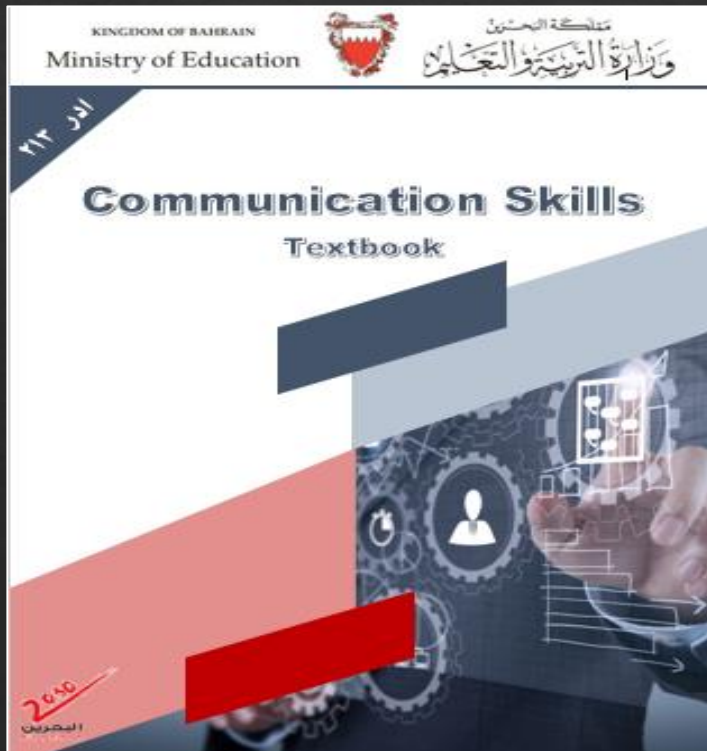


Chapter 1 -Lesson 1.1

Communication Process



T.Zakeya Alsayed

Introduction



**What do you see in
this picture ?**



Objectives

- 1- The student should be able to understand the communication process perfectly during 10 minutes .
- 2- The student should be able to differentiate between one way and two way communication correctly.
- 3- The student should be able to mention the barriers of communication and figure out the solution to improve the communication perfectly .



Introduction

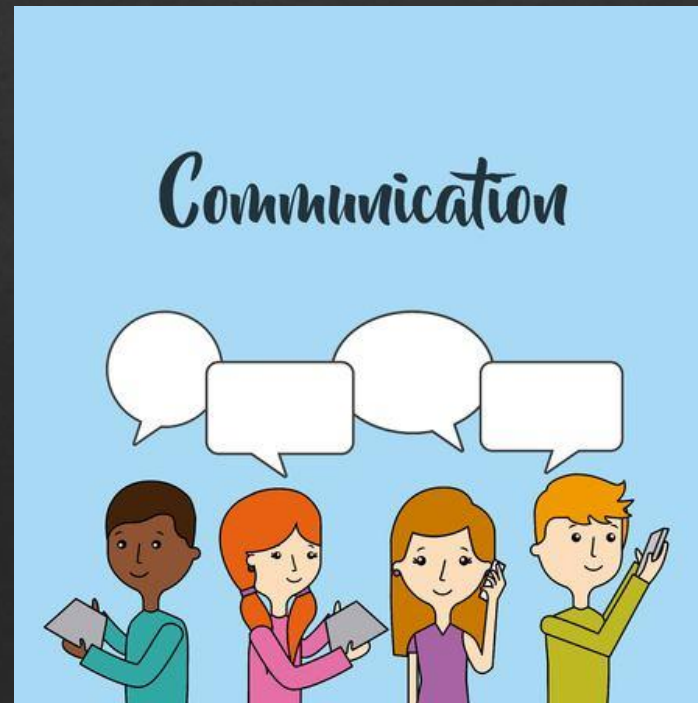


We will study the importance of effective communication and the purpose of it. As well as we will know the barriers to communication

Communication

What is the Communication ?

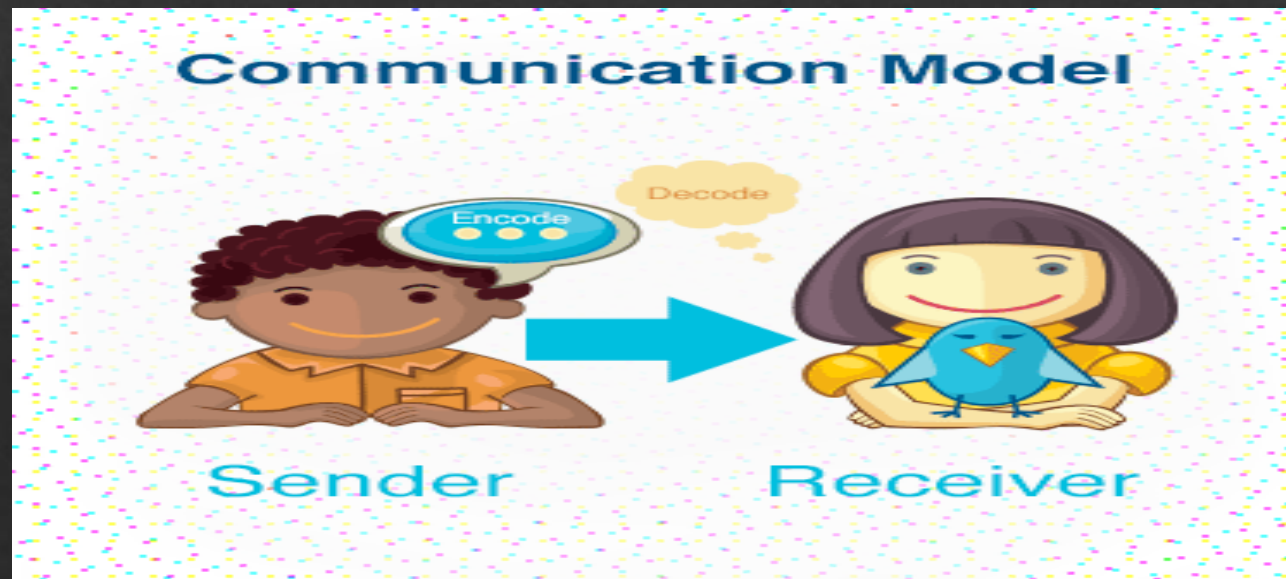
Giving , receiving or exchanging of information , opinion or ideas either by written , oral or visual medial so the material communicated is understood by two or one person



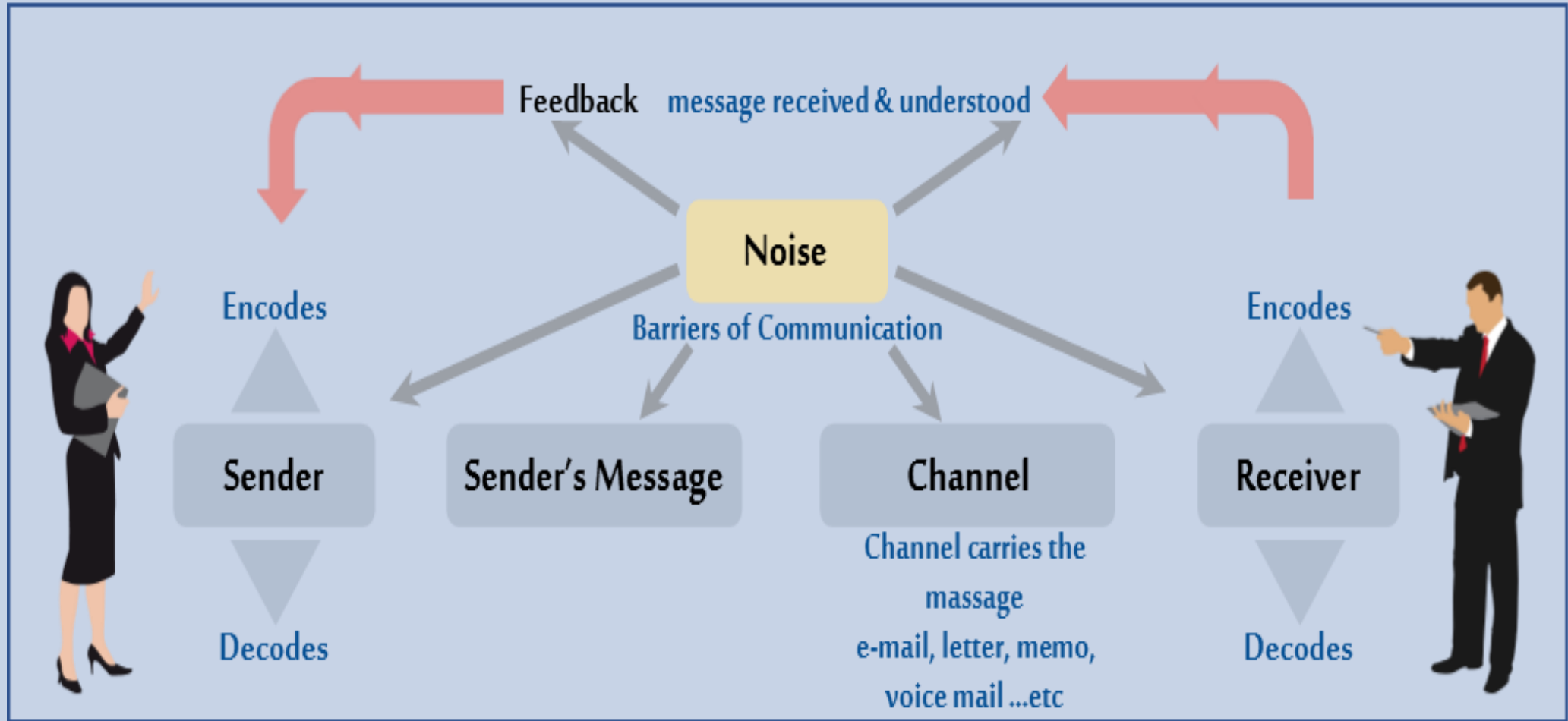
Communication

Communication definition (1.1.1)

Communication is the transfer of message from a sender to receiver, who understands the message



The process of Communication



The process of Communication

The process of communication as shown in the previous slide (Figure 1.1.2 - page 14) can be summarized as follows:

- The **SENDER** has information, an idea, or a fact (**MESSAGE**);
- Then the sender **ENCODES** the idea. This means putting it into written or verbal forms, graphical symbols or using body language;
- After the sender selects a suitable **MEDIUM or CHANNEL** for the transmission of the message;
- The **RECEIVER** gets the message;
- The receiver **DECODES** the message and
- Finally, the receiver sends his/her response to the sender as a **FEEDBACK**.

The process then starts again with another message

The process of Communication

Tips (1.1.1) Page 13 Text Book

**Effective
Communication**

**Correct message has been sent ,
using appropriate method , received
and understood**

The process of Communication

What if there is external sounds or any obstacles during the communication , **WHAT CAN YOU DEFINE IT ?**

Noise

Is the unplanned distortion of interference during the communication process that result in the receiver getting a different message than the sender send



It may occur in any of the steps in the communication

Evaluating the first objective

Q1: Define communication.

Communication is the transfer of message from a sender to receiver, who understands the message

Q2: Write the appropriate term used for the following definitions:

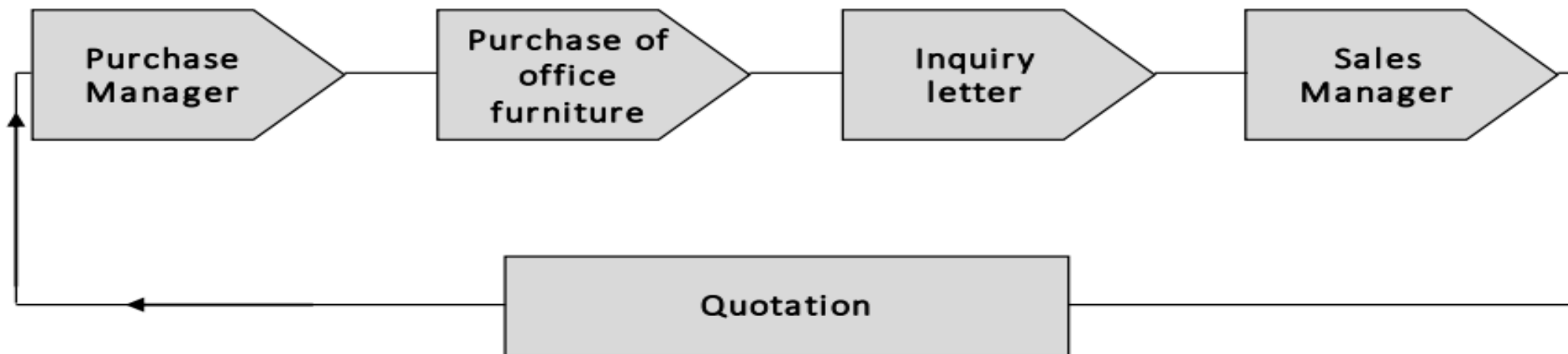
1. . The person who has a message.
2. . The way through which a message is delivered.
3. . The person who will get/receive the message.
4. . The receiver's response to the message sent.
5. . It can be spoken, written or symbolic.

Evaluating the first objective

Q3: Answer these questions using the following communication process chart for Al Andalus

Company:

1. Who is the sender? ... Purchase manager
2. Who is the receiver? ... Sales manager
3. What is the channel used? ... Inquiry letter
4. What is the message sent? ... Purchase of office furniture
5. What is the receivers' feedback? ... Quotation



Objectives

- 1- **The student should be able to understand the communication process perfectly during 10 minutes .**
- 2- The student should be able to differentiate between one way and two way communication correctly.
- 3- The student should be able to mention the barriers of communication and figure out the solution to improve the communication perfectly .

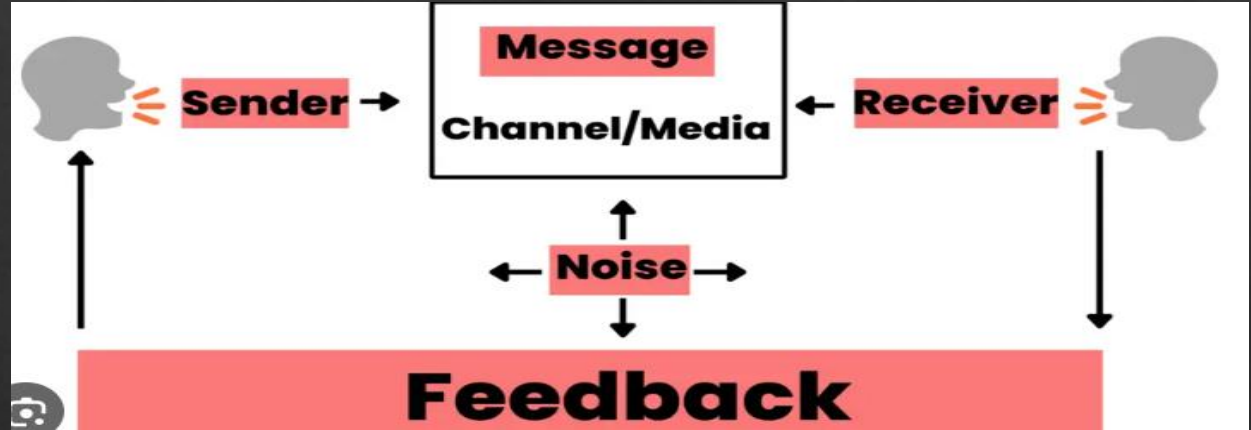


One way and two way Communication

brainstorming

Activity two

What is the difference between this pictures ?



One way Communication

Just sending the information

One-way Communication



Take these goods to the customer



Message is sent from sender to the receiver

Receiver has no chance to provide any feedback

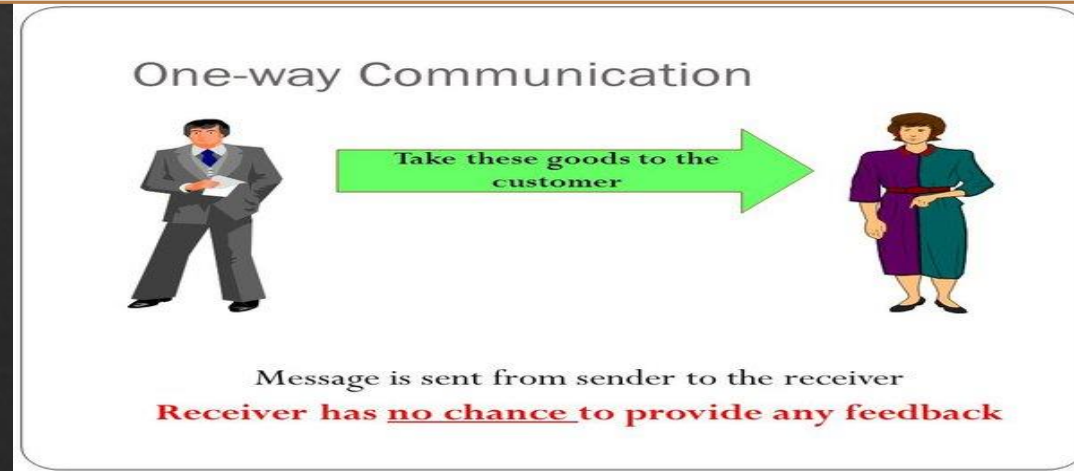
One way Communication

Example from real life

Is useful for

Workbook
Q6 – p 8

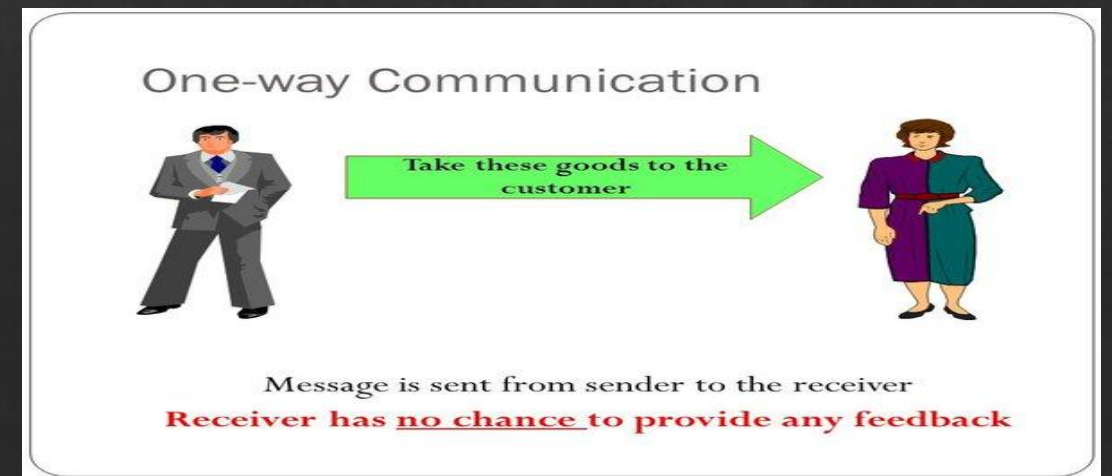
- Clarifying or reminding .
- Giving instructions .
- Providing information .



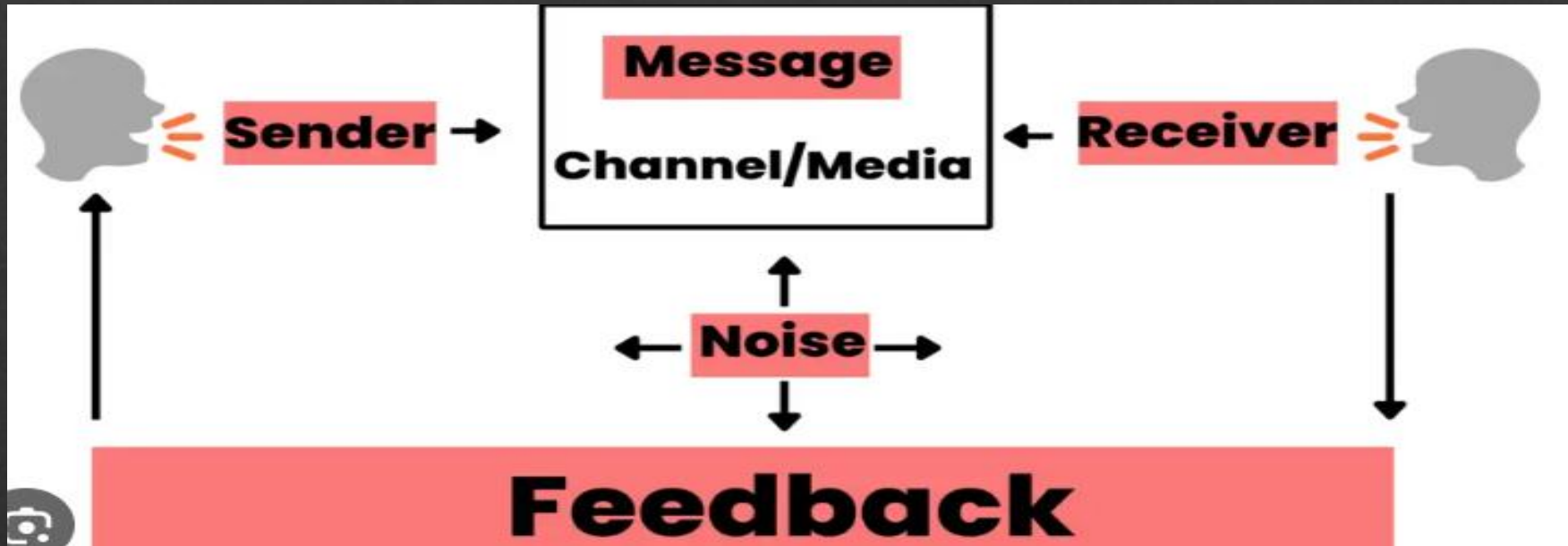
One way Communication

Advantage of One way Communication

- ❑ Faster and less expensive



Two way Communication



One Way and Two way Communication

Activity (1.1.2)- Look at the examples of different types of business communication and write whether it is a one-way or a two-way communication.

- A fire safety notice _____
- A complaint from a customer about a faulty product he/she has bought.

- A sales order from a customer _____
- A company website _____

One Way and Two way Communication

Activity (1.1.2)- Look at the examples of different types of business communication and write whether it is a one-way or a two-way communication.

- A fire safety notice One-way communication
- A complaint from a customer about a faulty product he/she has bought.

Two-way communication

- A sales order from a customer Two-way communication
- A company website One-way communication

Differentiate One Way and Two way Communication

One-way Communication	Two-way Communication
The person receiving the message cannot reply to it.	The person receiving the message can give a feedback.
Sender Receiver	Sender Receiver
A manager gives instructions but the employees cannot confirm that they have understood the message.	Both the sender and the receiver are involved in the communication.
Mistakes are possible as there is no feedback.	Feedback allows both to check that the message has been received and understood.
Examples: notice boards, posters, web pages, signs.	Examples: meetings, telephone, video conferencing.

Objectives

1- The student should be able to understand the communication process perfectly during 10 minutes .

2- **The student should be able to differentiate between one way and two way communication correctly.**

3- The student should be able to mention the barriers of communication and figure out the solution to improve the communication perfectly .



Purpose of communication

Effective communication is vital for efficient running business



Problems will arise if instructions are not clear and good are delivery to wrong address .

Purpose of communication

Figure 1.1.4 p 15

Workbook
Q5 – p 8



Barriers to Communication

Every step in the communication process is necessary for effective and good communications .
Blocked steps become Barriers

The common barriers to effective communication are listed below

- **Information overload.**
- **Poor listening skills.**
- **Difficult language: Use of jargon or terms, which are too technical, should be avoided.**
- **Difference in belief, style, and society (culture).**
- **Physical and environmental barriers (uncomfortable place, unhygienic room, background noise, poor lighting, an environment that is too hot or cold).**
- **Lack of feedback.**
- **Selecting wrong channels.**

Over Coming Barriers

Attempts to improve communication effectiveness

The Techniques that help communication effectively

- Avoid information overload. The message should be clear and brief.
- Develop listening skills.
- Use a simple and an understandable language.
- Choose a suitable time to pass information. For example, a person who is in a rush to leave work for the day may not listen carefully to what his manager is saying to him/her.
- Taking follow up action (ask for feedback).
- Select a proper channel (use both oral and written channels when sending a complex message).

Objectives

- 1- The student should be able to understand the communication process perfectly during 10 minutes .
- 2- The student should be able to differentiate between one way and two way communication correctly.
- 3- **The student should be able to mention the barriers of communication and figure out the solution to improve the communication perfectly .**



Purpose of communication

Activity 1.1.13 p 16

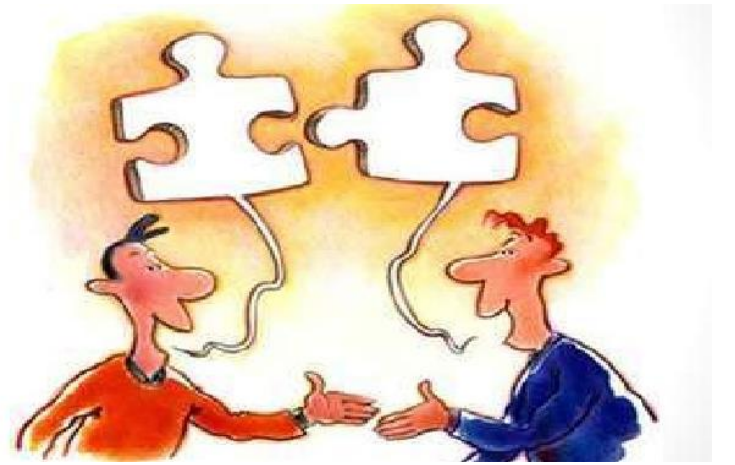
Activity (1.1.3)- write three reasons which make communication vital for the efficient running of a business other than illustrated in Figure 1.1.3, and then report back to your class on what you have found out.

- Provide information.
- Give instructions to an employee
- To discuss about a project with team members.
- To announce about a meeting
- To evaluate the employee's performance.

Chapter 1 -Lesson 1.2

Communication Channels

T.Zakeya Alsayed



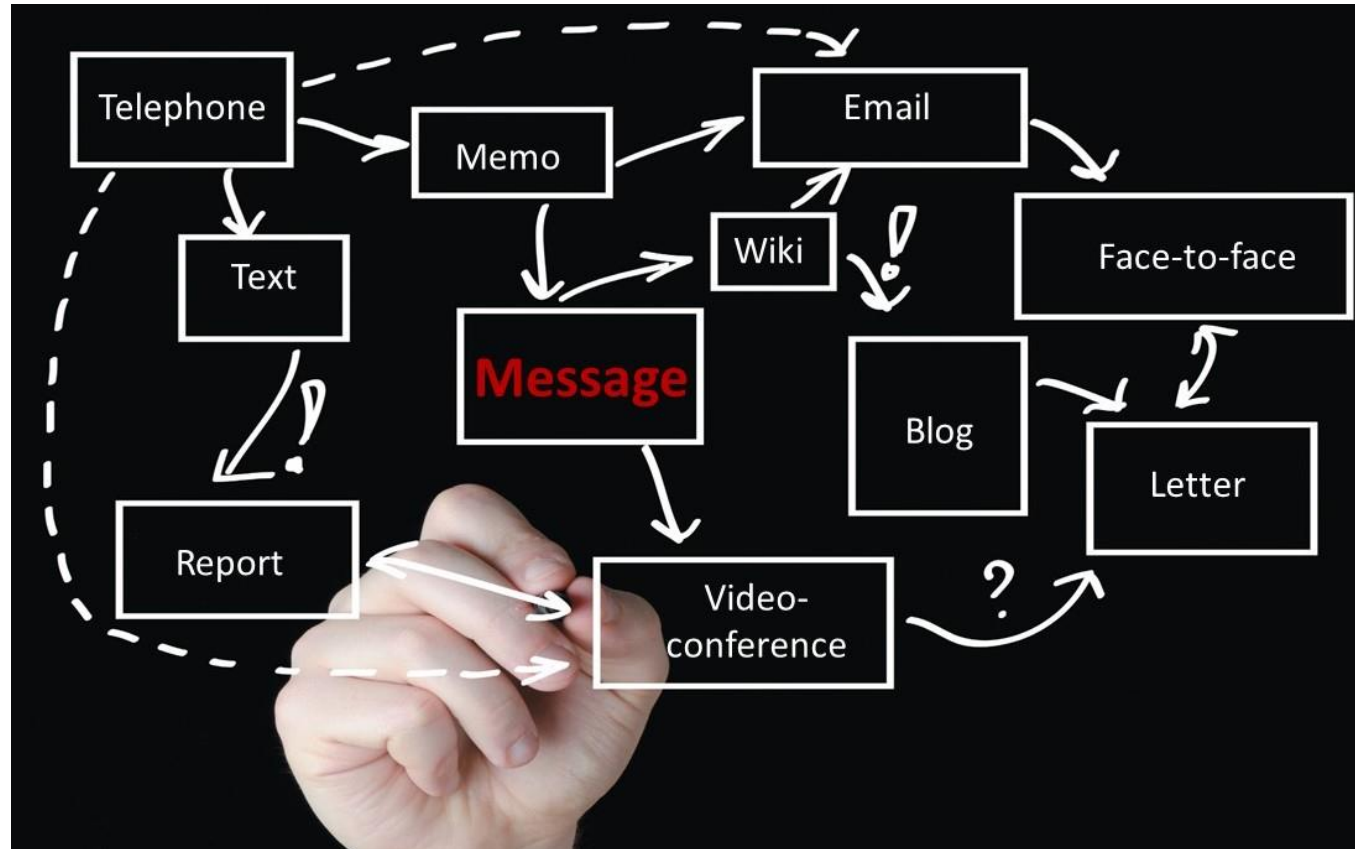
Objectives



The student Should be able to :-

- Define the meaning of communication channel correctly during 5 minutes .
- Differentiate between communication channel types efficiently .

Communication Channels



Define Communication

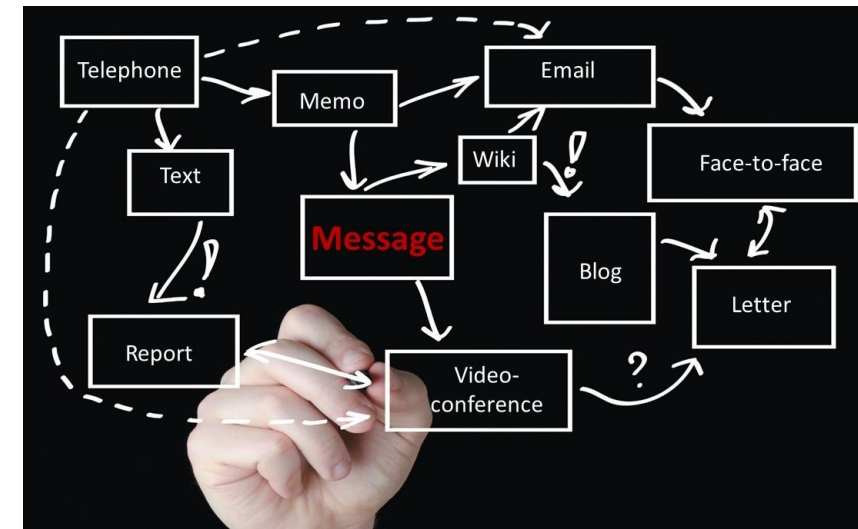
is a system or method that is used for communicating with other people.



Communication Channels

Communication Channels is important as important as the message itself

When you choose wrong Channel your message may never received or may be misunderstood



Communication Channels

Workbook: page 13
Q 1

When deciding which communication channel would be best for your message , you should take consideration

- **Will it meet the business objective .**
- **Who is the target receiver .**
- **How much will it cost (Cost of Channel).**
- **How quickly does a message need to be transmitted ? (Speed Channel)**
- **Does a record need to be kept ?**

Objectives

The student Should be able to :-



- Define the meaning of communication channel correctly during 5 minutes .

- Differentiate between communication channel types efficiently .

Communication channel Types

A message may be sent in one or more of the following ways as shown in the figure:

Oral Communication

The use of spoken words in conversation, giving instructions, meetings, radio and telephone.



Written Communication

The use of written words in letters, e-mails, memos, faxes, reports, and agenda/minutes of a meeting etc.

Visual Communication

The use of poster, films, videos, charts, graphs, and advertisements.



Nonverbal Communication

The use of personal sense as nodding, facial expressions, and gestures.

Communication Channels

Oral Communication



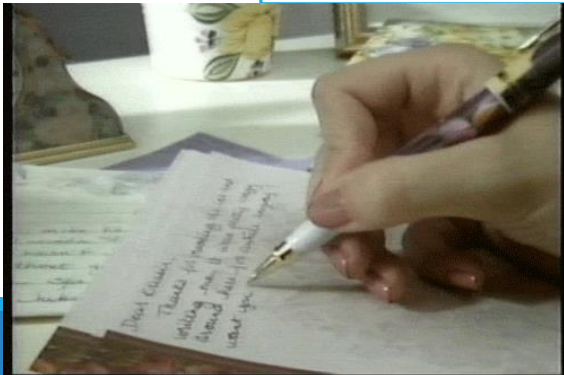
Spoken language
Spoken words such as :
Giving instructions , Conversations ,
Meeting , radio
Telephone



Communication Channels

Written Communication

**Any letters , memo , reports ,
notices , faxes , e-mails , agendas ,
minutes**



Communication Channels



Visual Communication

Transfer

Is the conveyance of ideas and information in forms that can be read or looked upon

**Any Image , sign , drawing , photograph ,
chart , diagram , table , television
advertisement, Poster**



Communication Channels

Nonverbal Communication

A process of communication through sending and receiving **wordless** messages



Gestures touch , Eye contact or lack of eye contact

Communication Channels

Nonverbal Communication means communication **without words.**

Or **Nonverbal Communication** is any information that is not spoken, or written and that is perceived by our senses/behavior.

Or **Nonverbal Communication** is a communication through sending and receiving wordless messages.

Nonverbal Communication Channels



Figure 1.2.3: Types of Nonverbal Communication



Communication Channels

Q6. List the Communication Channels.

- Oral Communication**
- Written Communication**
- Visual Communication**
- Non-Verbal Communication**

Communication Channels

Enter each of the following methods of communication under the correct heading in the table below:

diagram
interview
report
poster

meeting
appearance
eye contact
telephone call

fax
diagram
graph
time

gestures
letter
video-conferencing
e-mail

Communication Channels			
Oral	Written	Visual	Nonverbal



Communication Channels

Enter each of the following methods of communication under the correct heading in the table below:

diagram
interview
report
poster

meeting
appearance
eye contact
telephone call

fax
diagram
graph
time

gestures
letter
video-conferencing
e-mail

Communication Channels			
Oral	Written	Visual	Nonverbal
Meeting	Fax	Diagram	Gestures
Interview	Letter	Graph	Appearance
Video conferencing	Report	Poster	Eye-contact
Telephone call	Email		Time

Communication Channels

Q2: Place a ✓ tick in the below box where you think best describes each of the following communication channels:

Communication Channel	Verbal	Written	Visual	Nonverbal	Social Media
1. Sending a letter to place an order		✓			
2. Annual meeting of shareholders	✓				
3. No smoking sign			✓		
4. Job interview	✓				
5. Good employee appearance				✓	
6. Diagram of company profit			✓		
7. Sending an e-mail to an employee for attending a meeting.		✓			
8. Watching a film.			✓		
9. An employee always arrives on time.				✓	
10. Posting an advertisement in an Instagram.					✓

Q4: Compare between the following oral and written communication according to the differences listed in the table:

Points of difference	Oral Communication	Written Communication
Definition	Spoken language Spoken words such as : Giving instructions , Conversations , Meeting , radio, Telephone	Any letters , memo , reports , notices , faxes , e- mails , agendas , minutes
Record	No Record	Has Record
Media	Giving instructions meeting , radio , telephone	E-mail , letter , memos , fax , minutes
Feedback	Fast	Slow
Cost	Low / Less	High / more

Communication Channels

Q7: Write the name of the method of communication for each of the following pictures and classify into (verbal, written, visual, or non-verbal communication).

1.



Method: Phone Call

Communication type:

Written Communication

2.



Method: Chart

Communication type:

Visual Communication

3.



Method: E-mail

Communication type:

Written Communication

4.

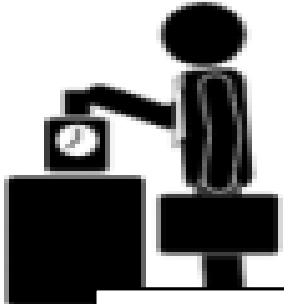


Method: Facial Expressions

Communication type:

Nonverbal Communication

5.



Method: Time

Communication type:

Nonverbal Communication

6.



Method: invoice

Communication type:

Written Communication

7.

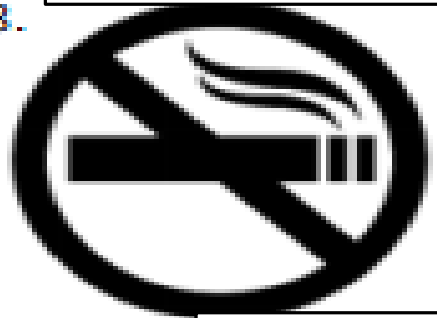


Method: Meeting

Communication type:

Verbal

8.



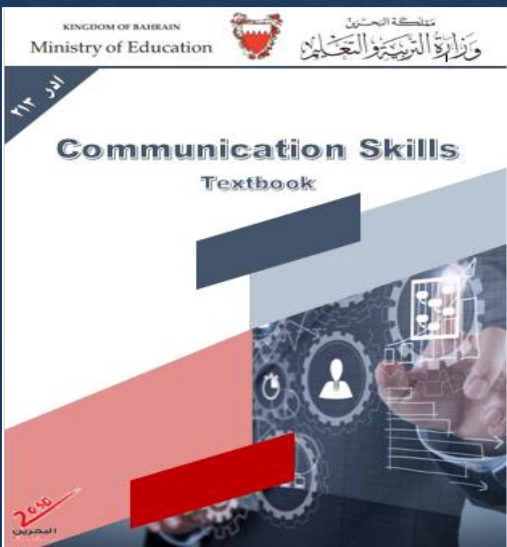
Method: No smoking Signs

Communication type:

Visual Communication

Chapter 1 -Lesson 1.3

Organizational Communication



T.Zakeya Alsayed

Introduction

Organizational Communication

What did you understand from this picture ?



Organizational Communication

Sharing of organizational information

Organizational Communication:

A system of pathways through which messages flow among people who comprise the organization. (who communicates with whom?). Pg. 25

Organizational Communication:

is the way in which an organization gives the public and its employees information about its aims and what it is doing. Pg. 30



Organizational Communication

Question:

Arrange the following statements to get a complete definition of **Organizational Communication:**

- () among people who comprise the organization.
- () A system of pathways through,
- () which messages flow,

Internal and External Communication



Internal Communication



Internal Communication

is when messages are sent between people working in the same/inside organization.

manager and employee

Sales manager and HR Manager



Internal Communication -Examples



Internal Communication

A manager give a variable warning to a subordinate
for poor punctuality

A report and any documents send from a sales
manager to purchase manager

External Communication

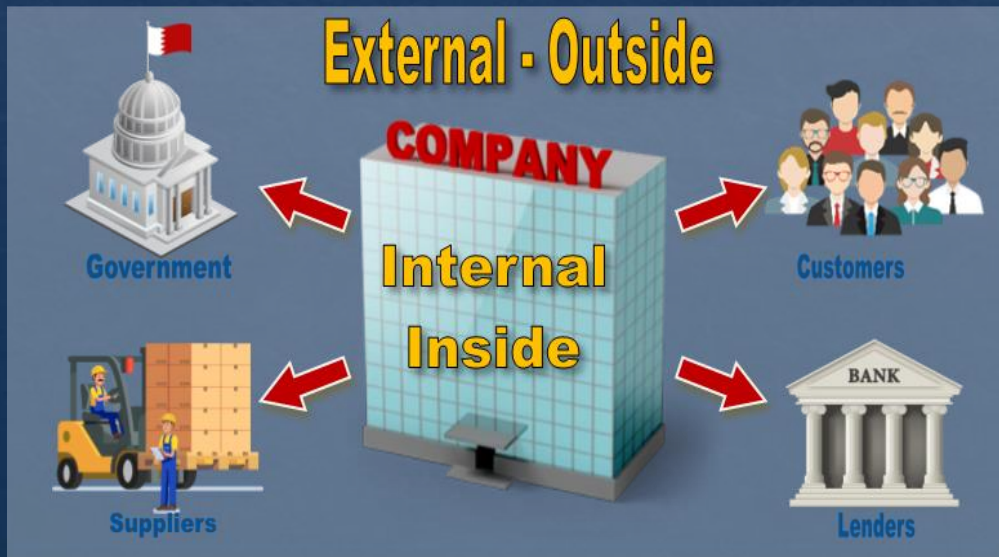
**External
Communication**

**is when communication between
organization member and external
parties**

External Communication Examples

External Communication

messages are sent between the business and those outside
(external parties) such as



Business and customers

Business and suppliers

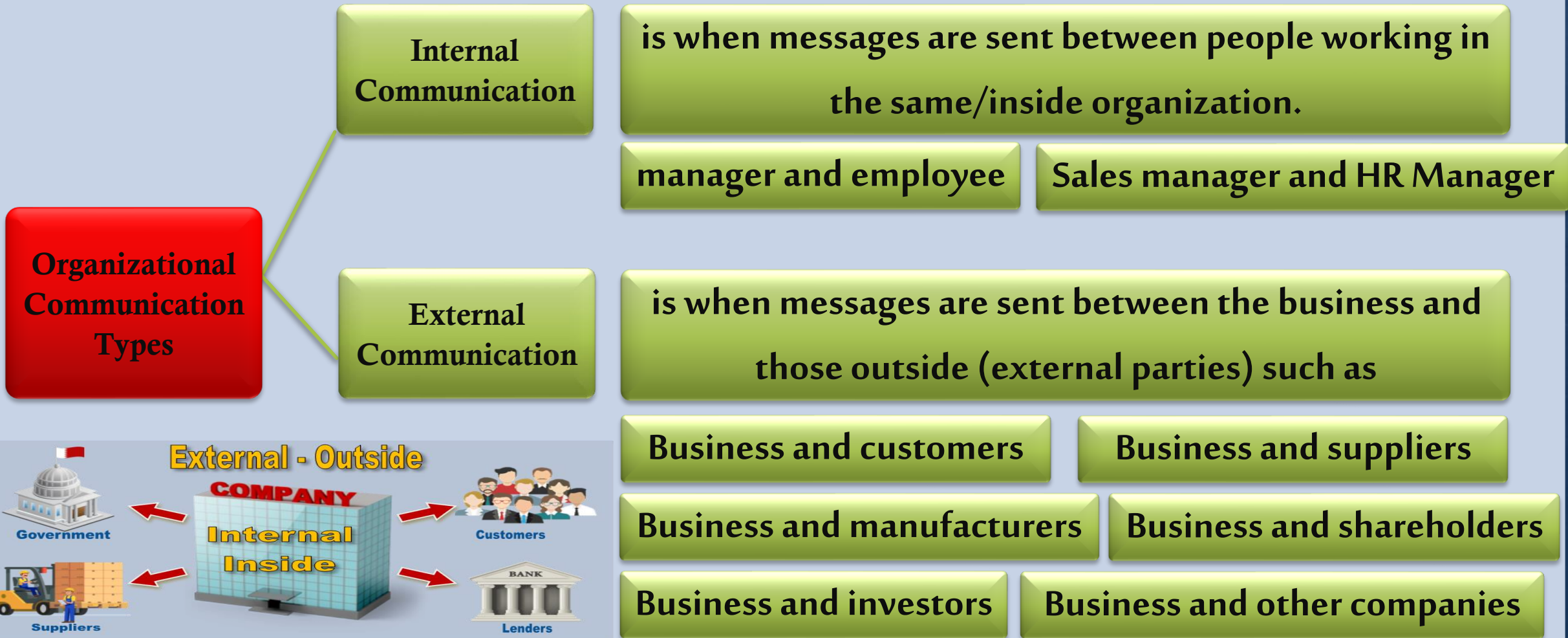
Business and manufacturers

Business and shareholders

Business and investors

Business and other companies

Organizational Communication Types:



Open Your Book
P 27
Activity 1.3.1



Activity (1.3.1 – textbook page 27):

The table below sets out the types of communication used by Aradous Tread Company. Complete this table by identifying whether the method of communication is internal or external:

Example	Internal/External
An e-mail is sent by the manager to Aradous Tread Company's employees about the new data protection rules.	Internal
Aradous Tread does a telephone survey with the company customers.	External
Aradouse Tread's accounting manager has a meeting with ABC Bank.	External
A monthly newsletter is posted to all employees.	Internal

Formal Communication

Formal Communication

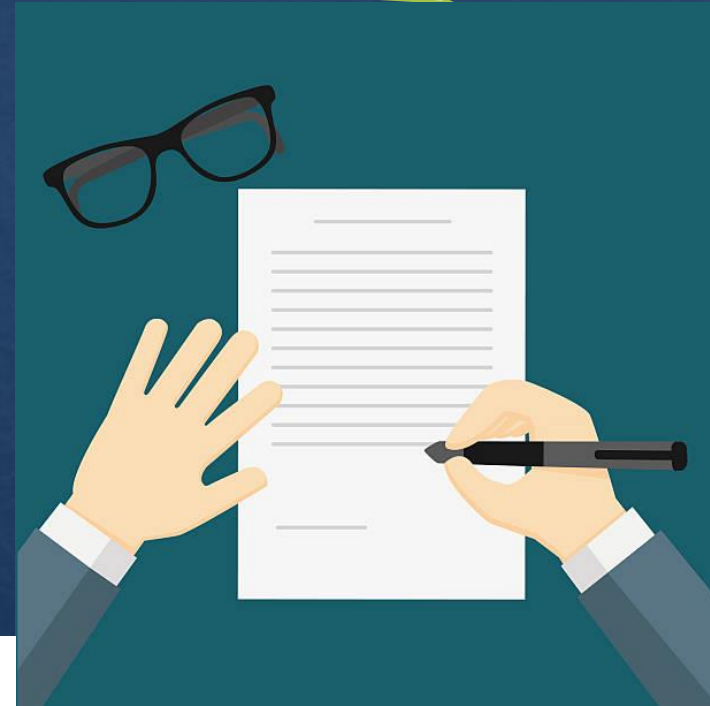
**When the official
Channel of
communication is used
within an organization**



Formal Communication Example

Formal Communication

(letters, memos, faxes,
reports, official meetings
..... Ect).



Informal Communication

Informal Communication

is the transition of information through non-official channels within the organization.



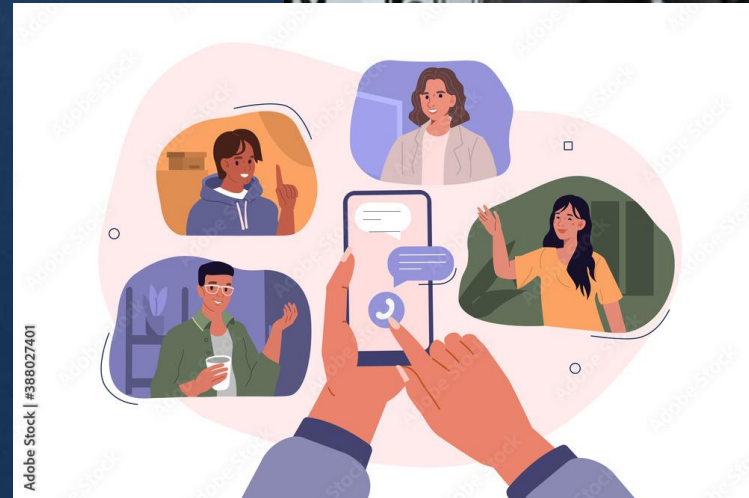
Informal Communication Example



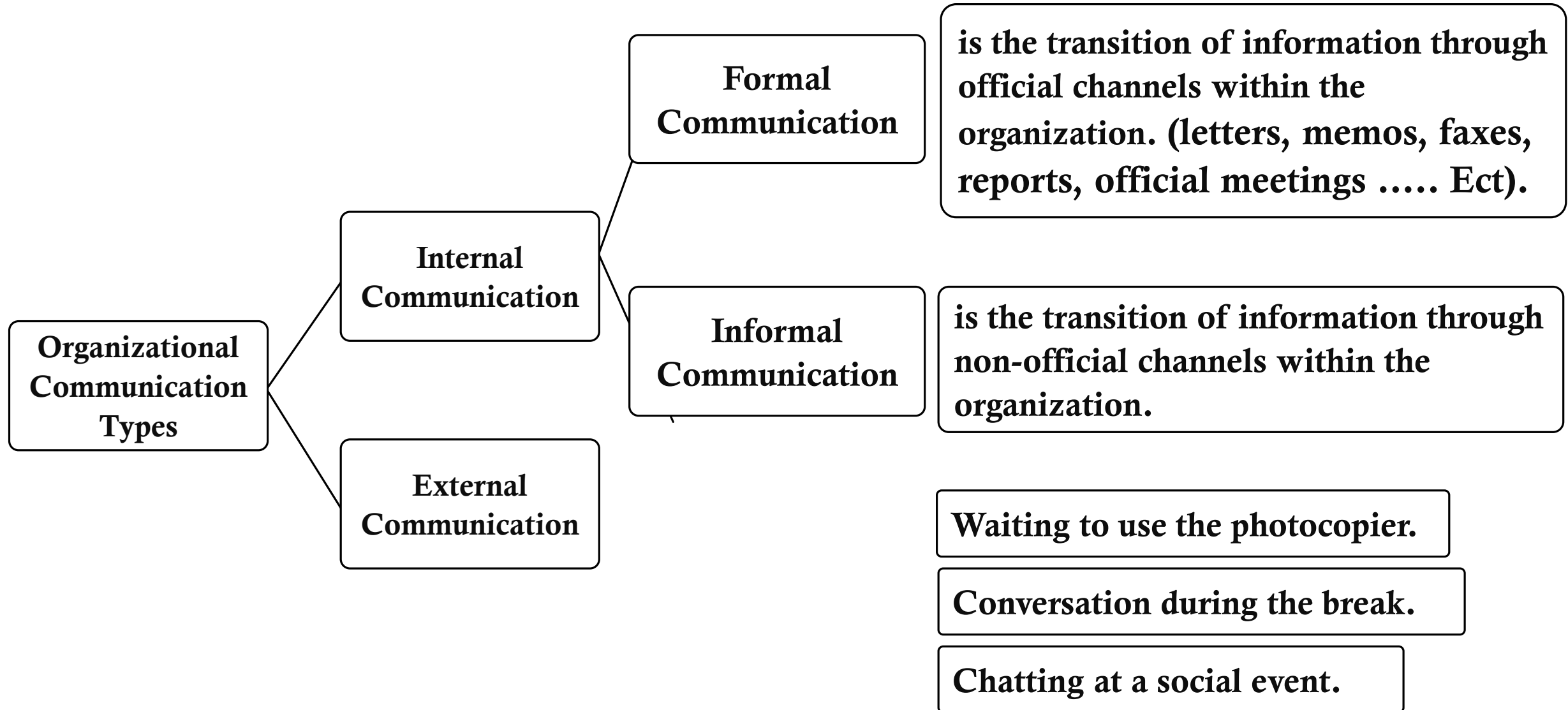
Waiting to use the photocopier.

Conversation during the break.

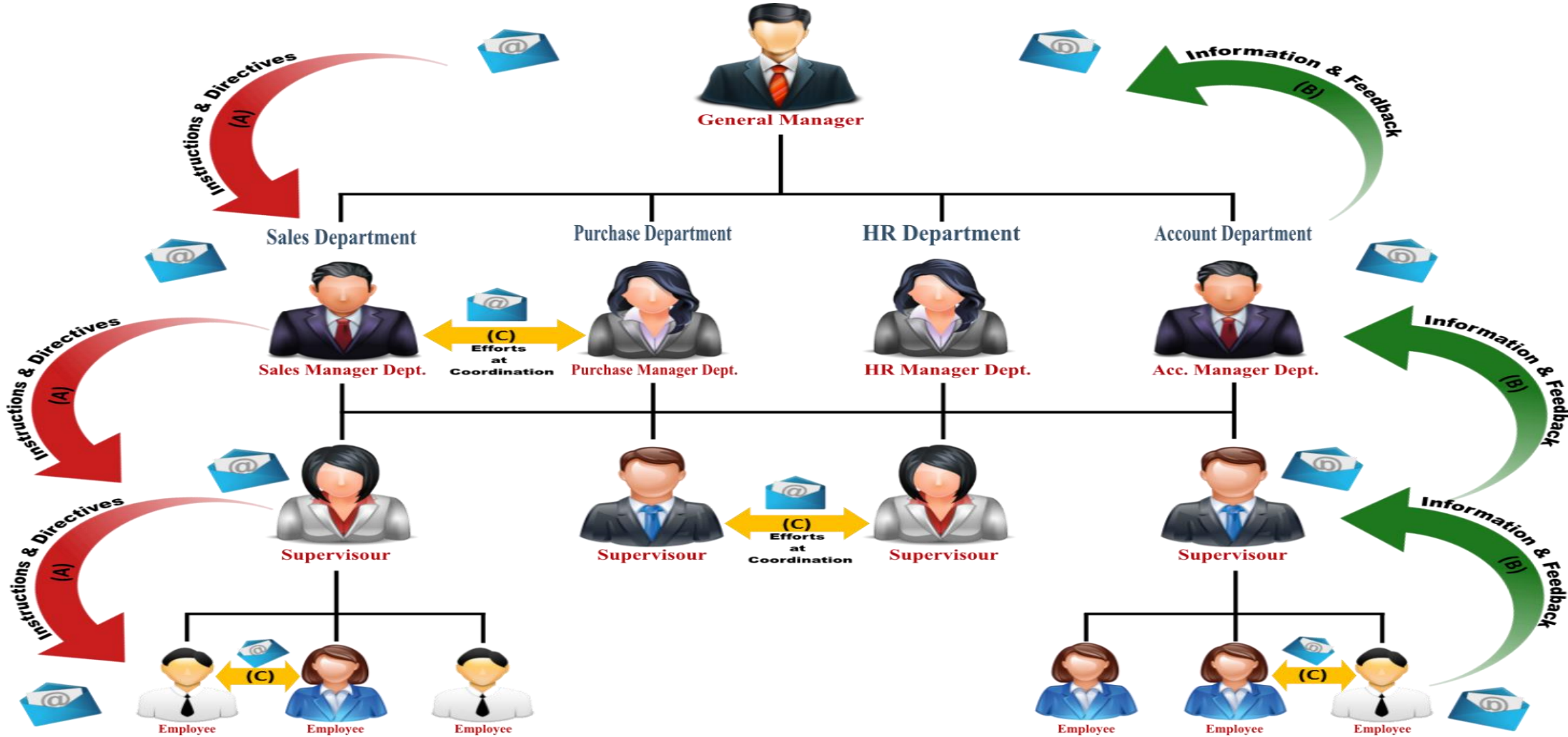
Chatting at a social event.



Organizational Communication Types:



Types /Direction of Formal Communications:



The direction of Formal Communication

There are Three type of direct formal communication



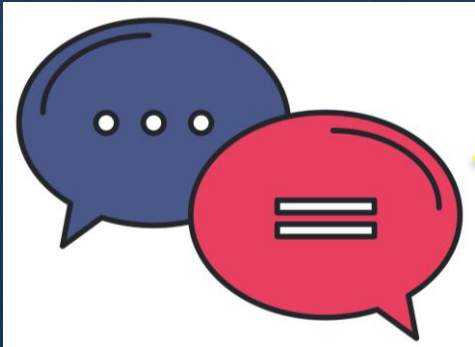
Downward Communication



Manager

Messages

Subordinates



Downward Communication Important



Sales Manager

Plans, policies, rules,
producers, orders,
instructions, etc.

Employee

- subordinates look to their managers for leadership and guidance.
- it allows the decisions made by management to be carried out by employees.
- it allows managers to command, control and organize.

Upward Communication



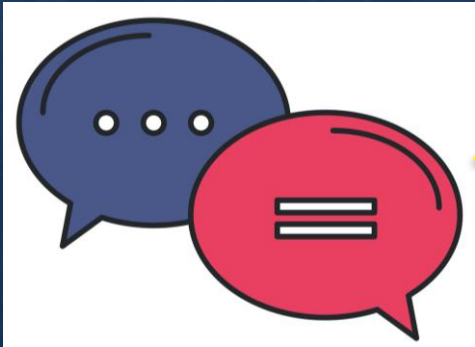
Sales Manager



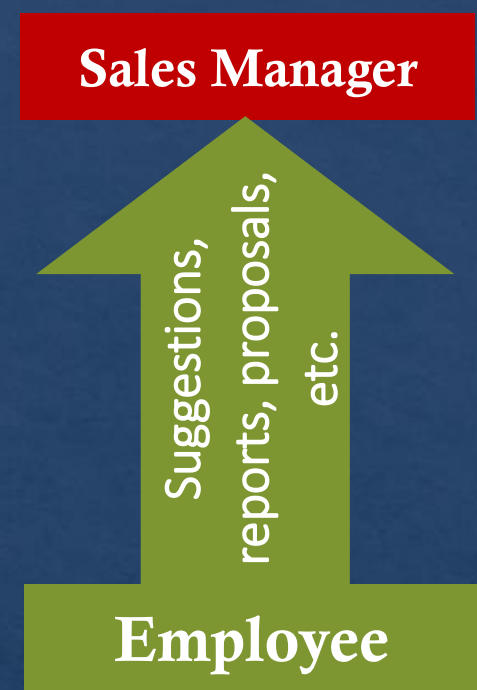
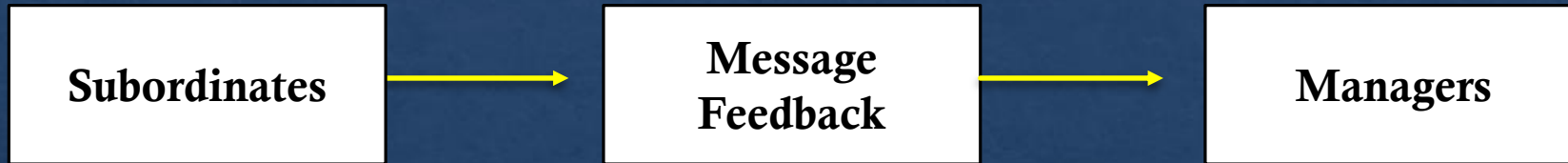
Subordinates

Message Feedback

Managers



Upward Communication Helpful



Upward communication is helpful because it:

- helps managers to understand the views and needs of subordinates.
- makes staff feel valued and appreciated.
- provides managers with information to help them make decisions.

Horizontal Communication

Common with the departments



People at the **SAME LEVEL** of an organization communicate with each other .

Information and idea can be exchange at both formal and informal meeting