

P.Q

* What is Communication?

Communication is a means through which people share information, ideas and attitudes. It involves mental preparedness and a conscious effort to listen.

* State 5 reasons why we need to improve communication

* We need to improve communication as 70% of our communication efforts are:

1) misunderstood

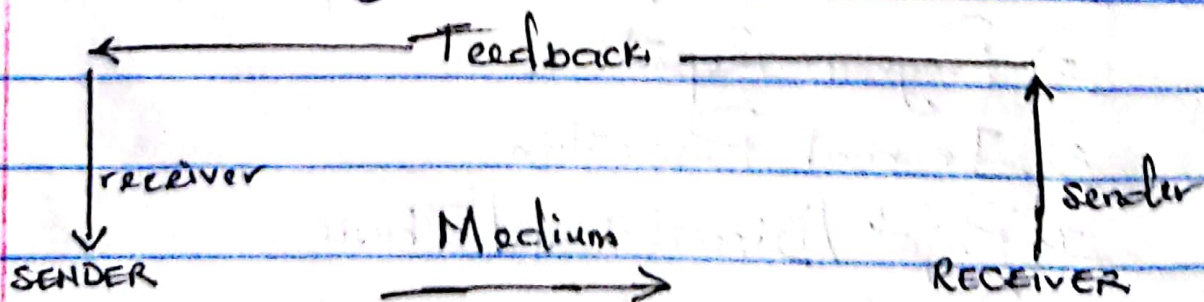
2) misinterpreted

3) rejected

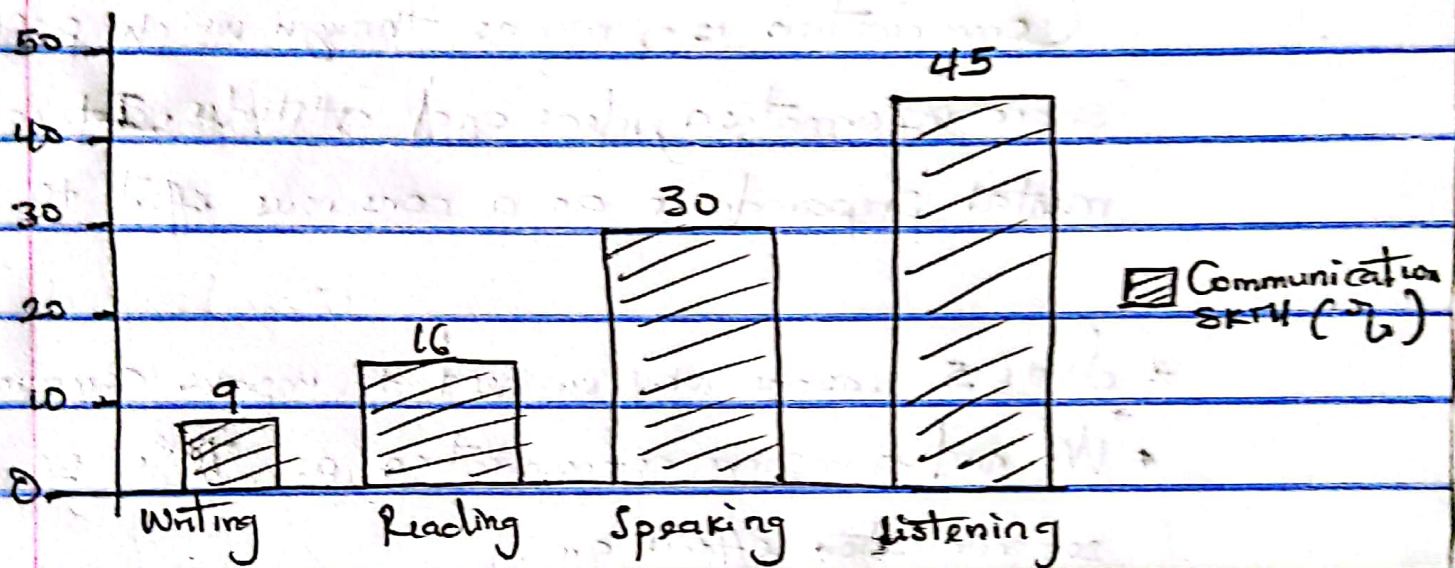
4) distorted

5) not heard.

* Describe communication feedback mechanism with the aid of a diagram:



* Use a chart to show four skills required for communication with percentages inclusive

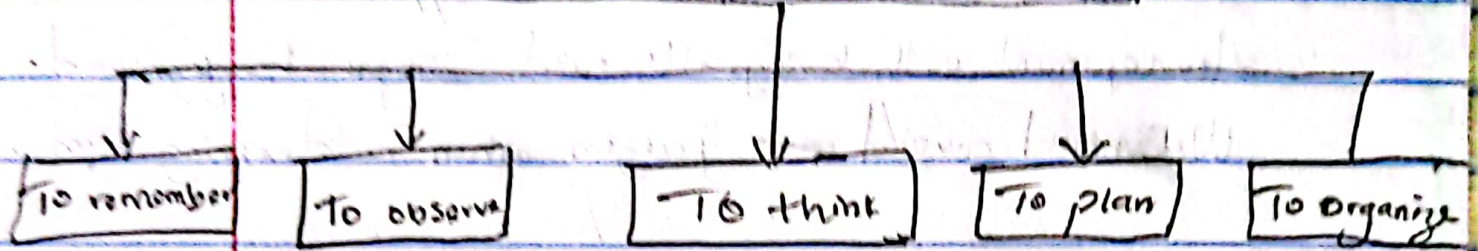


* List 8 forms of communication and use a flow chart to describe the purpose of communication forms:

- 1) Postcards, Letters & memorandum
- 2) Essay, Articles, Pamphlets & Books
- 3) Instruction
- 4) Technical Reports, Description & Specification
- 5) Progress Report
- 6) Journal Publication
- 7) Project / Dissertation / Thesis
- 8) Press Release
- 9) Book Review

Purpose

Purpose of communication



* Write a short note on the following terms

a) The Layman

A layman is every person once he is outside his own particular field of specialization. He is reading for interest and more concerned about what things do than how they work.

A layman needs to be given background material in the subject and should assume he knows little or nothing about the specialty.

b) The Executive

We cannot assume that the executive possesses very much knowledge in the field we are writing about. ~~Whichever~~ Some may have little technical knowledge but have been trained in management, psychology, social science or humanities.

An executive wants to know what effects a technological development will bring, he needs simple background. We should avoid ~~star~~ jargon when addressing him.

c The Expert

The expert can be taken as a senior scientist or engineer with professional certification in his field and many years of experience. When he reads in his own field, he seldom looks for background information.

d The Technician

He is the man at the head of any operation. He is the man who finally brings the scientist's imaginative research and the engineer's calculations and drawings to life - he builds equipment and maintains it.