

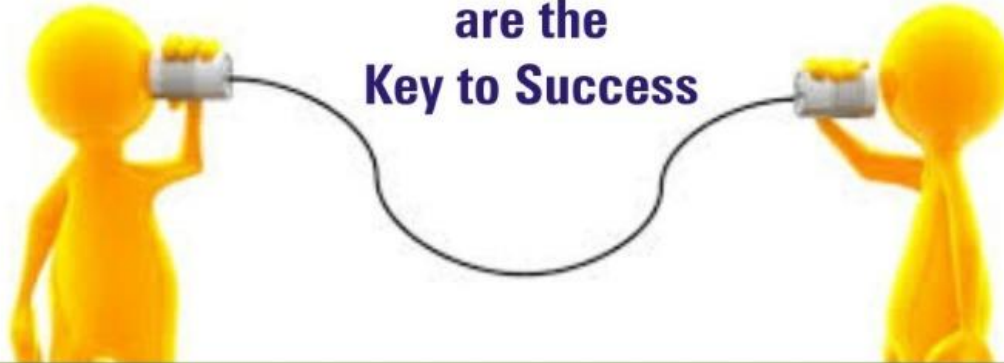


COMMUNICATION



EFFECTIVE COMMUNICATION SKILLS

**Good Communication Skills
are the
Key to Success**

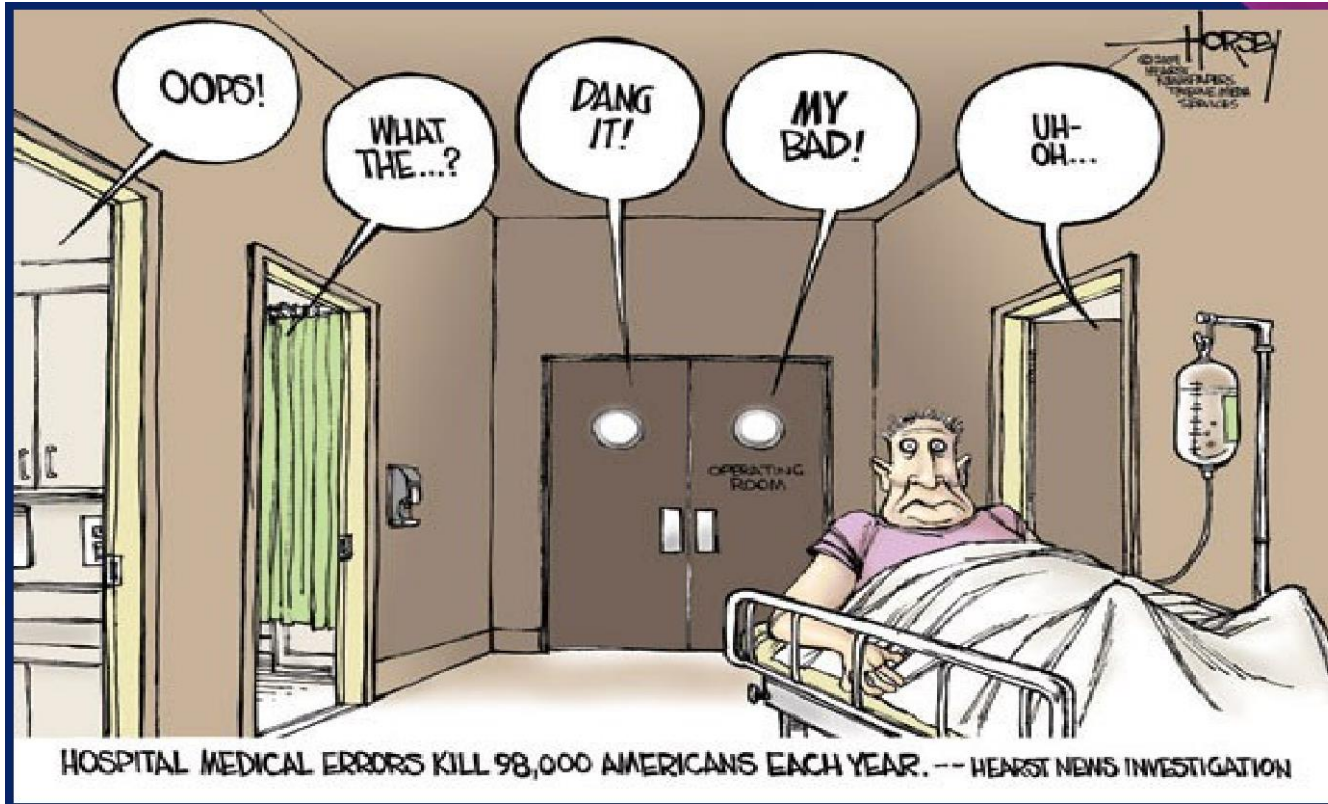


Presented by : Ranita Kaur
Micro-CTL Electronics Sdn. Bhd.



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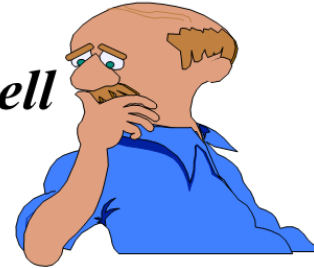


Communication is a series of experience of

Hearing



Smell



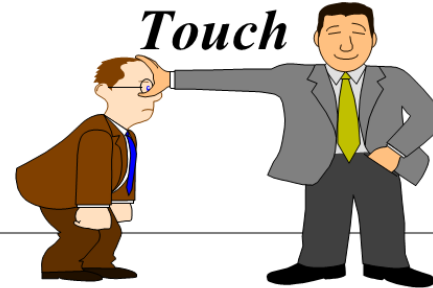
Seeing



Taste



Touch



Deepti Singh





Communication Goals



To change behavior

To get action

To ensure understanding

To persuade

To get and give
information



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Most Common Ways to Communicate



Speaking

Writing

**Visual
Image**

**Body
Language**



Deepti Singh

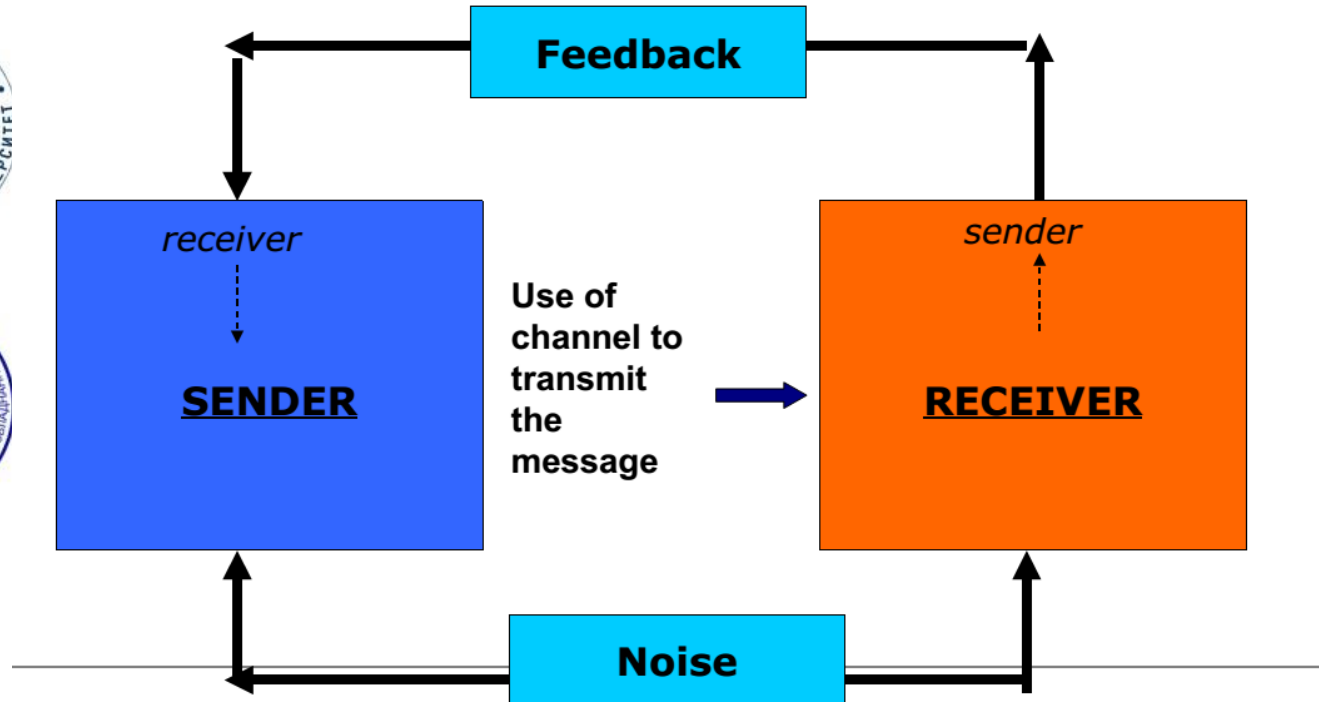


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Communication Process

Communication is the process of sending and receiving information among people...



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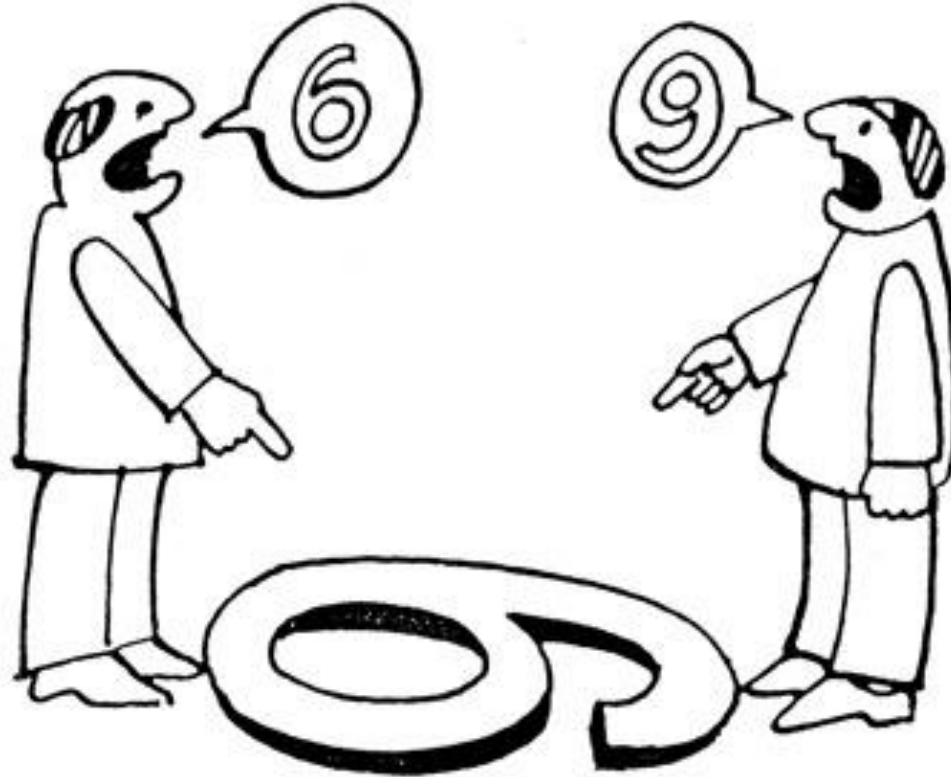
Barriers to Communication

- Semantic Barriers
- Emotional Or Psychological Barriers
- Organizational Barriers
- Barriers in Superiors



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RECEIVING MESSAGES



Listening

- *Requires concentration and energy*
- *Involves a psychological connection with the speaker*
- *Includes a desire and willingness to try and see things from another's perspective*
- *Requires that we suspend judgment and evaluation*



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Deepti Singh



Paraverbal Messages



Paraverbal communication refers to the messages that we transmit through the tone, pitch, and pacing of our voices.



"I didn't **SAY** you were stupid."

"I didn't say **YOU** were stupid."

"I didn't say you were **STUPID**."



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What is Communication



Few Definitions:

"Process by which an individual (**the communicator**) transmits stimuli to modify the behavior of other individuals" *Hovland, Janis & Kelley*

"Process of creating a meaning between two or more people" *Tubbs & Moss*

"The act of transmission of information, ideas, emotions, skills, etc. by use of symbols, words, pictures, figures, graphs, etc." *Berelson & Steiner*



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Types of Communications

➤ Verbal: (Intellectual Activity)

- *Verbal/non-vocal*

only words, no speaking: written messages

- *Verbal/vocal*

communicate through spoken words

➤ Non-verbal: (Emotional Activity)

- *Non-verbal/vocal*

no words, only sound: sighs, groans

- *Non-verbal/non-vocal*

no words, no sound, only gestures and appearance



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Communication of Technical Information in Research & Business Organization



➤ **Written Communication**

➤ **Oral Communication**



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Technical Writing



- It's **NOT** About Writer's Knowledge
- BUT**
- About Readers Understanding

Goal: Communicate Data

- ❖ **Accurately**
- ❖ **Clearly**



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How To Assess The Clarity Of A Written Text ?



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Slide courtesy of Dr. Sukhvinder Sandhu



Gunning Fog Index*



Gunning Fog Index is a **Readability Test** for English writing, is used to evaluate how easily some text can be read by its intended audience.



****Developed in 1952 by Robert Gunning, an American businessman who was involved in news paper and text book publishing.***



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Gunning Fog Index

Gunning Fog Score

$$0.4 \times \left[\left(\frac{\text{total words}}{\text{total sentences}} \right) + 100 \left(\frac{\text{complex words}}{\text{total words}} \right) \right]$$

Complex Words = 3 Syllables or more

Advantage

3

Amazement

Syllables

Calculation

4

Architecture

Syllables



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Fog Index:

Example A

A studied consideration of heat-induced expansion of aqueous substances necessarily entails significant complications on account of the following reasons:

A definite linear or surface dimension is not demonstrated by them as they align themselves exactly according to the vessel containing them.

A container is essential to hold fluid materials. Accordingly, when heat is applied to the container, there is a veritable difference between the heat-generated expert: of the container and that of the fluid. For this reason, it is possible to record in document the expansion of the fluid material as compared to the expansion of container holding it

Words: 101
Word/Sentence: 20.5
Complex Words: 17

Fog Index: 15

Write short sentences, Average Sentence length: 15-20 words

Example B

The study of thermal expansion of liquids involves special problems due to the following reasons:

They do not have fixed linear or surface dimensions, as they take the shape of the container. Liquids require a container to hold them. Hence, when the container is heated, expansion of the liquid does not correspond with that of the container. Thus, we can record thermal expansion of liquids relative to its container.

Words: 69
Words/Sentence 13.5
Complex Words: 6

Fog Index: 7.8



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Gunning Index	Read Level By Grade
6	Sixth Grade
7	Seventh Grade
8	Eight Grade
9	High School Freshman
10	High School Sophomore
11	High School Junior
12	High School Senior
13	College Freshman
14	College Sophomore
15	College Junior
16	College Senior
17	College Graduate



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Slide courtesy of Dr. Sukhvinder Sandhu



Fog Index

Literature/Publication	Fog Index
Bible	6
Shakespeare	
Mark Twain	
Time Magazine	11
News Week	
New York Times	
Wall Street Journal	
Technical Documents	10-15
Professional Prose (Novels, Text Books, Literature)	18



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Four Steps of Writing



- Step 1: **Plan**
- Step 2: **Write (Rough Draft)**
- Step 3: **Cool**
- Step 4: **Revise**



Revisions: A Necessary Evil



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**".... I rewrote every day
whatever I had written
before, and also went over the
whole when it was completed,
then corrected and rewrote
the typescript and finally
revised the proofs ..."**

Ernest Hemingway
Nobel Prize in Literature: 1954



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Business Letter





Date: / /

Full Name

Title ?

Complete Add.

Dear Dr./Mr./Ms.

-  **Opening - reason for the letter**
-  **Preparation - set the stage for message**
-  **Motivation - ask for action**
-  **Close**

Sincerely



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HIPAA Cartoons



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"Cause of death was an unexpected post-surgical complication. His wife caught him flirting with a nurse."

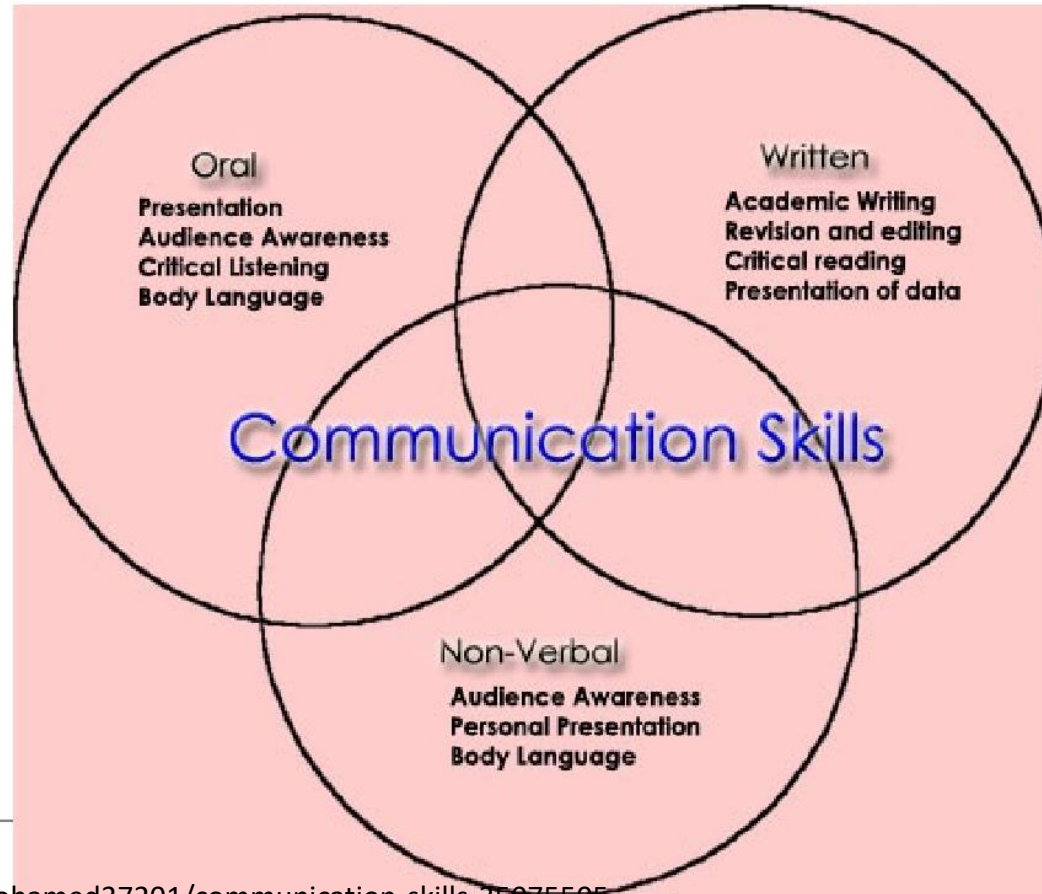


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How do you develop your communication skills? Explore the related skills

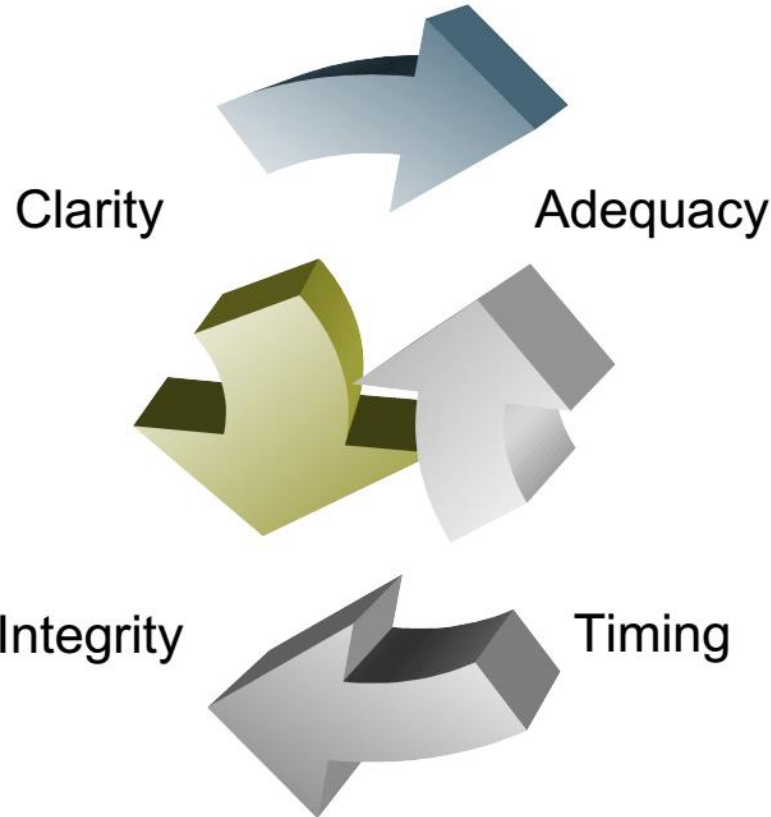


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What makes a good communicator?



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Tips to good communication skills



- Maintain eye contact with the audience
- Body awareness
- Gestures and expressions
- Convey one's thoughts
- Practice effective communication skills



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**Wish you
very successful business
communication events!**



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