

## **PRACTICE TEST**

As human beings, we act on the basis of our perceptions and beliefs. So if we have a particular view of human communication, then we will act on that view. If we have a faulty view, then our behaviour may cause problems.

An example of how managers act upon their perceptions and cause problems will make this point clearer.

**Situation:** Consider Fred Davis, recently promoted telecommunications manager, who is responsible for implementing new telephone, voicemail and email systems in a large organization which has recently gone through a merger. Fred is not having a good time: he has received several messages from senior management who are unhappy with the new voicemail system; he knows there were 700 complaints about the system in its first week; he knows that fewer than half the employees turned up for training sessions; and he knows that some units within the organization have purchased answering machines and cancelled their voicemail service. Fred is also worried because he knows that the organization will have to switch to a new email system in the very near future or the computer network will not be able to cope with the traffic. What makes it even more frustrating for Fred is that he cannot see where he has gone wrong. From the technical point of view, the changeover went very smoothly and the system can achieve everything which the organization wants - but only if people use it properly.

**Question: What is wrong with Fred Davis?**

**Q2:** Compare two speakers or lecturers you have experienced - one whom you liked and one whom you disliked or who irritated you. How would you describe their verbal and non-verbal styles? Which features of their behaviour did you notice? What did you think these differences told you about their personalities?

**Q3: Consider the following example. It violates the one of the C's of effective communication i.e. clarity.**

**C1: Improvise the same message with adding C of Clarity.**

Hi Pete,

I would like to schedule a meeting with you in regards to yesterday's conversation. The topics you covered were great, and I'd like to speak about them in detail. Please let me know when you would like to have this meet.

Regards,

Chris

## **C2: Concise**

Dear Anne,

I wanted to talk about the video editing ideas we sort of planned out the other day. Don't you think it would make a lot of sense to also add additional elements to the videos? I mean, I think that would sort of improve the quality of the videos as well as have a stronger impact on the client's message.

For instance, we could add a dissolve transition to each movie, which would then give it a seamless flow. This would then make the video cleaner and be more appealing in the minds of the people. The impact would just be a lot greater. This makes a lot more sense according to me.

What do you think?

Regards

Aaron

## **C3: Violation of Concreteness**

Save time with the Indicator Master Every Day

## **C4: Violation of Correctness**

Hi Sam,

It was wonderful meeting you last week. I had a good time. I'm sure we will be able to do some great work on this project. Let me know weather you need any supplies from the company and I'll get it delivered as soon as possible.

Thanks again, speak to you soon!

Regards

Desmond

### **C5: Consideration**

Follow the 'You' approach when dealing with your audience. Consider their level of education, interests, mindsets, etc. Revise the following statement with consideration of you attitude.

"I have read over your memo to Evan Crisp which provides thoughtful recommendations on how to write with the YOU attitude. Overall your memo is well written, I can, however, help you with your writing by offering some insights"

### **C6: Completeness**

Hi Guys,

Please make sure to carry all the items tomorrow for the meeting.

Regards

Amar

### **C7: Courteous**

Dear Suzie,

I have noticed that there are always delays in the orders. You need to focus on the orders department as a priority. Please get all the orders cleared ASAP!

Regards

Greg

**Q4:** Executive Director, of ABC Company, is conducting a commuting survey among all employees to discover their methods of commutes. This survey is requested by Department of Environmental Quality's Employee Commute Options (ECO) of ABC Company to work upon the rules and options of Employee commuting. You are his secretary. Write out the memo in his name,

**Q5:** You have shopped from *Furniture Gallery and Show room Model* using your credit card. You bought a sofa set, bean cushion set and a study table. However, upon reaching home, you realized that the in a sofa set, you have received a defective piece of furniture. Write a complaint letter to the owner/manager/customer service for refund or for the replacement of the defective item.

Q6. Select a piece of writing such as an article from a Web site, newspaper, or magazine. Write at least one sentence of feedback in each of the five types described in this section. Do you find one type of feedback easier to give than another? If you were the author, how would you feel receiving this feedback? Discuss your thoughts with your classmates.

Q7. Review a Web site, article, or similar presentation of information. Focus on strengths and weaknesses from your perception and write a brief analysis and review. Please post your results and compare with classmates.

Q8. Find a blog or online article with comments posted after the document. Choose one example of feedback from the comments and share it with your classmates. Note any trends or themes that present themselves as you explore the comments.