



GEN 1004 COMMUNICATION SKILLS

Lecture 2: Communication Issues

**Prepared by
Dr. Omar Shokry Hussein**

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Definition of a communication Process:

- A communication process is the process of transferring a message or information among two or more people.
- **Importance of a communication process:**
- The main purpose of a communication process is to enrich and improve the quality of life aspects by:
 - A- Passing information to benefit someone.
 - B- Promoting understanding of a subject.
 - C- Encouraging and motivate others to improve.
 - D- Business-wise: improving the relation between a business owner and clients.



Key Elements of a Communication Process:

- Message sender.
- Message Receiver: Know your audience.
- Message itself: formulate the message based on your audience level.

Conditions of a Communication Process:

1- Existing of a social contact between the communicators. “channel”.

2- Communicators must be willing to communicate .

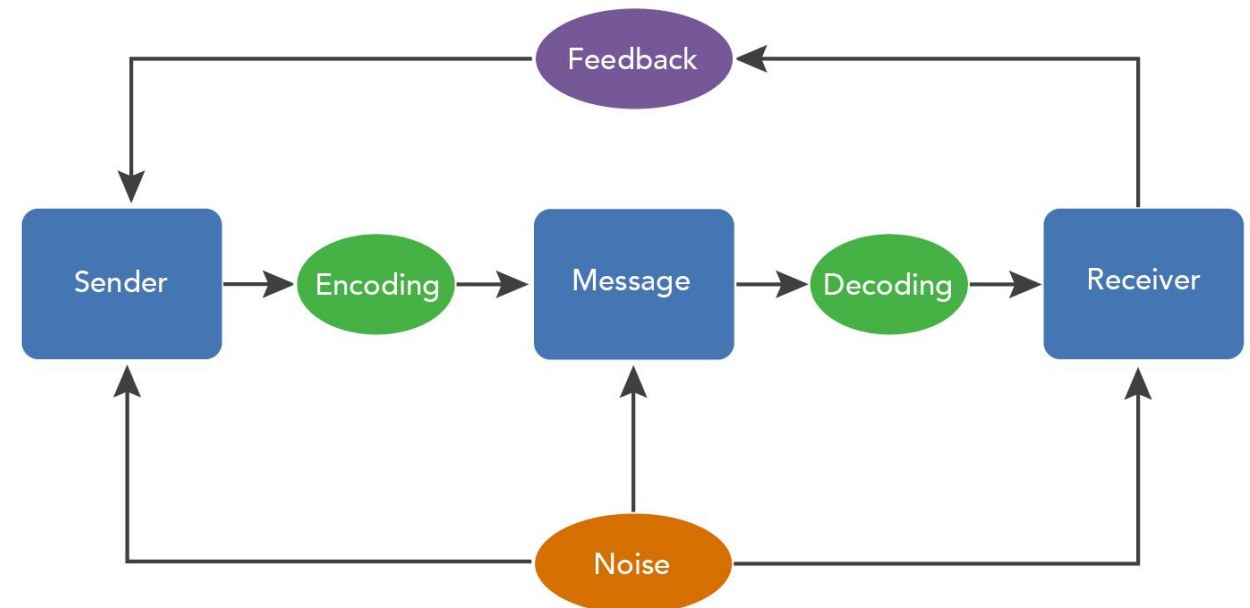


Fig. Communication Process.



Characteristics of Effective communication :

- 1- Clear
- 2- Complete
- 3- Correct.
- 4- Concise.
- 5- Business-wise: Persuade and recommend.

Types of a communication:

A- Verbal : One to one communication, Telephone, Cam conference, Presentation, public Speech, written communication.

B- Non-Verbal: Body language, Tone of speech ,Attitude, Behavior, Space.



Verbal Communication

1- Face to Face Communication

Key elements of Face to face communication:

- Words -Tone -Body language.
- Advantages:
 - 1- Direct interaction between communicators.
 - 2- Eye contact.
 - 3- Body language improve the communication
 - 4- Direct feedback form the receiver.
- Disadvantages:
 - 1- Gives away your feeling.
 - 2- Expressing ideas in words may not be clear.
 - 3- body- language can negatively harm the transfer of message.
 - 4- Receiver may not accept the message base on the sender characteristics.



2-Telephone Communication Guides:

- 1- Talk as if you were face-to-face with the other person.
- 2- Talk clearly, pleasantly, and normally (neither too soft nor loud) .
- 3- Listen carefully and avoid distraction.

3-Written communication:

Advantages:

- 1- Can be time-boundless (Book, magazine, etc)
- 2- More detailed information can be transferred.
- 3- Sender has plenty of time to formulate the message.
- 4- Receiver of the message is not affected by the sender personality, attitude, body language which may negatively affect the communication process.

Disadvantages:

Lack of direct contact between communicators and feedback.



Barriers to an Effective Communication (Noise)

Physical Noise (Attention filters) :

1-Noise, 2-Environment, 3-Interruption, 4-Timing

Personal Noise (Emotional Noise)

1-Prejudice and Stereotype, 2-Status, 3-Experience, 4-Assumption, 5-Values and beliefs, 6-Self-centered.

Semantic Noise (Word filters):

1-Different language, 2-Technical terms (Jarons),
3-Emotionally-charged word (criticize, moralize, order, threatening, advising, diverting,)



Dealing with a Conflict in a Communication

Three basic skills to correctly identify a conflict:

- 1- listen carefully to determine the nature of conflict.
- 2- Identify a common ground (Points of agreement).
- 3- Allow the other person a way out (be flexible).

Tools of resolving a conflict:

- 1- Negotiation: - Discussion to correctly identify the points of view of each party.
- Use the “one- point solution” approach.
- 2- Persuasion: Bring new facts and information to change the other person point of view.
- 3- Mediation: Bring a third party to resolve the conflict.



Dealing with angry people in a conflict:

- 1- Give him/her time to calm down.
- 2- Listen carefully (remain silent)
- 3- Avoid interruption.
- 4- Acknowledge anger.
- 5- Do not yell or lecture.
- 6- Be responsive and verify his/her message.
- 7- Be specific about what you are going to do to help.
- 8- Be Flexible. (the main barrier of resolving a conflict is to be strict.)



-Please carefully read and understand the following Chapters:

- 1- Chapter 3 in Ref [1].
- 2- Chapter 1 in Ref[2].
- 3-Chapter 1 in Ref [3]

-A **questions Sheet** about the first two lectures will be posted by next Saturday (5/10/2019).

- There will be a Quiz next lecture.



Project

Choose one of the following Projects: (Due date: 14/12/2019)

Project #1: Critical Analysis of the O.J Simpson murder case:

O.J Simpson was a very famous American football player who was accused of murdering his ex-wife Nicole and her boyfriend in 1995. This case caused a huge public debate among American people whether he had committed the crime or not. The aim of this project is to analyze the case by critically thinking of all evidences proposed to the court and identify the communication skills aspects in this case.

Sources: 1- A TV series entitled “ The people vs O.J. Simpson”.
2- Documentaries about the case on Youtube.



Project #1 Objectives:

- 1- Practicing listening skills.
- 2- Practicing critical thinking skills by collecting and categorizing information.
- 3- Identifying the communication skills aspect of the case. Three types of communication:
 - a- Communication between defense lawyers and the prosecutors.
 - b- Communication between defense lawyers and the prosecutors on one side and the Jury on the other side.
 - c- Communication between the people involved in the case and the public.
- 4- Practicing Persuasion Skills.
- 5- Practicing team work skills(a group consists of 5-6 Students).
- 6- Practicing writing skills by preparing and submitting a report.
- 7- Practicing presentation skills by presenting your work.



Project #1: Links for the TV series:

<https://www.putlockers.cr/tv/american-crime-story-the-people-vs-oj-simpson-season-1-13298.html>

OR

<https://www3.123movies.la/serie/inside-look-the-people-v-oj-simpson-american-crime-story-z1qx1qy/s1/watching.html>



Project #2: Preparation of a report about the history of aviation development

Since the first successful flight of the Wright brothers in 1903, the design of flying vehicles is being rapidly developed and improved. The development can be in: 1- The flying mechanism (balloons, fixed-wing airplane, rotary wing airplane, etc), 2- The propelling mechanism, 3- Materials used in the structural design. 4-Controlling mechanism.

Sources: Open-Source.



Project #2 Objectives:

- 1- Practicing thinking skills by collecting and categorizing information.
- 2- Practicing reading skills.
- 3- Practicing team work skills(a group consists of 5-6 Students).
- 4- Practicing writing skills by preparing and submitting a report.
- 5- Practicing presentation skills by presenting your work.

-Please decide which Project you have chosen and your groups' members by next lecture.

-There will be an assessment of your progress every week.



End of Lecture 2

Questions?