

1 : Introduction

EN3106 – Communication Skills II

Level II - Semester 3

Overview

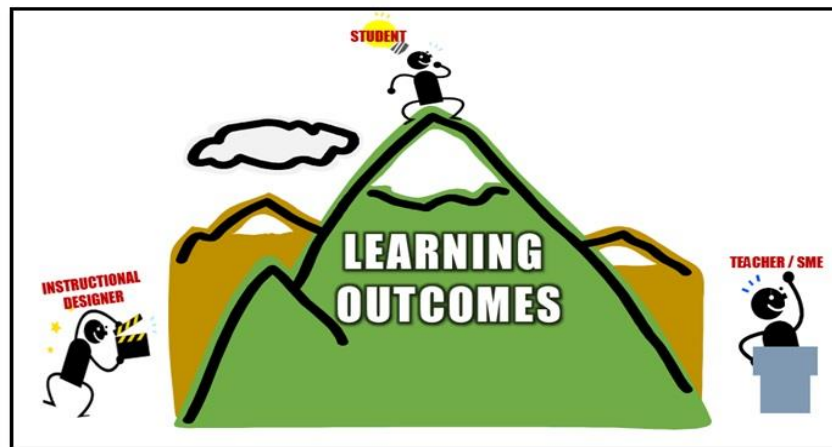
This is the first topic of the course module, Communication Skills (EN3106). This section will introduce what is meant by communication skills.

The section will provide an overview of the IT Industry while explaining different career paths in IT and employability skills. This section will also look into the importance of Communication Skills in the IT Industry.

Intended Learning Outcomes

At the end of this lesson, you will be able to;

- Define the term communication.
- Express important communication skills for career development.
- Identify different career paths in the IT industry.
- Argue on the importance of communication skills in IT industry.



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List of Sub-Topics

1.1 Introduction to Communication Skills II

1.2 Overview of the IT Industry

1.2.1 Career paths in IT

1.2.2 Employability skills

1.3 Importance of Communication Skills in IT Industry

1.1 Introduction to Communication Skills II

- Developing strong Communication skills are important for building a successful career.
- Communication skills are also important for your personal life too.
- Successful communication will help us to better understand people and to be understood by others in different situations.
- Better communication helps us to overcome diversities, avoid conflicts, build trust and respect, and create conditions for sharing creative ideas and solving problems.

Source of Reference: <https://www.indeed.com/career-advice/resumes-cover-letters/communication-skills>



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1.1 Introduction to Communication Skills II

What is Communication?

- Below are few definitions from different sources.

1

The root of the word “communication” in Latin is *communicare*, which means to share, or to make common.

~Weekley, E. (1967)

2

The act and process of creating and sharing ideas.

~ Effective Communication Skills

3

Communication is defined as the process of understanding and sharing meaning.

~Pearson, J., & Nelson, P. (2000)

1.1 Introduction to Communication Skills II

7 Cs of Communication explains how you can communicate more clearly and effectively.

Clear

- Be clear about your goal or message.
- Minimize the number of ideas in each sentence.
- Information and actions required, must be clear.

Concise

- Stick to the point and keep it brief.

Concrete

- When the message is concrete, the audience will get a clear message.
- A solid message will contain sufficient details (not too many), vivid facts, and focus.

1.1 Introduction to Communication Skills II

7 Cs of Communication cont...

Correct

- Correct communication is error-free.

Coherent

- Communication should be logical. All points should be connected and should be relevant to the main topic.
- The tone and flow of the message should be consistent.

Complete

- A complete message, should include everything to take action.

Courteous

- Courteous communication is friendly, open, and honest.
- There should not be hidden insults or passive-aggressive tones.

1.1 Introduction to Communication Skills II

What are Communication Skills?

- Communication skills are abilities you use when giving and receiving different kinds of information.
- Communicating in a clear, effective and efficient way is an extremely special and useful skill.
- Communication skills involve listening, speaking, observing and empathizing.
- It is also helpful to understand the differences in how to communicate through face-to-face interactions, phone conversations and digital communications, like email and social media.

Source of Reference: <https://www.indeed.com/career-advice/resumes-cover-letters/communication-skills>

1.1 Introduction to Communication Skills II

Main types of Communications:

- **Verbal:** Communicating by way of a spoken language.
- **Nonverbal:** Communicating by way of body language, facial expressions and vocalics.
- **Written:** Communicating by way of written language, symbols and numbers.
- **Visual:** Communication by way of photography, art, drawings, sketches, charts and graphs.

Types of Communication and Ways to Use Them



Verbal

- Use a strong, confident speaking voice.
- Use active listening.
- Avoid filler words.
- Avoid industry jargon when appropriate.



Nonverbal

- Notice how your emotions feel physically.
- Be intentional about your nonverbal communications.
- Mimic nonverbal communications you find effective.



Visual

- Ask others before including visuals.
- Consider your audience.
- Only use visuals if they add value.
- Make them clear and easy-to-understand.



Written

- Strive for simplicity.
- Don't rely on tone.
- Take time to review your written communications.
- Keep a file of writing you find effective or enjoyable.

1.1 Introduction to Communication Skills II

- The communication skills that you need to improve your career:
 1. Active listening
 2. Adapting the communication style to your audience
 3. Friendliness
 4. Confidence
 5. Giving and receiving feedback
 6. Volume and clarity
 7. Empathy
 8. Respect
 9. Understanding nonverbal cues
 10. Responsiveness

Self-Learning

- Read the below article and write short notes on the communication skills identified in the previous slide.
- [Resource Link]

<https://www.indeed.com/career-advice/resumes-cover-letters/communication-skills>

Video Resources

- Speak like a leader | Simon Lancaster | TEDxVerona

https://www.youtube.com/watch?v=bGBamfWasNQ&feature=emb_logo

1.2 Overview of the IT Industry

- Sri Lankan ICT sector is comprised of companies that cater to both domestic and international markets.
- Employers that provide job opportunities for the ICT workforce in Sri Lanka can be categorized as
 - Suppliers of ICT products (ICT companies);
 - IT-enabled services (BPM companies), and;
 - Major users of ICT products and services (non-ICT private companies and government organizations).

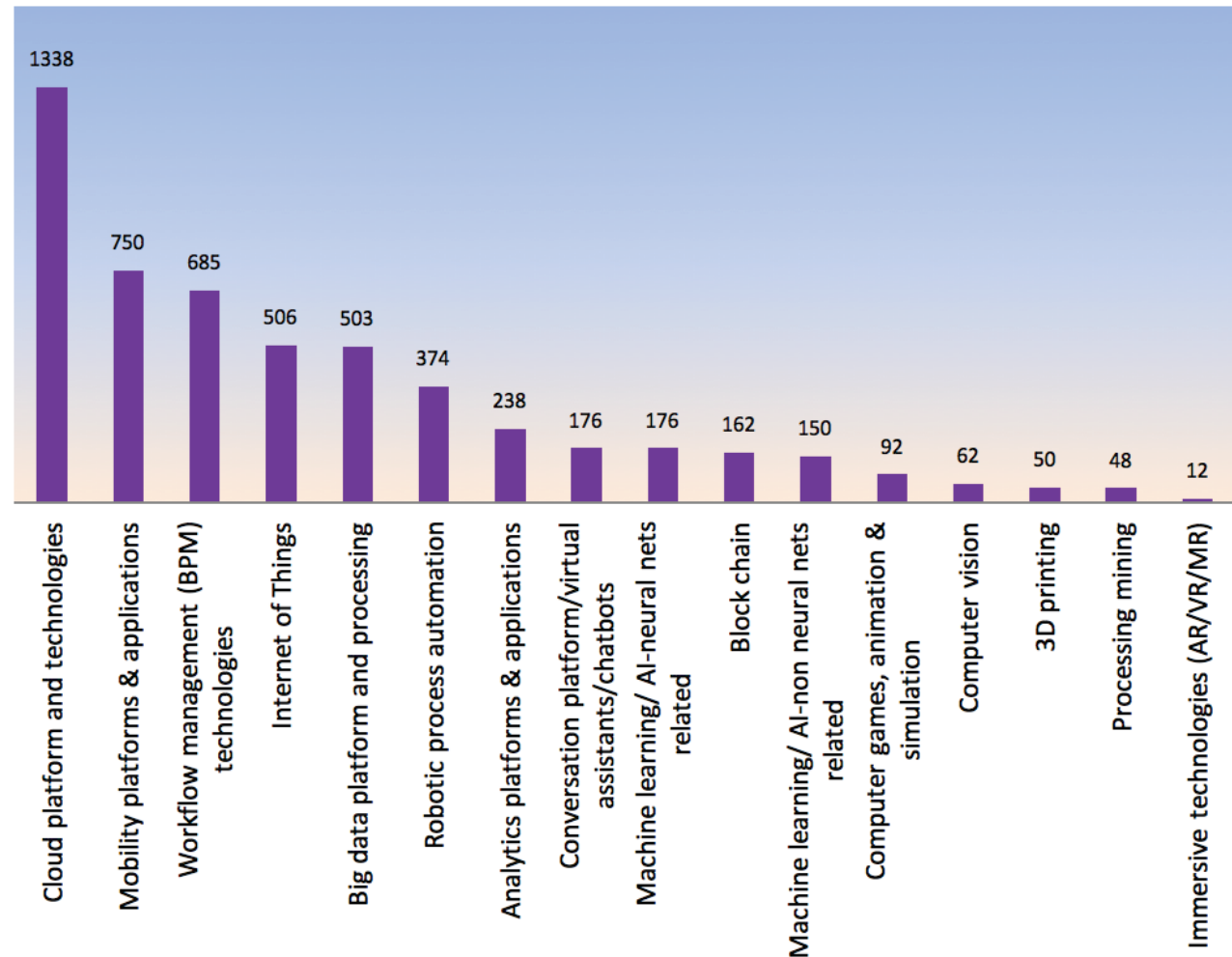
1.2 Overview of the IT Industry

Career paths in IT

- Associate Quality Assurance Engineer
- Associate Software Engineer
- Business Analyst
- Business Consultant
- Data Analyst
- Database Analyst / Administrator
- DevOps Engineer
- Digital Forensics
- Embedded System Developer
- Game Developer
- ICT Teacher
- ICT/IT Assistant Lecturer
- ICT/IT Instructor/Demonstrator
- ICT/IT Lecturer
- Information Security Engineer
- Instructional Designer
- IS Auditor
- IT Executive
- Management Executive
- Management Trainee
- Mobile Application Developer
- Network Administrator/Engineer
- Project Manager
- Quality Assurance Engineer
- Research Assistant
- Software Engineer
- Systems Architect
- UI/UX Engineer
- Web Developer

1.2 Overview of the IT Industry

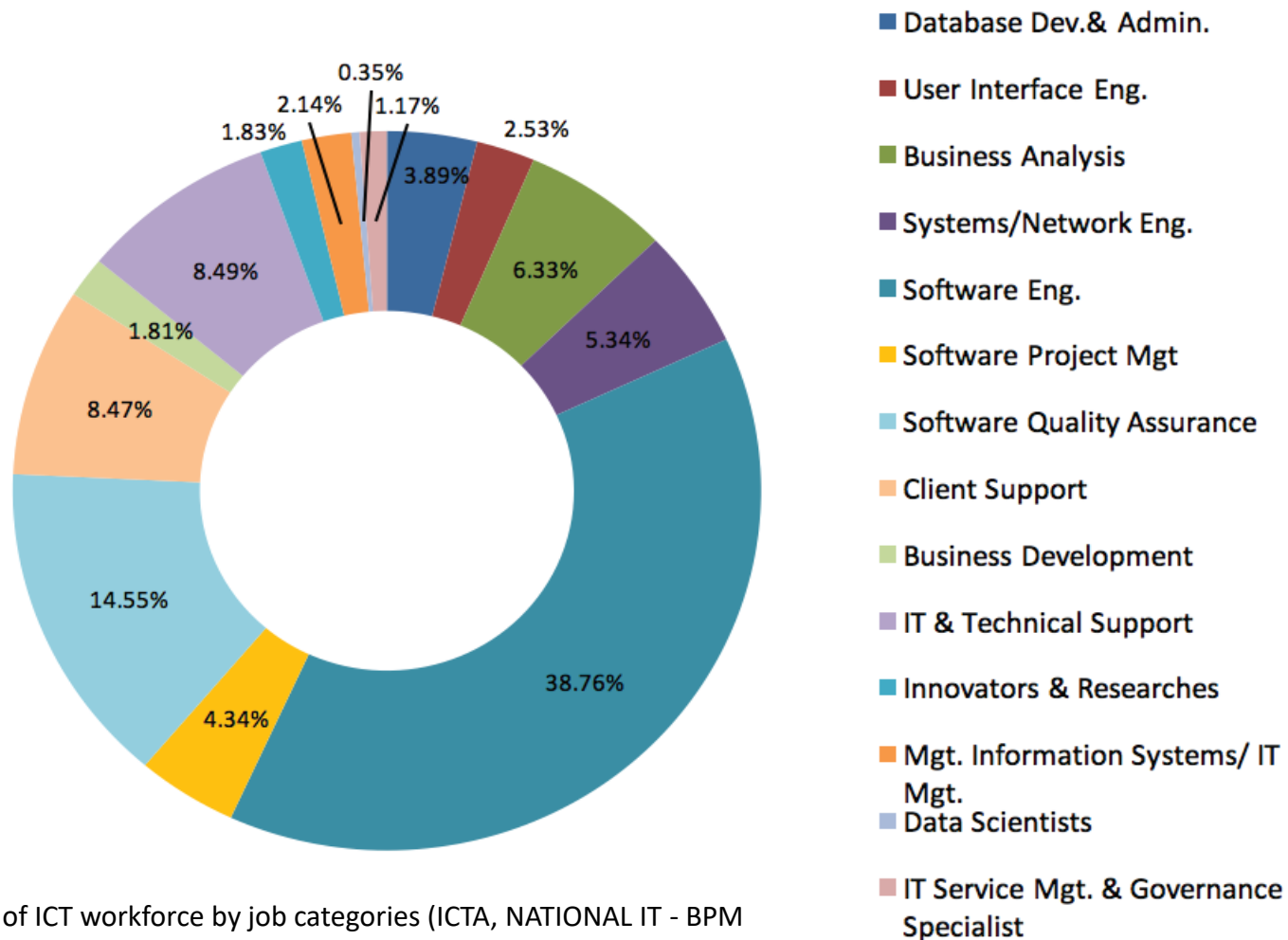
Demand for emerging technologies



Demand for emerging technologies (ICTA, NATIONAL IT - BPM WORKFORCE SURVEY 2019)

1.2 Overview of the IT Industry

Composition of Job categories of ICT workforce at present



Composition of ICT workforce by job categories (ICTA, NATIONAL IT - BPM WORKFORCE SURVEY 2019)

1.2 Overview of the IT Industry

Employability skills in high demand

- Communication skills
- Team working
- Interpersonal skills
- Creative thinking skills
- Professional ethics
- Proficiency in English language



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1.3 Importance of Communication Skills in IT Industry

- Newly emerging technologies can create a complex impact over ICT work force around the world.
- Four technological advances that will dominate the world (2018–2022)
 1. high-speed mobile internet,
 2. AI,
 3. big data analytics and
 4. cloud technology

Source of Reference: ICTA, NATIONAL IT - BPM WORKFORCE SURVEY 2019; World Economic Forum, Future of Jobs Report 2018

1.3 Importance of Communication Skills in IT Industry

- Adoption of emerging technologies and new business models (digital platform-based business models) will change the demand for skills in a significant manner.
- This would reshape the skills needed for work increasing the demand with advanced human skills.

Source of Reference: ICTA, NATIONAL IT - BPM WORKFORCE SURVEY 2019; World Economic Forum, Future of Jobs Report 2018

1.3 Importance of Communication Skills in IT Industry

Employers are expecting various competencies from graduates. Below are the top 10 according to the SLASSCOM survey on employability skills.

- Conceptual knowledge in technical areas
- Effective verbal communication
- Willingness to learn / continuous personal development
- Sound IT literacy

Source of Reference: SLASSCOM, "Survey on Employability skills, 2018,
<https://slasscom.lk/survey-on-employability-skills-2018/>

1.3 Importance of Communication Skills in IT Industry

- Teamwork and effective working with others
- Application of technical knowledge gained through internships
- Problem solving
- Positive attitude
- Creativity and innovation
- Attention to detail

1.3 Importance of Communication Skills in IT Industry

Key Strengths of IT Graduates

- Positive Attitude
- Conceptual Knowledge in Technical Areas
- Accountability and Taking Responsibility

However, MOST of the graduates lack the most important employability skills required by the IT Companies

Source of Reference: SLASSCOM, "Survey on Employability skills, 2018,
<https://slasscom.lk/survey-on-employability-skills-2018/>

1.3 Importance of Communication Skills in IT Industry

Employability skills gaps

- Effective verbal communication
- Team Accountability and Taking Responsibility work and effective working with others
- Application of technical knowledge gained through internships
- Problem solving
- Creativity and innovation

Source of Reference: SLASSCOM, “Survey on Employability skills, 2018,
<https://slasscom.lk/survey-on-employability-skills-2018/>

1.3 Importance of Communication Skills in IT Industry

Benefits of GOOD communication Skills

- ✓ **S**tronger decision-making and problem-solving
- ✓ **U**pturn in productivity
- ✓ **C**onvincing and compelling corporate materials
- ✓ **C**learer, more streamlined workflow
- ✓ **E**nhanced professional image
- ✓ **S**ound business relationships
- ✓ **S**uccessful response ensured

to achieve...
SUCCESS

Source of Reference: Why Are Communication Skills Important? <https://shirleytaylor.com/why-are-communication-skills-important/>

Summary

Now you should be able to



Define the term communication.



Express important communication skills for career development.



Identify different career paths in the IT industry.



Argue on the importance of communication skills in IT industry