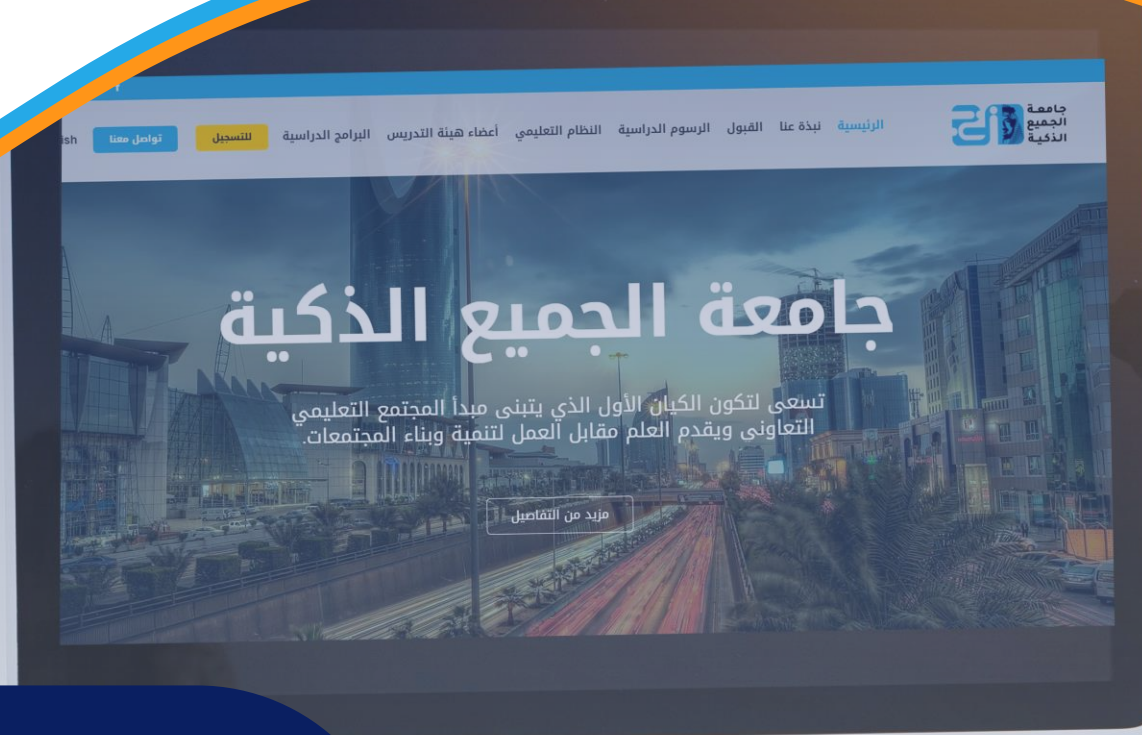




جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY



Digital Media Leadership
Prepared by Dr. Doaa Rady
W3 Lecture

DGM 726
Master of Digital Media



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W3 Lecture outline

Know about

- ☐ Are you a Leader?
- ☐ How to Be a Leader?
- ☐ Developing a Vision
- ☐ Understanding People's Needs
- ☐ Influencing People
- ☐ Communication
 - ☐ Types/Forms of Communication
 - ☐ Components of Mass Communication
 - ☐ What is Mass?
 - ☐ The Verbal & Nonverbal Communication
 - ☐ Elements of Communication



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W3 Lecture Objectives

Introduction & Learning Outcomes

- ☐ Learn how to gain more followers, members, and support for your organization by learning how to develop and communicate your organization's vision.
- ☐ Learn how to understand people's needs and be prepared to act on those needs to boost morale and successfully reach your organization's goals.
- ☐ Learn how to influence an audience successfully by using our overview of some general ideas behind the science of persuasion.



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W3 Lecture

Are you a Leader?

Are you a Leader?

- ❑ Are you someone who:
 - Wants to improve your community?
 - Has something to contribute?
 - Doesn't wait around for someone else to get the job done?





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How to Be a Leader?

- ❑ **Why should you be a community leader?**
 - **To make a difference.**
 - **To grow.**
 - **To fill the need for community leaders.**

When should you Lead?

You can *always* lead

- ❑ If you take initiative to improve a situation, you will almost always delight, relieve, and surprise people.
- ❑ You don't have to take over someone's leadership role in order to help things go well. In fact, one way of helping a group function better is by supporting the official leader. You can do this by organizing others to help with the work, by listening to the leader, and by encouraging the leader when she or he feels discouraged.



How do people learn how to lead?

- ❑ Even the people who seem to do it naturally had to learn the skills of leadership. They might have learned by watching their parents, teachers,..... They might have been given a lot of responsibility when they were young and might have been expected to take charge.
- ❑ You can become a leader by:
 - Jumping in and practicing
 - Observing others lead
 - Finding a mentor
 - Taking a class or workshop
 - Reading books about leaders and leadership
 - Remembering that people who are now successful leaders, once weren't leaders at all

How to Be a Leader?

- **Dream big**
 - Maybe you didn't think that day dreaming was part of being a leader. Young people often have big hopes and dreams for what they can do to improve their worlds.
- **Listen to people**
 - Listen to what people have to say. You need their thoughts and input. They will grow in confidence and become more engaged if they know their opinions are valued.
- **Take responsibility**
 - You have to make a decision to lead and view yourself as a community leader. No one else can contribute what you can. You have a point of view that no one else has. You have a set of skills that is unique. Your corner of the world will be different if you decide to act on its behalf.

How to Be a Leader?

- **Set goals**
 - Give your vision a sharper image. Turn up the focus. Set some long-term and short-term goals. That is how you carve a real path to your vision.
- **Think about individuals**
 - As a leader, you need to think about how each individual is affecting the group. Are there individuals whose talents are not being well used? Is someone acting in a way that is divisive or is draining the group of its energy? Is there a person who needs some help learning how to work in a team?
- **Think about the group as a whole**
 - Someone has to think about the group as a whole. Is the group cohesive? Do people in the group have a shared vision? Is there trust and a sense of mutual support? Does the group need some training to help it function better? Are there some policies the group needs to strengthen it?

How to Be a Leader?

- **Propose programs**
 - Groups need direction and policies to keep them moving towards their goals. You don't have to be a dictator to make proposals. You can make proposals, then listen to people's responses and then make appropriate changes. Someone needs to take responsibility for moving the whole group forward.
- **Get the work done**
 - This includes getting others to help, and making sure that all the bases are covered so that the job gets done right.
- **Recruit and teach others to become leaders**
 - One of the central and long-term jobs of a community leader is to develop other leaders. Developing leaders is how we build a strong community of individuals that can work together to achieve goals. It is the basis for how a democracy works.



- **Leadership development** is a long-term investment. Often community leaders have to put the development of other leaders ahead of achieving short-term goals.
- For example, it may be more important to take the risk of letting a relatively inexperienced person chair a small meeting and acquire new skills. If the meeting gets messy, perhaps that is not so bad. Leadership development is not a tidy endeavor.



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Leader's Qualities

Qualities of successful leaders

- ☐ Integrity
- ☐ Courage
- ☐ Commitment
- ☐ Care for others
- ☐ Creativity
- ☐ Flexibility

Qualities of successful leaders

- ❑ **Integrity:** To trust you, people have to know that you say what you believe and act accordingly. If people trust you, they may follow you to the ends of the earth.
- ❑ **Courage:** Leadership means that you show others the way through the dark, scary, forest. Go ahead and speak the truth--even when it's not popular.
- ❑ **Commitment:** You have to stick with a task through the good times and the bad. Your commitment will serve as a model.
- ❑ **Ability to care about others:** People will follow you if they know you care about them and about others. The greater your ability to care about all types of people, the more confidence they will have in you.
- ❑ **Creativity and flexibility:** Every situation will call for a different response. Be ready to change and come up with new solutions.

- ❑ If you are going to be a leader, it is necessary to dream big for yourself and for what you want to accomplish.
- ❑ Lili Fini Zanuck, a film director and producer, said, *"Nothing happens without a dream. The daydreaming mind will wander to something greater than the conscious mind could ever have imagined. The more you visualize your dream, the more you understand it. That's how you begin. Soon you're on the road to realizing your dream."*



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❑ Try these exercises:

- Interview a young person. Ask him or her what they would do to change the world if they could. Ask them what they wish were different.
- Try to remember when you were a teenager. What did you want to change in the world?
- Put aside practical considerations and fears. Brainstorm a list of dreams you would like to see come true.



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Developing a Vision

❑ What is a vision?

- It is a statement that communicates how you would like things to be.
- A vision is your big picture of the way things ought to be. It is your billboard image of what you are working towards.

❑ What is the vision process?

- Developing your vision.
- Communicating your vision to others.
- Developing the group's vision.

- ❑ **Why do you need to communicate a vision to others?**
 - People have to know what direction you're going in before they will follow you.
- ❑ **When do you need to communicate your vision?**
 - All the time.

❑ How do you create a vision?

- Dream big
- Brainstorm many ideas
- Clarify your vision
- Trust your hunches
- Think without limits





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EXERCISE

❑ Exercise

- What do you envision for yourself in the next five years?
 - How do you want to grow?
 - What do you envision for your work?
 - What do you envision for your family life or friendships?
 - What do you envision for where you live?
 - What do you envision for fun and recreation?
 - What do you envision for yourself as a leader?
- A vision for your own life is simply a picture of where you want to be in the future. And a vision for your community, group, or organization is simply your picture of where you want that group to be in the future.

- ❑ **Help people take ownership of a vision**
 - **As a leader, you have to help people take your vision and make it their own. This is an important step in bringing people together to work toward a common goal.**
 - **Members of a group need to have a shared vision and a sense of ownership in order to be committed to the group. That is key in helping people stay with a group for a long time.**



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Understanding People's Needs

□ Kinds of needs:

- Large-scope community needs.
- Root or causal needs. ("real needs", basic facts and knowledge)
- Informational needs. (basic facts and knowledge)
- Physical needs. (money for the organization, volunteers,...)
- Personal needs. (appreciation, understanding, personal caring, etc.)

- ❑ Why should the leader try to understand people's needs?
 - To keep the group moving forward towards shared and desired goals.
 - To strengthen connections with the group and increase the likelihood of success .
 - To keep morale high.
 - To reinforce members' belief in the leader.

- ❑ **Understanding people's needs:**
 - Ask people their needs.
 - Maintain good relationships.
 - Do your research.
 - Make connections.
 - Be accessible.
 - Institutionalize the process of getting feedback.
 - To reinforce members' belief in the leader.



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Influencing People

□ Influence:

- Is the ability to persuade someone to act or think in the way you want.

□ Elements of influence

- Communicator
- Message
- Audience





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Communication

- ❑ **Communication = sending ideas and opinions from one person to another.**
- ❑ **People communicate by...talking, writing, moving bodies or eye contact.**

- Communication is important for all beings that lead community life and form relationship.
- Communication is essential for development of the society. We attain cultural, social and economic prosperity by sharing out experiences.

How can we share experience without better communication?

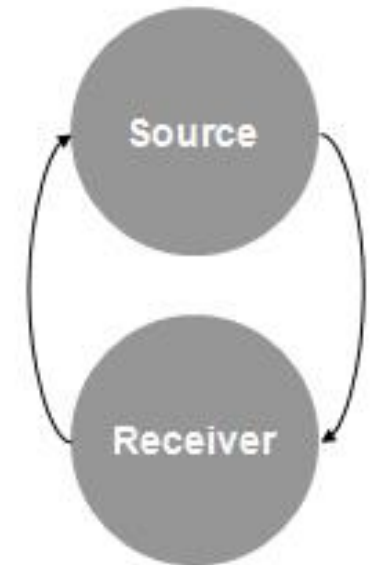
- Personal enjoyment is communication based. Communication helps us interact with our surroundings, thus create positive relationships, share love and build up friendship to enjoy life.

❑ 1. Intrapersonal Communication:

- This intrapersonal communication precedes (takes place before) our speaking or acting; it is when we talk to ourselves to develop thoughts and ideas.

Communication within one person

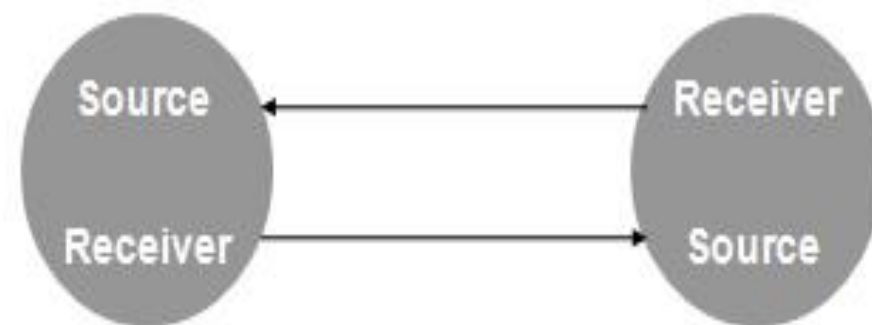
E.g. in a grocery store deciding what to buy...



A. Intrapersonal communication

2. Interpersonal Communication:

- **Interpersonal Communication:** It is the process of face-to-face interaction between sender and receiver such as group meetings, interviews, conversations among individuals.
- It has the advantage of a two-way communication with immediate feedback.



3. Medio communication:

- It is the area of communication which comes between interpersonal communication and mass communication. It is an intermediate level of communication. Medio is derived from Latin, meaning middle.
- It can occur when two people physically separated but connected, like on cell phones.

3. Medio communication:

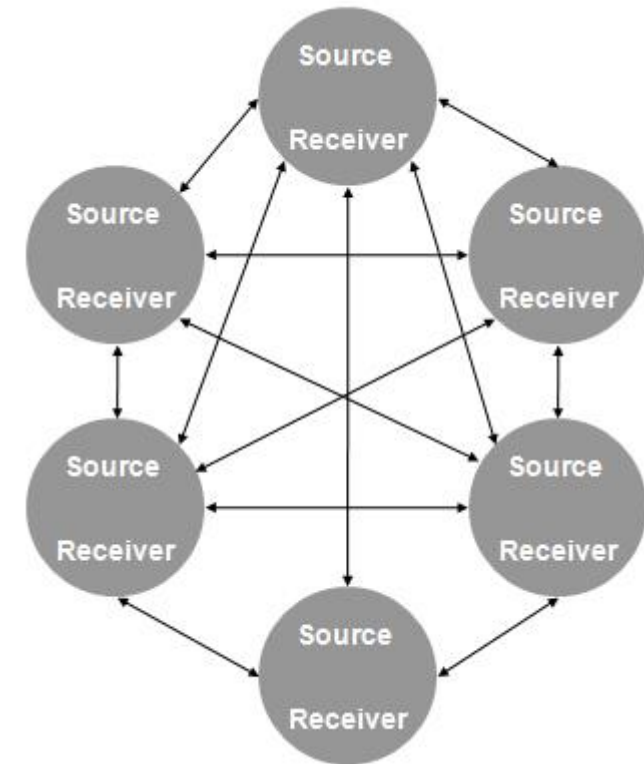
- It is the area of communication which comes between Medio communication is like mass communication in the following:
 1. Participants in media can be heterogeneous.
 2. Participant also can be in different physical locations.
 3. The presence of a technical channel.

3. Medio communication:

- Medio communication is like interpersonal communication in:
 1. Source and receiver are known to each other.
 2. The message is private more than public.
 3. Message receivers are small in number.

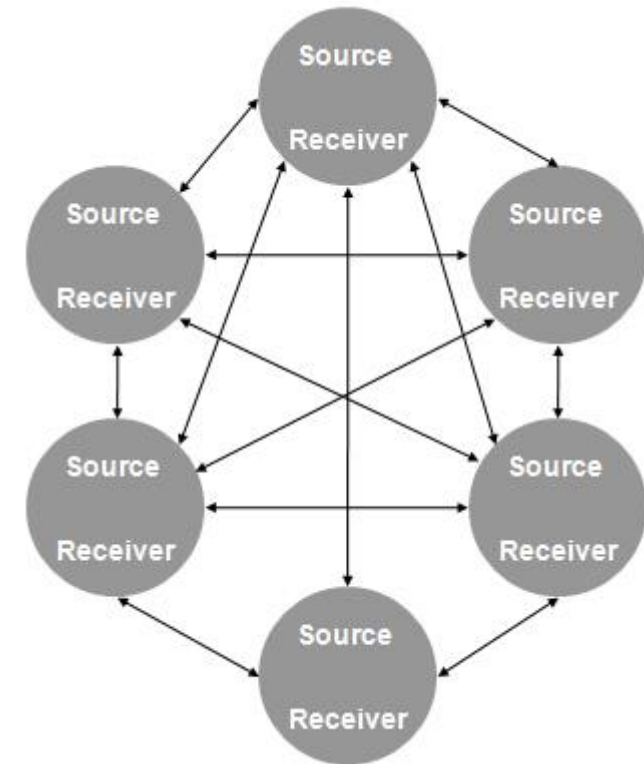
4. Group Communication:

- More than two members involved in communication process will become a group communication.
- If least number of persons is involved in the group communication is called as small group communication.



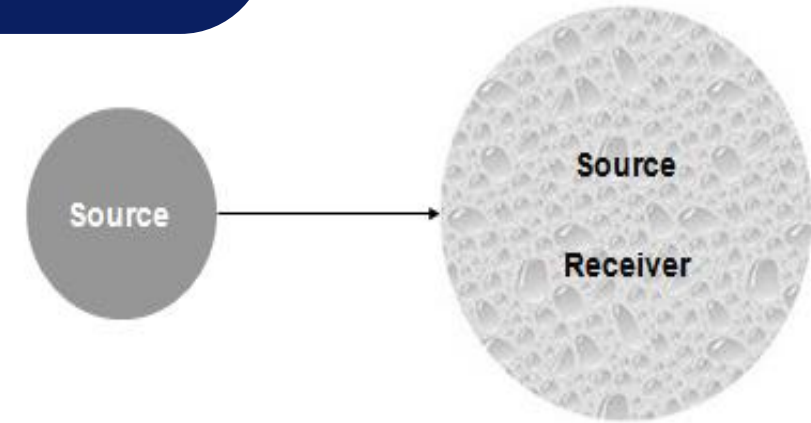
4. Group Communication:

- In this communication process, everyone becomes a Source as well as receiver through sharing information and gives feedback to another.
- When the number of people involved reduces the intimacy of the communication process, that's when the situation becomes group communication.



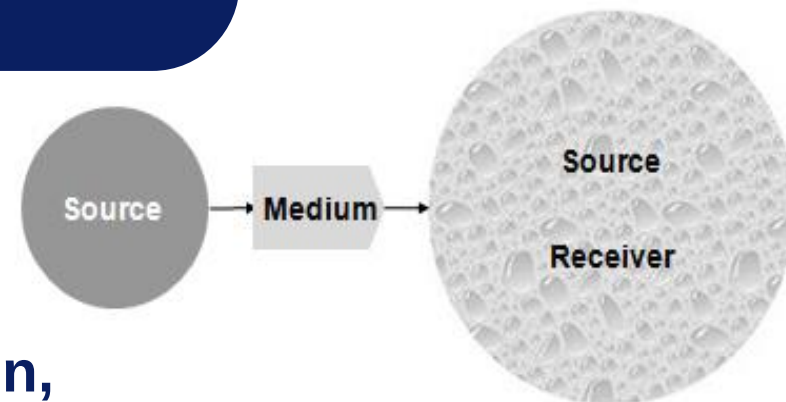
5. Public communication:

- In public communication, Source or messages
- from a single person will reach or received by
- huge number of audience. But in this communication, there is no mutual feedbacks between source and receiver like small group communication and it's focused on Speaker.
- A club meeting is an example. So is a speech to an audience in an auditorium



6. Mass Communication:

- The process capable of reaching thousands, even millions, of people is mass communication, which is accomplished through a mass medium like television or newspapers.
- In mass communication, audience of large number can't be grouped together in one place, so we need certain tool or technology for communication process. Therefore, the audience feedback is delayed.



❑ The Five Ms :

- Mass communicators,
- Mass messages,
- Mass media,
- Mass communication and
- Mass audience.

1. Mass Communicators:

- ❑ The heart of mass communication is people.
- ❑ People produce messages carried in the mass media.
- ❑ People include journalists, scriptwriters, television anchors, public relations practitioners and advertising copy writers...and many others.

2. Mass Messages:

- ☐ A news item is a mass message, just like a movie, a novel, a recorded song and a billboard advertisement.
- ☐ The message is the most visible part of our relationship to the mass media.
- ☐ We pay attention to the media for the messages (For it is importance).

3. Mass Media :

- ☐ Mass media are vehicles (medium or channel) carrying messages.
- ☐ Mass media are books, magazines, newspapers, television, radio, sound recordings, movies and the web.
- ☐ Media Experts include technicians who keep the presses running, keep the television transmitters on air and come up with technical improvements, such as compact discs, DVDs, AM stereo radio...

4. Mass Communication:

- ❑ The process through which messages reach the audience via the mass media is called mass communication.
- ❑ This is a complicated process (Why?) Because we should know:
 - Why do people pay more attention to some messages than to others?
 - How does one advertisement generate more sales than another?
 - Is behavior, including violent behavior, triggered through the mass communication process?

4. Mass Communication:

- ☐ **Status Conferral:** Media focus on people and issues by giving them coverage or neglect them (Agenda setting and Spiral of Silence).
- ☐ Which is most correct ... are people controlled by mass communication? Or manipulated? Or merely influenced? Nobody has the answer.

5. Mass Audiences:

- ☐ Mass audiences are fickle (changing frequently)
- ☐ What attracts great attention one day may not the next.
- ☐ The challenge of trying to communicate to a mass audience is even more complex because people are tuning in and out all the time with varying degrees of attentiveness/ attention .



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W3 Lecture

What is Mass ?

The concept “mass” in mass communication is defined as a large, heterogeneous, assorted, anonymous audience.

- 1. ‘Large’ means we can’t exactly count the number of the members of audience. It is large but it doesn’t mean that the audience includes all people.**
- 2. ‘Heterogeneous’ means the audience of mass media includes all types of people with different characteristics –the rich, the poor, farmers, politicians**



3. 'Assorted' (diverse) means the audience of mass media is not necessarily limited to a particular geographical sector. They may be scattered everywhere. For example, a newspaper may have a reader in every corner of the world.

4. 'Anonymous' means we can't specifically identify a reader of a newspaper with his certain characteristics. Today he may be reader of a particular newspaper. Tomorrow, he may change his media habit.

Anybody at any time may be a member of mass media audience.





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W3 Lecture

The Verbal & Nonverbal Communication

- An individual's interpretation of symbols is modified by his or her own thought processes. This is why it is important for the sender of the information to put him or herself into the shoes of the receiver.
- Verbal communication can be subdivided into two, oral communication and written communication.

1 Oral Communication

2 Written Communication

1. Oral Communication

- In oral communication, Spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice-over & the Internet.
- In oral communication, communication influence by pitch, volume, speed and clarity of speaking.

2 Written Communication

- In written communication, written signs or symbols are used to communicate. A written message may be printed or handwritten. In written communication message can be transmitted via email, letter, report, etc.
- The message in written communication, is influenced by the vocabulary and grammar used, writing style, precision and clarity of the language used.



- Non-verbal communication occurs without using any oral or written word. Instead of written or oral words, it relies on various non-verbal cues like physical movements, tasks, colors, signs, symbols, signals, charts, etc. to express feelings, attitudes or information.
- Although no word is used in non-verbal communication, it can effectively communicate many human feelings more accurately than verbal methods of communication.

Types of nonverbal communication are:

- Eye contact,
- Facial expressions,
- Gestures,
- Posture and body orientation
- Body language,
- Touch,
- Para-linguistic,
- Silence.



Exercising
is nonverbal communication skills 😊

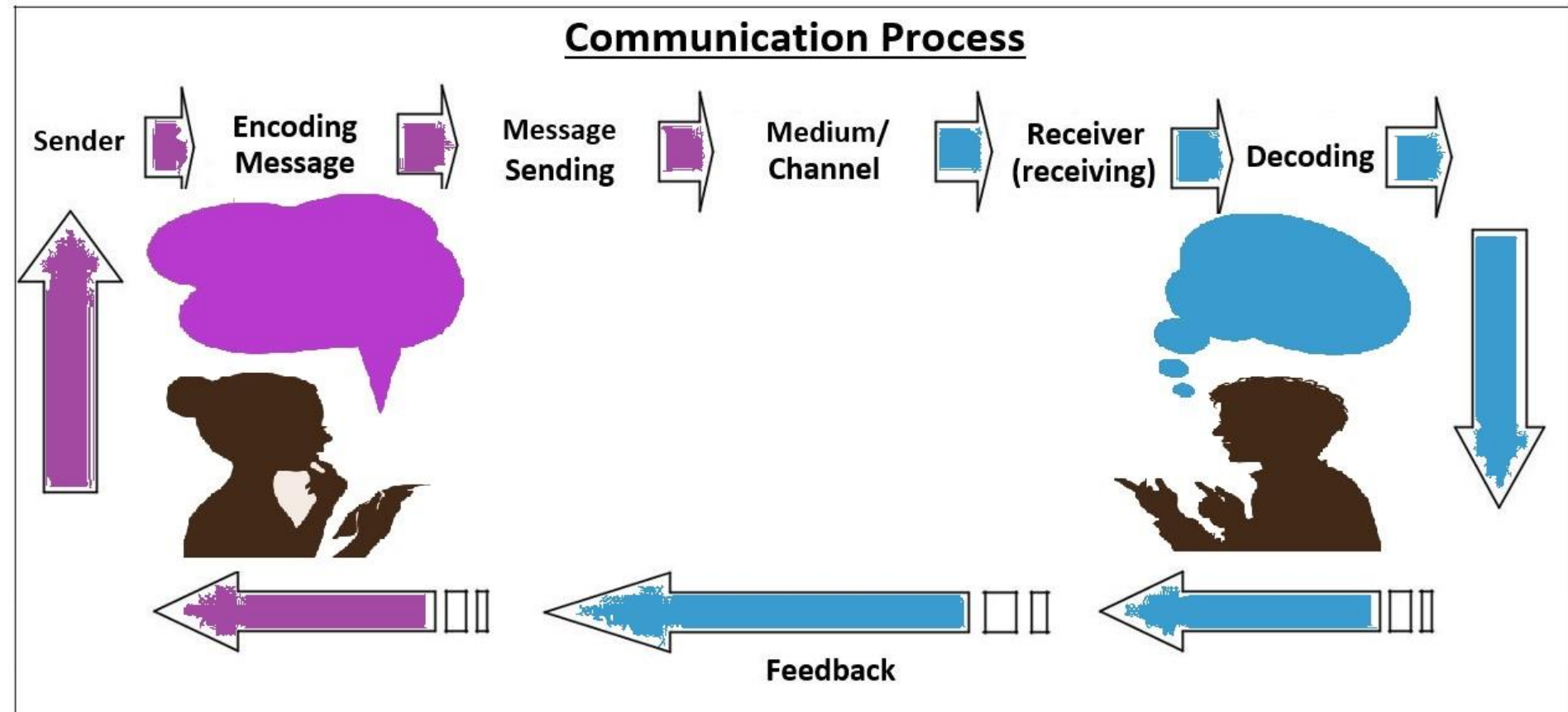


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W3 Lecture

Elements of Communication

- a) Sender
- b) Message
- c) Channel
- d) Receiver
- e) Noise
- f) Feedback
- g) Context
- h) Effect



A) Sender:

- Sender may be a person or persons who create or formulate the message to be sent to the receiver. Being the primary source of the message, sender is also termed as source.
- In mass media, for example, news reporter is the sender or source as he/she constructs the message (news story).
- In a musical performance, the singer is the sender as his message is enjoyed by the audience.

A) Sender:

- Sender is a critical component in communication as his/her social background, personality status, education etc., influence the quality of the message he/she creates. The message is created from the idea generated in the mind of the sender. The idea generation process is called encoding.
- The source/sender has three functions:
 - a) To decide what is to be communicated
 - b) Encoding (Put the idea in such a way that the receiver understands it)
 - c) Transmitting the message to the receiver



B) Message:

- The message is any verbal or non-verbal method that produces meaning in the mind of the receiver. Simply, it is the meaning transferred from sender's mind to receiver's mind. This happens mainly in two ways: verbal and non-verbal methods.
- Verbal message means written or oral messages. They are composed of words. Example: A newspaper report or a lecture by a teacher.
- Non-verbal messages are those communicated through our behavior, movements, actions, clothes, style of conversation, pitch of the sound etc.



B) Message:

What is fundamental in message construction is the agreement between sender and receiver in the code used for it.

What is the Code?

Symbols of the Language used in the message

- If the receiver cannot identify the language or meaning of the message, the communication will be defective.

C) Channel:

- The channel means medium by which sender transmits the message to the receiver. Our five senses such hearing, touching, smelling , tasting , seeing are basic natural channels of human communication. Communication can be classified based on five basic natural channels. They are:
 - Tactile communication: Communication by touch or taste
 - Olfactory communication: communication by smell
 - Audio communication: Communication through sound waves
 - Visual communication: Communication through visual elements.

C) Channel:

- We use any technically developed medium (like television, newspaper, books etc) with the help of one or more of these five senses.
- Similarly, sender uses one or more channels to maximize the communication effect.
- For example: multimedia classroom where teacher uses projector, blackboard, lecture, gestures etc. simultaneously.

D) Receiver:

- Idea receiving end in communication process is called receiver. A person or thing may be at the receiving end. The receiver's role is as important as a sender's role. As in the case of a sender, receiver has also three roles to play:
 - a) To receive the message
 - b) To decode the message
 - Decoding is the process of extracting a message from a code and interprets it. For this, sender and receiver should have knowledge about the code (for example: language) used in communication.
 - c) To respond to the message through feedback

D) Receiver:

- Receivers may be audience watching movies, persons listening to music, students hearing a lecture or a computer getting E-mail from a remote server.
- Communication fails or remains faulty when message is rejected or misinterpreted by the receiver.

E) Feedback:

- Information or message that is fed back to the source is called feedback. If you get clapping for your singing, clapping is the feedback. Questions raised by students in a classroom for more information is another example for feedback.
- Feedback originated either from the sources' own message is called self feedback.
- Example: When you talk to somebody, you hear yourself and evaluate your tone, pitch etc.



E) Feedback:

- Sometimes you may think that you could have sharpened or softened your tone or pitch or text, because of your own feedback.
- Another type of feedback is that originated from the receiver. It may be in the form of questions, applauses, puzzled look etc.
- Feedback may be negative or positive, immediate or delayed.
- Receiver's indication to the sender that the message was not received well is called negative feedback.

Eg. Looks of indifference, rejection or boredom may be considered as negative feedback.



E) Feedback:

- Receiver's favorable responses like acceptance, applauses etc. are **positive feedback**.
- Feedback at the time of the communication itself or just after it is **immediate feedback**.
Eg. Applauses a singer gets during the performance.
- Receiver's response relatively much after the communication is **delayed feedback**.

Eg. Letters to the Editor.

F) Noise:

- Noise or communication barrier is any thing that distorts message. Noise may originate in any of the components of communication like source, message, channel, context, receiver etc.
- Noise is present when there is difference between the message sent and received.
- Communication is not possible without noise, but its effects may be reduced through various methods such as using good grammar, clear voice, simple language, quality signal etc.
- Noise is of different types depending on the nature and reasons of the distortion.

F) Noise: There are four types:

Psychological noise	Semantic noise	Contextual noise	Channel noise (Static/Technical)
Any communication error due to the psychological reasons.	Language related problems in communication.	If communication takes place in inappropriate time or place, message is not conveyed well.	Medium related communication barrier.
Eg. A fearful audience can't enjoy the musical program.	Eg. Poor grammar, complex sentence structure, rare vocabulary etc.	Eg. Wishing compliments during a funeral function. Or An outdoor meeting at noon in a hot summer.	Eg. Poor signal affecting picture clarity of television.



E) Context:

- Communication takes place in a context. At times it is noticeable and at other times not.
- In other words, time, place, culture, physical and social condition and psychology of the participants are important in determining communication effect. If we try to interpret a message out of its context, we may get an entirely different meaning which may result in communication error.
- Rules and roles are two important factors related to communication context.

G) Effect:

Why do we communicate? It is a fundamental question.

↳ To make some effect on the receiver is the answer.

Effect is consequence or result of communication.

Every communication act makes some effect on the person/s.

Effect may be positive or negative.

Communication is said to be successful when we achieve the intended effect.

G) Effect: Communication effects are of three types

Cognitive effects تأثيرات إدراكية	Affective effects تأثيرات عاطفية	Behavioral effects تأثيرات سلوكية
The consequences take place in the receiver's intelligence due to communication.	The consequences occurred in the emotions of the person/s due to communication.	The change in the receiver's behavior or actions due to communication.
Example : Knowledge acquisition	Eg. Compassion تعاطف , love etc.	Eg. Political campaign and change in people's voting behavior or purchasing new products inspired by the advertisements.

We learned about

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