

Briefing on Communication and Professional Skills

Executive Summary

This briefing document synthesizes a comprehensive body of work on communication, professional development, and writing skills. The core takeaway is that effective communication is a multifaceted discipline requiring mastery of foundational theories, practical application in professional contexts, and meticulous attention to the mechanics of language. Key themes include the fundamental models and barriers of communication; the critical role of soft skills, emotional intelligence, and cultural awareness in the modern workplace; and detailed, process-oriented guidance for producing a wide range of written documents, from formal reports and emails to CVs and cover letters. The material emphasizes a structured approach to writing, covering planning, drafting, and revision, and provides exhaustive detail on technical aspects such as punctuation, capitalization, and the Harvard referencing system. Furthermore, it outlines strategies for enhancing verbal and receptive skills, including presentation delivery, interviewing techniques, active listening, and effective reading. A central argument is that professionalism is demonstrated not only through high-quality work but also through polished, clear, and culturally sensitive communication in all its forms.

I. The Foundations of Communication

Effective communication is defined as a process of exchanging information, understanding, and sharing meaning between individuals through a common system of symbols, signs, or behavior. The effectiveness of this exchange is contingent on the clear coding, transmission, and accurate decoding of messages.

A. The Communication Model

The communication process involves several key components that facilitate the exchange of information. Any interference in this process can impede understanding.

Component	Description
Sender	The individual where the message originates.
Encoding	The creation of patterns and codes, such as words, numbers, or signs.
Transmit	The act of sending information in an understandable form.
Channel	The medium selected to transmit the message.

Decoding	The conversion of the message back into an understandable form.
Receiver	The intended destination of the message.
Noise	Anything that interferes with the understanding of the message.
Feedback	The response that determines whether communication continues or terminates.

B. Core Types of Communication

Communication can be categorized based on the context and participants involved.

- **Intrapersonal Communication:** Communication with one's self, including self-talk, imagination, visualization, and memory. It is shaped by self-concept, perception, and expectations.
- **Interpersonal Communication:** The exchange of information, ideas, and feelings between two or more people through verbal or non-verbal methods. It is influenced by self-image, self-disclosure, and personal filters.
- **Business Communication:** The process of sharing information within and outside a company to promote organizational goals, objectives, and profits.
- **Verbal Communication:** Using sounds, words, and language to convey a message.
- **Non-Verbal Communication:** Involves unsaid elements like eye movement, body language, and facial expressions. A significant portion of communication is non-verbal.
- **Other Types:** The sources also identify group communication and public communication.

C. Barriers to Effective Communication

Numerous factors can obstruct the clarity and effectiveness of communication. These barriers can be personal, cultural, or environmental.

- **Semantic & Language Barriers:** Use of complicated technical terms, unfamiliar accents, and different language interpretations.
- **Personal & Psychological Barriers:** Lack of attention, interest, or transparency; differences in viewpoints; and personal biases.
- **Emotional Barriers:** Emotional disconnects between communicators.

- **Physical Barriers:** Physical disabilities such as hearing or speech difficulties, as well as environmental distractions.
- **Cultural & Gender Barriers:** Differences in cultural norms and gender-based communication styles.
- **Organizational Barriers:** Issues within an organization's structure that impede communication flow.
- **Information Overload:** An excessive amount of information can prevent effective processing and understanding.

A key principle to overcome these barriers is articulated by Dr. John Lund: **“Don`t communicate to be understood; rather, communicate so as not to be misunderstood.”**

II. Professionalism and Interpersonal Dynamics

In a business environment, technical abilities must be complemented by a strong set of "soft skills" that govern interpersonal interactions, cultural sensitivity, and overall professionalism.

A. The Role of Soft Skills and Emotional Intelligence

Soft skills are defined as "personal qualities that enable you to communicate well with other people." They are essential career attributes that foster professionalism and effective collaboration.

- **Key Soft Skills:** Communication, teamwork, listening, presentation skills, problem-solving, leadership, time management, critical thinking, adaptability, and emotional intelligence.
- **Emotional Intelligence (EI):** Defined as "the ability to understand your emotions and those of other people and to behave appropriately in different situations." EI is divided into personal and social competencies and helps in resolving conflicts, motivating others, and building collaborative, psychologically safe teams.

B. Cultivating Professionalism in the Workplace

Professionalism encompasses one's conduct, attitude, and communication style. It is crucial for making positive impressions, building relationships, and establishing a strong reputation.

- **Behaviors to Cultivate:** Honoring commitments, being attentive, understanding workplace culture, maintaining high work standards, communicating effectively, developing self-awareness, and being a problem-solver.

- **Behaviors that Destroy Professionalism:** Engaging in gossip, maintaining a negative attitude, poor attendance, and unprofessional body language (e.g., yawning without covering one's mouth).
- **Projecting Professionalism:** Professionalism extends to digital communication, including the use of businesslike email addresses, clear and formal email writing, and appropriate telephone and smartphone etiquette.

C. Navigating Cultural Differences in Communication

Globalization necessitates an understanding of how culture impacts business communication. Culture is defined as the shared beliefs, values, and practices of a group.

- **High-Context vs. Low-Context Cultures:** This framework describes how cultures rely on contextual cues versus explicit language.

High-Context Cultures (e.g., China, Japan, Arab countries)	Low-Context Cultures (e.g., North America, Germany)
Messages are indirect and implicit.	Messages are direct, simple, and clear.
High use of non-verbal communication.	Low use of non-verbal communication.
Decisions are based on intuition and feelings.	Decisions are based on facts and evidence.
Relationships are long-term and prioritized over schedules.	Relationships are short-term; schedules are prioritized.

- **Overcoming Cultural Barriers:** Strategies include being open-minded, developing efficient communication systems, being aware of differences, seeking feedback, and being patient.

III. Mastering Written Communication

The ability to write clearly and effectively is a cornerstone of professional competence. This involves a structured process, familiarity with different document formats, and a firm grasp of language mechanics.

A. The Four-Stage Writing Process

A structured approach ensures that written work is thoughtful, well-organized, and polished.

1. **Planning (Pre-writing):** This initial stage involves considering the topic, audience, and purpose. Techniques include:

- **Brainstorming:** Recording all ideas related to a topic.
 - **Clustering:** Mapping ideas visually to show connections.
 - **Freewriting:** Writing continuously for a short period to allow ideas to flow.
 - **Preliminary Research:** Using broad search terms to gather information and refine a topic.
2. **Drafting:** The stage of composing the text. The focus is on content and structure, typically organized into an introduction, body, and conclusion.
- **Introduction:** Provides context, presents a debatable thesis statement, and outlines the main arguments.
 - **Body:** Develops the main ideas in paragraphs, each focused on a single point with supporting evidence. Paragraphs can be organized chronologically, by order of importance, or spatially.
 - **Conclusion:** Summarizes the main points, restates the thesis, and provides a final perspective.
3. **Revising:** Reviewing the draft to improve the clarity, accuracy, and persuasiveness of the ideas. This may involve adding, cutting, or rearranging content.
4. **Editing & Publishing:** Correcting errors in grammar, punctuation, spelling, and style to create a polished final document. Publishing is the final act of presenting the work to its audience.

B. Core Mechanics: Punctuation and Capitalization

Correct use of punctuation and capitalization is critical for clarity and professionalism.

- **Punctuation:**
 - **Full Stop (.):** Marks the end of a sentence or an abbreviation.
 - **Comma (,):** Represents a short pause; separates items in a list, clauses joined by conjunctions, transitional words, and direct quotations. The **Oxford Comma** is the final comma in a list and can prevent ambiguity.
 - **Semicolon (;):** Joins two closely related independent clauses or separates items in a complex list.
 - **Colon (:):** Introduces a list, an explanation, or a quotation. The preceding clause must be independent.

- **Quotation Marks (" "):** Enclose direct quotes or indicate technical or unusual terms.
- **Exclamation Mark (!) and Question Mark (?):** End sentences expressing strong emotion or inquiry, respectively. Exclamation marks should not be used in academic writing.
- **Capitalization Rules:** Capitalize:
 - The first letter of a sentence.
 - The pronoun "I".
 - Proper nouns (names of people, places, organizations).
 - Titles preceding names (e.g., Mayor Jason) but not those following names or used generally.
 - High-ranking government titles referring to a specific person (e.g., the President of the United States).
 - Major words in titles of books, articles, and songs.
 - Names of deities and holy books.
 - Directions when used as names of regions (e.g., the Southwest).
 - Days, months, and holidays.
 - Countries, nationalities, and specific languages.
 - Historical periods and events (e.g., the Renaissance).
 - Trademarks (e.g., Pepsi, Apple).

C. Producing Key Professional Documents

Different professional contexts require specific document formats.

- **Emails:** Can be formal (for professional contacts) or informal (for friends, colleagues). A professional email should have a clear subject line, a proper salutation, a concise body, a polite closing, and no abbreviations. A professional email address is also essential.
- **Formal Letters:** Used for external communication with organizations or officials. They follow a strict format including sender's address, date, receiver's address,

salutation, subject, a three-paragraph body (introduction/purpose, details, expected outcome), and a complimentary closing.

- **Formal Reports:** Documents describing an investigation and its results. They typically include a Title, Summary (optional), Introduction (purpose, requestor, methodology), Findings (facts discovered), Conclusions (statements derived from findings), and Recommendations (suggested solutions).
- **Memos (Memorandums):** Used for internal communication. They are straightforward and brief, with a heading (To, From, Subject, Date), a body that gets directly to the point, and a short conclusion indicating expected action.
- **CV (Curriculum Vitae) and Cover Letter:**
 - **CV:** A summary of education, skills, and experience. It should be titled with your name, be easy to read with clear headings, use professional fonts, and list experience in reverse chronological order. It typically includes Personal Information, a Personal Profile, Professional Experience, Education, Skills, and Referees.
 - **Cover Letter:** A document sent with a CV to introduce yourself and explain your suitability for a specific job. It should be tailored to the role, highlight relevant skills, express interest in the company, and end with a call to action.

D. Ensuring Cohesion and Flow

Cohesive devices are words or phrases (e.g., *Moreover*, *However*, *In conclusion*) that create logical links between sentences and paragraphs. Cohesion is achieved through several mechanisms:

- **Reference:** Using pronouns (e.g., *she*, *it*) to refer back to previously mentioned items.
- **Substitution:** Replacing a word or phrase with another (e.g., "He should buy a new *pair*" to refer to *shoes*).
- **Ellipsis:** Omitting a word or phrase that can be understood from the context.
- **Conjunctions:** Words that join clauses or ideas.
- **Lexical Cohesion:** Using related vocabulary through repetition, synonyms, or collocation (words that commonly occur together, like "prescribe" and "drug").

IV. Academic Integrity and Sourcing: The Harvard Referencing System

Academic and professional writing requires acknowledging the work of others through a consistent referencing system to avoid plagiarism. The Harvard style is a widely used author/date method.

A. Core Principles of Harvard Referencing

Referencing is a two-part process:

1. **In-text Citation:** A brief reference within the body of the text, immediately following the use of a source.
2. **Reference List:** A complete, alphabetized list at the end of the document with full bibliographic details for every source cited.

B. In-Text Citations

- **Basic Format:** (Author's Surname, Year of Publication). Example: (Smith, 2017).
- **With Page Number:** For direct quotes or specific points: (Smith, 2017, p. 42).
- **Author in Text:** If the author's name is part of the sentence: Smith (2017) argues...
- **Multiple Authors:**
 - Two or three authors: (Greig, Taylor and MacKay, 2013).
 - Four or more authors: Use the first author's name followed by *et al.* (Taylor *et al.*, 2015).
- **Corporate Author:** Cite the full name unless a well-known abbreviation exists: (Woodland Trust, 2016) or (BBC, 2017).
- **No Author:** Use the title of the work in italics: (*OED online*, 2008).
- **No Date:** Use "(no date)": (Wells, no date).
- **Secondary Referencing:** When citing an author who is cited in another work (and the original is unavailable), use "cited in": (Ecott, 2002, cited in Wilson, 2009). The reference list should only contain the work you actually read (Wilson, 2009).

C. Creating the Reference List

The reference list provides the full details needed to locate each source. It is alphabetized by the author's surname.

- **Book (Single Author):** Surname, Initial(s). (Year) *Title*. Edition (if not first). Place of publication: Publisher.

- Example: Bryman, A. (2016) *Social research methods*. 5th edn. Oxford: Oxford University Press.
- **Book Chapter (in an Edited Book):** Chapter Author Surname, Initial(s). (Year) 'Title of chapter', in Editor(s) Surname, Initial(s). (ed. or eds.) *Title of book*. Place of publication: Publisher, Page numbers.
 - Example: He, X. (1997) 'The market economy and ethnic relations in China', in Ikee, A. (ed.) *Economic development in twentieth century East Asia: the international context*. London: Routledge, pp. 190–205.
- **Journal Article:** Author Surname, Initial(s). (Year) 'Title of article', *Journal title*, Volume(Issue), Page range.
 - Example: Austin, T. (2012) 'Takers keepers, losers weepers: theft as customary play in southern Philippines', *Journal of Folklore Research*, 49(3), pp. 263–284.
- **Blog Post:** Author Surname, Initial(s). (Year) 'Title of blog post', *Title of blog*, Day/Month of post. Available at: URL (Accessed: date).

V. Enhancing Verbal and Receptive Skills

Beyond writing, effective communication relies heavily on skills related to speaking, listening, and reading.

A. Effective Presentation Skills

A successful presentation informs, persuades, or motivates an audience. It requires careful planning across four key areas:

1. **Organization:** Structure the presentation with a clear **Introduction** (welcome, topic, outline), **Body** (main points with signposting), and **Conclusion** (summary, strong final statement). Manage time effectively.
2. **Visual Aids:** Use consistent, readable slides. Employ bullet points (e.g., the 6x6 rule: no more than 6 words per line, 6 lines per slide), high-contrast colors, and relevant images. Avoid distracting animations and overly dense text.
3. **Delivery:** Maintain a professional appearance, an energetic and clear voice, and eye contact with the audience. Pay attention to body language and facial expressions.
4. **Language:** Use simple language, check for grammar and spelling errors, and learn the correct pronunciation of words.

B. Strategic Interviewing Techniques

An interview is an opportunity to assess skills, personality, and fit for both the employer and the applicant.

- **For the Interviewee (Candidate):**
 - **Preparation:** Research the company, review your CV, and prepare answers to common questions and questions of your own. Plan your attire and organize your documents.
 - **Conduct:** Arrive 15 minutes early, be polite, wait to be seated, speak with confidence, be honest, and avoid slang.
 - **Answering Common Questions:**
 - *Tell us about yourself:* Focus on strengths relevant to the job.
 - *Biggest weakness?:* Choose a real weakness you are actively working to improve.
 - *Why should we hire you?:* List strengths directly relevant to the role.
 - *Why are you leaving your current job?:* Focus on the positive aspects of the new opportunity; do not criticize a former employer.
- **For the Interviewer:**
 - Be an active listener and considerate of the candidate's feelings.
 - Be friendly, prepared, and focused.
 - Encourage questions from the interviewee and manage time effectively.
 - Ensure the interview area is free from distractions.

C. Active Listening and Reading Strategies

Receptive skills are crucial for understanding information accurately.

- **Listening:** A process involving hearing and psychological involvement.
 - **Strategies: Top-down** (using background knowledge to understand the general idea) and **bottom-up** (focusing on individual words and sounds to build meaning).
 - **Modes:** Active (reflective), Passive (attentive), and Competitive (combative).

- **Improvement:** Face the speaker, maintain eye contact, minimize distractions, keep an open mind, and respond appropriately.
- **Reading:** A skill for decoding and understanding written messages.
 - **Previewing:** Getting an overview by looking at titles, headings, and illustrations before reading in full.
 - **Skimming:** Reading quickly to get a general idea of a text.
 - **Scanning:** Searching quickly for specific information (e.g., a name or date).
 - **Intensive Reading:** Detailed, focused "study" reading of important sections.
 - **Extensive Reading:** Casual reading for pleasure or general understanding.