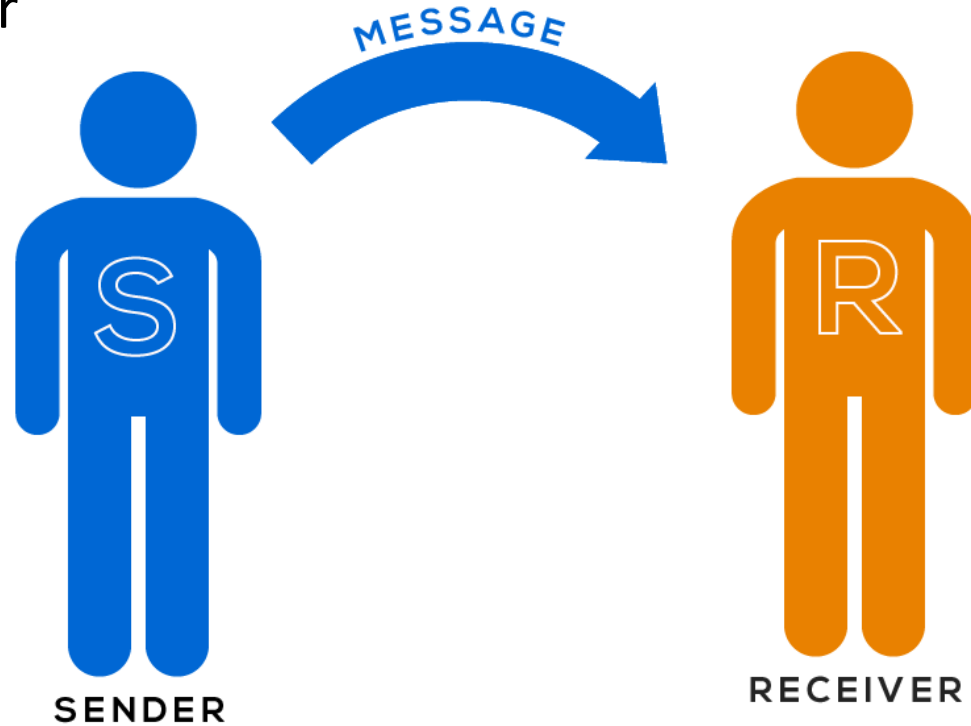


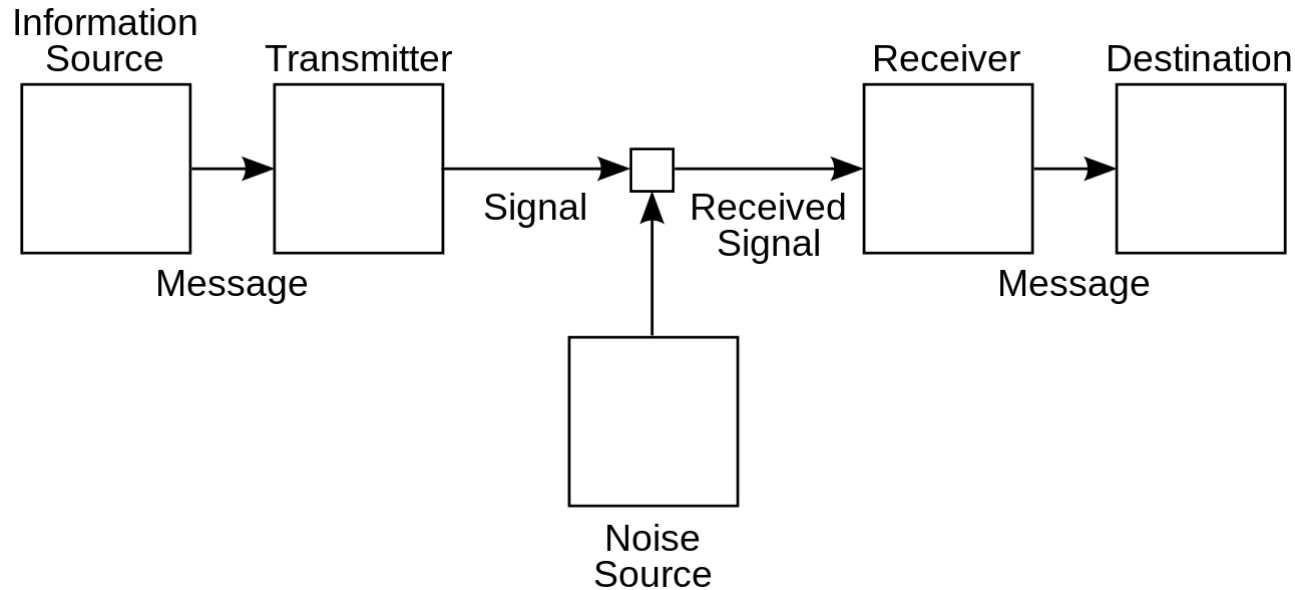
# comunicação...

Modelo “linear”



# comunicação...

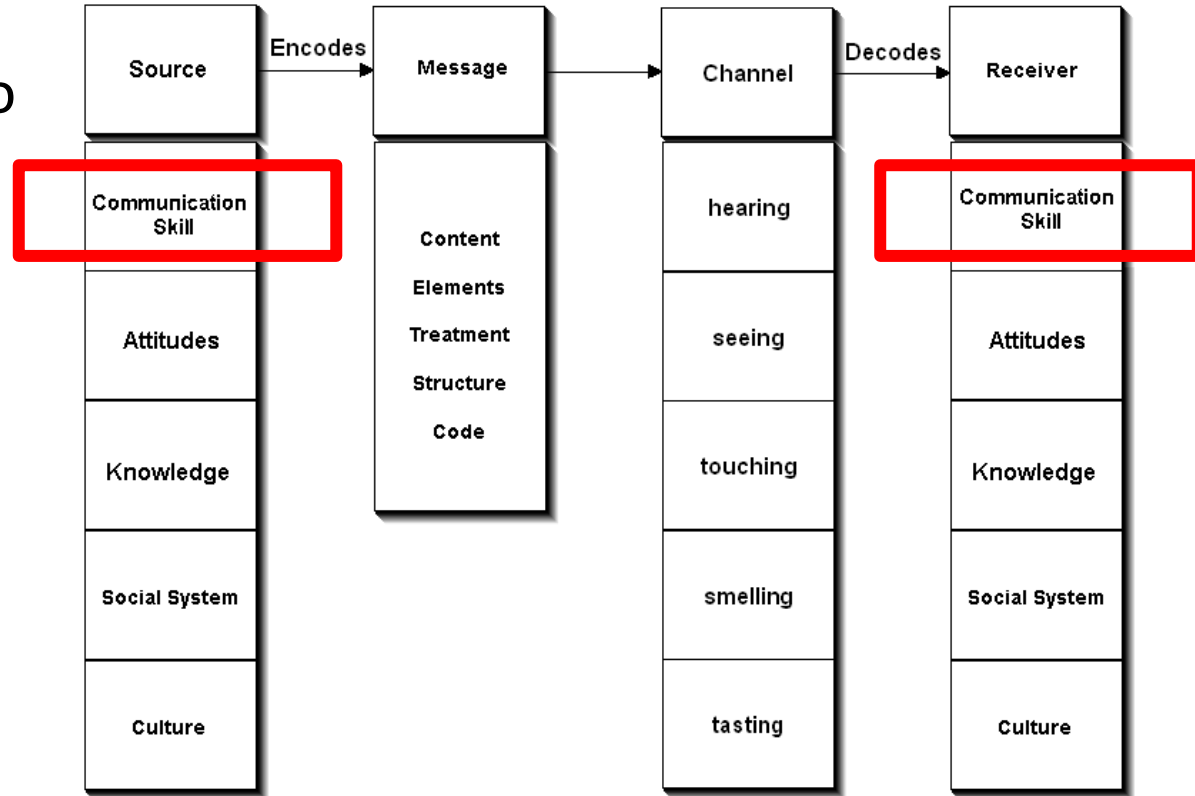
## Modelo de Shannon-Weaver



A Mathematical Theory of Communication (1949), *Bell System Technical Journal*

# comunicação...

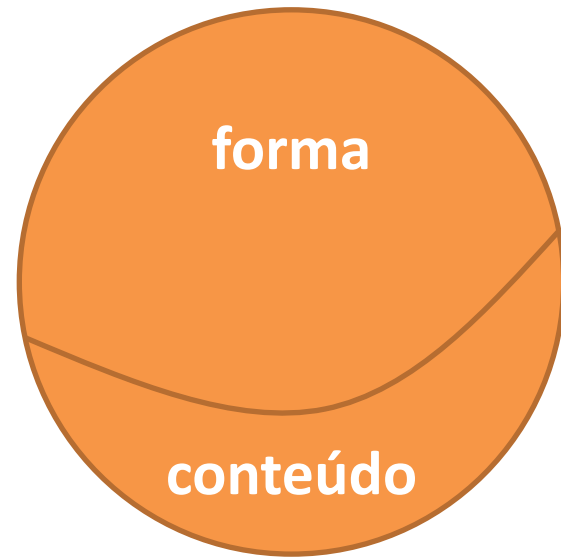
## Modelo de Berlo



*The Process of Communication (1960)*

# Componentes da mensagem

Modo como afetam a perceção



# Fatores não verbais do discurso

- Apresentação / Aspeto exterior
- Expressão facial
- Contacto ocular
- Distância / Contacto
- Gestos
- Linguagem corporal
- Características do discurso
- Estado anímico



# Your body language may shape who you are



[https://www.ted.com/talks/amy\\_cuddy\\_your\\_body\\_language\\_may\\_shape\\_who\\_you\\_are](https://www.ted.com/talks/amy_cuddy_your_body_language_may_shape_who_you_are)

# A importância da imagem

**TIME**

## How the Nixon-Kennedy Debate Changed the World

By Kayla Webley | Thursday, Sept. 23, 2010

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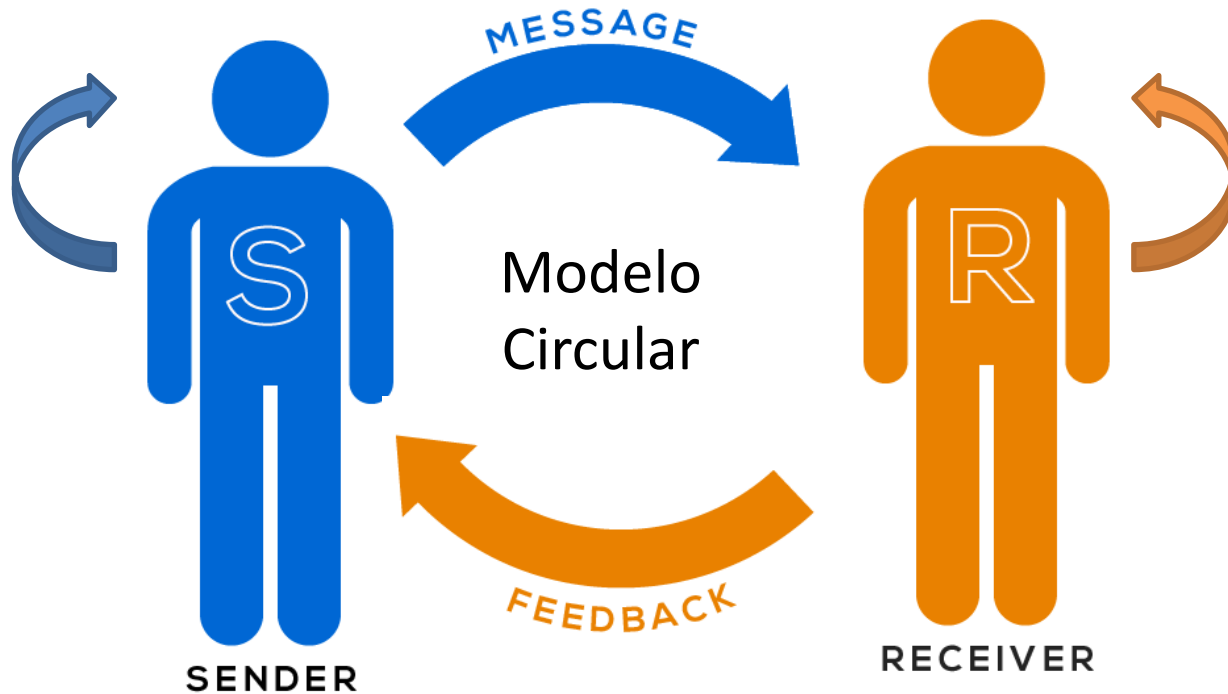
On the morning of September 26, 1960, John F. Kennedy was a relatively unknown senator from Massachusetts. He was young and Catholic — neither of which helped his image — and facing off against an incumbent. But by the end of the evening, he was a star.





# comunicação...

... **troca** de informação entre indivíduos através da fala, da escrita, de um código comum ou do próprio comportamento.



# A base da comunicação

- A “comun-icação” é bilateral, caso contrário, existirá apenas emissão.
- A sintonia do recetor, consegue-se com o “**roletaking**” (ou **empatia**).
- “Roletaking” é também útil para entender melhor a Mensagem.



# Importância do “roletaking”

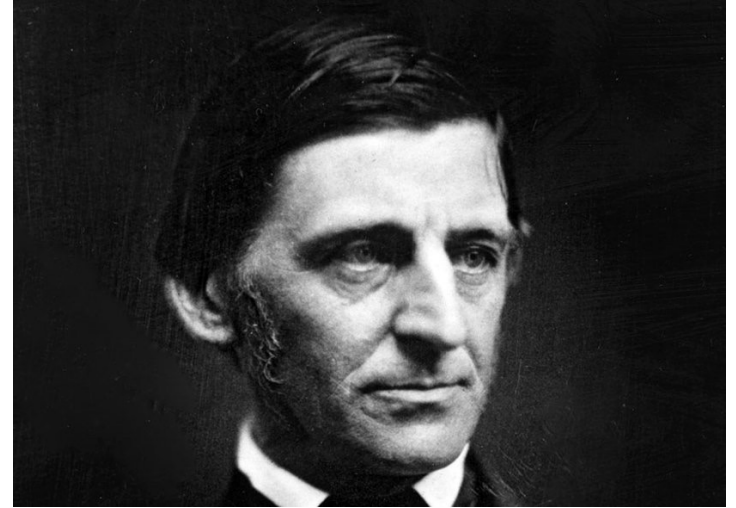
- motivação (cada pessoa é diferente das outras);
- expressão e interpretação de mensagens;
- negociação (identificar o real interesse da outra parte);
- marketing (entender a mente do cliente);
- etc.



# Competências de comunicação

*Who you are speaks so  
loudly I can't hear what  
you're saying.*

Ralph Waldo Emerson  
(1803-1882)



# Competências de comunicação

Verbais



Não Verbais



Saber ouvir



Negociação



Assertividade



Capacidade de decisão e resolução de problemas



<http://www.forbes.com/sites/carminegallos/2014/11/25/steve-jobs-and-winston-churchill-didnt-start-out-as-great-speakers/#6d1b6afd580a>

NOV 25, 2014 @ 11:38 AM 14,049 VIEWS

The Little Black Book of Billionaire Secrets

## Steve Jobs And Winston Churchill Didn't Start Out As Great Speakers



**Carmine Gallo**, CONTRIBUTOR

*I write about success, leadership and communication.* [FULL BIO](#) ✓

Opinions expressed by Forbes Contributors are their own.

### TWEET THIS

- Preparation and practice are the habits of the world's greatest speakers in politics and in business.
- Steve Jobs made public speaking look effortless because he worked at it for many hours over many, many years.



# A primeira entrevista do Steve Jobs



- Expressar paixão
- Criar um cabeçalho estilo-Twitter
- Manter a regra dos 3
- Apresentar um vilão
- Vender o benefício
- Ter slides simples e visuais
- Contar histórias
- Preparar-se e praticar em excesso
- Evitar ler notas
- Divertir-se
- Inspirar a audiência

**Forbes**

## 11 Presentation Lessons You Can Still Learn From Steve Jobs



**Carmine Gallo** Senior Contributor

*I write about leadership communication to grow sales and build brands.*

f

t

in



Steve Jobs

**Steve Jobs** is *still* the world's greatest corporate storyteller. I've seen plenty of talented speakers in the past year and I've written about many of them in this column but I have yet to find someone as good as Steve Jobs. This is

why I have spent so many years reviewing, analyzing and sharing Jobs' presentation techniques because leaders and entrepreneurs today need to carry on his legacy if we hope to inspire the world with our ideas. His keynote presentations continue to attract thousands of views on YouTube and he has profoundly impacted the way leaders communicate.

<https://www.forbes.com/sites/carminegallo/2012/10/04/11-presentation-lessons-you-can-still-learn-from-steve-jobs/#7bf2f13adde3>



# 10 ways to have a better conversation

Celeste Headlee:

## 10 ways to have a better conversation

TEDxCreativeCoast · 11:44 · Filmed May 2015

35 subtitle languages ?

View interactive transcript



[https://www.ted.com/talks/celeste\\_headlee\\_10\\_ways\\_to\\_have\\_a\\_better\\_conversation](https://www.ted.com/talks/celeste_headlee_10_ways_to_have_a_better_conversation)

# A importância de saber ouvir

Exemplo de empreendedores de sucesso:



Turning Fleet Maintenance  
into an Exact Science

<http://ipn.pt/noticias/noticia/2308?uri=%2F&a=2308>

# Three Reasons Why Innovation Is All About Communication

**Forbes Communications Council**Communications, PR, public affairs & media relations execs share tips. [FULL BIO](#) ✓

Opinions expressed by Forbes Contributors are their own.

POST WRITTEN BY

**Alex Goryachev**Cisco [Managing Director](#) of Innovation Strategy and Programs overseeing co-innovation centers worldwide and companywide innovation challenges**Alex Goryachev**, Forbes Councils

- **Espirito de equipa**
- **Codesenvolvimento**
- **Saber ouvir**

<https://www.forbes.com/sites/forbescommunicationscouncil/2018/02/05/three-reasons-why-innovation-is-all-about-communication/#15cef9786e5c>



**Wally:**

You're really deaf?

**Dave:**

I'm really deaf.

**Wally:**

Then how do you know what I'm saying?

**Dave:**

Because I'm reading your lips

***See No Evil, Hear No Evil* (1989)**

**Vejo-vos na próxima aula.**

**Espero que venham com vontade de me ouvir!**