

*MOHAMED 1ST UNIVERSITY
MULTIDISCIPLINARY FACULTY
-NADOR-*

ORAL COMMUNICATION

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Objectives of 'Oral *Communication' Course*

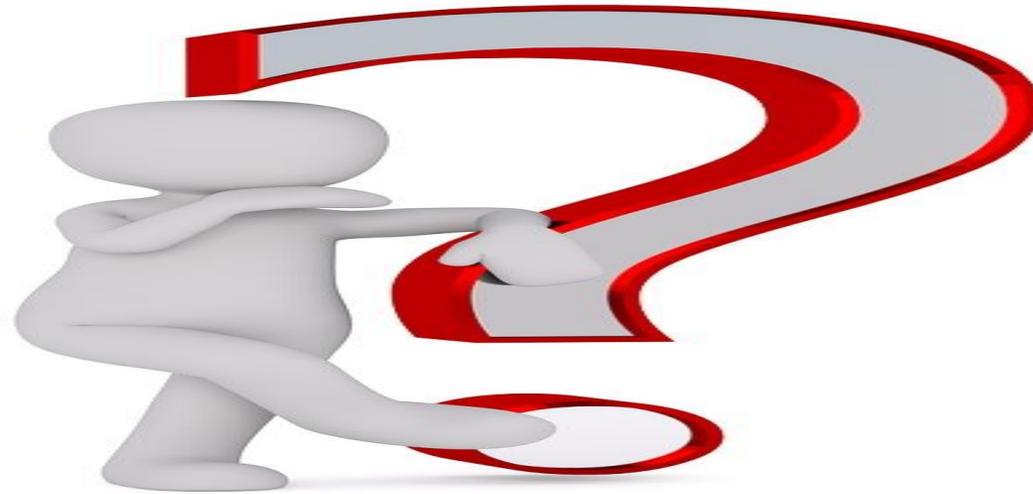
- ❑ This course has been designed to prepare you to be successful not only academically, but also in the competitive world that you will someday face.
- ❑ How well you will communicate with others will determine your success in your profession and in your interpersonal relationships.
- ❑ As learners, you will need to explore the **communication skills** necessary in order to participate fully and productively in society.



WHAT IS ORAL COMMUNICATION?

- Oral communication is an important process in our daily life.
- It can take place with **different people**, at **different times**, in **different places** and **different situations**.
- This communication occurs **within ourselves** in our **thoughts**, ourselves with our family members, friends, working members, people we meet outside, socially or professionally.
- Some times we also may even need to communicate with a small group or a larger group of audience such as member of the public.

- Carl Rogers (1952), “a real communication occurs when we listen with understanding – to see the expressed idea and attitude from the other person’s point of view, to sense how it feels to him, to achieve his frame of reference in regard to the things he is talking about”.



Models of
communication

- **A Communication model** is a **systematic representation** of the process which helps in understanding how communication takes place.
- A communication model shows/represents the process **metaphorically and in symbols.**
- **General perspectives** on communication formed by **breaking communication from complex to simple** and keep the components in order.

Linear Model

Transactional Model

Interactive Model



SENDER



RECEIVER

What?

Who Said?

In what
channel?

The linear model in
communication is a one -way or
linear process where the speaker
deliver the message and the
listener listen silently

To whom?

With what
effect?

Noise

Interferences

Key Features

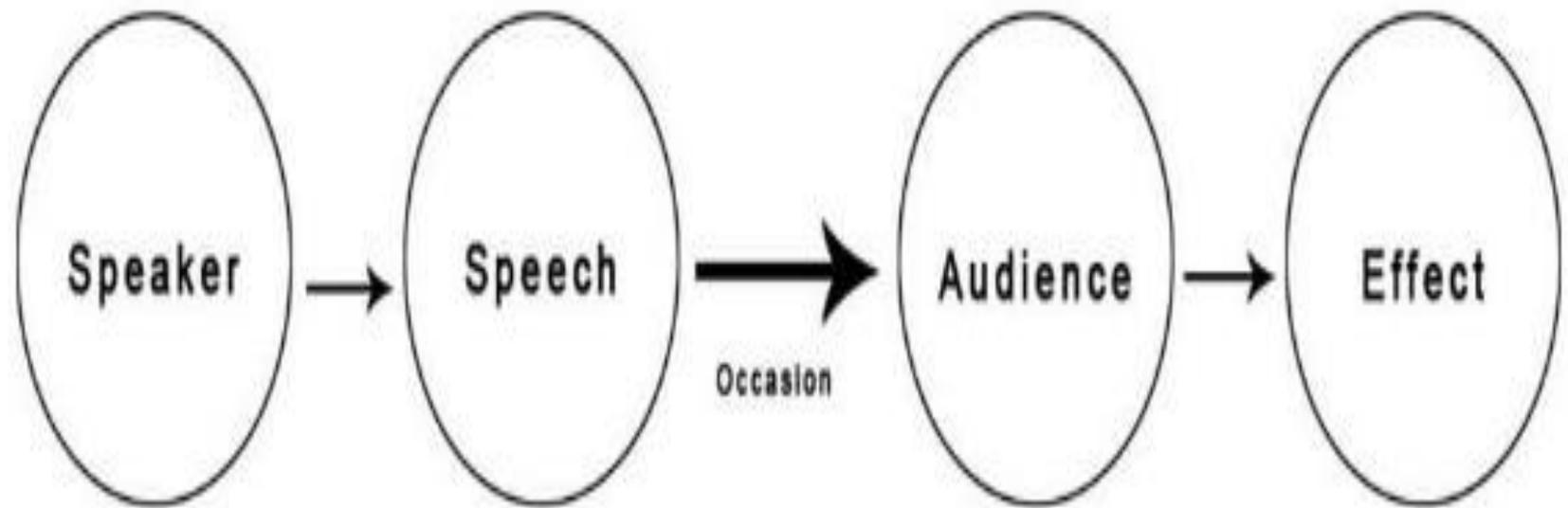
- ❑ One way communication.
- ❑ Senders send messages and receivers only receive.
(silently/passively)
- ❑ No feedback
- ❑ Used for mass communication.
- ❑ Good at audience persuasion and propaganda setting.
- ❑ Intentional results.
- ❑ Communication is not continuous as there is no feedback.
- ❑ No way to know if communication is effective.

- **Criticisms of Linear Model**
- Communication has a **particular beginning and an end**, so it is not continuous.
- There is no concept of **feedback** which makes it **inapplicable** to direct human communication and only applicable to **mass communication** like newspaper, television, etc.
- **Human communication is mostly circular** rather than linear as audience is also an active participant.
- Communication may not happen in turns and more than one message can be sent at the same time.
- The sender must have the ability **to encode** and the receiver must have the ability **to decode**.
- The model has become less relevant to electronic communication and internet where it's not clear who is the sender and who is the receiver.

Types of Communication within the Linear Model.

- As an attempt to explore and understand the human nature scientifically, Aristotle developed a linear model of communication for **oral communication** known as **Aristotle's Model of Communication**.
- Considered as the first model of communication and was proposed before 300 B.C.

Aristotle Model of Communication



- The speaker must organize the speech beforehand, according to the target audience and situation (occasion).
- The speech must be prepared so that the audience can be persuaded or influenced by the speech.
- For example, a politician (speaker) gives a speech to get votes from the citizens/voters (audience) at the time of election (occasion). The civilians only vote if they are influenced by the things the politician says in his speech.

Ethos

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graph TD; A[Characteristics of a Good Speaker] --> B[Ethos]; A --> C[Pathos]; A --> D[Logos]
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**Characteristics of
a Good Speaker**

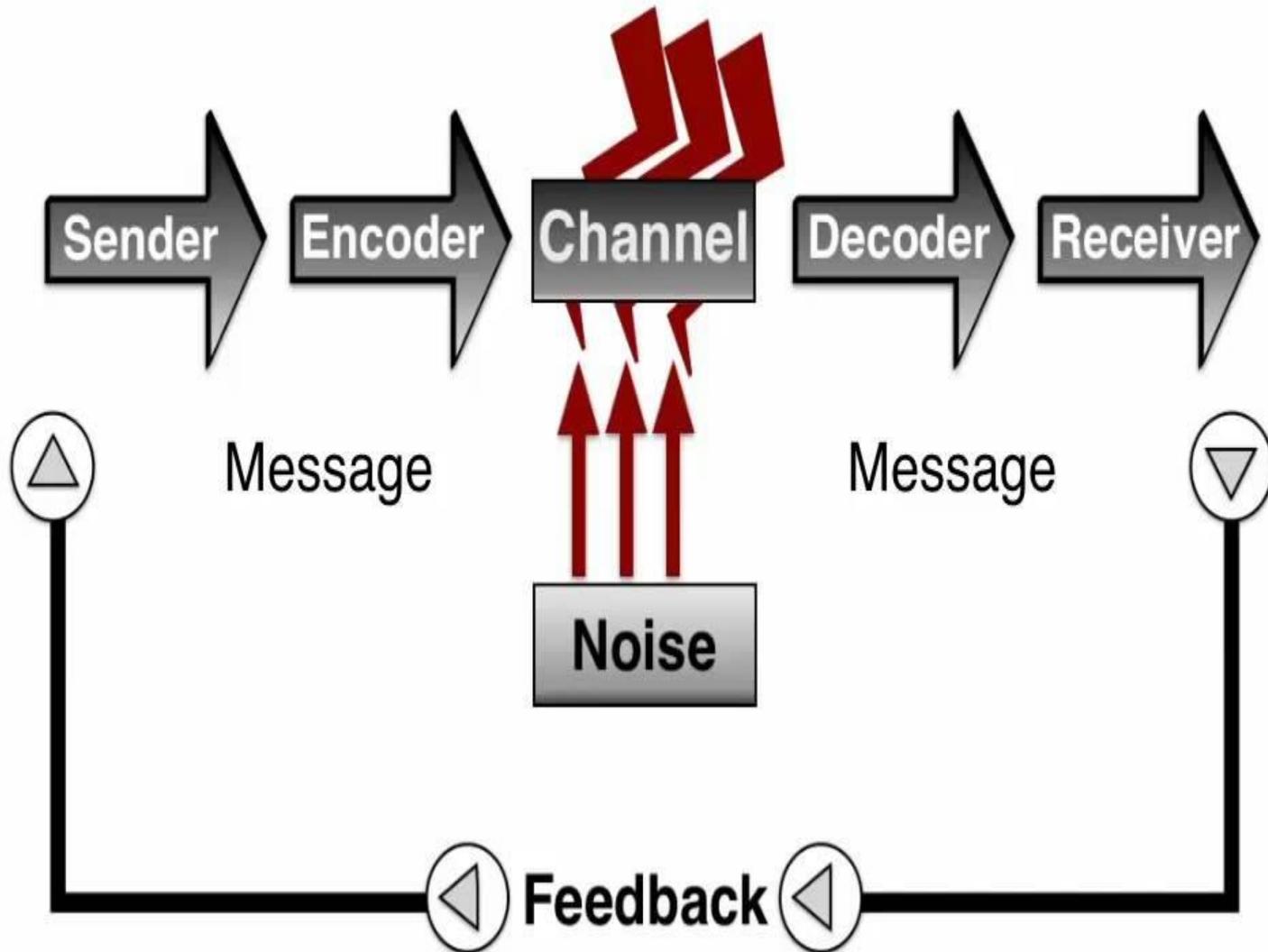
Pathos

Logos

Shannon-Weaver Model of Communication

- The Shannon and Weaver model is a linear model of communication that provides a framework for analyzing **how messages are sent and received**.
- Best known for its ability to explain how messages can be **mixed up and misinterpreted** in the process between sending and receiving the message.
- **Claude Shannon** (a mathematician) **Warren Weaver** was (an electrical engineer) from the United States proposed the model in 1948

Shannon-Weaver's Model OF Communication

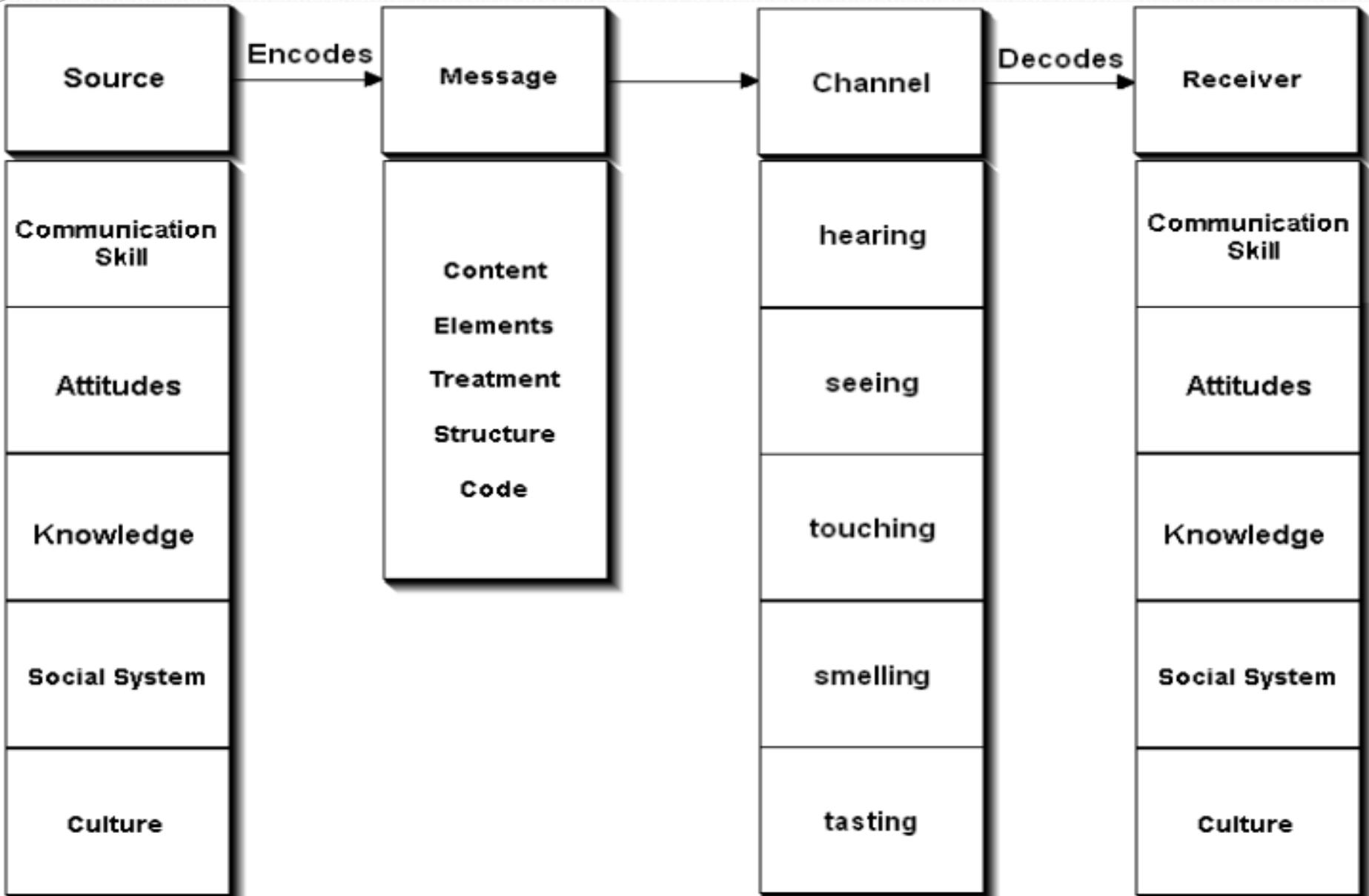


- Shannon developed the theory to improve understanding of communication via telephone and eventually improve the quality of phones.
- Example:
 - Person-Phone-Channel (Phone lines)- Phone -Person
 - Person-Radio-Channel (waves)-Radio-Person

Noise

- Whatever happens that causes the interruption of communication:
- **Internal noise:** when a sender makes a mistake encoding a message or a receiver makes a mistake decoding the message (misspelling a word).
- **External noise:** when something external (not in the control of sender or receiver) impedes the message.

Berlo's SMCR Model of Communication (1960)



Transactional Model

The transactional model views communication as an ongoing and continuously changing process which takes into consideration the effects of noise, time, and systems. In this model, communicators can send and receive messages simultaneously



SENDER /
RECEIVER



RECEIVER /
SENDER

Key features

- Used for interpersonal communication.
- Senders and receivers interchange roles
- No discrimination between senders and receivers.
- Simultaneous feedback
- Feedback is taken as a new message
- Encourages non-verbal communication
- Context of environment and noise.
- More noise due to communicators talking at the same time

The transactional model types of communication

- Barnlund's Transactional Model
- Helical Model
- Becker's Mosaic Model

Interactive Model

- **The interactive model** views communication as a process in which the speaker and listener take turns speaking, listening, and giving feedback to each other.
- But, interactive model is mostly used for new media like internet.
- Here, people can respond to any mass communications like videos, news, etc. People can exchange their views and ideas. Different models that follow interactive model of communication are:
- **Schramm's Interactive Model**

1- Oral / verbal communication

- Any type of interaction between individuals which makes use of words and involves speaking and listening.
- The sender and receiver exchange their thoughts or ideas verbally (face-to-face discussion or through any mechanical or electrical device like telephone, etc)

- **Examples of oral communication include:**
- Face-to-face talks/discussions
- personal discussions
- presentations
- telephone calls
- informal conversations
- public presentations (speeches, lectures and conferences)
- teleconferences /videoconferences
- Interviews
- business meetings

- Oral communication is effective when:
- Message is clear
- precise
- relevant
- tactful
- considerate
- concise
- informative
- adapted to the needs of the listener.
- The delivery variables
- Non verbal communication: posture, gestures, and facial expression, eye contact are also important factors in developing good oral communication skills.

• Advantages of Oral Communication

- Use of plain language.
- Generally inexpensive.
- Quick and Prompt with direct responses from both transmitter and receiver.
- To improve understanding questions can be asked immediately .
- Oral communication backed up by non-verbal communication such to enhance the message
- Facilitates close contact and collegiality

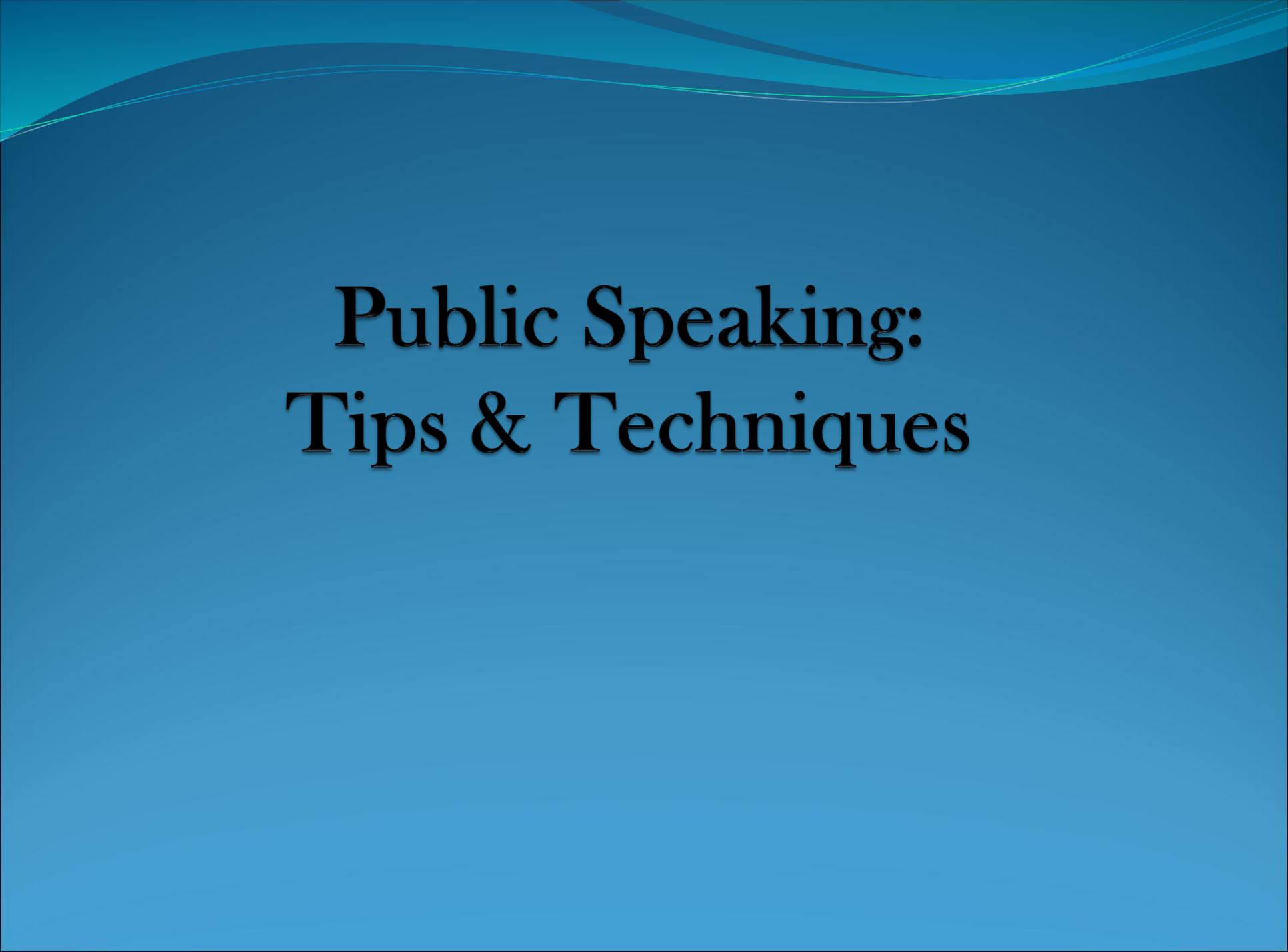
- **Disadvantages/drawbacks**
- No formal record of what was said
- It may not be suitable for confidential or personal information
- often more time-consuming
- Relies on the presenter's verbal skills
- formal presentations are time-consuming to prepare

Non Verbal Communication - Actions Speak Louder than Words

- **Scenario 1** – You are sitting in front of an interview panel with arms crossed before being asked a single question.
- **Scenario 2** – giving a presentation to a group of people. You keep your gaze fixed at the centre of the class / room throughout the presentation

Components of Non Verbal Communication

- Facial expressions, Postures and Gestures.
- Eye contact.
- Touching
- Distance between people as they interact.
- Use of time.
- Variations in Pitch, Speed, Volume, and Pauses to convey meaning.
- Physical Appearance.

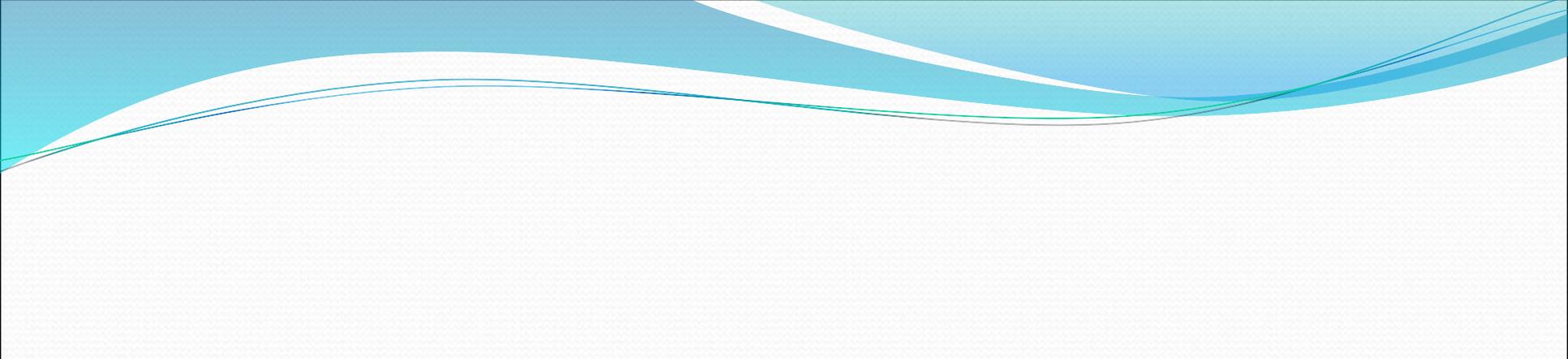


Public Speaking: Tips & Techniques



“The mind is a wonderful thing. It starts working the minute you are born and never stops until you get up to speak in public”

Roscoe Drummond



Public Speaking Among Many Fears

Snakes

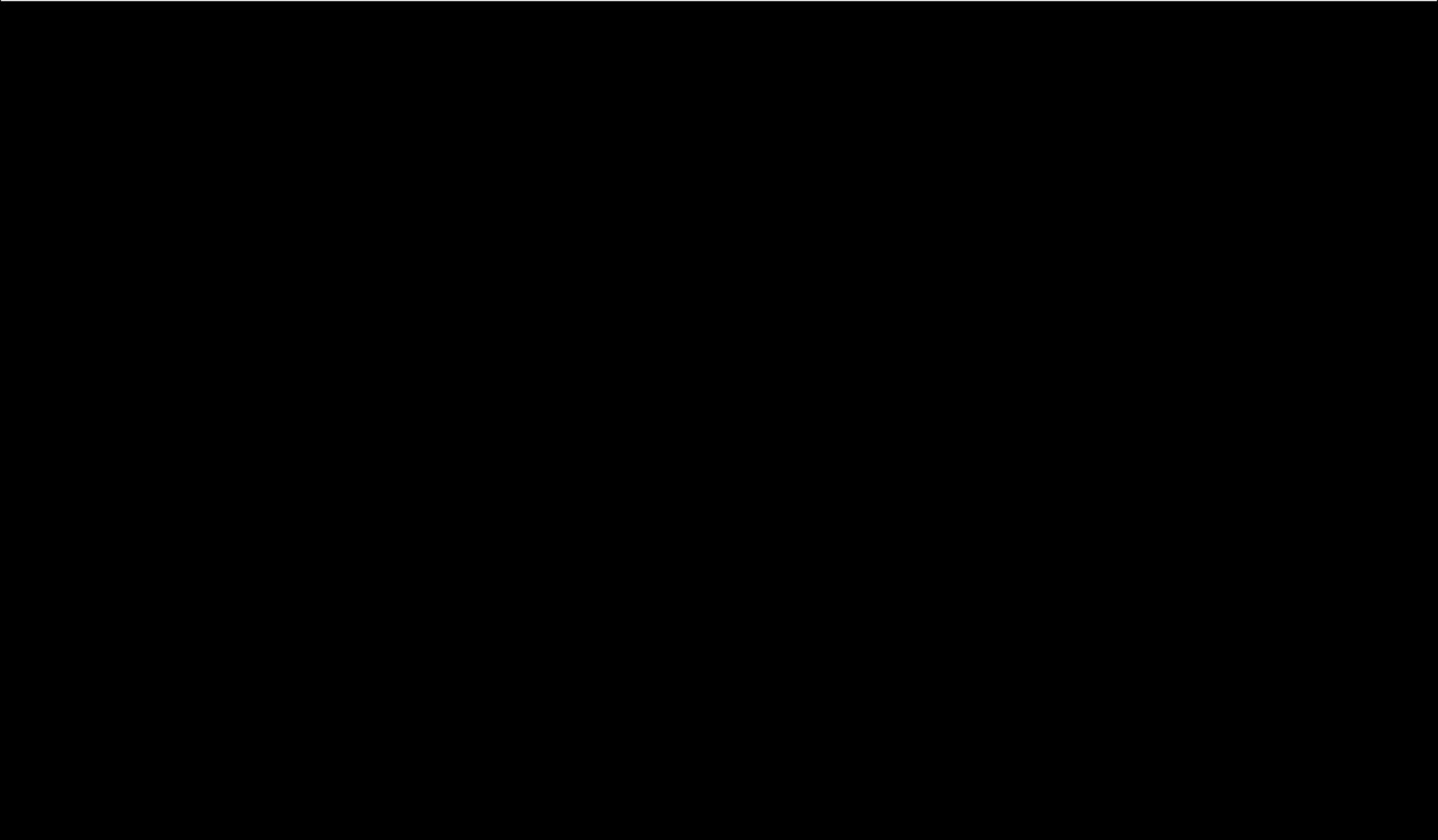


Heights





Darkness



Claustrophobia



Needles and Shots



Flying



Public Speaking



Lack of Positive Experience

Being the Center of Attention

Feelings of Isolation

Why Do We
Hate Public
Speaking?

Being Judged by an Audience

Fear of Failure

Public Speaking Anxiety

The following picture depicts two **identical** dolphins. It was used in a study to measure the level of stress in everyone of us. The number of differences you find between the two dolphins reflects the amount of stress you have!!



Lack of Positive Experience

How many times
have you
attempted public
speaking?

Being the Center of Attention

Everyone is staring at you!
Why?

Because you
are the
EXPERT on
the content
that you are
delivering

Being
comfortable
comes from
being
confident.

Remember - eye
contact is a two
way street

Feelings of Isolation

- Are you really alone?
- You are in total control of your presentation.
- If possible, add audience engagement.

Being Judged By An Audience

Style of
Dress

Height

Accent

How do you
judge people
initially?

Attractiveness

Body language

Skin Colour

Somers White



“90% of how well the talk will go is determined before the speaker steps on the platform.”

How Can I Become a Better Speaker?

- Prepare the right way.
- What is the specific purpose of your speech?
- What is your topic?
- Who is your audience?
- What are your time constraints?
- Will you be using visual aids?

Body
Language

Eye Contact

Posture

Language

No
Distractions

Moving

Preparedness

Important
Factors to
Remember

Voice

Time
Management

Appearance

Unfilled
Pauses

What is Communication?

- COM is **the transfer of information** from one person to another. Experts believe that successful COM depends 10 percent on **what** you say and 90 percent on **how** you say it.
- COM is **the interaction** between two or more people. That is, two or more people having a conversation with one another. Oral COM is only one method of interaction among many (Fisher, 2005).

- **COM can be defined as ‘the process by which information meaning and feelings are shared by people through the exchange of verbal and non-verbal messages. COM is transmitted by speech, signals and writing or emotion.**
- **Understanding the meaning of the COM involves ‘the process of sharing meaning’.**
- **COM could therefore be defined as ‘ the management of messages for the purpose of creating meaning’. Therefore, the goal of effective COM is the successful sharing of meaning.**

Effective Written & Oral Language Difference

❖ Written language

- Precise
- Deliberate
- Sophisticated
- Less personal
- Organized & explicit
- Credibility
- Objective
- Non-retractable
(mistakes/flaws)

❖ Oral language

- Dynamic transfer of information
- Informal
- Spontaneous
- Retractable (one can apologize for a mistake)
- Highly subjective
- Conversational

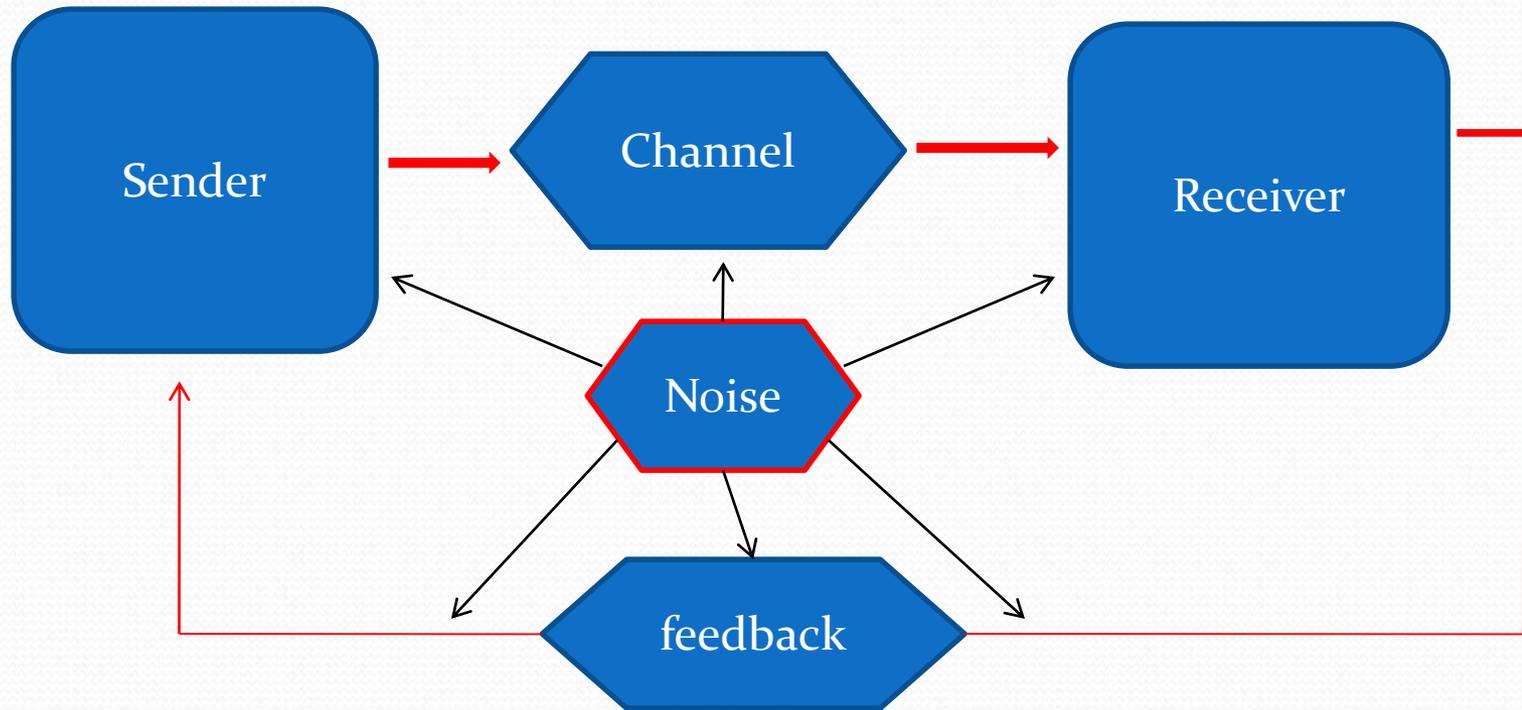
The Importance of Oral COM

- ❖ **People with good COM SKILLS:**
 - **Can relate well to colleague and customers**
 - **Are able to get information they need**
 - **Can explain things clearly and contribute to meetings and discussions**
 - **Are more successful in their careers**
 - **Display more positive/productive relationship with others**

Types of COM

- ***Intrapersonal COM***: conversing with yourself by thinking. It is a process by which you convert raw data into information, organize information gathered, evaluate results and reach a conclusion
- ***Interpersonal COM***:
 - **a. One-to-One COM**: between two people
 - **b. Group COM**: among three or more people
 - **c. Public COM**: to address an audience
 - **d. Mass COM**: to reach a bigger audience (through using radio/TV)

Major Components of the COM Process



Major Components of COM Process

- The process of COM begins with :
 - **The sender** who sends/encodes a message using speech or writing as medium or channel for COM.
 - **The message** is received/decoded by **the listener**
 - **The listener** who evaluates the information and comprehends the meaning of the message

Channel, noise and feedback

- **CHANNEL:** can be formal or informal speech or writing .
- **NOISE:** (as a barrier)is any disturbance which occurs in the transmission process. In face to face COM without a microphone may be disturbed by noise in the environment such as traffic, people talking...
- **FEEDBACK:** it is the reaction of the receiver to the

English



- Academic English is used in textbooks, in classroom and on tests . It is different in structure and vocabulary from the everyday spoken English of social interaction.
- In Academic English (AE), always make sure that you are using formal or academic vocabulary and that you are writing concisely without redundancy and precisely-with words that accurately convey your intended meaning. Also, ensure that your transitions make good logical sense and enhance the coherence of the text. Additionally, we need to avoid contractions.
- Four main considerations to pay attention to (when using AE):
 - Use formal vocabulary
 - Use appropriate transitions

Academic and Everyday English

❖ Use Formal Vocabulary

1. Words which are used in spoken English may not be suitable for use in academic contexts.

Features of Informal L.	example	Appropriate Alternative
Contractions	They don't provide...	They do not provide...
Slang Words	busted	unattractive
Abbreviations	ASAP	As soon as possible
Cliches	Cream of the crop	Best
Colloquialisms	Who have been Bangalored	who have lost their jobs

Academic and Everyday English



❖ Use Formal Vocabulary

2. Choosing Strong verbs : more preferable than phrasal verbs:

- Establish *instead of* set up
- To wipe out eliminate
- Produce churn out
- Tolerate put up with
- Assemble put together

Academic and Everyday English



❖ Use Formal Vocabulary

3. Choose Specific Verbs:

- In reporting what you have gathered in your research, you will need to use suitable verbs. Rather than using: **say, show, report** all the time, you can use: **outline, demonstrate, maintain, support, note, assert, claim, argue, infer, reason, postulate, illustrate...**

Academic and Everyday English



❖ Use Appropriate Transitions

- Transitions play an important role in the development of an academic essay
- Express **addition, contrast, cause and effect, purpose ...**
- Help to create a sense of coherence
- Provide signposting to follow the writer's thread of thoughts

Academic and Everyday

English

- ❖ **Avoid Redundancy (= not needed)**
- **Conciseness is a mark of good academic writing**
- **For an effective essay, you should write precisely and concisely, using only necessary words to convey what you want to say.**
- **Do not add words just to lengthen your essay or create fancy (= extravagant) expressions.**
- **To weed out (= to get rid of) redundancy, ask**

To recapitulate: (Effective academic writing)

- ❖ **Effective academic writing is based on:**
 - **Using formal vocabulary,**
 - **Using appropriate transitions,**
 - **Avoiding redundancy and achieving conciseness and preciseness,**
 - **Getting rid of contractions (*can't= can not),**
 - **Being aware of commonly misused words (to avoid words used in spoken English).**

Voice



- **Mastering pronunciation, intonation, and accentuation would make communication flow smoothly and pleasantly**
- **Your voice plays a very significant role in helping convey the meaning of language and give way to better understanding among speakers**
- **Research has shown that the most successful speakers make their listeners feel that they are being addressed personally. Your voice, therefore, must have conversational quality: you must realize that you are talking ‘with’ not ‘at’ an audience.**
- **For an effective speaking voice, successful speakers use several vocal qualities to make their speech**

❑ The Vocal Qualities of Effective Academic Speaking Voice

❖ Successful speech shares the following qualities:

1. **Intelligibility** (= intelligible : that can be understood)
2. **Variety** (= rate, pitch, force and pauses)
3. **Stress patterns**
4. **Vocal emphasis**
5. **Pauses**
6. **Controlling emotional quality**

1. Intelligibility

- ❖ The ability to understand a message depends on the following qualities: **loudness** (=volume), **rate**, **enunciation**, and **pronunciation**.
- Adjust your volume: (to regulate the volume according to three factors): distance /external noise / the place
- Control your rate:
- When addressing audience, limit your ordinary conversational rate (120-150 words per minutes)
- It is, however, important to vary your rate to reflect the intensity of your commitment, the importance of key ideas, or the emotionality of your appeal

1. Intelligibility

- Enunciate clearly (=precise vocalisation)
- Enunciation refers to the crispness and precision used in forming your words.
- When speaking in public, you need to concentrate upon the clear and distinct enunciation of syllables and words. For example, say 'going' instead of 'go-in' and 'orange' instead of 'ornch'.
- Meet standards of pronunciation
- Pronunciation refers to the regional or national pattern of how various words should be vocalized.
- It is important to speak in a manner that is precisely accepted across the region, nation, and across the country.

2. Variety

- ❖ There is a need to vary the characteristics of your voice to make your speech colourful, vivid and effective: **rate** (speed), **pitch** (degree of highness or lowness of a sound), **force** , and **pauses**.
- **Objectives:**
- To make speech more pleasant to listen to
- To provide emphasis
- To call attention to your ideas
- To make your speech more interesting and not monotonous

3. Stress or Stress patterns

- **Stress patterns are ways in which sounds, syllables and words are accented.**
- **Stress is important to put emotion and understand the message.**
- **Vocal stress is realized/achieved through vocal emphasis.**

3. Vocal emphasis

- **Emphasis placed upon any syllable, word, group of words, or portion of a speech will bring out significant meaning.**
- **Unless you use it properly, important ideas will tend to be hidden by subordinate details.**
- **The commonest ways of achieving emphasis are by the use of pitch, volume, and pause.**

4. Pauses

- Pauses are intervals of silence between or within words, phrases, or sentences.
 - When placed before a key idea or the climax of a story, pauses punctuate thoughts:
 - To create suspense,
 - To add emphasis,
 - To give audience time to digest the material just presented.
- (umm, ah, well-ah, you know)* must be avoided. These are speech defects that suggest lack of confidence.

5. Controlling emotional quality

- The audience may judge you as angry or happy, confident or fearful, sincere or sad
- Your voice can also be described as full or thin, harsh, husky, nasal, breathy, or resonant
- Emotional characteristics (laughing, crying, whispering, inhaling, or exhaling) help an audience understand how you are feeling about what is being said

Conclusion

- ❑ We have shown that successful speakers use several vocal qualities to render their speech vivid, interesting and effective, among which we cite the following:
 - **Intelligibility**
 - **Variety**
 - **Stress patterns**
 - **Vocal emphasis**
 - **Pauses**
 - **Controlling emotional quality**

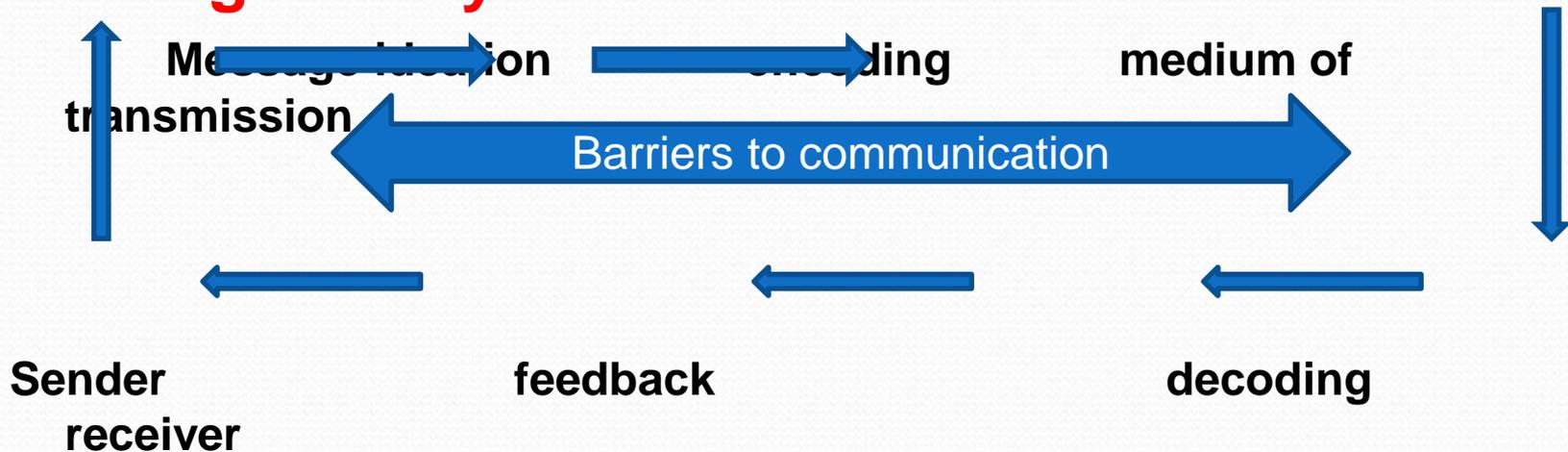
Oral Communication

□ Courses

- **1.** Characteristics of Effective Academic English.
- **2.** Characteristics of Effective Academic Speaking.
Voice.
- **3.** Cycle of Communication Process and its components.

□ Basics of Communication

Diagram: Cycle of Communication Process



The process of Communication begins with the source (sender) who sends/encodes a message using speech or writing as medium or channel for communication. The message is received/decoded by the listener who evaluates the information and comprehends the meaning of the message.

❖ **Concept of COM and Definition of Effective COM Skills:**

- **Communication is derived from the Latin word ‘*communicate*’ which means to make common, to transmit, or to impart the ideas, knowledge, feelings, emotions and gestures.**
- **According to the various dictionaries, effective communication skills are defined as following:**

“Effective communication skills are the ability to use a language (receptive) and express (expressive) information.”

“Effective communication skills are the set of skills that enables a person to convey information so that it is received and understood. Effective communication skills refer to the repertoire of behaviors that serve to convey information for the individuals.”

❖ In the cycle of COM process, different elements are involved: **Ideation/Message, Sender, Encoding, Receiver, Medium and Transmission, Barriers, Decoding and Feedback.**

- **Ideation/Message** (=content of the message)
- Ideation refers to the formation of the idea or selection of a message to be communicated.
- The scope of 'ideation' is generally determined by the sender's knowledge, experiences, and abilities as well as the purpose of COM and the context of the communicative factors.
- Messages: have two kinds of content, **logical messages** (factual information) and **emotional ones** (feelings and emotions). In formal communicative situation, ideation may consist of finding and selecting a subject or general topic, looking for ideas and thoughts, and

■ Sender

- **The person who initiates the COM process is referred to as the sender. From his personal data bank, he selects ideas, encodes and finally transmits them to the receiver. The entire burden of encoding of COM then rests upon the sender. His message, choice images and words and the combination of the two is what the receiver/recipient listen carefully to. If the message is constructed in accordance with the expectations of the receiver, the level of acceptance is going to be higher.**

- **Encoding** :is the process of changing the information into logical and coded message. In a formal situation, encoding involves: **1**selecting a language; **2** selecting medium; and **3** selecting an appropriate COM form)
- **1 Selecting the right language** is essential for effective encoding. If the reciever is not able to decode or understand the message, COM will fail. For example, a person who does not understand German can not decode a message encoded in German.
- **2 Selecting the right medium**: there are three basic options for sending messages :speaking, writing, and non-verbal signs and symbols (=body movement, facial expression...)
- **3 Selection of the appropriate COM form** depends on the sender-receiver relationship and the overall goal of the COM (face to face interpersonal COM, group COM, speaker-audience COM, or telephonic COM)

- **Receiver:** the listener receives an encoded message which he attempts to decode.
- **Medium and transmission:**
 - medium/channel could be oral, written or non-verbal
 - Transmission refers to the flow of messages over the chosen channel
- **Barriers:** refer to the various hurdles the message may come across in process of transmission. Noise may disturb the proper encoding, the psychological barriers of the receiver may hamper the basic purpose of the message or the barriers may hinder the smooth completion of the cycle of the process of communication.

- **Decoding:** The process of converting a message into thoughts by translating the received stimuli into an interpreted meaning in order to understand the message communicated. It is important to note that it is the message that is transferred, as meaning can not transferred from one person to another. The receiver has to assign meaning to a message in order to understand it.
- The process of decoding involves interpretation and analysis of a message. Thus, misinterpretation of a message leads to communication breakdown and creates confusion and misunderstanding.
- **Feedback:** it is conceived of as a last stage in the COM process. It is the reaction of the receiver to the message. It helps the sender to know that the message was

□ Types of Communication in a

■ **Company:**

Communication is essential for the internal functioning of any organisation. By integrating the managerial sectors and serving to influence the attitudes of employees through persuasion, it encourages them to perform in order to achieve the intended objectives within organisation. The interaction between the employees holds through different channels. These channels could be formal and informal

Types of COMmunication (=COM) in a Company

- Informal channels transmit official news through unofficial and informal communicative interactions known as the 'grapevine'. This informal communication network includes tea time gossip, casual gathering, lunch time meeting and so on. These channels may not be very reliable as they may be company rumours or just gossip. As employees want to know what is going on in their organisation, they seek out unofficial sources of information. The grapevine could also be positive and helpful as it helps in building up organisational solidarity and harmony.

❖ Types of COM in a company

- **Downward Communication:** serves to provide direction and control, and refers to communication from the higher level in managerial hierarchy to the lower ones.
 - It involves the transfer of information, instruction, advice, request, ideas to subordinate staff
 - It increases Staff awareness and facilitates implementation of new policies, guidelines, decisions and evaluation and appraisal of the performance of employees.
- **Upward communication:** refers to communication from subordinates to superiors
 - It involves the transfer of information, request and feedback
 - It promotes better working relationship within organisation by giving the subordinate staff opportunities to share their views and ideas with their supervisors.

- **Lateral Commnication:** refers to horizontal communication that takes place among employees at the same level in the organization, and serves to promote group coordination within organisation.
- It is less formal and structured than downward or upward communication, and may be carried out through informal discussions, gossip, telephone calls, memos...
- **Diagonal COM:** takes place between a manager and employees of other workgroups to achieve efficiency and speed

❖ Importance of COM in organisation

- The importance of communication in management within organisation is best summed up by the expert Harold Janis, “ the world of management is a word of actions. Services are designed, made and sold. People are hired. Services are rendered. Policies are devised and implemented. Jobs are learned and performed. Yet, there is no practical way in which any of these events can take place without communication ”.
- Key idea of the quotation: **communication is an effective asset for functioning of organisation.**

Importance of Communication in Organisation

- **Era of specialisation:**

If the specialists do not know how to communicate, their vast knowledge of a limited field remains unused. Similarly, in organisation, if engineer (or accountants, scientists)...can not communicate his knowledge to others and give them the benefits of his advices, his knowledge is wasted.

- **An age of tension :**

Inability to communicate can result in tremendous mental tension, especially when the organisation knows that its rivals are more successful only because they are better communication.

- **Reduces Miscommunication:**

The manner in which a message is perceived by the receiver often leads to miscommunication. To avoid this, the organisation must learn to communicate, keeping in mind the attitudes and mental framework of the customers as well as employees who receives messages.

- **Healthy Organisational Environment :**

Effective communication serves as a crucial tool for achieving coordination and control, and leads to a healthy organisational environment, better management-employee relations, proper delegation of authority and division of work, helps to deal better with competition and solve trade union created problems.

- **Aid to managerial process:**

Effective communication promotes managerial efficiency and performance.

- **Creates relations:**

- **Lack of effective communication in any organisation may lead to misunderstanding.**

- **Good relationship within organisation and with outsiders is essential for success in business.**

❑ Verbal and non-verbal COM

- **Verbal COM:** refer to COM through words
- **Non-verbal COM:** through symbols (signs, facial expression, picture...)

old cliché: “actions speak louder than words”

- body language is part of non-verbal COM
- **Use of Non-Verbal COM:**
- For traffic signs: red/green tells the road user of the safety or danger
- Visual non-verbal COM are useful as an aid to verbal COM. For example: maps, charts and graphs convey ideas related to geography

❖ Use of Non-Verbal COM

- Human beings repond more powerfully to pictures, sounds and colours than to language. A film showing a story is more effective than a narrated and written story. News on the TV is more realistic and effective than on the radio because of the visuals.
- For illiterate people, non-verbal symbols are the best methods of conveying information: bottles of poisons are marked with a skull and cross-bones as a warning.
- Non-verbal communication can overcome the barrier of language (for illustration, illiterate drivers can manage

❖ Attributes of Verbal and Non Verbal COM

- **Speed:** written COM is slower in preparation
- **Record:**serves as a record for future reference
- **Precision and accuracy:** choice of precise words.
The writer has time to look for suitable words/revise/change the draft
- **Support:** oral COM has vocal tone, gestures and expressions which enrich the meaning of the words
- **Length:** a written COM is shorter than an oral COM
- **Expense:** a written and oral COM cost money. Cost depends on the availability of the required person

Various Aspects of Non Verbal COM

- Non-verbal methods may be visual or auditory
- ✓ signs, pictures, colour, designs are *visuals*
- ✓ sound, bells, tunes, whistles are *auditory*
- Visuals: Appearance and Other Cues (clothes)
- Visuals: Colour (red=danger, white=peace)
- Visuals: Charts/graphs/maps (useful in communicating ideas)
- Visuals: signals/symbols
- Auditory Symbols: sound signals are used for warning (sirens warns about air-raids)

[for more details, read from P.26to 35]

- ❖ David Golman defined ***emotional intelligence*** as an ability to understand one's own feelings. According to him, the communication skills responsible for 'EQ' are:
 - Empathy and Graciousness
 - Readiness and enthusiasm
 - Frustration
 - Superiority
 - Boredom
 - Nervousness
 - Paralanguage
 - Silence
 - Haptic Communication
 - Facial expression
 - Eye Contact
 - Gestures
 - Postures

☐ Seven Cs of Communication

- ❖ Seven Cs are the seven most useful qualities of effective communication.
- Why called Cs? All the qualities starts with **C**. These Cs are:
 - **Completeness**: message receiver desires complete information to their question.
 - **Conciseness**:
 - 1- Avoid wordy expression
 - 2- Avoid unnecessary repetition
 - 3- Include only relevant material
 - **Consideration**: means to consider the receiver's interest/intention
 - **Concreteness**: the message (must be specific and not general)
 - **Clarity**: it should be clear/ choose easy words
 - **Courtesy**: Expression that show respect for others
 - **Correctness**: At the core of correctness are grammar, punctuation and spelling

□ Oral Communication in Business

Why oral communication is important to business?

❖ Advantages of Oral Communication:

- Oral communication is faster.
- Permits immediate feedback
- Conveys messages with emotional content
- Helps establish human relationship. Through oral communication, people working together are able to develop team spirit

Oral Communication

- ❖ **Face to Face Communication.**
- ❖ **Telephone Communication (in Organisation).**
- ❖ **Communication with visitors.**
- ❖ **Qualities For Effective Communication.**
- ❖ **General Barriers to Communication.**

□ Face to Face Communication

❖ Three components must be taken into consideration:

➤ 1. Asking questions

- Ask questions rather than make statements: '*where did you grow up?*' is less threatening than '*tell me a bit about yourself*'
- Ask essential questions only.
- Avoid deliberate threatening questions.
- Provide positive attitude for helpful answers: let the other person feel helpful.

➤ **2. Giving information**

- **When you present information in a formal way, you must keep the following guidelines in mind:**
- **Make a list of the most important points before you begin trying to speak so that you will be sure to include everything you want to say.**
- **Avoid undermining your pointview with contradictory phrases ‘I’m probably wrong, but...’**
- **Provide clear transitions from point to point**

➤ **3. Persuading**

- **In our daily conversation, we frequently need to convince others that our point of view is correct or persuade them to accept something they wouldn't ordinarily accept.**

- **When you wish to persuade, find out as much as you can about your listener's current beliefs and attitudes before you attempt to influence your opinion.**

☐ Telephone Communication (in Organisation)

❖ In face-to-face communication, body language helps people interpret the message. By contrast, in telephone conversations, the words themselves and the tone of the voice must do all the work.

➤ Using the phone

- Identify yourself / Being polite.
- Speak at a moderate rate.
- Each word must be clear so it can be understood.

➤ Receiving calls

Answer promptly/ Be helpful/Record the date, name of the person calling, the name of the company, and the purpose of the call.

➤ Placing calls

Remember time differences when placing long-distance calls (Europe or Asia)

❑ Communication with visitors

■ Techniques for Effective Listening

Effective listening is usually an eight-step process:

- **1. Preparation:** by reading about the subject to be familiar with basic concepts and the terminology that the speaker will use.
- **2. Concentration:** to pay attention to what the speaker is saying.
- **3. Summarisation:** to grasp the message in its entirety.
- **4. Anticipation:** to ask yourself what the speaker is likely to say next.
- **5. Exploration:** to explore what has been said and what has not been said to uncover/to decode the real meaning of a message.
- **6. Clarification:** to ask questions to clarify what the speaker means.
- **7. Note taking:** to provide permanent record. Oral messages are distorted quickly by time.
- **8. Evaluation:** to ask whether you agree or disagree and what evidence supports or counters the speaker's point of view

Qualities For Effective Communication

- The skill of Effective Communication involves two things:

a- Language

1. **Accuracy**: to use words in the right way.
2. **Vividness**: vivid words hold attention and make people see, hear, and feel the idea they are communicating.

b- Organisation

1. **Unity**: to stick to the subject and not to deviate from it.
2. **Emphasis**: to emphasise the speaker's point of view and the purpose of his communication.

3. **Coherence**: inter-relationship of ideas and logical transition from one idea to the next.

When you proceed from one to the next in such a way that the second seems to be the natural sequel to the first, you have coherence.

□ General Barriers to Communication

■ Barriers at Communication Process

- ✓ **Lack of sensitivity to receiver:** (the message is not adopted to its receiver).
- ✓ **Lack of basic communication skills:** (when the speaker misuse words, the receiver cannot understand fully the message).
- ✓ **Insufficient knowledge of the subject**
- ✓ **Information overload:** (a message with overcharged information is less likely to be understood).
- ✓ **Emotional interference:** the speaker who is preoccupied with emotions (anger, hostility, joy and fear) is unable to communicate effectively.

■ Transmitting Barriers

- ✓ **Physical Distractions** (noise, grammatical/spelling errors destroy communication).
- ✓ **Channel Barriers** (use of inappropriate channel may disrupt communication).

■ General Barriers to Communication

- ✓ **Defects in the medium:** defects in the instrument used for transmitting message.
- ✓ **Noise:** (people talking) hinders the transmission process.
- ✓ **Defects in the Organisational Communication System:** within organisation, a message may be distorted as it moves through many levels of authority.
- ✓ **Hearing process:** poor listening due to hearing deficiency.
- ✓ **Semantic barriers:** misunderstanding of a message during the process of decoding it into words or ideas.
- **Psychological Barriers**