



**Business  
Champions  
School**



# **COMMUNICATION SKILLS**

## **LECTURE 2**

**CMM201**

**COMMUNICATION SKILLS**

# Lecture

## Section 2

Business and Professional Excellence in the Workplace

Communication ethics

KEYS for Excellence in the Workplace

## Section 1

Communication models

Communication barriers

# Section one

SECTION ONE

# Communication models

models

# Communication models

**Transmission  
Model**

**Interaction  
Model**

**Transaction  
Model**

# Communication models

## Transmission Model

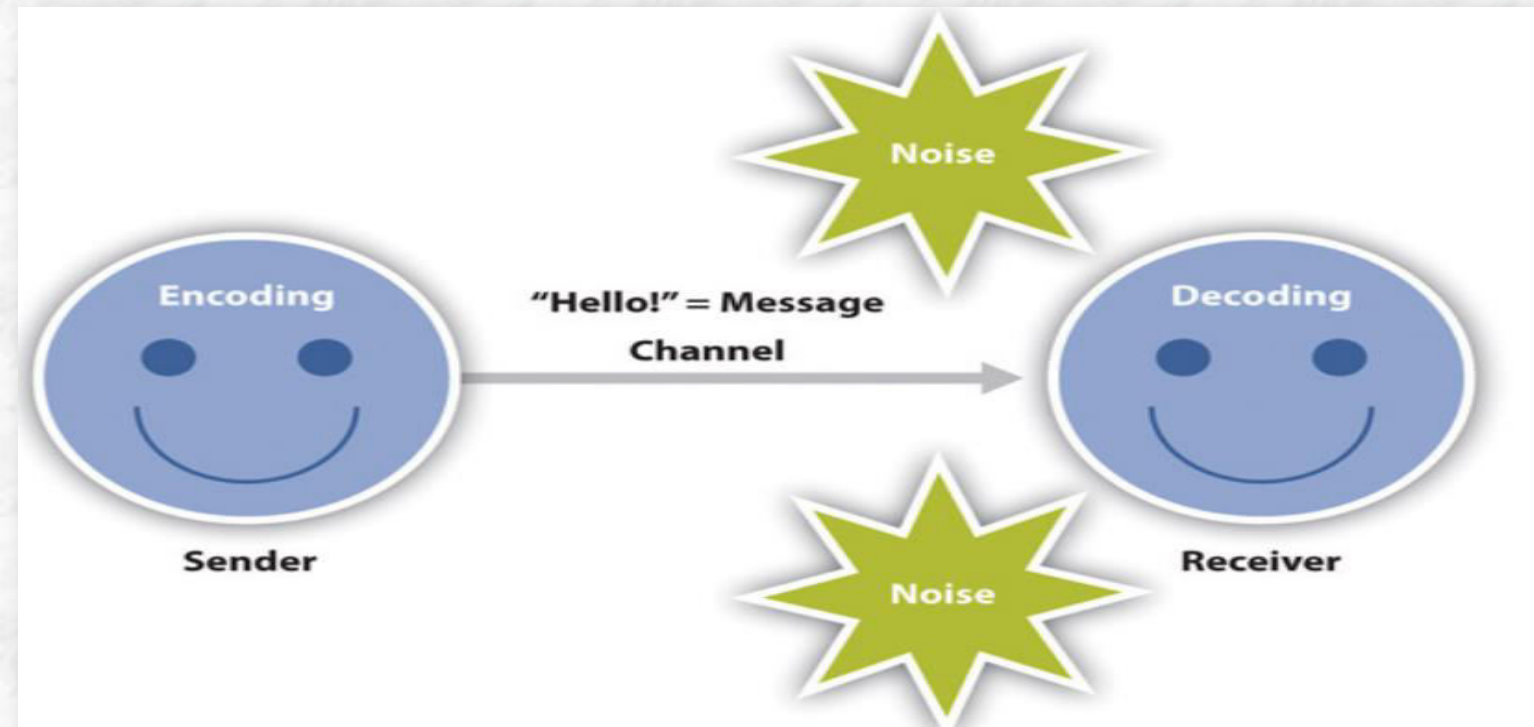
It describes communication as a linear, one-way process in which a sender intentionally transmits a message to a receiver. This model focuses on the sender and message within a communication encounter. Although the receiver is included in the model, this role is viewed as more of a target or end rather than part of an ongoing process.

Think of how a radio message is sent from a person in the radio studio to you listening in your car. The sender is the radio announcer who encodes a verbal message that is transmitted by a radio tower through electromagnetic waves (the channel) and eventually reaches your (the receiver's) ears via an antenna and speakers in order to be decoded. The radio announcer doesn't really know if you receive his or her message or not, but if the equipment is working and the channel is free of static, then there is a good chance that the message was successfully received.

# Communication models

## Transmission Model

Since this model is sender and message focused, responsibility is put on the sender to help ensure the message is successfully conveyed. This model emphasizes clarity and effectiveness, but it also acknowledges that there are barriers to effective communication.



# Communication models

## Transmission Model

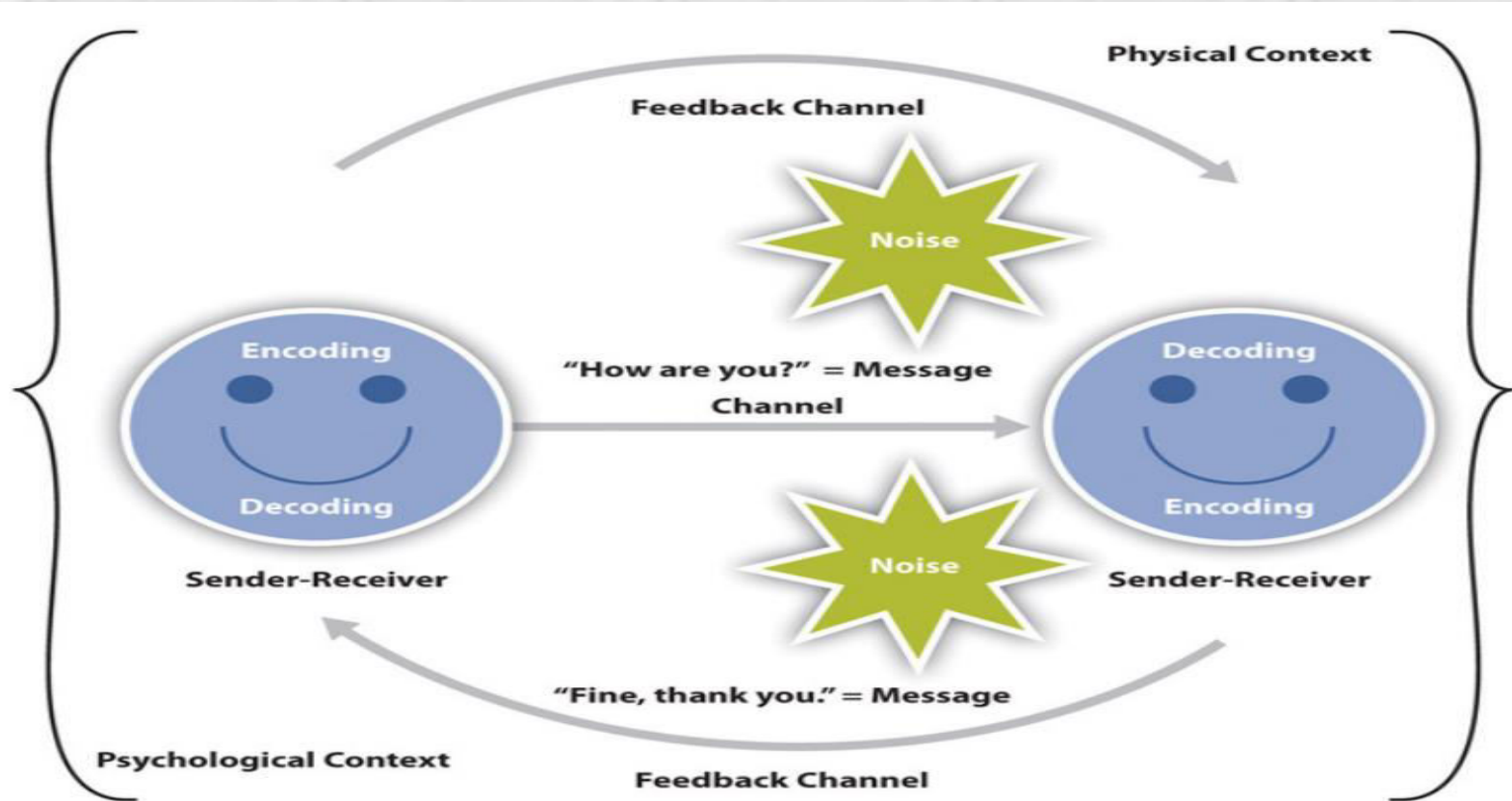
FM antennae can't decode AM radio signals and vice versa. Likewise, most French speakers can't decode Swedish and vice versa. Semantic noise can also interfere in communication between people speaking the same language because many words have multiple or unfamiliar meanings.



# Communication models

## Interaction Model

The interaction model of communication describes communication as a process in which participants alternate positions as sender and receiver and generate meaning by sending messages and receiving feedback within physical and psychological contexts



# Communication models

## Interaction Model

Rather than illustrating communication as a linear, one-way process, the interaction model incorporates feedback, which makes communication a more interactive, two-way process. Feedback includes messages sent in response to other messages.

Rather than having one sender, one message, and one receiver, this model has two sender-receivers who exchange messages. Each participant alternates roles as sender and receiver in order to keep a communication encounter going. Although this seems like a perceptible and deliberate process, we alternate between the roles of sender and receiver very quickly and often without conscious thought.

# Communication models

## Interaction Model

The interaction model is also less message focused and more interaction focused. While the transmission model focused on how a message was transmitted and whether or not it was received, the interaction model is more concerned with the communication process itself. In fact, this model acknowledges that there are so many messages being sent at one time that many of them may not even be received. Some messages are also unintentionally sent. Therefore, communication isn't judged effective or ineffective in this model based on whether or not a single message was successfully transmitted and received.

## Interaction Model

The interaction model takes physical and psychological context into account.

**Physical context** includes the environmental factors in a communication encounter. The size, layout, temperature, and lighting of a space influence our communication.

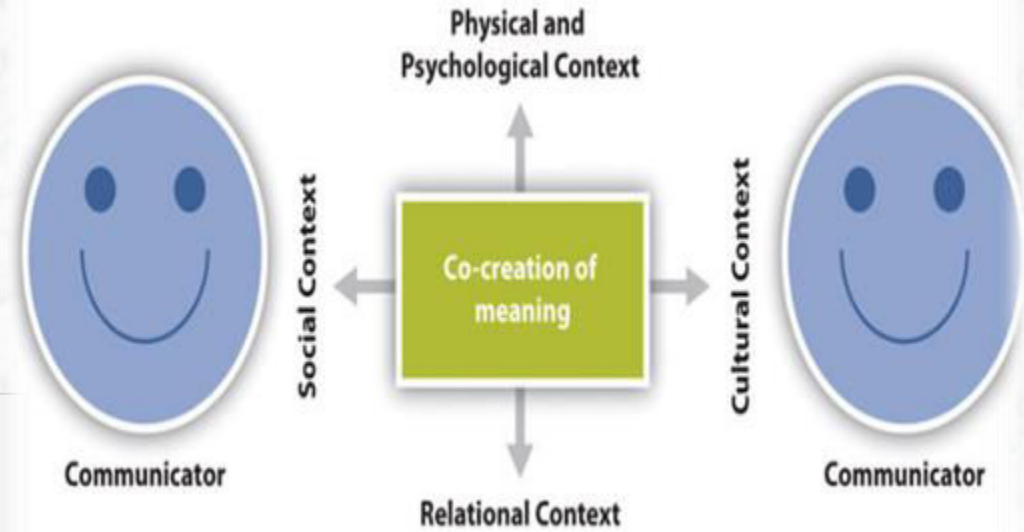
**Psychological context** includes the mental and emotional factors in a communication encounter. Stress, anxiety, and emotions are just some examples of psychological influences that can affect our communication.

## Transaction Model

Communication is more than a process that is used to carry on conversations and convey meaning. We don't send messages like computers, and we don't neatly alternate between the roles of sender and receiver as an interaction unfolds. We also can't consciously decide to stop communicating, because communication is more than sending and receiving messages. The transaction model differs from the transmission and interaction models in significant ways, including the conceptualization of communication, the role of sender and receiver, and the role of context.

## Transaction Model

The transaction model of communication describes communication as a process in which communicators generate social realities within social, relational, and cultural contexts. In this model, we don't just communicate to exchange messages; we communicate to create relationships, form intercultural alliances, shape our self-concepts, and engage with others in dialogue to create communities. In short, we don't communicate about our realities; communication helps to construct our realities.



## Transaction Model

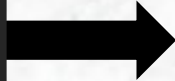
The roles of sender and receiver in the transaction model of communication differ significantly from the other models. Instead of labeling participants as senders and receivers, the people in a communication encounter are referred to as *communicators*. Unlike the interaction model, which suggests that participants alternate positions as sender and receiver, the transaction model suggests that we are simultaneously senders and receivers.

# Communication models

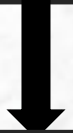
## Transaction Model

The transaction model considers how **social**, relational, and cultural contexts frame and influence our communication encounters.

**Social context**



Refers to the stated rules or unstated norms that guide communication. As we are socialized into our various communities, we learn rules and implicitly pick up on norms for communicating.



**Norms**

Are social conventions that we pick up on through observation, practice, and trial and error. We may not even know we are breaking a social norm until we notice people looking at us strangely or someone corrects or teases us.

# Communication models

## Transaction Model

The transaction model considers how social, relational, and cultural contexts frame and influence our communication encounters.

**relational  
context**

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.

# Communication models

## Transaction Model

The transaction model considers how social, relational, and **cultural** contexts frame and influence our communication encounters.

### Cultural context



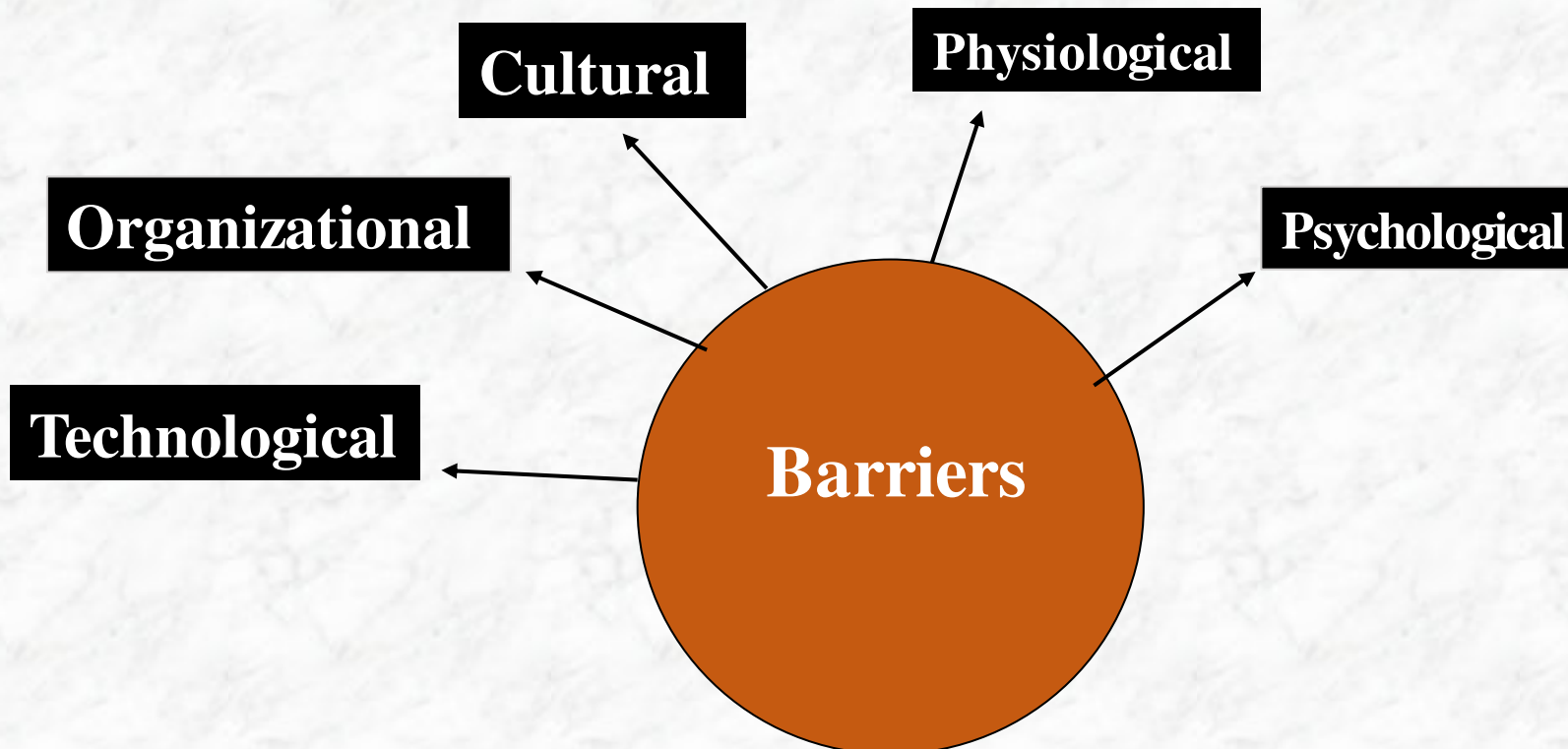
Includes various aspects of identities such as race, gender, nationality, ethnicity, sexual orientation, class, and ability.

# Communication barriers

COMMUNICATION BARRIERS

# Communication barriers

The word barrier means an obstacle, a hindrance or simply a problem that comes in a way of transmission of a message and blocks the process, either completely or partially.



# Psychological barriers

The **Psychological or Emotional Barriers** refers to the psychological state i.e. Opinions, attitudes, status consciousness, emotions, etc. of a person that deeply affects the ability to communicate.

## Lack of Attention

When the person is pre-occupied by some other things and do not listen carefully what the other person is speaking, then arises the psychological barrier in the communication. When the person does not listen to others, then he won't be able to comprehend the message as it was intended and will not be able to give proper feedback.

1) A person in tragedy, for instance, does not want to listen to other people giving advice.

2) A person might be preoccupied by the problems of his/her professional life or personal life, which affects both.

# Psychological barriers

## Premature Evaluation

Many people have a tendency to jump to the conclusions directly and form judgments without considering all the aspects of information. This is generally done by the people who are impatient and resort to a selective listening. This premature evaluation of the information acts as a barrier to the effective communication and lowers the morale of the sender.

## Poor Retention

The retention refers to the capacity of a brain to retain or store things in the memory. The brain does not store all the information came across but in fact, retain only those which deems to be helpful in the future. Therefore, much of the information gets lost during the retention process, and this acts as a barrier to the effective communication.

# Psychological barriers

## Loss by Transmission

The loss by transmission means, whenever the information exchanges hand its credibility reduces. It is most often observed in the case of an oral communication where people handle information carelessly and transmits the information which has lost some of its truth. Thus, the improper and lack of information being transmitted to others acts as a hindrance in the communication process.

## Distrust

To have an effective communication, it is must that both the communicators (sender and receiver) trust each other. In case there is a lack of trust between both the parties, then they will tend to derive negative meaning out of the message and often ignore what has been communicated. If the receiver has no trust, then he will not listen to whatever is being said by the sender, and this will result in a meaningless communication.

# Psychological barriers

## Emotions

The communication is greatly influenced by the emotions of a person. If a person is not in a good temperament, then he would not listen properly to whatever is said and might say things offending the sender. Several other emotions such as anger, nervousness, confusion, restlessness, etc. affects the communication process.

# Physiological barriers

Physiology is the state of human body and mind. 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.

**Deafness and Hearing Impairment**

**Blindness and Vision Impairment**

**Speech Disorders**

**Physical Condition**

# Cultural barriers

## What is culture?

Culture is defined by the shared manners, customs, beliefs, rituals, ceremonies, laws, ideas, thought patterns, arts, tools, social institutions, religious beliefs, myths and legends, knowledge, values, a concept of self, morals, ideals and accepted ways of behaving. We live, do things, think and act in varied ways. These practices are particular ways that give us an identity. These are our cultural ways and give us the cultural identity.

# Source of cultural barriers

## Language (Semantic)

Language is considered as the most crucial barrier in cross-cultural communication. Since verbal communication is important in every context, the understandings of the meaning of words are also important. The language barrier occurs not only because of differences in language but also in the forms of a variety of dialects. The examples are of Chinese and Russian language where different dialects are used in several parts of the country. If one communicator is not aware of the exact meaning, it will create misunderstanding and lead to a conflict of ideas.

# Source of cultural barriers

## Cultural norms and values

Each culture hold its own values, meaning and norms different from another. This difference is caused because of truth, belief and judgment through which they acquired knowledge about society and culture.

## Body languages

Stereotypes are any negative image or preconceived notions on a particular community and identity. These are created through mass media and their content agenda.

# Source of cultural barriers

## Values and believes

The differences in values and beliefs in cultures also create a barrier in communication. The difference in the level of acceptability in cultures is an example. The reasons behind these are influenced by religion, political environment or epistemology.

## Body gestures

Body language and gestures are another elements of the cultural barrier. It is impossible to communicate without body language and gestures. It provides meaning and justification for communication.

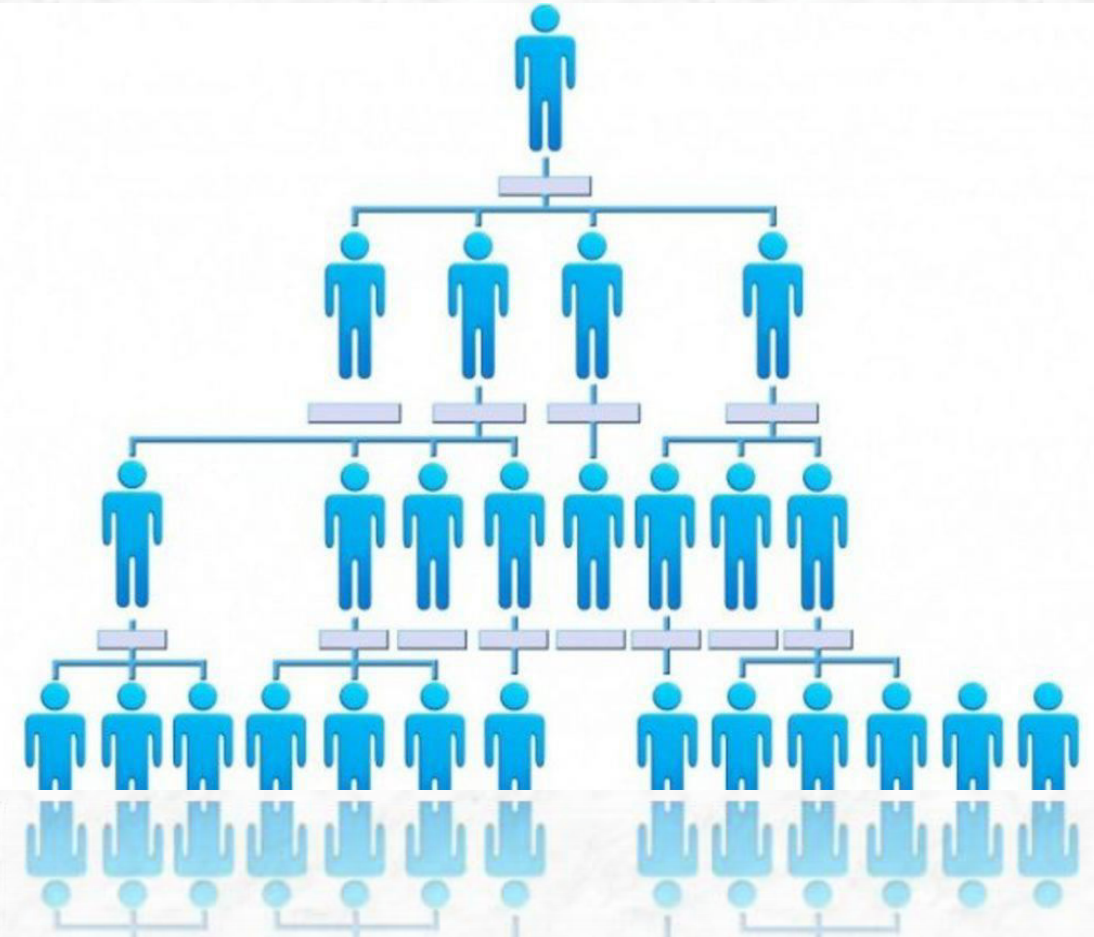
# Organizational structure Barriers

An organization is a collection of people who work together to achieve a common objective. Most of these barriers arise because of misinformation or lack of appropriate transparency available to the employees.

## Organizational structure

Organizations are structured based on the hierarchies so that people of different experience levels, roles and responsibilities are at different levels of authority.

Large organizations have a number of layers of supervision and long communication lines. This can cause distance between the workers and the top management resulting in communication barrier, especially as the organization is divided into departments.



# Organizational structure Barriers

## Status and power consciousness

Status reflects the degree of power, authority, importance and responsibility placed on an individual by other people in the society. Status consciousness exists in most organizations and is a formidable barrier to genuine communication.

## Message filtering

In organizations, some messages are filtered or stopped altogether on their way up or down in the organizational hierarchy. Filtering may involve deleting or delaying negative information, or using subtler words so that events sound more favorable. Managers and supervisors usually filter communication to create a good impression about themselves. Filtering is most common in organizations that reward employees who communicate positive information among employees with strong career mobility aspirations.

# Organizational structure Barriers

## Goal conflicts

sometimes clashes may occur between two individuals on the goals they wish to achieve. This happens because their interpersonal relationships are not cordial and hence, even if both wish to achieve the same goal, because of mutual misunderstandings, they appear to be in a goal conflict. This problem is frequent and appears between departments within the organization.

## Poor coordination

Poor coordination is a damaging condition to effective communication so that different parts of the organization are working in isolation and not knowing or understanding what other parts are doing. Top executives are out of touch with lower levels, or departments and divisions are so poorly coordinated that people do not understand how the system works together as a whole.

# Technological Barriers

In today's organizations, technology is largely used to mediate communication. Gone are the days when doing even the easiest task required the hardest labour. Now, with the proliferation of smart computers in organizations, we can perform any task at the click of a mouse, our dependence on technology is all the time high.

Though technology-based communication such as phone conversations, text messages and e-mails have made communication easy for us but on the flip side, it has reduced the possibility of natural face-to-face interaction that is at the helm of any human communication. Without non-verbal cues such as eye contact, facial expressions, and body language, people are more likely to misunderstand messages, causing the quality of communication to suffer. For example, a text message where all the words are in capital letters can be interpreted as an angry 'yelling' message, while the reality may be far from that.

# Section two

SECTION TWO

# Business and Professional Excellence in the Workplace

Workplace

# Business and Professional Excellence in the Workplace

When you hear the word *professional*, who or what comes to mind? Do a suit and a tie equate to professional excellence, or is it something more?

## Interviewing

*Interviewing* is the process of making yourself available to employers in a formal setting and in the best possible light. Although the main goal of interviewing is to get a job, it also gives you the opportunity to determine whether the particular job is right for you.

# Business and Professional Excellence in the Workplace

When you hear the word *professional*, who or what comes to mind? Do a suit and a tie equate to professional excellence, or is it something more?

## Interviewing

Interviewing is a two-way street; you should also use this time to make sure that an organization meets your needs as a professional and that the organizational culture will allow you to thrive.

Knowing how to prepare for an interview.

Anticipating questions.

Dressing appropriately.

Providing credible and effective answers, and following up after an interview are all critical aspects of being a competent interview participant.

## Relational Communication

**Although you may be an effective communicator in interpersonal settings, you need to know the following:**

**1**

The way to apply relational communication to the business and professional world. Communication initiation, maintenance, and even disengagement are all necessary skills to possess for workplace relationships.

**2**

The way to handle all the forming effective relationships with your coworkers, supervisors, customers, vendors, and subordinates

## Relational Communication

**Although you may be an effective communicator in interpersonal settings, you need to know the following:**

- 3** The way to balance small talk, self-disclosure, task delegation, and many other functions that are essential in the workplace.
- 4** In addition, when business relationships turn sour or costly, you must know how to end the relationship with minimal tension and negative consequences.

## Mediated Communication

The new media have opened numerous new channels for communication professionals. Computer-mediated communication offers convenience and timely access to pertinent information, and it connects communicators across the globe via screen taps and mouse clicks.

However, as a communication professional you must be aware of the inherent

Drawbacks of mediated communication.

Be aware that traditional public speaking skills do not always translate as effectively (e.g., video or telephone conferences) and must be altered to fit the situation at hand.

# Business and Professional Excellence in the Workplace

## Presentation speaking

Public speaking is one of the most feared—but also most important—functions of business and professional communication.

### Types of business presentations

Informative

Persuasive

Public

# Business and Professional Excellence in the Workplace

## Presentation speaking

### What does it take?

- 1 Research and prepare your presentation.
- 2 Analyze your audience (as well as who your *target* audience should be).
- 3 Create memorable and effective introductions and conclusions that will stick in the mind of your audience.
- 4 Create having excellent content while also delivering it to the audience in an engaging way.

## Written documents

Although the type of written communication you engage in can vary greatly depending on your profession, there are certain universal skills, You should always have, include:

- Structure the information
- Select the right style/tone/language.
- Determine what length is appropriate to cover all the important information
- Cultivate and maintain credibility.
- Use appropriate grammar and punctuation to emphasize professionalism.

# Communication Ethics

COMMUNICATION ETHICS

## What are ethics?

Ethics is the general term for the discussion, determination, and deliberation processes that attempt to decide what is right or wrong, what others should or should not do, and what is considered appropriate in our individual, communal, and professional lives.

The discipline concerned with what is morally good and bad and morally right and wrong. The term is also applied to any system or theory of morals values or principles. Ethical behavior must serve as a foundation for people to be treated with fairness, dignity, and respect.

|             |                                                                                                                                              |                                                                                                        |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| Meaning     | <p>.</p> <p><b>The law refers to a systematic body of rules that governs the whole society and the actions of its individual members</b></p> | <p><b>Ethics is a branch of moral philosophy that guides people about the basic human conduct.</b></p> |
| What is it? | <b>Set of rules and regulations</b>                                                                                                          | <b>Set of guidelines</b>                                                                               |
| Governed By | <b>Government</b>                                                                                                                            | <b>Individual, Legal and Professional norms</b>                                                        |
| Expression  | <b>Expressed and published in writing.</b>                                                                                                   | <b>They are abstract.</b>                                                                              |
| Violation   | <b>Violation of law is not permissible which may result in punishment like imprisonment or fine or both.</b>                                 | <b>There is no punishment for violation of ethics.</b>                                                 |
| Objective   | <b>Law is created with an intent to maintain social order and peace in the society and provide protection to all the citizens.</b>           | <b>Ethics are made to help people to decide what is right or wrong and how to act.</b>                 |
| Binding     | <b>Law has a legal binding.</b>                                                                                                              | <b>Ethics do not have a binding nature.</b>                                                            |

# Key Differences Between Law and Ethics

- ☐ The law is defined as the systematic body of rules that governs the whole society and the actions of its individual members. Ethics means the science of a standard human conduct.
- ☐ The law consists of a set of rules and regulations, whereas Ethics comprises of guidelines and principles that inform people about how to live or how to behave in a particular situation.
- ☐ The law is created by the Government, which may be local, regional, national or international. On the other hand, ethics are governed by an individual, legal or professional norms, i.e. workplace ethics, environmental ethics and so on.
- ☐ The law is expressed in the constitution in a written form. As opposed to ethics, it cannot be found in writing form.

# Key Differences Between Law and Ethics

- ☐ The objective of the law is to maintain social order and peace within the nation and protection to all the citizens. Unlike, ethics that are the code of conduct that helps a person to decide what is right or wrong and how to act.
- ☐ The law creates a legal binding, but ethics has no such binding on the people
- ☐ The breach of law may result in punishment or penalty, or both which is not in the case of breach of ethics

# Examples of Unethical Behavior in the Workplace

## Taking Sides in an Employee Argument

It is not uncommon for conflicts to arise between employees in the workplace. Ethically, it is the job of company leadership and management to remain impartial during these conflicts. For example, if two of a manager's employees are in conflict, it is important for the manager to remain as neutral as possible. When a manager gives preference to a favorite or senior employee or provides a solution that only works in favor of one party, they are participating in unethical behavior. They must allow both employees to speak their piece and then come to a solution that works best for both parties, as well as the business itself.

# Examples of Unethical Behavior in the Workplace

## Lying

Lying to your employees or customers is the biggest way to break trust. Trust is the best source of dedication and loyalty that any business has. Once that trust is broken, it is extremely difficult to get it back. For example, if a company has a high-performing employee who is asking for a promotion, they may say that there is no room in the budget for a promotion this year. A few months later, another employee may receive a promotion. Telling obvious lies isn't just unethical -- it will drive people away from your business.

# Examples of Unethical Behavior in the Workplace

## Misusing Company Time

This is a common ethical dilemma that many businesses face. Many employees misuse company time in a variety of ways, whether it's surfing the internet during business hours, taking extended breaks, altering time sheets, or similar. Misusing company time is unethical because the employee is being paid a salary for work that they did not complete or time they did not dedicate to their job.

# Examples of Unethical Behavior in the Workplace

## Cultivating a Hostile Workplace

While there is bound to be some conflict in the workplace, it is important to make the workplace a safe environment for everyone. Some companies unintentionally cultivate a hostile or overly competitive company culture. For example, employers may encourage an unhealthy competitive environment among employees to drive productivity and innovation. However, cultivating this kind of environment can tax employee mental health, and even encourage unethical, sabotaging behavior among employees who want to get ahead at work.

# Examples of Unethical Behavior in the Workplace

## Ignoring Conflicts of Interest

Conflicts of interest encourage businesses to act in ways that do not benefit their customers or employees. For example, if a manager has a relative as their direct report, that manager may treat that employee differently than their other reports. It is the duty of the business to address this situation. Removing conflicts of interest can become more complex when a business is publicly traded, non-profit, or receives funds from a government entity.

# KEYS for Excellence in the Workplace

KEYS FOR EXCELLENCE IN THE WORKPLACE

# KEYS for Excellence in the Workplace

**K**

## Know yourself

It means actively assessing your skills as a communicator and then developing strategies to utilize your strengths and develop your weaknesses.

**E**

## Evaluate the professional context

It entails proactively addressing the needs of your audience and understanding the constraints of the communication situation, as well as developing your skills for communicating with a variety of audiences and situations.

# KEYS for Excellence in the Workplace

**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.

**S**

## 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.

Thank you

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