



CSE5003 / CSE3PPE

Professional Practices and Entrepreneurship in I.T.

Lecture 10

Semester 2 2023

Communication



Why should we care about communication skills?



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Cyber Security Solutions Specialist - CS SaaS Vendor - Open to Grads!

Join a Gartner Magic Quadrant Cyber Security Vendor that is rapidly growing globally! Having experienced massive growth over the last few months, they are looking to expand their local presence and are looking to add a Cyber Solutions Specialist / junior Sales Engineer to the team. You'll have the opportunity to work with cutting edge SaaS tech and learn from the best in the industry. They promise a diverse and lively work environment, plus full training and development!

About the role:

This is the perfect opportunity for a fresh graduate (with a STEM background) or an existing pre-sales engineer that wants to find their niche in the Cyber Security ecosystem. You'll be brought up to speed through an in-depth training course on managing the end to end pre-sales process from drafting/responding to tenders (RFIs, RFQs, RFTs, and RFPs) to solutions architecture.

Note: This is not a direct selling position - That is handled by a different team

Responsibilities:

- Liaise with clients and partners on all technical aspects of the solution
- Manage the pre-sales process end to end from proof of value to architecture
- Liaise with a variety of audiences (Technical to C-level)
- Design, build and customise client integrations and solution architectures.
- Act as a technical touch point between clients and partners.

Benefits:

- Stunning CBD office
- Flexible work (remote + office)
- Excellent bonus earning potential
- Industry-leading training and development (overseas when permitted)
- Weekly socials + annual social events

About you:

- Are a recent graduate with a Science, Technology, Engineering, and Mathematics (STEM) background
- OR have 1+ years of technical experience across Cyber Security/Network/Telecommunications/Cloud
- Comfortable with face to face interaction
- Possess clear communication skills
- Have valid working rights in Australia

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Communication skills

The truth is communication skills are just as important as the technical skills and education you might acquire. Consider the problems you might encounter in a role:

- You identified a security issue that needs more than one person to solve. You need to convince your managers and your colleagues that this issue must be prioritised. How do you convince them?
- Your manager has asked you to prepare a proposal for an investment that will boost your cyber security capabilities. As this is your specialist area, they want you to present this to the board of management. How might you convince them of the importance of this investment, even though most of the people in the room have little knowledge and understanding of what you are talking about?
- You need help to problem solve a dilemma you are facing. Different perspectives would help – how might you go about arranging this?

Communication skills

Communication includes **written, oral and physical forms, as well as the indirect communication forms of body language, gestures and facial expressions.**

Sending, receiving and understanding these are vital for understanding the needs of our work colleagues and community members.

Communication skills help us to learn about the different experiences and perspectives of others, which in turn can help ensure our solutions meet our customer needs.

Communication

Communication is any behaviour that is perceived by another

- verbal, nonverbal, graphic

Communication involves encoding and decoding:

- knowledge, feelings or thoughts are encoded and sent
- they are received and then decoded by another

Effective communicators build relationships

Ineffective communicators raise barriers

(Dwyer Communication for the Professional 5e)

Verbal Communication

Communication between two or more people in the form of spoken or written words.



Nonverbal Communication

All communication that is not encoded in words or graphics

Includes:

- Body movement
- Posture
- Eye movements
- Facial expressions
- Vocalisations
- Voice qualities



Graphic Communication

Represents ideas, relationships or connections visually

- Shapes, diagrams and lines

Can have both verbal and nonverbal components.



Body Language

We use body language all the time, often without realising, to communicate how we are feeling.

How would you convey the following using body language?

- I am okay with this.
- I am not okay with this.
- I am frustrated by this situation.
- This has worked out well.

The communication process

- Step 1** The person has an idea to communicate
- Step 2** The person encodes this idea, according to their own unique perceptions.
These could be drawn from:
- Self-concept
 - Family
 - Culture
 - Skills
 - Feelings
 - Attitudes
 - Values
- Step 3** The encoded idea is sent in a message
- Step 4** The receiver who receives the message decodes it according to their own different individual perceptions, (self-concept, family, culture, skills, feelings, attitudes, values, etc)
- Step 5** The receiver forms feedback and encodes this, based again on their own perceptions, and sends this message back to the first person.
- This feedback step is important: it confirms between the two parties that the communication has been shared and understood as intended.

Interference

Interference in the communication channel can occur. Think of a noisy location, or a distraction. An emotional dislike of the sender can also interfere with our ability to receive a message.

When this happens, for effective communication to continue there is a requirement for additional steps between the sender and receiver.

This ensures the correction information has been relayed between the two parties.

Perception

Perception relates to how we process the message. This is influenced by a number of factors such as

- Self-concept
- Family
- Culture
- Skills
- Feelings
- Attitudes
- Values, attitudes, feelings
- Communication skills
- Expectations
- Education
- Physical/emotional state

Emotional Intelligence

Emotional intelligence, sometimes known as EQ for short, is the concept of recognising our own feelings and the feelings and perspectives of others.

We consider the management of emotions well in both ourselves and in our relationships with others.

Having empathy for others increases the chances of strong relationships with others.

It is also a common feature in outstanding leaders.

Intercultural Communication



Intercultural communication

Intercultural communication considers how meanings and interpretations can be shared in cultural groups and how these might differ to other cultural groups.

We all belong to separate groups, many of which can overlap. These groups might be defined by race, cultural and/or language groups, age, geography, gender identity, or even which schools we went to. Each group develops ways to connect with each other.

At a broad social level, this might be a Gen Z joke that Boomers might not get. Other connections are much deeper and are steeped in years of isolation, prejudice, discrimination and other forces that have strengthened belonging.

Between these groups meanings of words and expressions might differ.

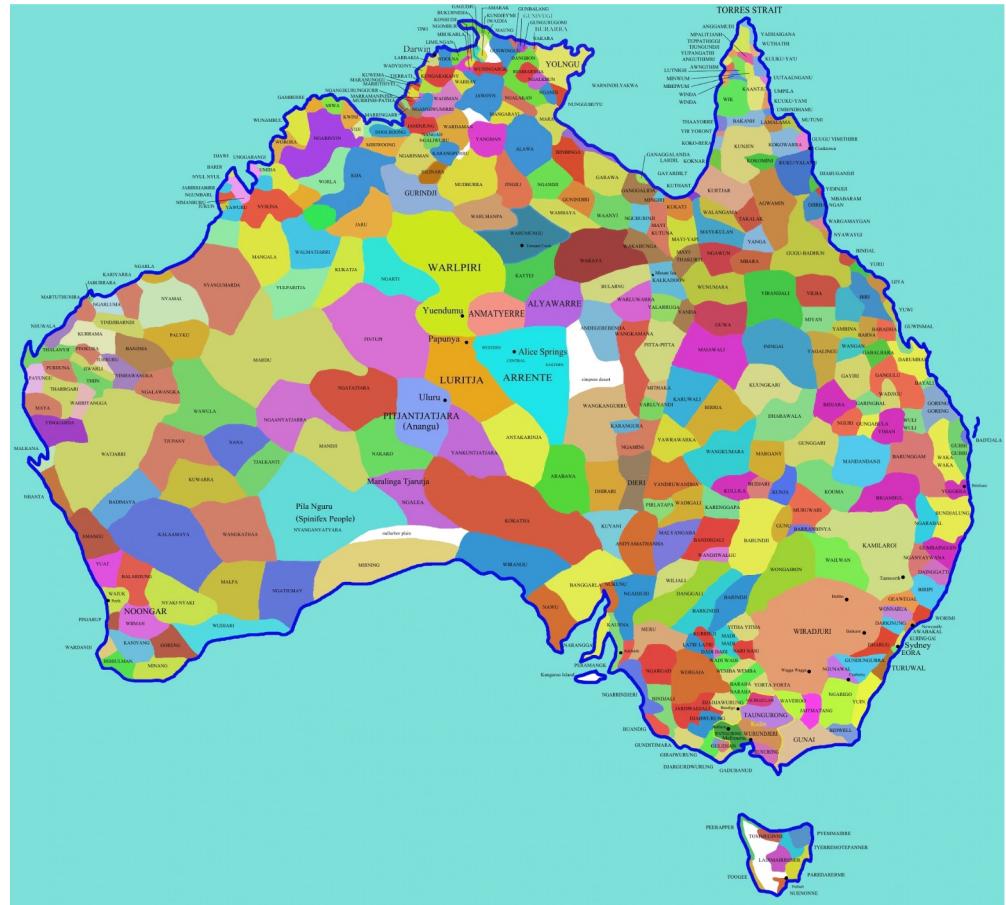
AIATSIS map of Australia

Differences exist across groupings of Peoples.

The Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS) map demonstrates the different nations, clans and language groups that existed prior to European colonisation in 1788.

More than 250 Indigenous Australian languages including 800 dialectal varieties were spoken on the continent at the time of European settlement in 1788.

Aboriginal Peoples today are not one homogenous group of people: they reflect the different cultures, languages and traditions of their cultural and spiritual origins.



Intercultural communication

For example, the term 'deadly'.

In westernised parts of Australia, deadly means something that might kill you.

For Aboriginal and Torres Strait Islander Peoples, 'deadly' means something that is excellent.

Many years ago, a public health campaign featured a message on the buses around a small town, to try to encourage people not to take up smoking.

The message was:

Smoking is deadly.

This is an example of a lack of understanding of the cultural differences between groups as well as the importance of understanding these differences better.

Respectful intercultural communication

Five essential elements for organisational (and individual) change

1. Valuing diversity
2. Having the capacity for cultural self-assessment
3. Being conscious of the dynamics inherent when cultures interact
4. Having institutionalized culture knowledge
5. Having developed adaptations to service delivery reflecting an understanding of cultural diversity

Respectful intercultural communication

The journey for respectful intercultural communication practices is to acknowledge that **differences exist**, but they are morally neutral.

That is, they are not good or bad, or better or worse.

They are just different.

That is okay, in fact it is more than okay, because differences help us to be better.

Of the five essential elements for change, *being conscious of the dynamics inherent when cultures interact* is the focus for this module.

Cultural differences in communication

Can be personal to the individual, common to the group, cultural, or universal

- Usually learnt subconsciously and can sometimes contradict the spoken message

Different cultural meanings of:

- Tone of voice, rate of speech
- Body movements, eye contact
- Use of space to communicate, touching
- Use of time
- Silence
- Artefacts, dress

Perception of power

- gender, race, age and sexual orientation
- educational background, socioeconomic status and marital status

In intercultural interactions, power in these areas may be perceived differently.

Cross cultural communication tips

It is impossible to develop a thorough understanding of the different cultures that exist across the world.

In Australia, there are over 700 different language groups – and many more clans – that make up what we commonly refer to as Aboriginal or First Nations Peoples.

Each of these groups have different languages or dialects, and different cultural practices.

You cannot learn about the culture of one group and be able to apply this knowledge to another language group, clan or nation.

Common principles

There are some common principles for working through cross and intercultural communication challenges.

- 1. Always maintain respect and etiquette.**

When visiting other cultural groups, apply local etiquette

- 2. Show cultural empathy**

Cultural empathy encompasses understanding that cultural differences exist and you are open to learning about these differences and how they might differ to your own culture.

This could mean undertaking basic research on the different cultural group to minimise the risk of undertaking an action that could be considered disrespectful.

- 3. Speak clearly and simply**

- 4. Be aware of non-verbal gestures**

Observe non-verbal gesture, research the do's and don'ts, and practice appropriate gestures

- 5. Practice active listening**

Active listening is a practice where there is ongoing engagement between the speaker and receiver. Sometimes the receiver will summarise what the speaker has been saying – this is undertaken to ensure the message has been understood.

Case study: receiving ‘feedback’

Sam Sanders hosts the NPR podcast, ‘It’s been a minute with Sam Sanders’.

In December 2021 he received feedback from one of his listeners:

Source: <https://twitter.com/samsanders/status/1468438362281312258?s=20>

From: [REDACTED]
Sent: Saturday, December 4, 2021 2:40 PM
To: samsanders <samsanders@npr.org>
Subject: Interrupt-itus

Greetings. I enjoy Mr. Sanders' show. He has good guests and asks good questions.

My one issue with his interviews is his constant grunts and murmurs ("Uh!", "Mmm...", "Ahhh...") when a guest is speaking. I don't know if these sounds are involuntary or if he wants to show he's paying attention, but it's rude to guests and distracting to listeners.

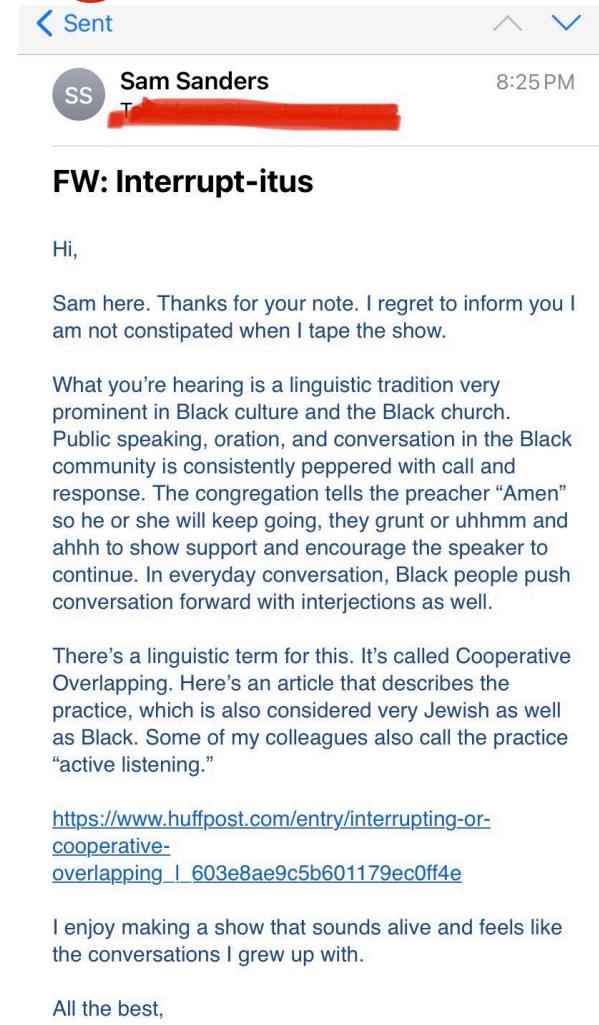
To put it a bit crudely, it sometimes sounds like a person who is constipated. If there is any way he could suppress his constant grunts, groans and murmurs, this listener would appreciate it.

Cheers. [REDACTED]

Case study: receiving ‘feedback’

In response, he posted a tweet about the feedback as well as sharing his response, as follows:

Source: <https://twitter.com/samsanders/status/1468438362281312258?s=20>



Hi,

Sam here. Thanks for your note. I regret to inform you I am not constipated when I tape the show.

What you're hearing is a linguistic tradition very prominent in Black culture and the Black church. Public speaking, oration, and conversation in the Black community is consistently peppered with call and response. The congregation tells the preacher "Amen" so he or she will keep going, they grunt or uhhmm and ahhh to show support and encourage the speaker to continue. In everyday conversation, Black people push conversation forward with interjections as well.

There's a linguistic term for this. It's called Cooperative Overlapping. Here's an article that describes the practice, which is also considered very Jewish as well as Black. Some of my colleagues also call the practice "active listening."

https://www.huffpost.com/entry/interrupting-or-cooperative-overlapping_1_603e8ae9c5b601179ec0ff4e

I enjoy making a show that sounds alive and feels like the conversations I grew up with.

All the best,

-Sam

Case study: receiving ‘feedback’

The derogatory phrasing by the listener to describe the practice of *cooperative overlapping* used by Sam Sanders speaks to a level of ignorance and racism. This may have contributed to the listener’s motivation to write the complaint letter in the first place.

What this listener pointed out – poorly - was a cultural difference in interviewing styles.

There is no one ‘right’ way to interview a person. There are just different ways.

However, if you have only been exposed to one interviewing style, you may develop expectations that all interviews should be conducted in the same way.

End of Module Resources

Watch the following video on effective cross-cultural communication.
This video runs for 4 minutes and 6 seconds.

<https://youtu.be/IMplUEgo5YQ>

Source: Cross Cultural Communication

Complete Student Feedback on LMS

The screenshot shows the La Trobe University LMS homepage. At the top, there is a navigation bar with links for 'La Trobe Home', 'Library Home', 'Students', and 'Staff'. Below the navigation bar, there is a search bar labeled 'Search Subjects' with a 'Go' button. A 'Customise this page' button is also present. On the left, there is a 'Subject overview' section with a 'Search Subjects' input field and a 'Go' button. Below this, there are tabs for 'Favourites' and 'Subjects', with 'Subjects' being the active tab. A list of subjects is shown, including '2019-SPA3005(BU-1) - SPANISH 5'. To the right, there is a 'Upcoming events' section stating 'There are no upcoming events' and a link to 'Go to calendar...'. Below that is a 'Student Feedback' section with a red arrow pointing to a link labeled 'Your Evaluations'.

You will receive an email from surveys@latrobe.edu.au inviting you to complete your evaluations online.
Reminders to non-respondents will be sent to your La Trobe email.
All evaluation reports are distributed after the release of student results.

Thank you.