



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

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الرقم الجامعي

Section

Bachelor

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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?

My approach will be different because of what we learned in the class about communication models (Transaction model).

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. As there is rules Regulative rules that describe (what when how and whom) to talk to about certain things. Constative rule that assistes us to would to be said and what is inapproit to be said.

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

No he didn't The transaction model considers how social, relational, and cultural contexts frame and influence our communication encounters sometimes we don't realize that we break the norm or rules until we notice someone looking at us strangely and that is what happened with Mark when Ms. Mills's eyes begin to squint and her brow furrow.

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

The content the selection of material Mark used to discuss with Ms. Mills.

The goal Mark should define the goal of conveying the message to the recipient, and specify the recipient to whom he wants to direct the message in a clear and appropriate way for him and for the future.

Feedback is composed of messages the receiver sends back to the source. Verbal or nonverbal, all these feedback signals allow the source to see how well, how accurately (or how poorly and inaccurately) the

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

K= If Mark assisted his skills as a communicator he would of developed a strategy when to communicate with others better than the strategy he used when he approached Ms. Mill's.

E= If Mark evaluated the professional context he would of understood the constraints of the communication situation which he would not use will the conversation with Ms., Mill's

Y= 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 so if mark has monitored his

verbal cues he would of understood that he should talk about his boss or work place in an appropriate way.

S= It encourages you to examine the effectiveness of verbal and nonverbal messages you convey to others and the overall success of various communication interactions so if mark has practiced on that before to step back and reflect he would of not spook to Ms. Mill the way he did because what he said was not effective for the Discussion.