

Communication skills

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Course Overview - Communication Skills

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Transmission Skills

- Speaking →
Effective
Presentation Skills
- Writing

Reception Skills

- Listening
- Reading

Course Overview

Dr. Inas Abou Youssef

- Concept of Communication
- Communicative Messages
- Persuasion

Course Overview - Communication Skills

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Transmission Skills

- Speaking →
**Effective
Presentation Skills**
- Writing

Reception Skills

- Listening
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Grading System

- Attendance (10)
- 2 Quizzes(20)
- Mid-term Exam (20)
- Final Exam (50)

What are Communication Skills?

Telephone Skills

Thinking through in advance what you want to say.
Keeping business calls to the point.

Presenting

Employing a logical order & structure. Using visual aids effectively. Building rapport with your audience.
Being clear & concise.
Encouraging questions.

Giving & Accepting Criticism

Saying sorry in an **assertive**, not passive way. Allowing disagreements to be brought into the open. Using the **praise sandwich** when criticising.

Motivating & supporting

Giving Praise.

Giving encouragement.
Giving thanks for praise or help. Working well in a **team**.

SPOKEN COMMUNICATION

Persuading & Negotiating

Getting an agreement acceptable to both sides: win:win.
Backing up points with logic.
Showing tact to those you disagree with.

Gathering Information

Asking open & probing questions to understand views & feelings of others.
Clarifying & summarising what they are saying.

Listening

Accurately hearing what people are saying & expressing interest.
Showing **empathy**.

Body Language

Using it yourself & being sensitive to its use by others: eye contact, gestures, head nodding, smiling, open posture.

Listening



- The importance of Active Listening
 - means the search for the real meaning of the message
 - Essential for working with media
 - connect with the others
 - Listening and Success in academia and career
 - The more of listening skills you practice, the more satisfying and rewarding your interactions with others will become.

Listening

- Types of Listening
 - Selective Listening (e.g. TV)
 - Comprehensive Listening (e.g. Lecture)
 - Critical Listening (e.g. for analysis of speech)
 - Appreciative Listening (e.g. music)

Listening Open Round

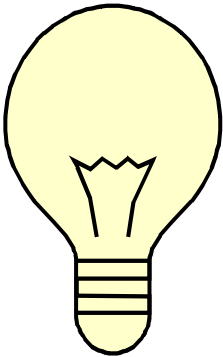
- GOOD Listening Habits
- BAD Listening Habits

Signs of Poor Listening

- Condemning the subject as uninteresting without hearing (Prejudice)
- Criticizing the speaker's delivery or aids
- Getting Personal (Criticizing the speaker himself)
- **Interrupting!!**
- Selective listening, incoherent understanding
- Day Dreaming

Signs of Poor Listening (continued)

- Evading the difficult or technical (giving up to listen when you don't understand)
- Submitting to emotional words
- Sleeping



Guide to Good Listening

- Find Area of Interest, motivate yourself
- Judge content, not delivery
 - Listen for Ideas
- Work at Listening
- Resist Distractions
- Exercise Your Mind while listening
- Keep your mind open
- Use your thought speed

Strategies to Improve your Listening Skills

- Prepare to listen
- Limit your own talking.
- Be patient, provide the time needed.
- Concentrate.
- List interjections.
- Clarify and confirm your understanding by constructive questions.

- Rephrase in your own words.
- Avoid jumping to conclusion.
- Practice listening.
- Listen to verbal, watch non-verbal.
- Listen for emotions and feelings.

Tips for effective listening (1/2)

- **Focus fully on the speaker**, his or her body language, and other nonverbal cues.
- If you're daydreaming, checking text messages, or doodling, you're almost certain to miss nonverbal cues in the conversation. If you find it hard to concentrate on some speakers, try repeating their words over in your head—it'll reinforce their message and help you stay focused.
- **Avoid interrupting** or trying to redirect the conversation to your concerns, by saying something like, "If you think that's bad, let me tell you what happened to me." **Listening is not the same as waiting for your turn to talk.** You can't concentrate on what someone's saying if you're forming what you're going to say next. Often, the speaker can read your facial expressions and know that your mind's elsewhere.

Tips for effective listening (2/2)

- **Avoid seeming judgmental.** In order to communicate effectively with someone, you don't have to like them or agree with their ideas, values, or opinions. However, you do need to set aside your judgment and withhold blame and criticism in order to fully understand a person.
- **Show your interest** in what's being said. Nod occasionally, smile at the person, and make sure your posture is open and inviting. Encourage the speaker to continue with small verbal comments like "yes" or "uh huh."

Discussion & Question Round

Use feedback to understand your
Audience

Feedback

- It tells us if we are on track or track
- feedback gives us indications to what extent did receivers understand our messages
- Communicators should always encourage the audience to give their feedback (by questions)

Verbal Feedback

Productive Interruptions

- Clarification.
- Elaboration.
- Bringing to focus.
- Reinforcement, encouragement.
- Questions

Non-Productive Interruptions

- Put-Downs.
- Objection.
- Joking.
- Corrections.
- Judgments.
- Jumping to conclusions
- Changing the subject

Nonverbal Feedback

- Eyes: open, focused
- Crossed Arms: are a clear sign that this person is resistant to what you say.
- Purposeful positive head movement: is an excellent signal, e.g. nodding.
- "Ah-hah!" experience: learning something new, surprise
- Shaking heads: It's OK, but a bad thing to disagree on all points.
- You want to see people leaning forward, not leaning back.

Questions

- seeking information
- encouraging discussion
- Probing questions (Follow-up)
- Hypothetical
- stimulating thoughts
- showing interest or expressing feelings

The Engagement Factor

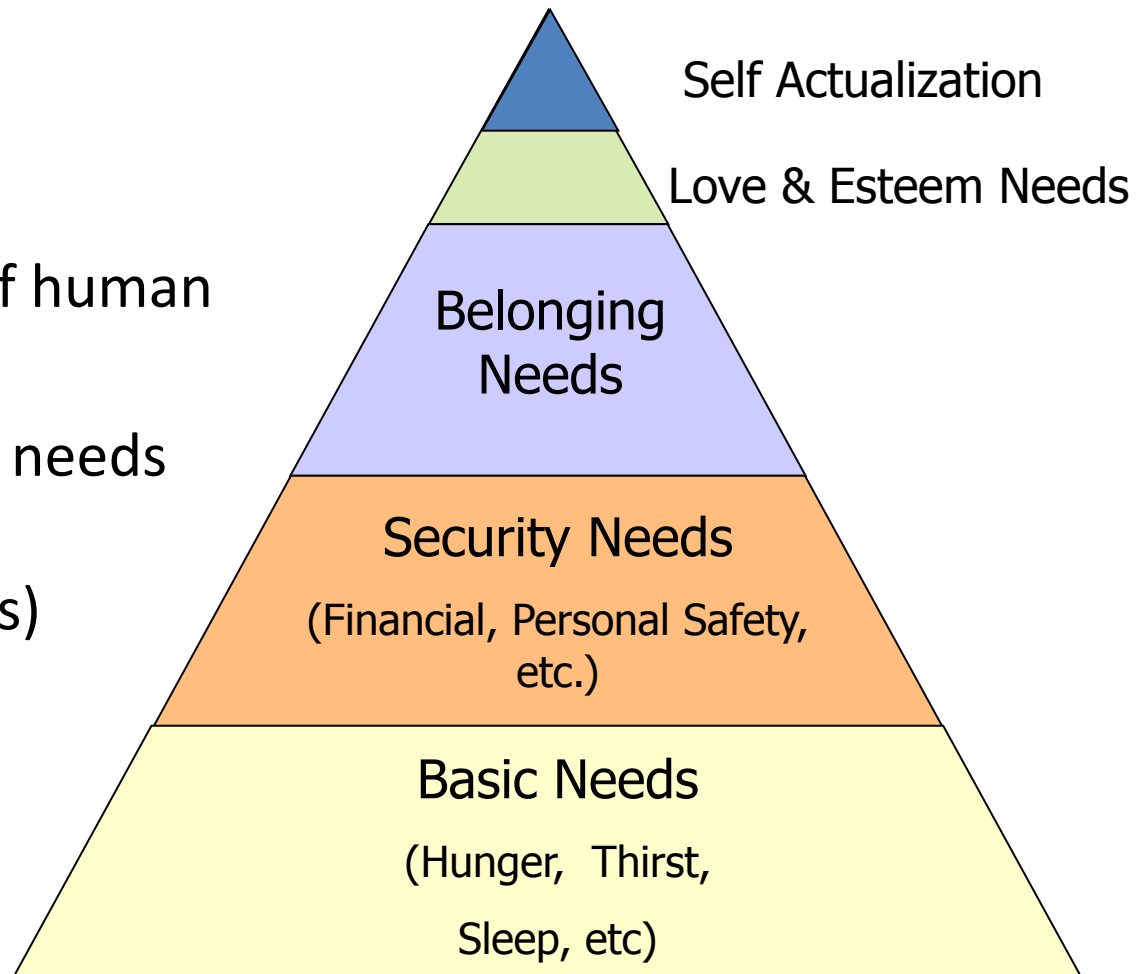
The Audience Clue	What it Means	How to Adjust
Shut eyelids	Boredom, tired crowd	<ul style="list-style-type: none"> •Change pace, volume, and subject matter •get them laughing with humor, no bad jokes
Wandering eyeballs	Fidgety, distracted Boredom, they've heard it before	<ul style="list-style-type: none"> •Dramatic action, •call attention to an important point and ask for audience focus, •humor •Change tactics, pointed humor •do something dramatic to re-connect them, •move on to the next point, work on content, add controversy
Leaning back in seats	Apathy, waiting for something better	<ul style="list-style-type: none"> •Dramatic action, •insert an exercise to involve them, •humor

The Engagement Factor (continued)

Shaking heads	Disagreement	<ul style="list-style-type: none">•Confront a selected head-shaker ("You disagree? Tell us why?"),•offer an alternative viewpoint that others embrace
No questions during Q&A	Disinterested, confused, hesitant, shy	<ul style="list-style-type: none">•Plant questions with several people in the audience ahead of time•directly call on people who you read as being most engaged during the presentation
"I don't know" response	Disconnected, drafting, shy	<ul style="list-style-type: none">•try again once,•move on to someone else

Understanding the Audience

- Audience is human
- They have needs
 - Maslow's Pyramid of human needs
 - Packard's Emotional needs (used especially in advertising & politics)



Effective Communication

- Communicators must direct their messages towards audience needs
- There are:
 - Individual Needs:
 - Physiological
 - Psychological, Social
 - Cognitive
 - Environmental Needs

Thanks