

**TOPIC****Effective Communication****Learning Objective:**

- To provide students with the opportunity to apply the concepts regarding elements of effective writing to the routine life communication.
- To develop the analytical thinking and writing skills among students

Background:

It's well known that good communication is the foundation of any successful relationship, be it personal or professional. It's important to recognize, though, that it's our nonverbal communication our facial expressions, gestures, eye contact, posture, and tone of voice that speak the loudest. The ability to understand and use nonverbal communication, or body language, is a powerful tool that can help you connect with others, express what you really mean, and build better relationships.

Tasks:

Q. Watch the program of a TV anchor Dr. Shahid Masood by clicking the following link and analyze the distinct nonverbal communication skills of the anchor in terms of the following parameters.

1. Appearance
2. Facial Expressions
3. Eye contact

<http://www.zemtv.com/2016/02/21/live-with-dr-shahid-masood-21st-february-2016-repeat/>

Describe each part with valid reasons and examples by relating it to the given video.

(Marks: 5x3)

Q. Enlist the five main categories of feedback in an appropriate order with brief detail of every category.

Marks: 5

Learning outcome:

- Students will be able to know about feedback process in an appropriate way.
- Students will be able to raise their level from layman listeners to a communication expert who is equipped with the formal analytical skill.

- **Note:** Copied material will be graded “Zero”.

Schedule	
Opening Date and Time	May 10, 2016 At 12:01 A.M. (Mid-Night)
Due Date and Time	May 18, 2016 At 11:59 P.M. (Mid-Night)

Note: Only in the case of Assignment, *24 Hrs extra / grace period* after the above mentioned due date is usually available to overcome uploading difficulties which may be faced by the students on last date. This extra time should only be used to meet the emergencies and above mentioned due dates should always be treated as final to avoid any inconvenience.

Important Instructions:

Please read the following instructions carefully before attempting the assignment solution.

Deadline:

- **Make sure that you upload the solution file before the due date. No assignment will be accepted through e-mail once the solution has been uploaded by the instructor.**

Formatting guidelines:

- **Use the font style “Times New Roman” and font size “12”.**
- **It is advised to compose your document in MS-Word 2003.**
- **Use black and blue font colors only.**

Solution guidelines:

- Use APA style for referencing and citation. For guidance search “APA reference style” in Google and read various website containing information for better understanding or visit <http://linguistics.byu.edu/faculty/henrichsen/apa/APA01.html>
- Every student will work individually and has to write in the form of an analytical assignment.
- Give the answer according to question, there will be negative marking for irrelevant material.
- For acquiring the relevant knowledge don't rely only on handouts but watch the video lectures and use other reference books also.

Rules for Marking:

Please note that your assignment will not be graded or graded as Zero (0) if:

- It has been submitted after due date
- The file you uploaded does not open or is corrupt