


Faculty of Agriculture, Cairo University 

## Scientific Thinking and Writing (201 AGR)

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 Faculty of Agriculture, CU

Hosam Safaa

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### Scientific Thinking and Writing

Monday	Lecturer	Lecture Title
3/10/2016	Prof. Hosam Safaa	Introduction
10/10/2016	Dr. Fatma Mohamed	Interview and discussion skills
17/10/2016	Prof. Hosam Safaa	Thinking and Scientific Thinking
24/10/2016	Prof. Hosam Safaa	Communication: Theory and Application
31/10/2016	Dr. Fatma Mohamed	Time management
7/11/2016	Dr. Fatma Mohamed	Team management
14/11/2016	Dr. Osama Galal	Midterm exam
21/11/2016	Dr. Osama Galal	CV writing
28/11/2016	Dr. Osama Galal	Presentation skills
5/12/2016	Dr. Osama Galal	Poster preparation
12/12/2016	Prof. Hosam Safaa	Scientific Writing
19/12/2016	Prof. Hosam Safaa	Types and Evaluation of Scientific Writing
26/12/2016	Oral Exam	Oral Exam

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## Connection vs. Communication

- **As nouns:**
  - **Connection** is (uncountable) the act of connecting.
  - **Communication** is the act or fact of communicating anything; transmission.

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## Connection vs. Communication

- **Connection** is the act of connecting.
- **Connecting** is the ability to identify with people and relate to them in a way that increases your influence with them. *John C. Maxwell*
- **Communication** is (uncountable) the concept or state of exchanging data or information between entities.

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## Communications vs. Communication

- **CommunicationS** is a system for transmitting information – think telephone, TV, fiber optics. Communications is technology. Your cable guy – he's a communications professional.
- **Communication** involves individuals exchanging messages. Communication is human. It's people. It's soulful. It's what we do every single day.

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## What is Communication?

- A two-way dynamic process in which there is an **exchange and transmitting** of information, thoughts, feelings or ideas from one person to another whether this be:
  - vocally (using voice), written (using printed or digital media), visually (using logos, maps, or graphs) or non-verbally (using body language, gestures and the tone of voice) to achieve a specific goal
- Common forms of communication include
  - speaking, writing, reading, gestures, touch and broadcasting

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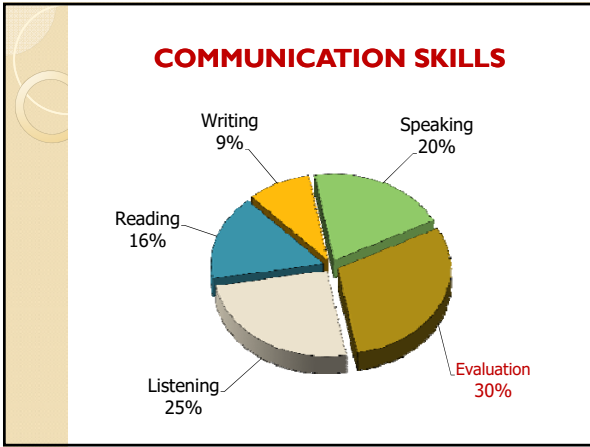
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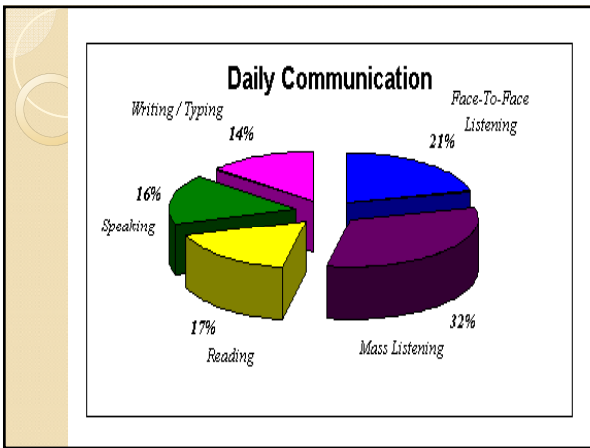
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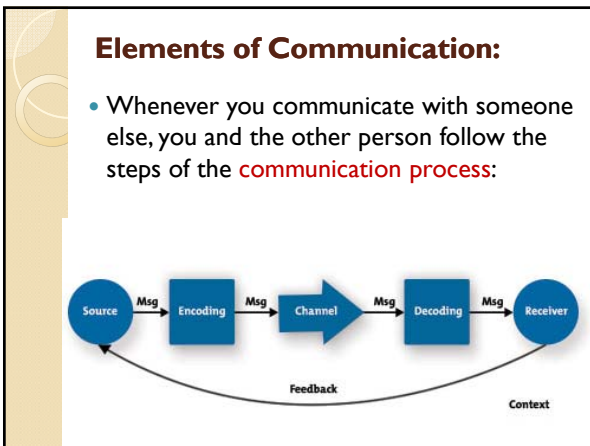
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## Elements of Communication

### Model of Lass Well (1977):

- |                               |                 |
|-------------------------------|-----------------|
| <b>1- Who?</b>                | <b>Sender</b>   |
| <b>2- say what?</b>           | <b>Message</b>  |
| <b>3- in what channel?</b>    | <b>Channel</b>  |
| <b>4- to whom?</b>            | <b>Receiver</b> |
| <b>5- with which effects?</b> | <b>Impact</b>   |

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## The Sender – Planning Your Message

- Understand your objective. Why are you communicating?
- Understand your audience. With whom are you communicating? What do they need to know?
- Plan what you want to say?
- Seek feedback on how well your message was received.

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## The Sender vs. Source or Origin

- The sender is a person
- The source or origin is a location (place)

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### **Encoding – Creating a Clear Message**

- When you know what you want to say, decide exactly how you'll say it.?
- Choose words and body language that allow the other person to really hear what you're saying.

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### **Choosing the Right Channel**

When you determine the best way to send a message, consider the following:

- The sensitivity and emotional content of the subject.
- How easy it is to communicate detail.
- The receiver's preferences.
- Time constraints.
- The need to ask and answer questions.

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### **Decoding – Receiving and Interpreting a Message**

- Look at the person.
- Pay attention to his or her body language.
- Avoid distractions.
- Nod and smile to acknowledge points.
- Allow the person to speak, without thinking about what you'll say next.
- Don't interrupt.
- Become an engaged listener.

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## Feedback

- You need feedback, because without it, you can't be sure that people have understood your message. With Feedback you can spot:
  - Agreement.
  - Level of interest.
  - Level of engagement with the message.

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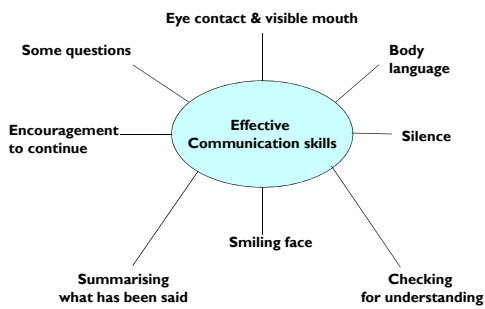
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## Effective Communication Skills



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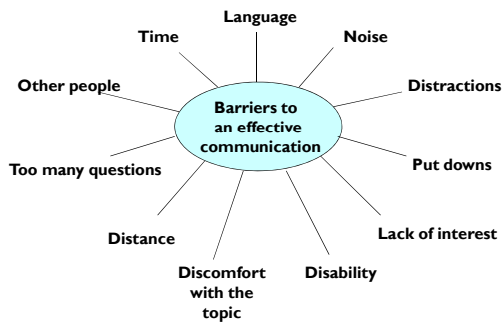
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## Barriers to an Effective Communication



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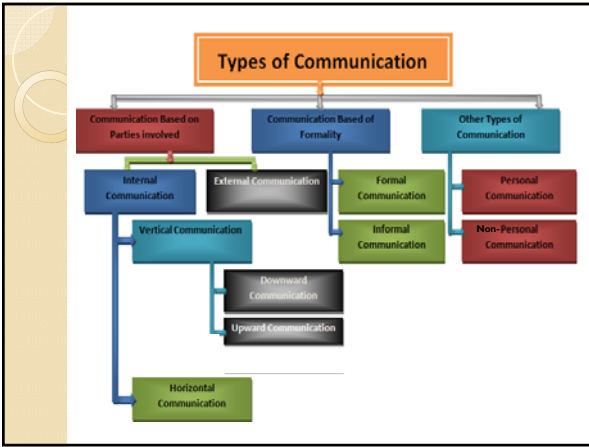
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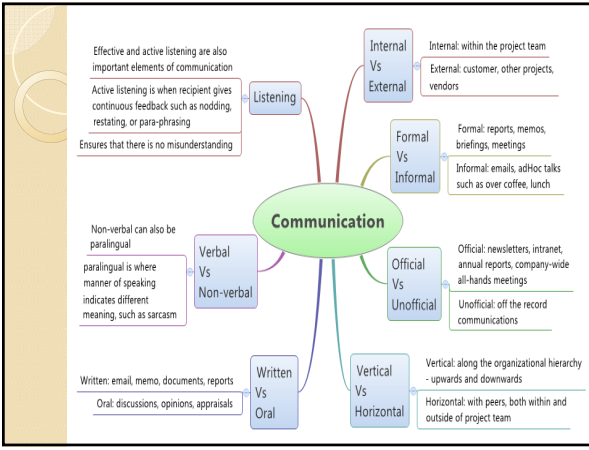
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## Types of Communication

- **Verbal Communication:** communication using speech that is understood by all parties to the communication. In other words, it's talking.
- **Written Communication:** is essential for communicating complicated information, such as statistics or other data, that could not be easily communicated through speech alone.
- **Nonverbal Communication:** is a bit more complicated. It is sending a message without using words to convey meaning. Non-verbal communication can include many different elements.
  - **Eye Contact, Facial Expressions, Posture, Touch, Space**

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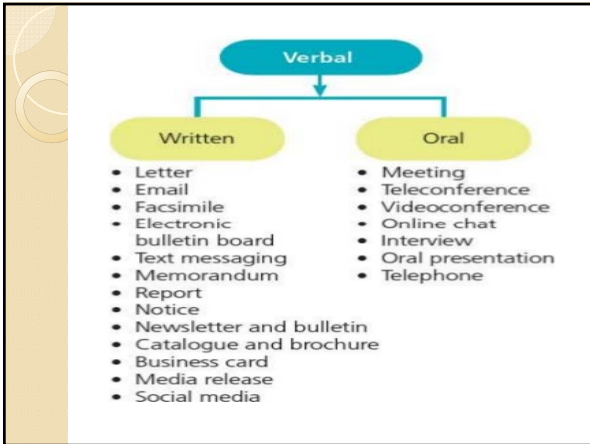
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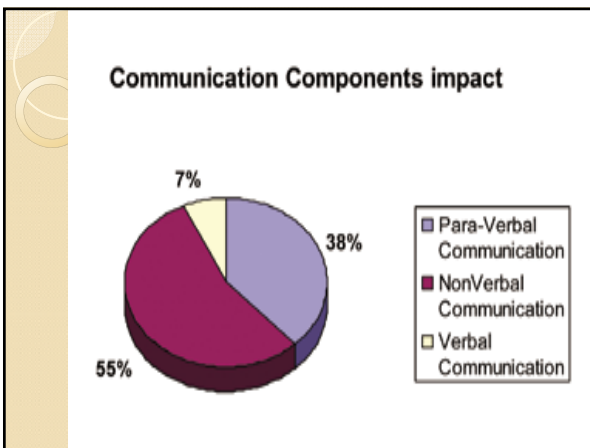
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### The Communication Equation

- What you hear**
  - Tone of voice
  - Vocal clarity
  - Verbal expressiveness

40% of the message
- What you see or feel**
  - Facial expression
  - Dress and grooming
  - Posture
  - Eye contact
  - Touch
  - Gesture

50% of the message
- WORDS ...**

10% of the message!

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### The Art of Listening

“If we were supposed to talk more than listen, we would have been given two mouths and one ear.”

Mark Twain

- If you are not a good listener, you will be a less effective communicator.

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### To be a better listener:

- **Concentrate on** what the speaker is saying?
- **Try** not to think about how you are going to respond to the other person while he or she is speaking to you.
- **Interact** nonverbally with the speaker with small gestures.
- **Do not interrupt** or finish the other person's sentences.
- **Be aware of** individual differences.
- **Look at** nonverbal communication signals as a group.

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### Listening Tips

(after you got the message):

- **Paraphrase the message to the speaker in** order to confirm your understanding.
- **Repeat the message to help you remember** what was said.
- **Clarify any points that you might not** completely understand.
- **Remember the important** points of the message for future application.

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### Silent Messages?

- Many times when we think we are not communicating we are actually sending a very strong message

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### Communications Shutdowns!!

- That's not my responsibility.
- We don't have time.
- We've never done that before.
- That's not the way we do things around here.
- We're not ready for that.
- Let's get back to reality.
- Let's form a committee to decide.
- I don't personally agree, but if you insist.
- Are you crazy?

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### Assignment?

Each group will select a topic to be presented as a power-point (ppt.) presentation.

Each group should determine the individual role of each person in the group.

To be submitted:

- 1- Title or the topic of the presentation.
- 2- Role of each member in preparations and topic presentation.



**Submission deadline:** 12<sup>th</sup> December 2016  
Submit by email with your Group number and groups members names to: [201agr.en@gmail.com](mailto:201agr.en@gmail.com)

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