**Subject: COMMUNICATION PRACTICE**

**Roll No: 14005**

**Instructor: WAJEEHA USMAN**

**Program: BBA (HONS)**

**Semester: 6th**

**Question 1**

Make a Do’s and Don’ts list for effective communication

***Answer:***

The list of do’s and Don’ts are as follows

1. **The Dos**

* *Do Be Clear & Direct*
  + Say what you need to say. Whether it is spoken or written, ensure your language is clear and unambiguous and your message is directly communicated. Don’t beat around the bush; go for the throat. Check that the receiver understands the message as you intended, and avoid acronyms when there’s a chance they will be unclear.
* *Do Paraphrase*
  + When in doubt, talk it out. The goal of paraphrasing is to ensure you are clear about what has been said and let the speaker know that you care about what he or she is communicating. Both are equally important in effective communication. Use a variation on “What I hear you saying is . . .” to accomplish this
* *Be Respectful.*
  + This means using the other person’s name, looking them in the eye, and nodding to aid in demonstrating you understand what they are saying. If you are communicating in writing, reread before sending your message to ensure that it could not be misinterpreted or taken as disrespectful. When on the phone, don’t multitask even if you think the person on the other end of the line does not know you are
* *Do Face-To-Face*
  + Whenever you have difficult information to convey or something that could result in many questions, choose to have a direct face-to-face conversation. You will also have the huge benefit of non-verbal communication cues including tone of voice, facial expressions, and other body language.

1. **The Don’ts**

* *Don’t Give More Attention To Cell Phones Than People*
  + This practice is rude and gives your audience the message that their company is not important. In addition, constant texting, or checking your phone means you are not engaged in your current interaction.
* *Don’t Overuse Abbreviations.* 
  + This keeps people from practicing their spelling and from writing clear, articulate messages. It can put them at a disadvantage in getting their points across, which can be a particular liability at many jobs.
* *Don’t Monopolize the Conversation.*
  + For communication to be effective, it must flow both ways. If you focus on solely getting your point across, you could miss some very important information from others involved in the conversation.
* *Don’t React or Get Upset.* 
  + Many things involved in difficult discussion can and will illicit the urge for an emotional response. Remember that getting upset will not help you think clearly and will leave a bad impression on all parties involved in the interaction.

**Question 2**

List top three factors that are important for effective communication. Why do you think they are ‘top 3’?

***Answer:***

Here are the top three important factors for effective communication

1. **Listening**
   * one of the most important aspects of effective communication is being a good listener.
   * People do not like communicating with others who are only interested in telling you what they want to tell you, and don’t listen to what you have to say. Effective communication requires active listening, so practice active listening until it becomes second nature to you.
   * So, what is active listening? Active listening involves hearing and understanding what a person is saying to you. Unless you understand clearly what a person is telling you, you can’t respond appropriately. Gain clarification by asking questions or rephrase what you’re being told, so that you’re sure you fully understand the message that’s being conveyed to you. For example, you could say “So, what you’re saying is…”
2. **Non-Verbal Communication**
   * The words we choose make up just 7% of the message being conveyed, which makes non-verbal communication all the more important. Body language is an important communication tool. Your body language should help convey your words. Other factors you should consider are things like the tone of your voice, your hand gestures, and ensuring eye contact.
   * A person is going to be encouraged to speak openly with you if you are relaxed and have a friendly tone. Adopt an open stance position, with relaxed legs and open arms. It is important that you make eye contact with the person you are communicating with, but be careful that you do not stare at them, as this is just uncomfortable. It is just as important that you recognize the non-verbal signals being displayed by the other person. These signals will give you an insight into how that person is feeling.
3. **Be Clear and Be Concise**
   * Convey your message using as few words as possible. Whether in person, via telephone, or email, convey your message clearly, concise and direct. If you are excessive with your words, the listener will either lose focus or just be unsure as to what it is that you want. Before speaking give, some thought as to the message you want to convey. This will prevent you rambling and causing confusion.

**Question 3**

Why Interpersonal Competencies are essential? Argue.

***Answer:***

**Interpersonal Competencies**

* *Definition*
  + They are people skills. They’re the skills we use when communicating and collaborating with others

* *Why Are Interpersonal Competencies Important?*
  + It turns out interpersonal skills are of increasing importance in the workplace. Aside from helping you get a job, what else can interpersonal skills do to help you succeed?
  + Well, this is where the true and innate value of interpersonal skills comes into play.
  + Interpersonal skills are abilities that can transmute and transpose across every spectrum of our lives. There isn’t a single facet of our experience that these skills won’t be of use!
  + Interpersonal skills aren’t just people skills. They’re life skills. And they help us communicate and relate to others.
  + here once, we may have lost our patience and initiated an argument, we reach instead for understanding and tolerance. Where once, we may have brushed someone else’s troubles off with callousness, we reach instead for empathy and compassion.
  + We build the bridges with others that make our lives, and the lives of those we interact with, easier, simpler — and better.

**Question 4**

Why do you think making great presentation is more effective?

**Answer:**

Great presentations are presentations which will be remembered by your audience. At the end of the day, it’s important for the audience to take the information said and do something out of it. The presentation will have certain images, graphics, and facts that it’s easy for the audience to remember them. If the presentation is great, then it must mean great eye contact was involved, and eye contact is an important skill in communicating information to the audience, it helps them to pay attention and be more involved in the presentation, and it makes them feel as if you are talking to them directly. Great presentation will also keep the audience attracted to what you’re saying and it is more effective because it helps keep a presentation interesting, and it helps the presenter communicate with lots of confidence, and so it will motivate the audience to listen, as great presentations are very motivating. A great presentation will in the end make an impact on your audience and you will be someone they remember and someone who affected their normal life. A great presentation is effective because it makes a good use of the relationship between the one presenting and their audience. It also takes the full consideration of the audience's needs in order to catch their interests, expand their understanding, inspire their confidence and attain the presenter's objectives.