



Social Communication Essentials ([Aminotes](#))

Social communication refers to all types of transmission of contents between sender and receiver, by using technology and by means of agents unable to be quantified. It is a process and an action at the same time.

Small talk - It is a technique of initiating a conversation. Making small talk is a way to contact and connect with people and intends to offer you contacts with friends, business associates, colleagues and others that last for a longer time period.

You may refine the things, which you wish to say in the small-talk and soon you will find out that it is an effective and useful way to develop and extend your networks.

Some evergreen small talk topics could be the weather, movies, culture, books, and headlines in the news, career, and more others.

Tips to Master the Art of Small Talk:

1. Greet individuals appropriately:

To begin a conversation does not necessarily require engaging in an ongoing conversation. If two people are talking, then it is not essential to involve yourself in it, as may be the conversation is private. So find a suitable time and begin communicating with the other person in an appropriate and gentle manner.

2. Reduce anxiety:

Most of the times, people are actually scared of talking to new persons. It is because they are not pretty much confident about themselves. If you, therefore, wish to end on a lucrative note, then it is essential that you begin, sustain and conclude the entire chat with confidence.

3. Have an approachable body language:

If you wish to make a person feel comfortable while talking to you, then it is essential for you to have a suitable body language. Make the person feel that he is getting all your attention, but make sure to maintain the right distance.

4. Keep away your phone:

Even if you are too busy, it is mandatory! Try not involving your phone in the entire communication as it may make an individual feel the lack of attention from your side.

5. Find a common or at least an interesting topic:

If you find a common topic to discuss with the other person, then it is simply great. But be careful that the information you share is correct as since the topic is common the other person must possess good knowledge about it. If in case, you don't find a common topic, then you may search for an interesting one.

6. Reveal something about yourself:

Don't forget the major reason to begin the small talk. Obviously, you want to introduce yourself to the person. Find a suitable time and then present important information about yourself that can impress the other person and help him comprehend you as an individual.

7. Notice your surroundings:

As soon as you begin communicating with the person ensure to be prepared for further incidences for which you wish to talk about. Keep a keen notice of the person and the surroundings and then communicate with the person accordingly.

8. Don't forget to listen:

A small talk is a two way process that must not only be limited to speaking but must also involve active listening. You must, therefore, try to actively listen to what the other person is saying as only then you will be able to gain from his knowledge and experience.



Rapport Building - Rapport is a connection or relationship with someone else. It can be considered as a state of harmonious understanding with another individual or group. Building rapport is the process of developing that connection with someone else.

Sometimes rapport happens naturally. We have all had experiences where we 'hit it off' or 'get on well' with somebody else without having to try. This is often how friendships start. However, rapport can also be built and developed consciously by finding common ground, and being empathic.

Techniques for Building Rapport That Will Help You Connect with Anyone

Let's take a look at some of the techniques and mindsets you can leverage to generate and consolidate meaningful raptorts with different people and for different purposes.

1. Produce a Strong First Impact

First impressions count. Do you know why they count? Simply because human beings are used to judge. Even the "wisest" tend to judge every now and then, so when you talk to someone new, be very aware that you are going to be judged.

You can't change the way people think – at least not during the first contact. Therefore, you should always be prepared to meet new persons, new opportunities, and new experiences that come due to random chance.

Be well dressed, always clean, and display good vibes. Don't be or look sad, angry, or disappointed or you're only going to send bad vibes and let the other person know that "something's wrong".

2. Don't Forget about the Basics

Here are some of the communication basics you should never neglect in the process of building rapport:

- Pay attention and actually listen to what the other person says. Don't let your thoughts interrupt the incoming information.
- Eye contact – try to balance it.
- Shake your head every now and then to indirectly show that you agree.
- Do allow silence breaks throughout the discussions.
- Be concise and clear.



- Be transparent.
- Maintain a good posture.
- Relax.
- Smile.

3. Identify Similarities and Seek Common Ground

Obviously, you can establish rapport by **seeking common ground**. Find similarities between you and the peer and get involved in what you're both passionate or interested in.

For example, you may both like football. That's spectacular because now you'll be able to share the past experiences that you've had concerning football. You'll display your thoughts, emotions, and actions.

Where does this lead? Well, in time, you'll feel like you "know each other" for a very good while now, and that you no longer have to establish barriers between you and the person.

4. Be Extremely Genuine

Honesty is key. The moment you become dishonest you become immoral and you will not be worthy of any meaningful friendships.

Backstabbing, lying, stealing, cheating, or any other behavior of yours (that affects other people's lives) will lead to negative consequences (whether you see it or not).

5. Pay Attention to Body Language

Energy and language are two things, body language is another. All these elements are very critical if you want to communicate perfectly, so you'll have to pay attention to a multitude of aspects.

Obviously, you shouldn't focus on body language more than you focus on what you say. First, you should improve your verbal communication and only then move to the non-verbal one.

When you can identify certain patterns, you'll be able to tell whether someone's lying, telling the truth, or avoiding something. Basically, you'll be able to detect and identify other people's thoughts and feelings.



Informal Communication - Informal communication is defined by episodes of interaction that do not reflect officially designated channels of communication. Translation: Exchanging information through unofficial channels. Example: Meeting a co-worker at the water cooler and discussing weekend plans.

Grapevine Water Cooler Communication - Grapevine communication is informal workplace dialogue in its purest form: it is characterized by conversations between employees and superiors that do not follow any prescribed structure or rule-based system.

“Water cooler talk” is the term used to describe casual discussions between co-workers about non-work-related topics. The term originated at a time when employees all worked in the same office, which invariably had a water cooler. If an office doesn’t have a water cooler, there is usually another central gathering point – coffee maker, kitchen, break room, etc.

In general, water cooler talk conjures up negative connotations. The vision of employees gossiping about their employer and fellow employees comes to mind, driving many employers to discourage these casual conversations. While idle gossip isn’t helpful and shouldn’t be supported, casual conversations about topics such as the weather, sports, TV shows, can help build a cohesive workplace and in turn, strengthen the company’s culture.

Informal or Grapevine Communication has the following characteristics:

Formation through Social Relations: This communication is born out of social relations who mean that it is beyond the restrictions of the organisation. No superior-subordinate relationship figures therein. A more sociable superior can gather much information through this channel.

Two types of Information:

Through this communication, information about the work and the individual can be collected.

Uncertain Path:

Since it is beyond the restrictions of the organisation, it follows no definite channel. Like a grapevine, it moves in a zigzag manner.

**Possibility of Rumour and Distortion:**

Responsibility for the true or false nature of communication does not lie on any individual and, therefore, not much attention is paid to its meaning while communicating. Consequently, the rumours keep floating.

Quick Relay:

Informal communication makes news spread like wildfire. Not only this, people start adding something of their own which sometimes changes the real meaning of the communication.