

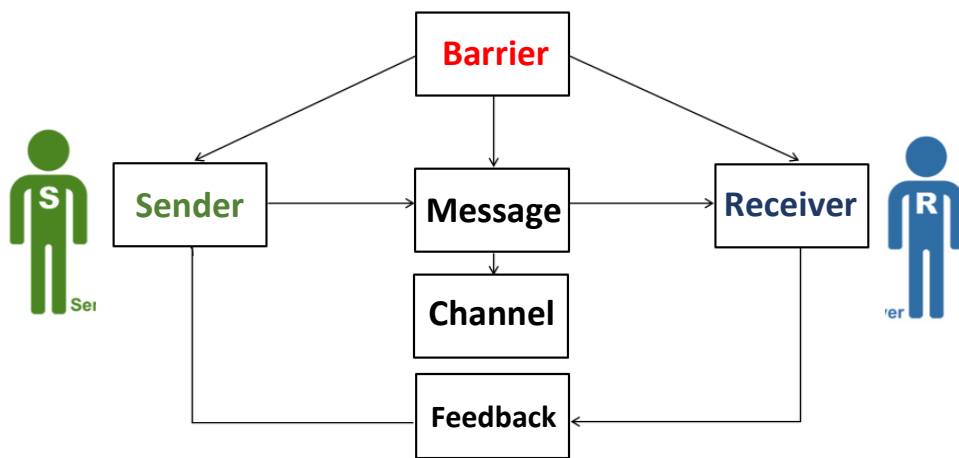
Chapter 1

Communication Skills

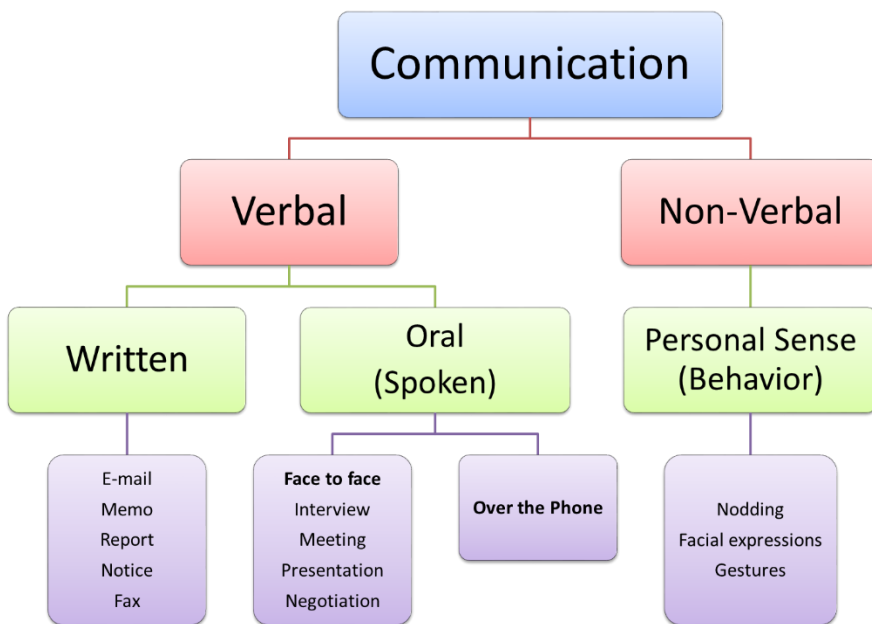
Define the **Communication** الاتصال / التواصل

Giving, receiving or exchanging information, opinions or ideas through written, speech or visual means.

The Communication **Process** - عملية التواصل



Types of Communication



- **Verbal** لفظي
A message expressed by Writing or Speaking

- **Non-verbal** غير لفظي
Any information not spoken or written that are perceived by behavior



Purpose of Communication لماذا نتواصل

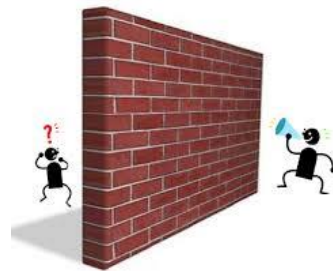
- To Inform
- To Persuade
- To Evaluate
- To Instruct
- To Meet Human and Cultural Needs



Barriers to communication عوائق التواصل

Anything that prevents the understanding of a message/
Stops the communication process:

- Poor listening
- Difficult language
- Selecting wrong channel
- Differences in beliefs
- Physical barriers
- Lack of feedback



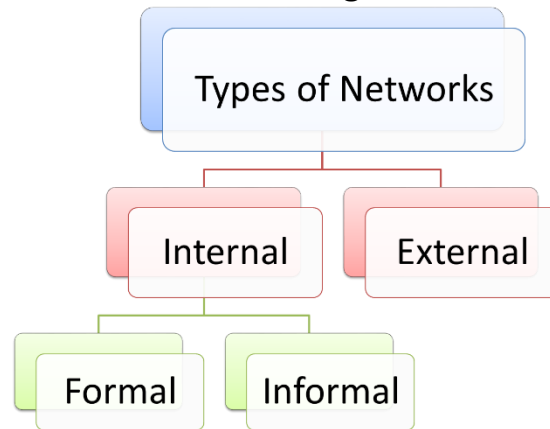
Overcoming barriers التغلب على العوائق

- Improve your communication
- Simple language
- Select proper channel
- Nonverbal communication
- Avoid information overload



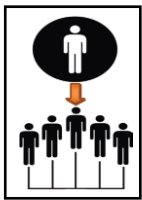
Communication Networks شبكات التواصل

The Direction of communication within organization.



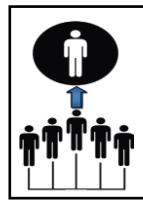
Internal communication داخلي

- The **Formal** communication network رسمي



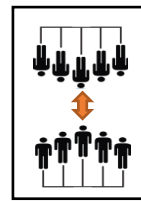
Downward

Top Management to Employees



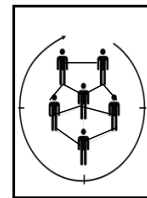
Upward

Employees to Top Management



Cross Channel

Employees from different department



Horizontal

Employees at Same level

- The **Informal** Communication Network غير رسمي

- Waiting to use the photocopier
- Eating in the cafeteria
- Chatting at a local meeting



External Communication Network خارجي

External communication forms

Advertising

Media

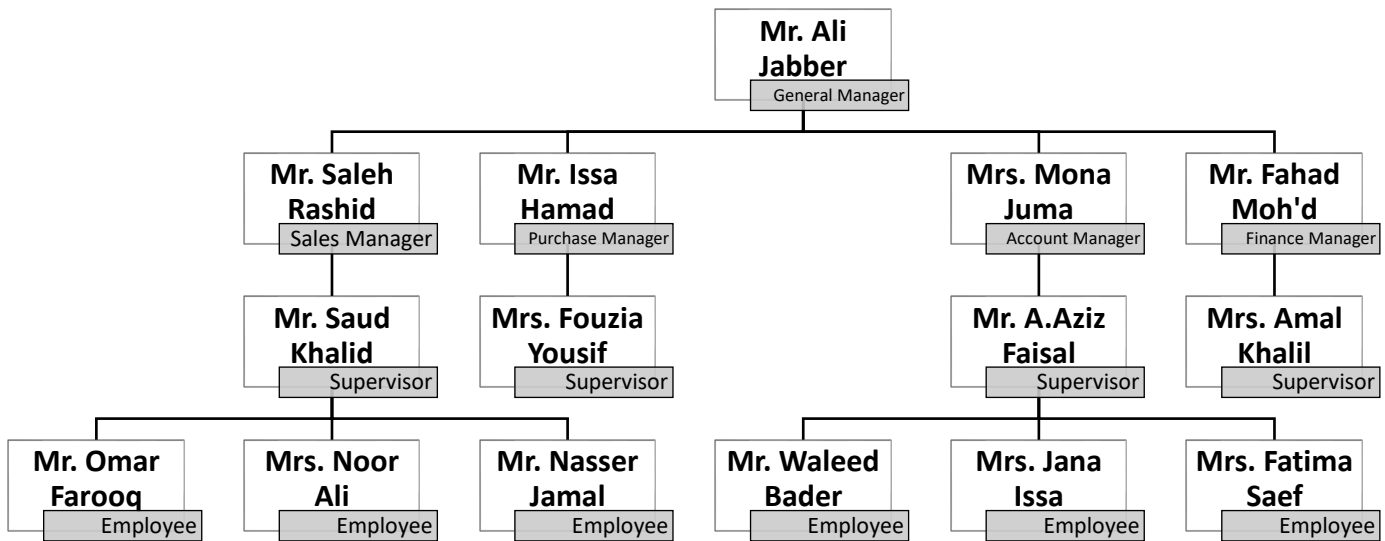
Presentation

Negotiation

Mail

Letter

Example: Study the below organization chart of **Al Amal Company**, and complete the following table with appropriate terms of communication networks:



Action	Communication Network
1. A meeting between Mr. Saleh Rashid and Mrs. Mona Juma to discuss the annual journal	Horizontal
2. Mr. Omar Farooq sent a sales report to his supervisor Mr. Saud Khalid	Upward
3. In the break Mrs. Amal Khalil and Mrs. Mona Juma chatting about fashions while eating in the cafeteria	Informal
4. Interaction between members of the same organization	Internal
5. Mr. Issa Hamad sent a letter to <u>Aradous</u> Company about the monthly meeting	External
6. The general Manager Mr. Ali Jabber sent an e-mail about job procedure to Mrs. Fouzia Yousif	Downward
7. Mr. Nasser Jamal in Sales department sent invoices to Mrs. Fatima Saef in Account department	Cross Channel

End of Chapter 1