



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

Student Name

شروق محمد سعيد زين

اسم الطالب

Students I.D

.....2021201438.....

الرقم الجامعي

Section

Bachelor

Date

18 / 02 / 2021

Course Code

(CMM201)

COMMUNICATION SKILLS

Instructions:

- يغلق الواجب يوم الإثنين ١ مارس في تمام الساعة ٩ مساءً.
- الواجب سؤال واحد مقالي من ٤ درجات.
- لا تقل عدد الكلمات عن 400 كلمة ولا تزيد عن 600 كلمة.
- الإجابة متاحة باللغة الإنجليزية أو اللغة العربية مع مراعاة أن تكون المصطلحات العلمية باللغة الإنجليزية.
- يُمنع منعاً باتاً نسخ الإجابة من أي مصدر آخر. عكس ذلك، سيتم إلغاء درجة الواجب تماماً.
- يرجى ضرورة تحويل هذا الملف بعد الإجابة إلى صيغة pdf بعد الانتهاء من الواجب ورفعته على المودل.

Instructor's Name: Dr. Merna Emad

Read the story below and, as you evaluate the passage below, consider whether this behavior is appropriate for this professional context.

Mark is a top-performing salesperson at a pharmaceutical supply company. As a reward for his performance, he is treated to a trip to the corporate office in California to meet the chief executive officer, Ms. Mills. Ms.

Mills is known around the office as the “Wicked Witch of the West” because of her short and sometimes abrasive demeanor. Mark’s coworkers share “horror stories” of their encounters with her, stating that she rarely makes eye contact, never smiles, and dislikes being approached unless she initiates the conversation.

Although he is excited to travel, he is also nervous about what he and Ms. Mills might talk about. He prepares by thinking about how he can share his sales strategies and techniques. On the day of the meeting, he waits patiently for Ms. Mills’s assistant to call him into her office. When he is escorted in to meet her, he is shocked to see a petite woman behind the large desk smiling back at him with kind eyes. He approaches, shakes her hand, and waits for her permission to sit. Ms. Mills is nothing like the horrible person they made her out to be. Ms. Mills asks Mark several thoughtful questions about why he is successful, ways the staff can be supported, and how the company fits in with his professional goals. Mark feels more and more comfortable as she leans forward to listen intently to what he is saying. Mark loosens his tie, crosses his legs, and begins sharing stories of how he feels his immediate supervisor has dropped the ball on more than one occasion and that the team would be better if more money were allocated to incentives and bonuses. Mark immediately sees Ms. Mills’s eyes begin to squint and her brow furrow.

She stands up abruptly and says in a gruff voice that their time is up and that her assistant will show him out.

Answer the following question accordingly:

1. Given the professional context, what would you have done the same and/or differently if you were in Mark's position?

Answer:

Includes the previous interpersonal history and type of relationship we have with a person. We communicate differently with someone we just met versus someone we've known for a long time. Initial interactions with people tend to be more highly scripted and governed by established norms and rules, but when we have an established relational context, we may be able to bend or break social norms and rules more easily.

Includes the mental and emotional factors in a communication encounter. Stress, anxiety, and emotions are just some examples of psychological influences that can affect our communication

2. Do you think Mark accurately evaluated the context? Why or why not?

Answer: no

In his meeting there is no common understanding, language can separate, insulate, and intimidate.

Message overload and made the same impact as jargon. Message overload occurs when a speaker includes too many details in a message, making it difficult for the listening and accepting his communication.

Physiological barriers of communication occur due to the physical condition of sender or receiver which might even be physical disabilities. It includes sensory dysfunction and other physical dysfunctions.

3. What communication factors led to the change in the chief executive officer's disposition? Answer ,

Your "walk, stance, posture, and footsteps are a form of nonverbal communication. What you wear and how you look, move, and gesture, as well as the facial and eye expressions you make all count as nonverbal communication"

4. How could the KEYS process help Mark improve his communication skills?

Answer: must know him self

He must define the types of nonverbal cues that display to her. This can be difficult, he must be to beware even of the small, unconscious nonverbal cues he create.

Evaluate the professional context

Assess what nonverbal signals are considered acceptable in his workplace. When he is in meetings informal, or is there a set decorum on how people interact? Notice how both your coworkers and superiors convey nonverbal cues during workplace interactions, and gauge how your nonverbal cues line up with those of others in your company

Your communication interaction

It requires you to monitor your own verbal and nonverbal cues, in addition to the cues from the audience within each communication interaction.

Step back and reflect

It encourages you to examine the effectiveness of verbal and nonverbal messages you convey to others and the overall success of various communication interactions and then take what you've learned and start the process again, developing the ability to adapt and improve continually

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