Welcome to MGNT102 Professional Communication: Concepts and Practices

School of Management, Operations & Marketing

Faculty of Business, University of Wollongong

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Overview - Week 1

- Introduction
- Housekeeping
- eLearning
  - Moodle
- Subject Outline
  - Team-based learning (TBL)
  - Assessments
- Lecture 1

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Subject Coordinator

Dr Ping Kattiyapornpong

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About Me

Ms. Jesslyn **Lau**

Lecturer in Communications & Media

Murdoch, UOW, Stirling
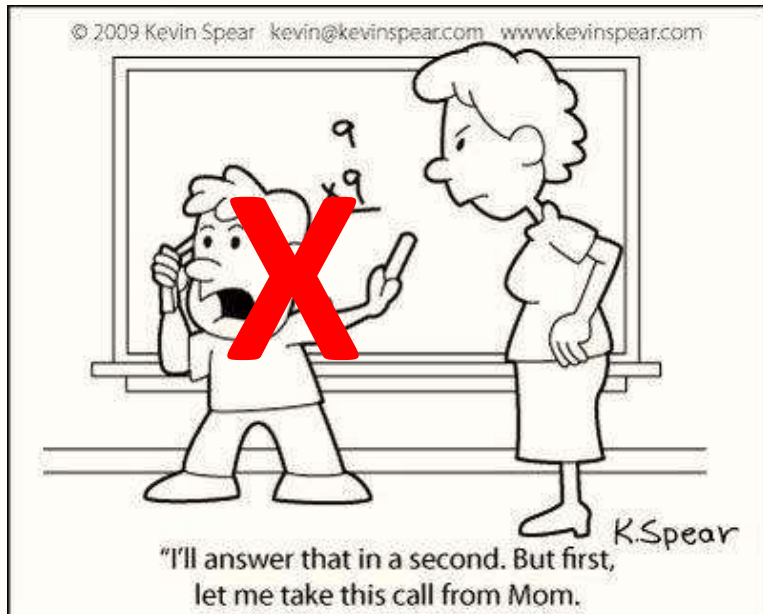
Join me @:

jesslynlau.wordpress.com

https://www.instagram.com/bslau004

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Tools I commonly used for education:

- Your mobile phones
- QR code scanner
- Games
- Padlet

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- Your lecturer will be your main point of contact for this module.

- My email address is also available in the subject outline.

- Bslau004@mymail.sim.edu.sg

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Lecture/tutorial etiquette

© 2009 Kevin Spear   kevin@kevinspear.com   www.kevinspear.com

"I'll answer that in a second. But first, let me take this call from Mom."

K.Spear

Accept and Respect
We are all different.

FBStatusUpdates.com

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Moodle

Access through SOLS

- Lecture information
- Additional Readings
- Communication Forum
- Lecture/Tutorial Resources
- Assessment information
  - Writing task
- Useful information

Important announcements

Consultation information

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Your Subject Outline

Your Most Important Subject Resource

Subject Outline available from:

- MGNT102 Moodle

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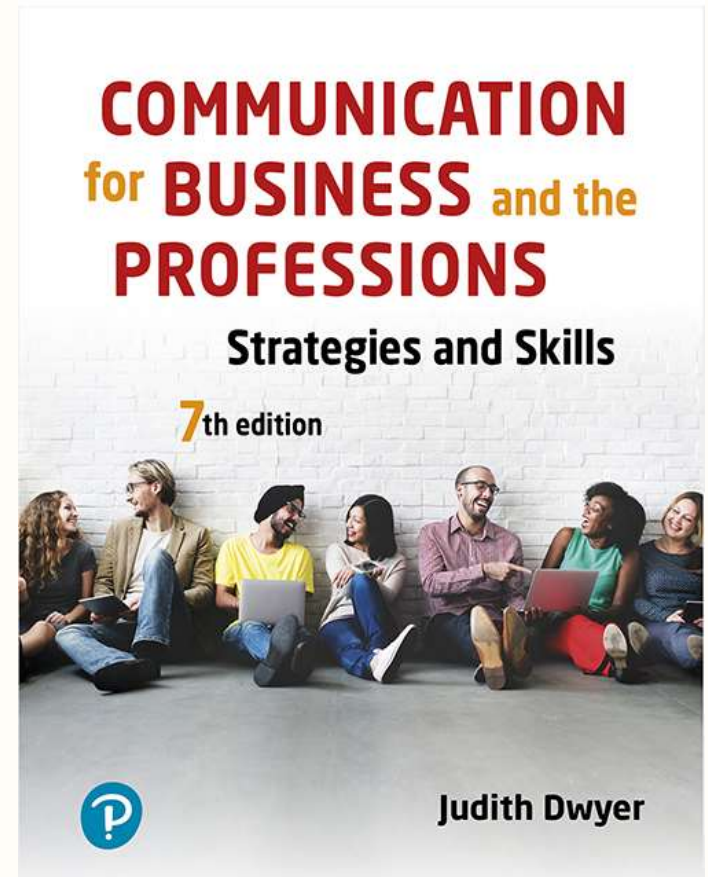WOLLONGONG
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Subject outline

- What is this subject about?

- Subject Objectives

Textbook

- Dwyer, J 2021, *Communication for Business and the Professions: Strategies and Skills*, 7th edn, Pearson, Sydney.

- E-Book
  - Through publishers website
  - www.pearson.com.au

COMMUNICATION for BUSINESS and the PROFESSIONS

Strategies and Skills

7th edition

Judith Dwyer

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Schedules

- Lecture Schedule

- Tutorial Schedule

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Assessments

- Refer to the subject outline

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ASSESSMENT 1

- You will be asked to keep a blog, and complete a series of individual and group exercises designed for you relating to the communication issues and theories you have learnt from the course. During these weeks you will also share your blogging identities with the other students in your class and you will be expected to read and comment on at least <u>one student</u>'s blogs every week.

- This will comprise blog posts of 400 words each and comment on at least one student's blog (100 words each, due one day after)

- **Submission:** 1.) Wordpress and 2.) through Moodle (Please use online Template for submission)

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Moodle

✛ 📄 Assignment I - Wordpress ✏

Follow through the **instructions** to set up a free Wordpress account **here**.

Complete Assignment I weekly on Wordpress and refer to **GoogleSpreadsheet** for the links to your classmates' blogs.

You will be asked to keep a blog via Wordpress and complete a series of individual and group exercises designed for you relating to the communication issues and theories you have learnt from the course.

During these weeks you will share your blogging identities with the other students in your class and you will be expected to read and comment on at least three other students' blogs every week.

This will comprise blog posts of 400 words each and comments on other student's blogs (100 words each)

✛   📄 Blog Post 1 - Introduction of yourself ✏
✛   📄 Blog Post 2 - Shannon and Weaver's Communication Model ✏
✛   📄 Blog Post 3 - Johari Window ✏
✛   📄 Blog Post 4 - Stereotypes part I & II ✏
✛   📄 Blog Post 5 - A Case Study ✏
✛ 📄 Assignment II - Group Presentation Submission Link ✏

Presentation Slides + Video

Submit a Zip file containing your 1.) Group presentation slides + 2.) Skit video

Note: Only **ONE** submission per group. Please allow your group leader to submit on behalf of your group.

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https://bit.ly/3ycDFpg

Refer to Assignment I's Brief on Moodle

ASSESSMENT 2

- NOTE:

- Additional information will be provided in class.

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- Groups will be formed and sign-up for the presentation will take place in class. At this time groups will choose a country (from a given list) to explore and discuss how the group will proceed in terms of communication in campus, roles to be undertaken by each of the group members, and relevant time lines.

- All groups should be prepared to make their presentation by session 13.

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Exams

- Exams conditions
- TBA

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Questions?
Comments?

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Lecture 1

Communication Foundations

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Leads to promotability

Economic Growth in Economically Free with and without Political Freedom

3.27

2.34

Important in all jobs

Adds to success

Top quality/skill wanted by employers
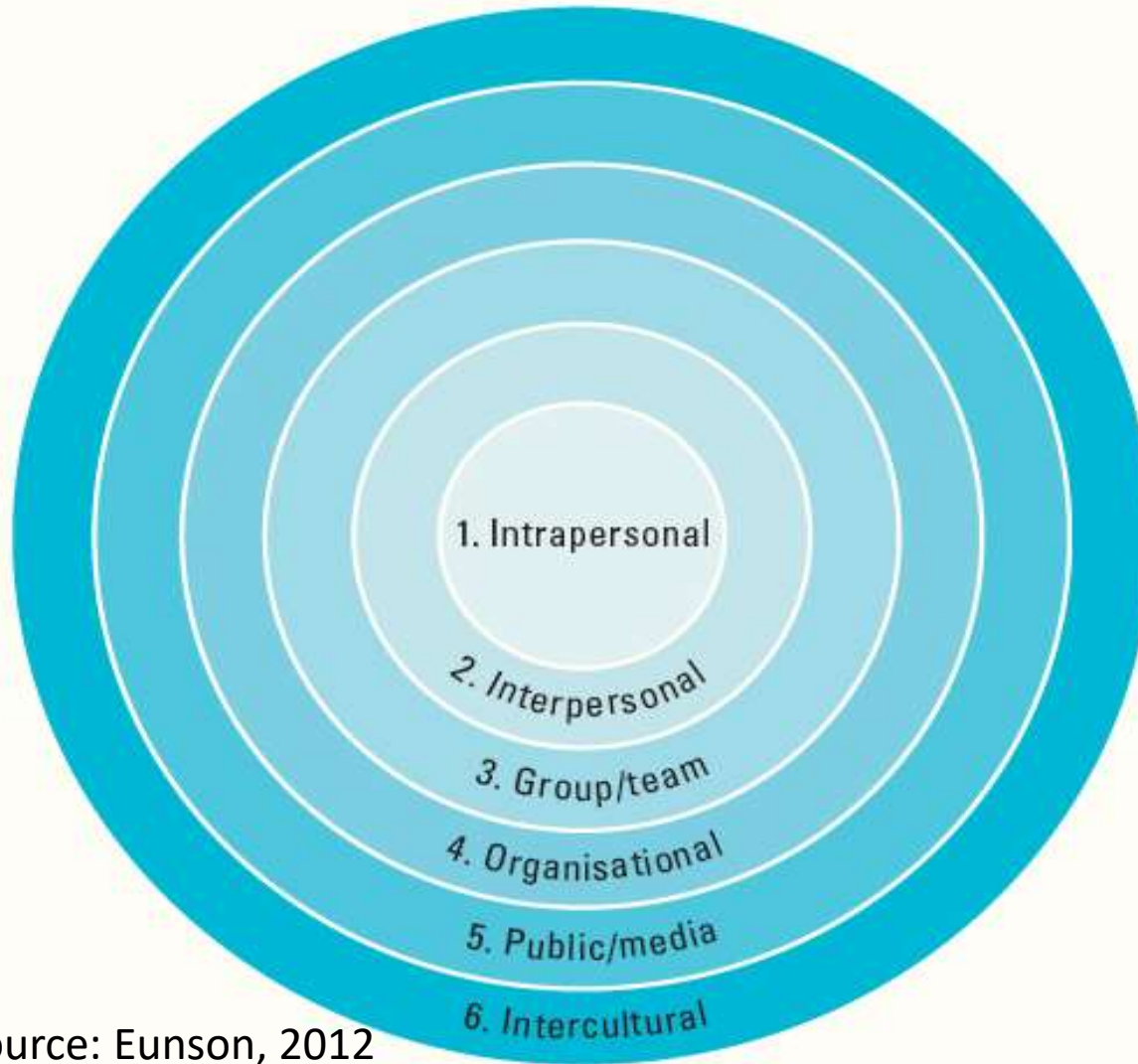
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Forms of communication

Communication is an ongoing process

- People use symbols to represent their:
    - feelings
    - ideas
    - values
    - perceptions
- These symbols are in the form of:
    - verbal communication, either spoken or written
    - nonverbal communication
    - graphic communication

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Communication types

1. Intrapersonal
2. Interpersonal
3. Group/team
4. Organisational
5. Public/media
6. Intercultural

Source: Eunson, 2012

Textbook identifies four main types:
- Intrapersonal
- Interpersonal
- Public
- Mass

Source: Dwyer, 2013

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Communication models & theories

- Communication is a dynamic, complex, interactive process

- A communication model is a simplified representation of the main elements in the communication process

- A model cannot be regarded as a complete guide to how communication works

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Communication models

- Laswell's model (one way transmission)
- Shannon-Weaver model (recognised noise)
- Schramm's circular model (two way interchange)
- Berlo – SMCR (source, message, channel, receiver)
- Barnlund's transactional model
- Foulger – ecological model of communication
- Dance's helical spiral

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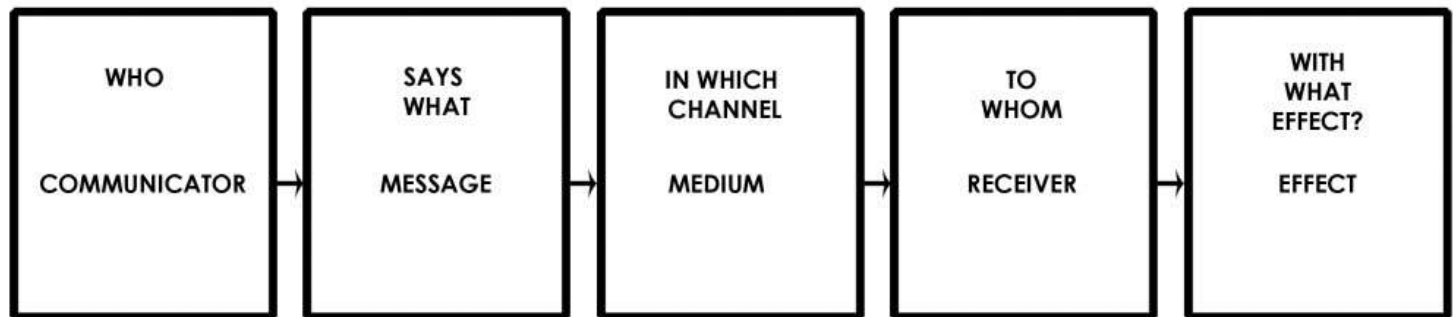AUSTRALIA

Dance's helical spiral

Figure 1.7
Communication as a helix

Source: Adapted from Frank Dance, 1967. Reproduced with permission of the McGraw-Hill Companies. From R. West & L.H. Turner, *Introducing Communication Theory: Analysis and Application*, 2000, p. 6, Mayfield Publishing Company, Mountain View, California.

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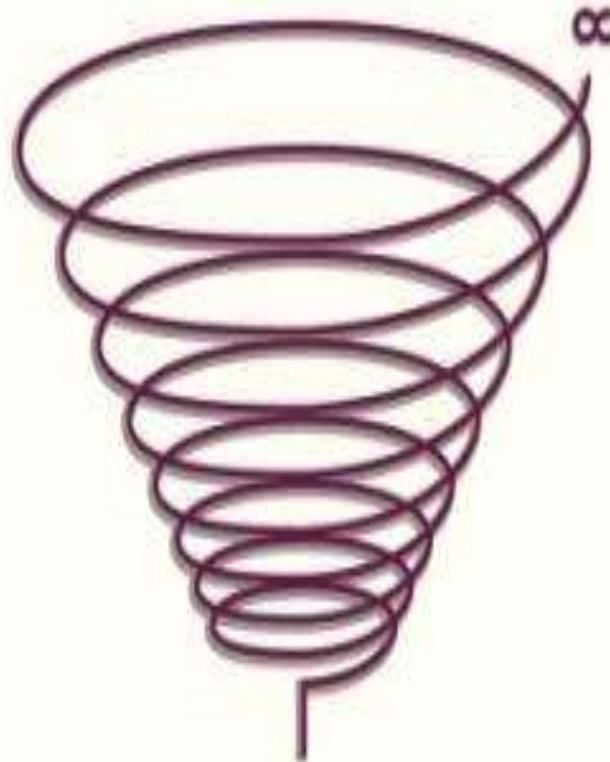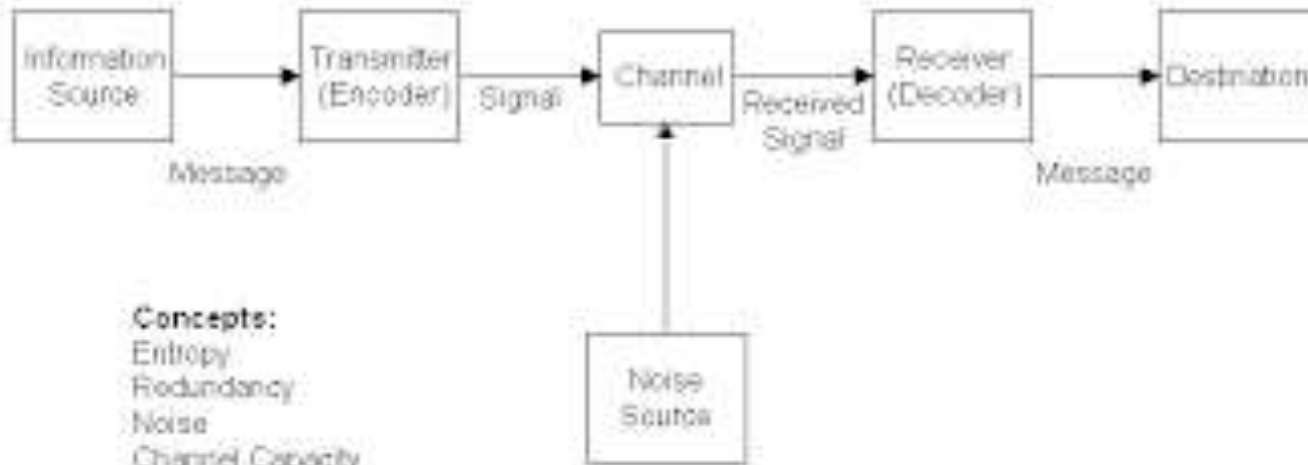
Dance's helical spiral

- "The communication process is constantly moving forward and yet is always to some degree dependent upon the past, which informs the present and the future" (Dwyer 2016, pp.9-10).

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| WHO | SAYS WHAT | IN WHICH CHANNEL | TO WHOM | WITH WHAT EFFECT? |
| COMMUNICATOR | MESSAGE | MEDIUM | RECEIVER | EFFECT |

Laswell's model

Shannon-Weaver's model

The Shannon-Weaver Mathematical Model, 1949

Information Source → Transmitter (Encoder) → *Signal* → Channel → *Received Signal* → Receiver (Decoder) → Destination

Message (below Information Source/Transmitter)
Message (below Receiver/Destination)

Noise Source → Channel
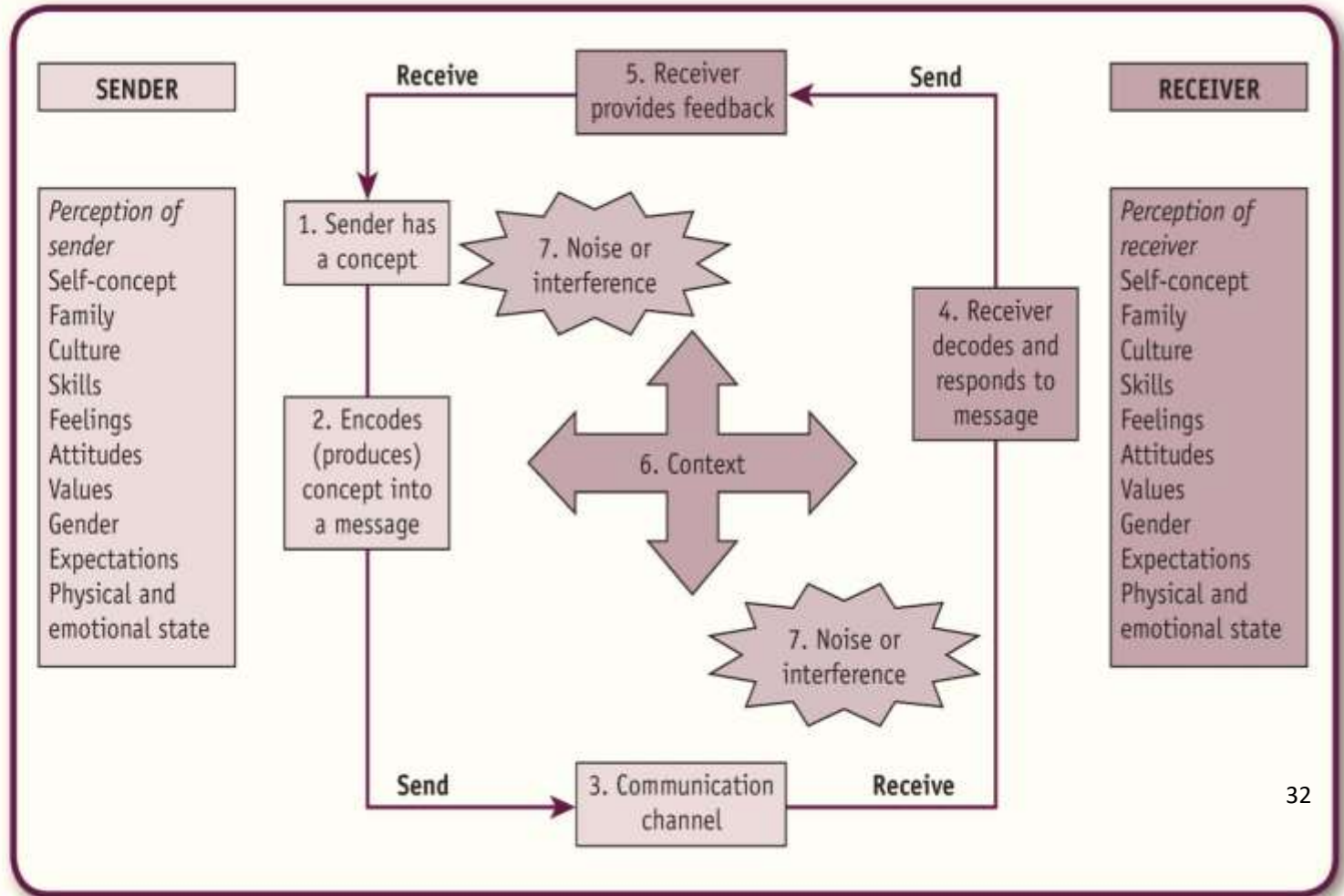
Concepts:
Entropy
Redundancy
Noise
Channel Capacity

- A later version of the theory by Warren Weaver added a 7th concept ('feedback') which changed the model from a linear to cyclical model.
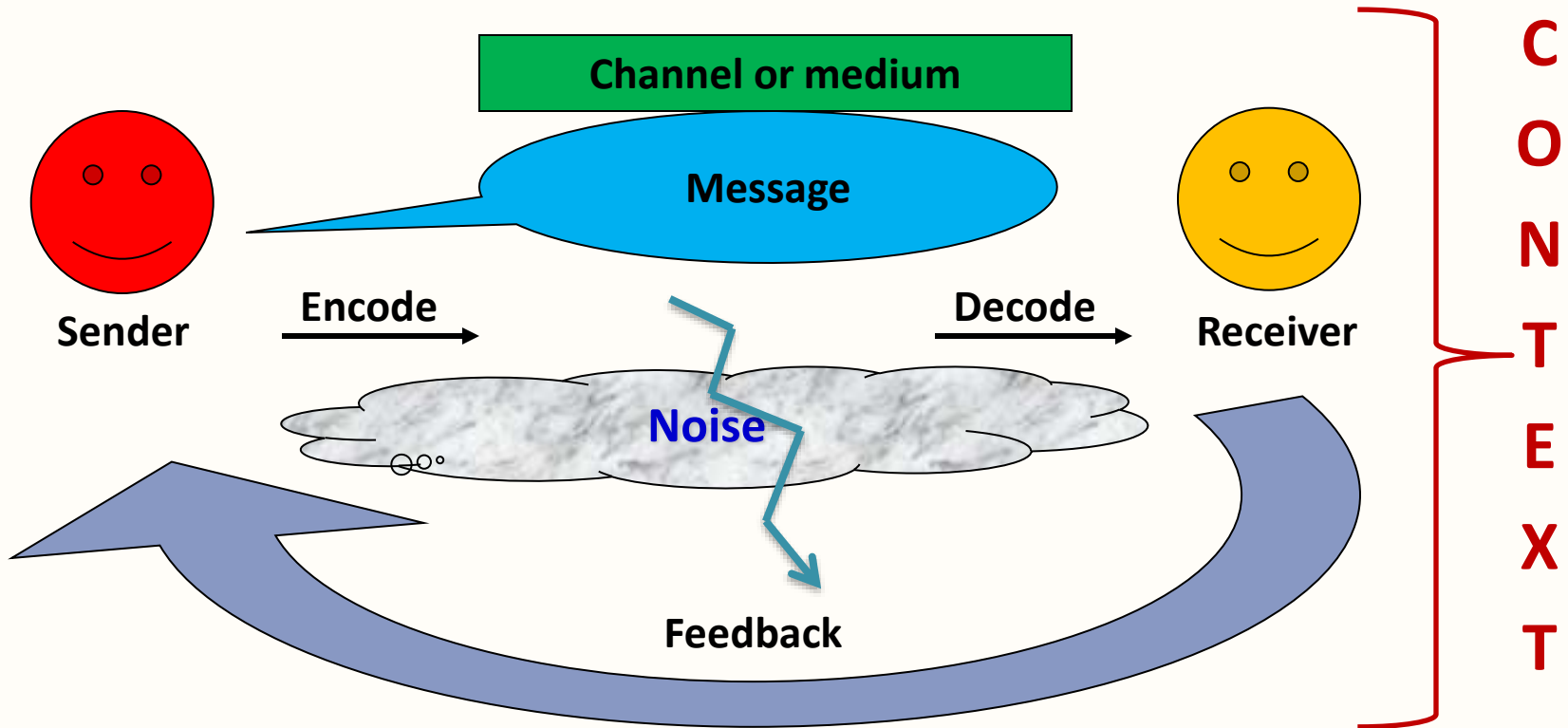
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Communication models

- Dwyer's model

Figure 1.1
Communication: an interactive process

Source: © Judith H. Dwyer.

SENDER

Perception of sender
Self-concept
Family
Culture
Skills
Feelings
Attitudes
Values
Gender
Expectations
Physical and emotional state

Receive

5. Receiver provides feedback

Send

RECEIVER

Perception of receiver
Self-concept
Family
Culture
Skills
Feelings
Attitudes
Values
Gender
Expectations
Physical and emotional state

1. Sender has a concept

7. Noise or interference

4. Receiver decodes and responds to message

2. Encodes (produces) concept into a message

6. Context

7. Noise or interference

Send

3. Communication channel

Receive

Process of Communication

Communication components

- Sender
  - Encodes message
  - Selects channel
- Receiver
  - Decodes message
  - Provides feedback
- Noise
  - Interferes with effective communication

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Noise

- External
  - Physical noise such as traffic, rain/thunder, phones ringing, crowds, machinery noise, bad phone line, smells, insects...

- Physiological
  - Hearing disorders, illness, pain,
  - tired, hung over...

- Psychological
  - Pre-occupation, prejudice, assumptions, defensiveness, guilt, hostility, egotism, fear...

Source: Adler et al., 2010

Context

– Physical
- Tangible environment

– Social-Psychological
- Roles, norms & mores of society

– Temporal
- Time in history
- Sequence of events

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Collaborative communication technologies

New channels of communication

- Digital technology

- Social media

- Rapid advances in online technology have increased the range of activities conducted online:
    - Webcasts
    - Web-conferencing
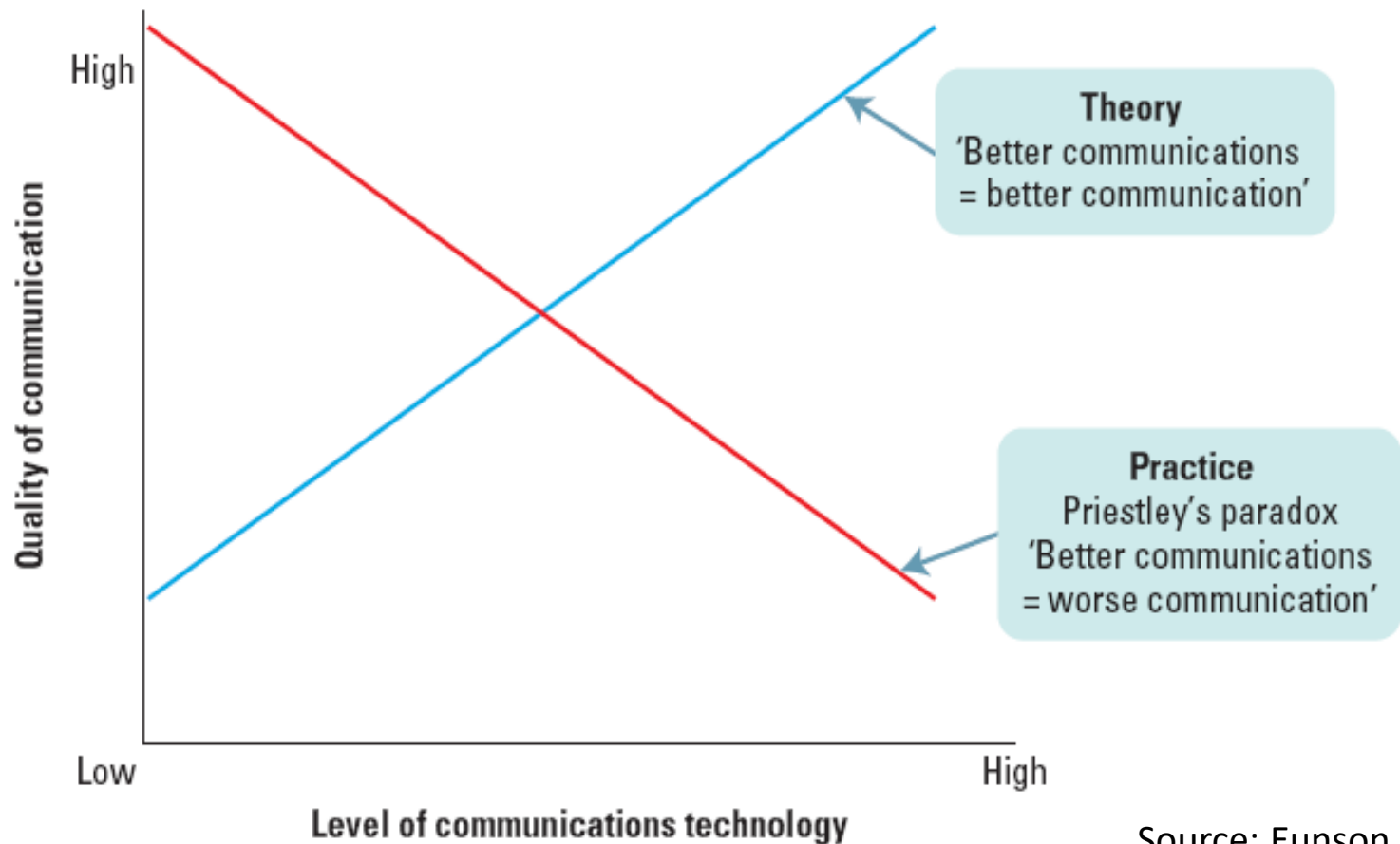   - Webinars
    - Social network services

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Priestley's paradox

- The more people elaborate their means of communication, the less they actually communicate.

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Priestley's paradox

Priestley's paradox

Quality of communication (y-axis: Low to High)
Level of communications technology (x-axis: Low to High)

Theory
'Better communications
= better communication'

Practice
Priestley's paradox
'Better communications
= worse communication'

Source: Eunson, 2012

In this diagram – communications (plural) indicates the technology of communication[40]
and communication (singular) indicates the actual communication exchange.

Communication and Ethics

Ethics refers to the principles of right and wrong that guide decision making when faced with conflicting responsibilities

Code of ethics

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Obstacles to ethical decision making

Five common ethical 'traps':

- The false necessity trap
  - Act from the belief that they are doing what they have to do (assumed they have no choice)
- The doctrine-of-relative filth trap
  - Look harmless when compared with the actions of others
- The rationalisation trap
  - People try to justify their actions with excuses (it's alright to arrive work late, because they don't pay me enough)
- The self-deception trap
  - E.g. job applicants exaggerate their past work successes
- The ends-justify-the-means trap
  - Taking unethical actions to accomplish desirable goal

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Ethical decision framework
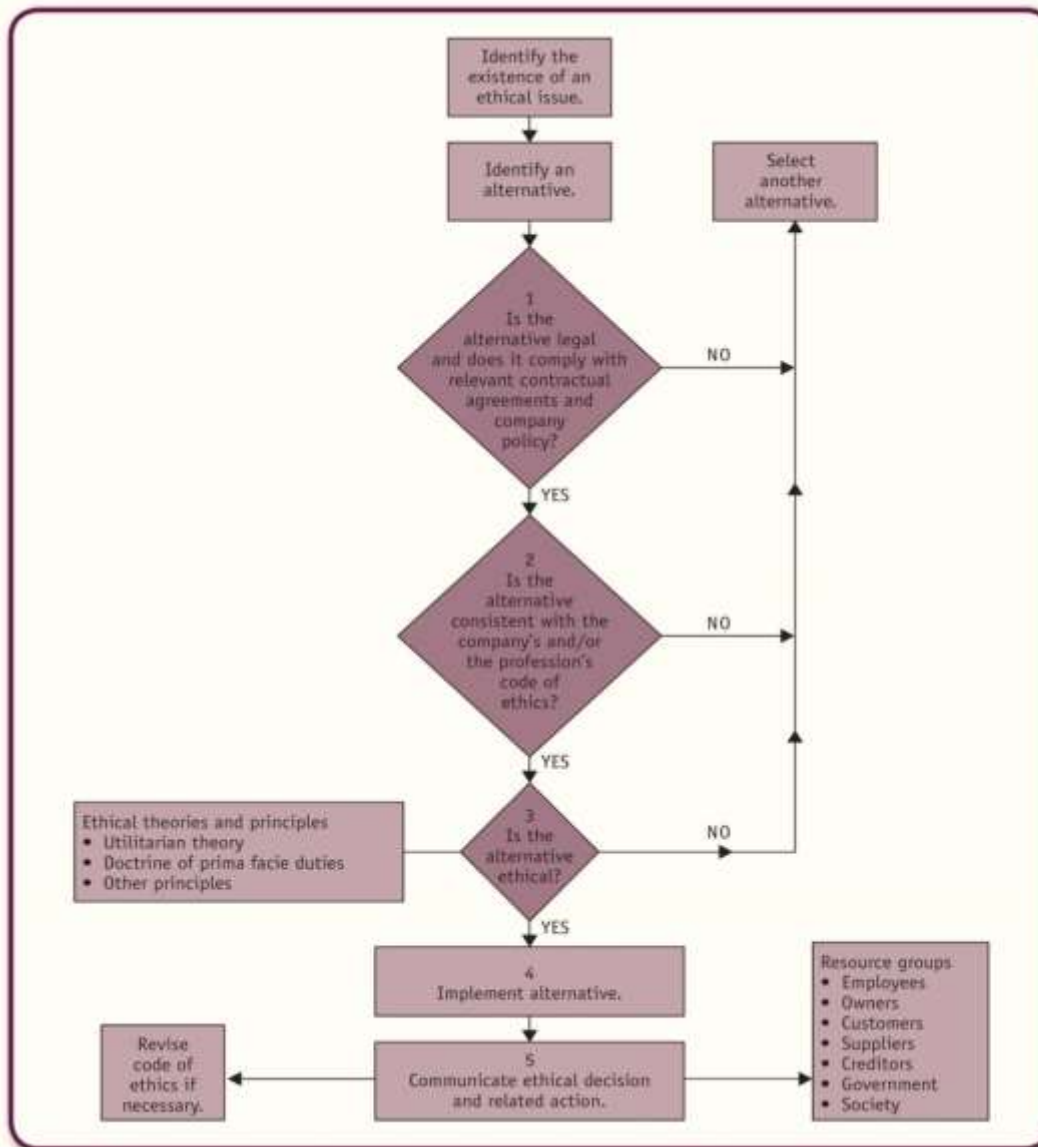
Figure 1.12
Framework for analysing ethical issues

Source: C.M. Lehman & D. Dufrene, *Himstreet and Baty's Business Communication Handbook*, 13th edn, South-Western, Ohio, 2002, p. 21. © 2002 South-Western, a part of Cengage Learning, Inc. Reproduced by permission. www.cengage.com/permissions.

**Figure 1.12
Textbook**

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Ethical theories

- Utilitarian approach
  - Greatest benefit for greatest number of people
    - Comparing consequences
    - Individual rights
- Theory of rights
  - Rights set forth by a society are protected and given highest priority (endorsed by large or ruling population)
    - Societal goals and ethical priorities
- Virtue approach
  - Takes into account a person's morals, reputation and motivation when judging unethical behaviour
    - Change of character
    - Importance of virtue

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Group discussion

- Scenario:

- Assume you are the financial manager and one of the supervisors enters your office to ask you for a reimbursements for expense of $180 for entertaining a client last night. He submits receipts for $180. However, at morning tea you overhear the supervisor telling a team member about celebrating a birthday with an old friend last night. What do you do?

- **Using Ethical theories (slides no. 46), you can also use the decision framework textbook pages 17-19 as a guideline.**

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a) Issue warning letter and copy in all superiors.

b) Personally talk to this staff to find out more.

c) Talk to this staff together with another manager to find out more.

d) Public announcement to all staff that this type of behaviour is unacceptable.

e) ?

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Post your response here:

https://padlet.com/jesslynism/rqz5wl07g13k

Today: Setting your Wordpress account in class

Blog Post 1

Introduce yourself to your fellow students and lecturer through a professional and engaging blog post. This is an opportunity to set the tone for your online identity as a student and potential professional.

Guidelines:
1. **About You:**
   - o Share some details about yourself, such as your background and where you are from.
   - o Discuss your motivations for studying this course and what you hope to achieve.
2. **Professional Photo and Visual Storytelling:**
   - o Upload a professional photograph of yourself.
   - o Include additional photographs that highlight your hobbies, past activities, or achievements—such as school events, volunteer work, or projects. Ensure these photos align with your professional aspirations.
3. **Skills and Interests:**
   - o Describe your skill set, including any special skills or certifications.
   - o Share your hobbies and interests, especially those that reflect your personality or align with your career goals.
4. **Blogging Identity and Submission Details:**
   - o Add the link to your blog post on the shared **Google Spreadsheet**.
   - o Check the spreadsheet for submission deadlines.

We want to see you up and running!
See the assignment brief from Moodle for tips on scoring for assignment.