

Soft Skills 1

Communication Skills

by
Haslinda Hashim
CMLHS
email

AIM

- This module outlines the principles of effective oral communications skills and provides exercises on applying the skills in given situations. It is hoped that this module will raise students' awareness in the importance of communication skills to take on the global challenges in enhancing their career.

EXPECTED OUTCOME

- At the end of the chapter, students will be able to:
- identify the importance of effective oral communication skills
- deliver an oral presentation of completed projects/ tasks
- evaluate and give feedback on peer presentation

REFERENCES

- Murphy, H. A. & Hildebrandt, H. W. (1991). *Effective Business Communications*. Mc Graw Hill
- Nelton, S. (1995). Men, women and leadership. *Nation's business*. 79(5):16, May

Definition of communication

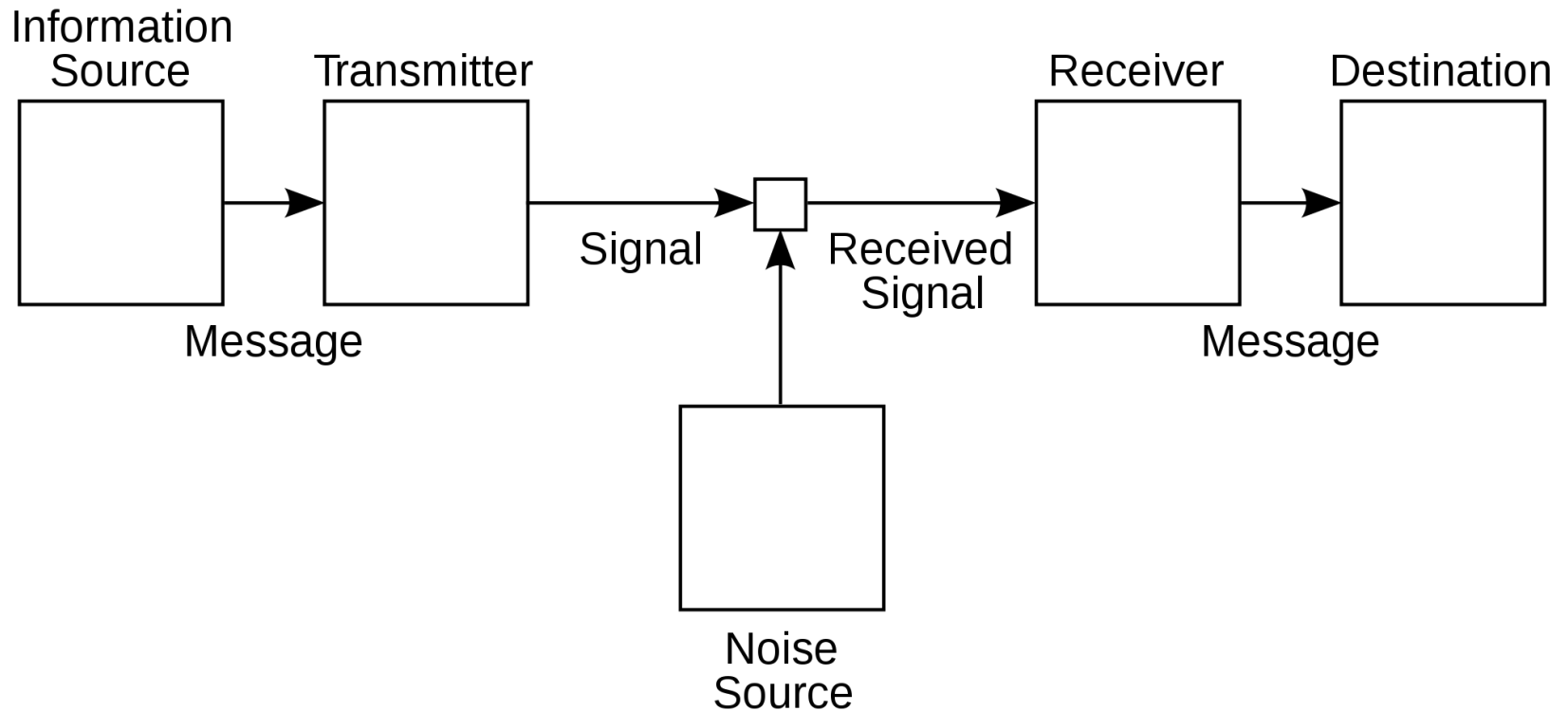
- *Communication* is the process of sending and receiving messages.
- It is effective only when:
 - Message is understood as intended.
 - The desired action is taken.

Importance of Communication in Business

- Communication is the lifeblood of an organization
 - It enables organizations to function
 - It increases productivity and effectiveness

The Communication Process

Basic Model

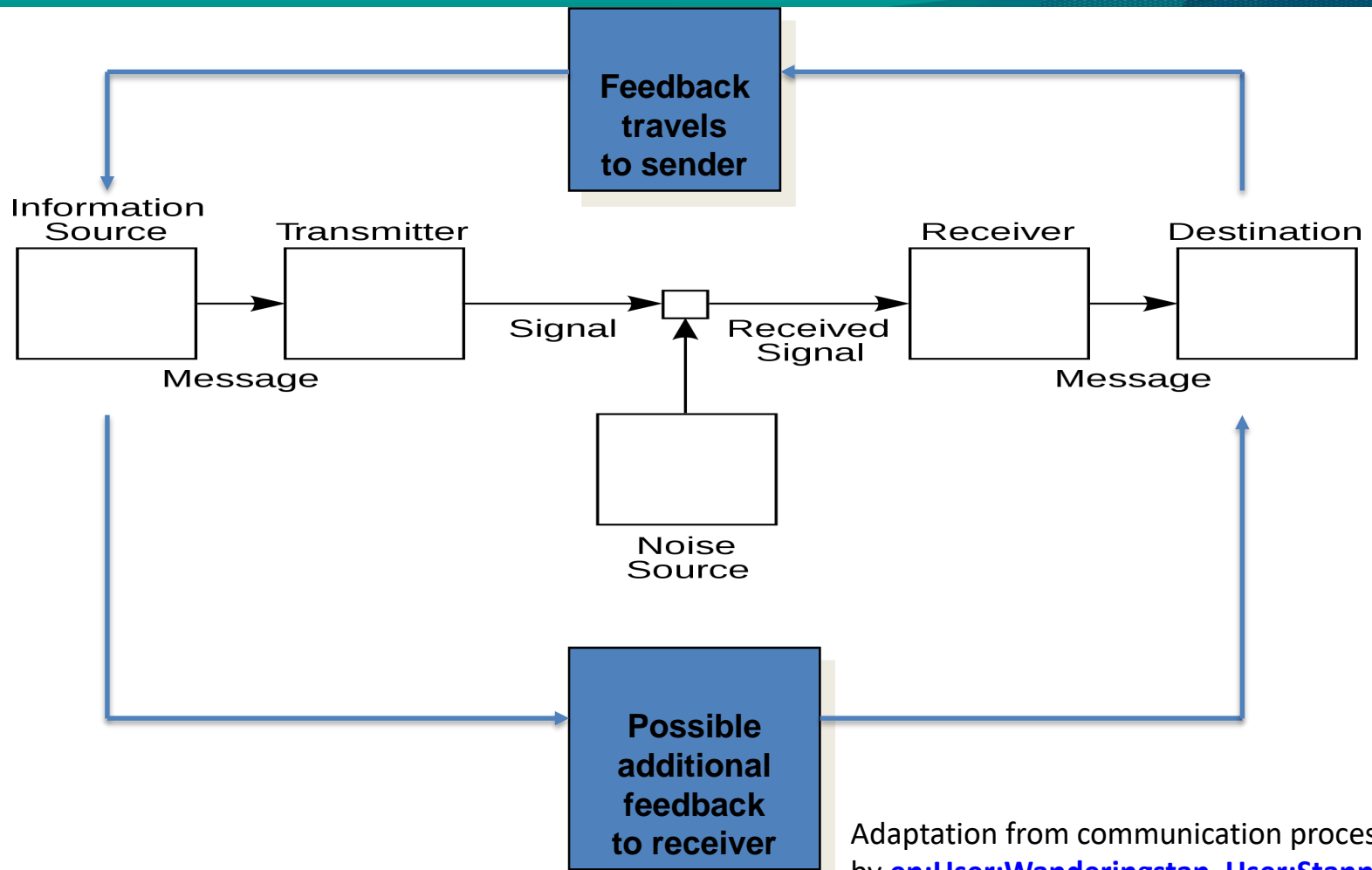


Source: https://commons.wikimedia.org/wiki/File:Shannon_communication_system.svg

Author: [en>User:Wanderingstan](#), [User:Stannered](#)

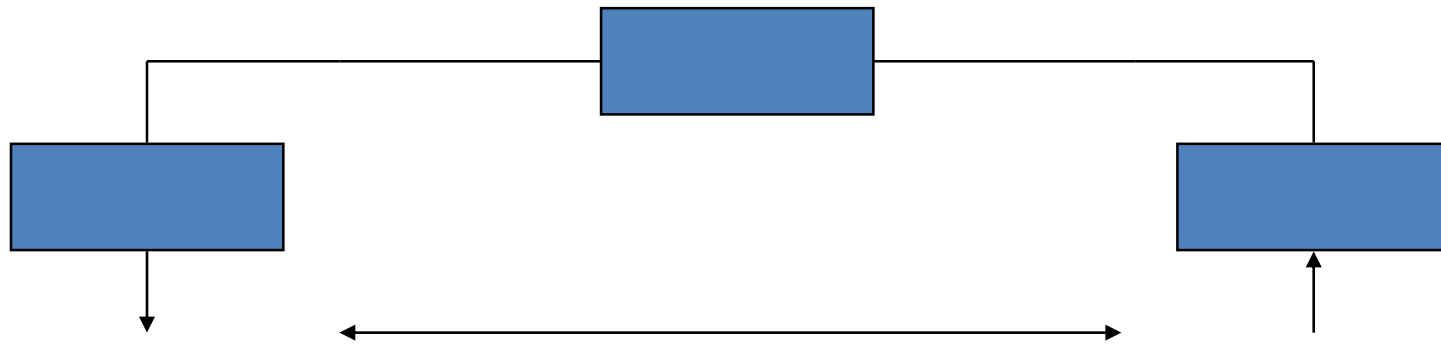


FEEDBACK IN COMMUNICATION PROCESS



Adaptation from communication process model by [en>User:Wanderingstan](#), [User:Stannered](#)

Communication Flowing Through Formal/Informal Channels At UMP



Downward

Assignments
Rules and policies
Instructions
Plans
Projects
Exams
Time tables
Activities

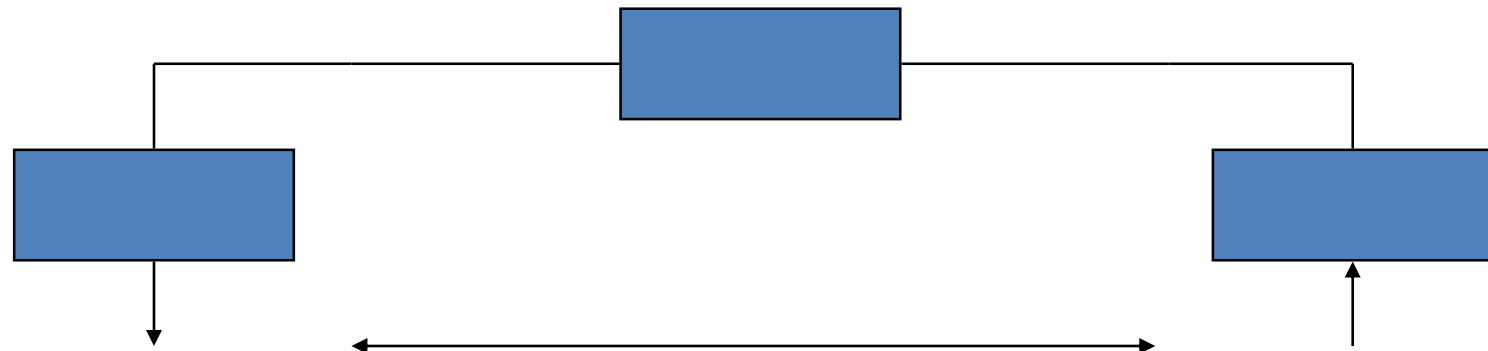
Horizontal

Doing assignments
together
Outing together
Starting a new project
Planning together
Finishing tasks given

Upward

Feedback
Comments
Approval of paperwork
for activities
Financial aids
Requests
Problems to be
discussed and solved

Forms of Communication Flowing Through Formal/Informal Channels At UMP



Written

Memos
Letters
Reports
Printed materials
Bulletin boards
Posters
Banners

Oral

Telephone
Face-to-face conversation
Class meetings
Team meetings

Electronic

E-mail
Sms
Whatsapp
Ecom memos
Ecom announcement

How do we communicate at UMP?

- Etiquette Guidelines during communication
- Speak softly
- Always answer when someone speaks to you
- Always say “Excuse me”, “Please,” and “Thank you.”
- Give and receive compliments sincerely
- Respect
- Develop thoughtfulness. Look for ways you can help others.
- Watch what you say — and how you say it. Choice of words has a huge impact on the way we interact. One should always be aware of the tone his voice when he speaks with others.
- [Celebrate diversity. Accept and tolerate differences. Get to know people who are different than you.](#)

Manners during communication

- Manners constitute a way to behave, the external form of behavior, treat people, used in speech, expression, tone, intonation, body language, gestures and even facial expressions.
- In a society good manners are considered modesty and self-discipline, the ability to control oneself and carefully and tactfully communicate with other people.
- Saying please and thank you.
- Looking at someone when they speak and not getting distracted by others things.
- Saying excuse me when trying to get past someone.
- Introducing oneself and shaking their hand when meeting someone for the first time.

Types of Nonverbal Communication

Facial Expressions

Gestures and Posture

Use of Time and Space

Vocal Characteristics

Touching Behavior

Personal Appearance

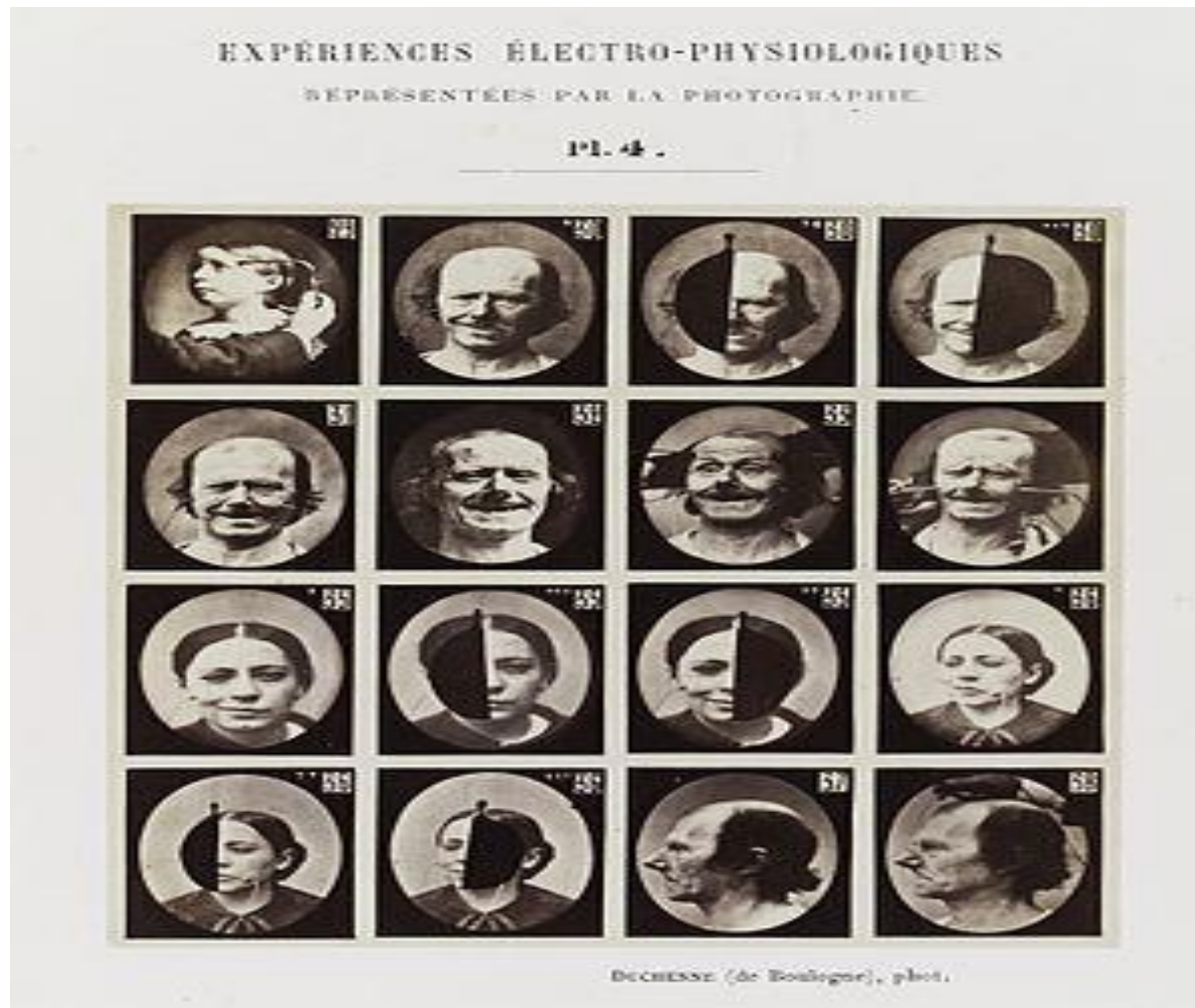
NON VERBAL



Source: <https://pxhere.com/en/photo/623616>

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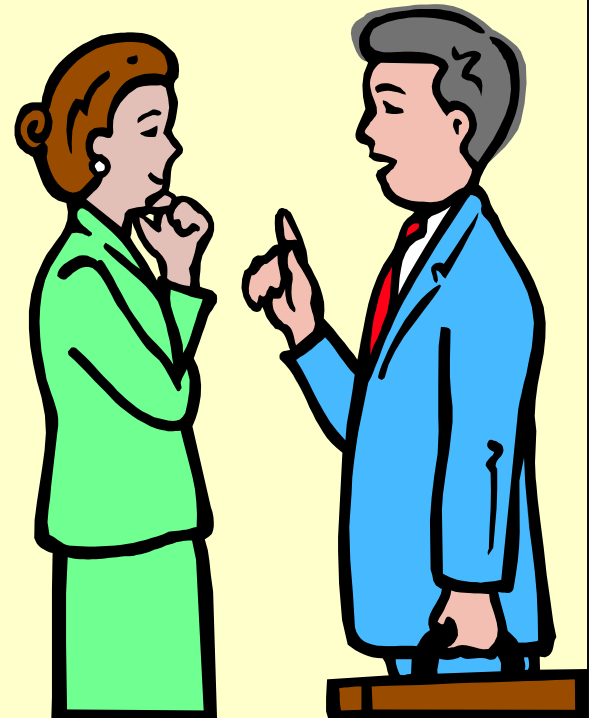
NON VERBAL



Source: https://commons.wikimedia.org/wiki/File:Experiments_in_physiology

How can nonverbal forms be used to send positive messages?

- Smile genuinely
- Be aware of false cues
- Keep appropriate distance
- Use touch carefully
- Respect status
- Shake hands appropriately



CONCLUSION:

Skills important to effective communication at
UMP

**Who are you
talking to**

**Gives appropriate
feedback and get
meaningful
feedback**

**Adapts to
diversity of other
communicators**

**Send clear,
understandable
messages**

**Actively listens
to others**

**Utilizes nonverbal
signals**



Author Information

Haslinda@Robita Hashim, is a Lecturer at Centre for Modern Languages & Human Sciences, Universiti Malaysia Pahang. She earned her Bachelor of Education in Teaching English as a Second Language (TESL) and Masters degree in Guidance and Counseling from University of Malaya. E-mail: haslinda@ump.edu.my