-mail, texting, blogging, instant messaging, tweeting, networking on LinkedIn, or connecting on social network sites such as Facebook or Instagram.

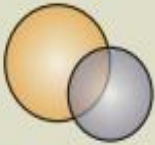
FORMS OF COMMUNICATION

7. Organizational communication: is communication that takes place within an organization among members of the organization. Conferencing with colleagues, working in teams, talking with a supervisor, or giving employees directions are just a few examples of organizational communication.

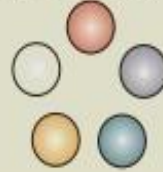
Intrapersonal: communication with oneself



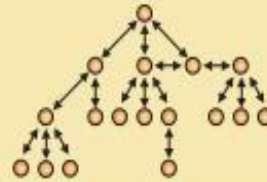
Interpersonal: communication between two or a few persons



Small group: communication within a small group of people (say, 5 to 10)



Organizational: communication within an organization



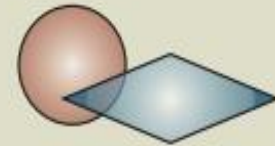
Public: communication of speaker with audience

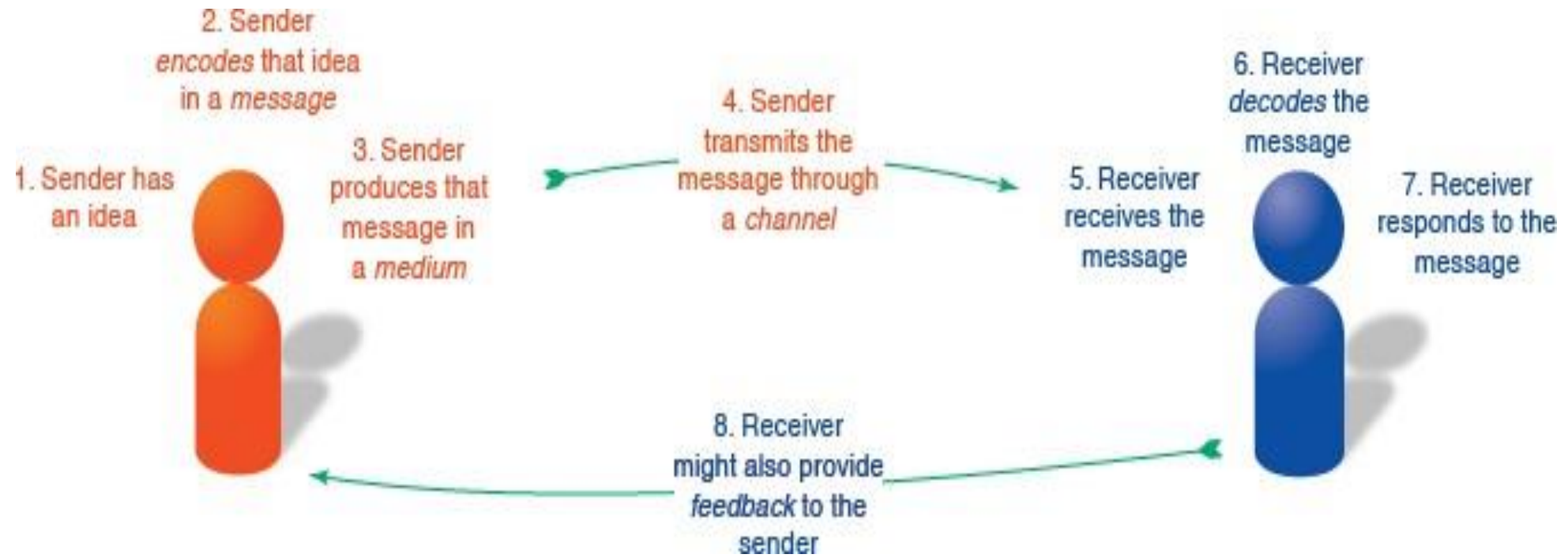


Computer-mediated: communication between people via computers



Mass: communication addressed to an extremely large audience, mediated by audio and/or visual means





Element of communication	General meaning of the element	How do we understand that element in interpersonal communication?	How do we understand that element in mediated interpersonal communication?	How do we understand that element in mass communication?
Source	The originator of the message	It is an individual.	It is an individual.	It is one or more organizations.
Encoding	When the source organizes and prepares to send the message	It takes place in an individual's brain.	It takes place in an individual's brain.	It takes place in an organization using technology.
Transmitter	Performs the physical activity of sending the message	It is the person's vocal cords.	It is the person's vocal cords and technology (e.g., a phone).	It is a person's vocal cords and technology (e.g., a phone).
Channel	Pathway through which the transmitter sends the message	It is the air.	It is the air and technology (e.g., wires).	It is the air and technology (e.g., wires).

Receiver	The person or organization that gets the message	It can be one person or a few individuals in the same location.	It can be one or many individuals in one or more locations.	It is typically many people in different locations.
Decoding	The process by which the receiver makes sense of the message	It takes place in an individual's brain.	It take place first via technology and then in an individual's brain.	It take place first via technology and then in an individual's brain.
Feedback	A response to the message	It is immediate and directly to the source.	It is immediate and directly to the source.	It may be immediate or delayed and is generally indirect: other parts of the organization receive it and tell the source.
Noise	A sound in the communication situation that interferes with the delivery of the message	It can be environmental (e.g., noise in a park), mechanical (the person coughs so much the message gets lost), or semantic (the speaker doesn't know the language well).	It can be environmental, mechanical (e.g., park noise or static on the line), or semantic.	It can be environmental, mechanical, and semantic, sometimes caused by organizations.

**You can have brilliant ideas, but
if you can't get them across, your
ideas won't get you anywhere.**

Lee Iacocca

Week	1
Lecture	2

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Conceptualizing Business Communication

The term **business** means any activity which is professional, formal, official, career oriented, workplace related for which communication skills are needed to accomplish that activity.

It is a SKILL Based course, not a CONTENT Based course.



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TWO-WAY, FACE-TO-FACE

Examples: Informal conversations, interviews, oral presentations, speeches, and videoconferences

Advantages: Instant feedback, nonverbal signals, personal connection

Special considerations: Usually appropriate for conveying sensitive or unpleasant news



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TWO-WAY, NOT FACE-TO-FACE

Examples: Telephone conversations, text messages, online chats

Advantages: Instant feedback, real-time connection

Special considerations: Lacks nonverbal elements, so verbal message must be especially clear



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ONE-WAY, NOT FACE-TO-FACE

Examples: Letters, memos, reports, and electronic communications including email, fax, voice mail, and web page information

Advantages: Message considered more permanent and official

Special considerations: Lacks both nonverbal elements and instant feedback, so possible confusion must be anticipated and prevented

POINT	Good communication can only be in proper English.	Good communication requires clarity of message, irrespective of the language used.	COUNTERPOINT
	Communication occurs when the message is sent.	Communication occurs when the message is received.	
	Communication is a natural process.	Communication is an acquired/learnt process.	
	One cannot change one's basic style of communication.	Communication can always be improved, depending on the feedback one gets or takes.	
	Good communicators are excellent orators.	Good communicators speak and listen equally well.	
	Communication is about maintaining relationships within an organization.	Communication is also about getting a task done in the minimum possible time and within a reasonable cost.	
	Communication is abstract.	Communication can be measured.	

Verbal communication, or communication that uses words, includes:

Face-to-face
or phone
conversations

Meetings /
Interviews

Text, e-mail,
and voice-
mail messages

Letters and
memos

Reports

Nonverbal communication does not use words.
Examples include:

Pictures

Logos / Signs

Gestures and
Body
Language

Who sits where
or how

How long
someone keeps
someone waiting

WHY STUDY COMMUNICATION?

Evidence of the importance of communication in business is found in numerous surveys of executives, managers, and recruiters.

Without exception, these surveys have found that **communication** ranks at or near the top of the business skills needed for success.

For example, the 431 managers and executives who participated in a survey about graduates' preparedness for the workforce named "oral communications," "teamwork/collaboration," "professionalism/work ethic," "written communications," and "critical thinking/problem solving" as the top "very important skills" job applicants should have.



The employers surveyed for the National Association of Colleges and Employers' Job Outlook Survey for 2011 rated "communication" as the most valuable soft skill, with "teamwork skills" and "analytical skills" following closely behind.



Why is communication ability so highly valued?

As one professional trainer explains, “you will need to request information, discuss problems, give instructions, work in teams, and interact with colleagues and clients” to achieve cooperation and team efficiency.

To advance, you’ll also need to be able to “think for yourself,” “take initiative,” and “solve problems.”

On the managerial level, you’ll find that communication skills are even more essential. In the words of an international business consultant, “nothing puts you in the ‘poor leader’ category more swiftly than inadequate communication skills.”



Whatever position you have in business, your performance will be judged largely on the basis of your ability to communicate.



THANK YOU!

Unless you have a fairy godmother, you'll need to know how to communicate.



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