

## What is Communication?

Sharing information – ideas, dealings, thoughts, needs, etc. Sharing takes place from one person to another in a way that it is understandable. Basic element is the message must be understandable. It involves systematic and continuous process of speaking, listening and understanding.

*Communication is a process, which involves sharing of information between people through a continuous activity of speaking, listening, and understanding.*

## Why is communication important?

- Talking is a basic instinct, but communication is a learned activity.
- Improving upon the ability to talk is to speak well and communicate effectively.
- Communication connects people together in the society. Modifies behavior & brings change.
- Communication plays an important role in almost all aspect of life.
- People have to communicate with each other to exchange information, make decisions, talk about new ideas, plans and proposals etc.
- Helps obtaining employment & successful job performance.

How much time do we spend in communication? Nearly 70% – writing, reading, speaking, & listening. As a college student, 69 percent of your communication time is spent on speaking and listening. You spend 17 percent of your communication time on reading and 14 percent writing.

Communication is inevitable in one's life. Today, in this age & world, a successful person is the one - who can communicate effectively. We live in a communication revolution – in an age of increasing talk. Therefore, need to learn to **talk well and talk wise**.

## The Communication Process or Cycle

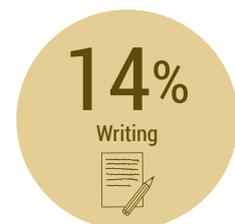
Problems occur in an organization due to failure in Communication Process. Communication is the exchange and flow of information and ideas from one person to another. It involves a sender transmitting an idea to a receiver. And effective communication occurs only if the receiver understands the exact information or idea that the sender intends to transmit.

- 1) Faulty communication causes the most problems in an organization.
- 2) Coaching, coordinating, counseling, evaluating and supervising requires understanding Communication Process.

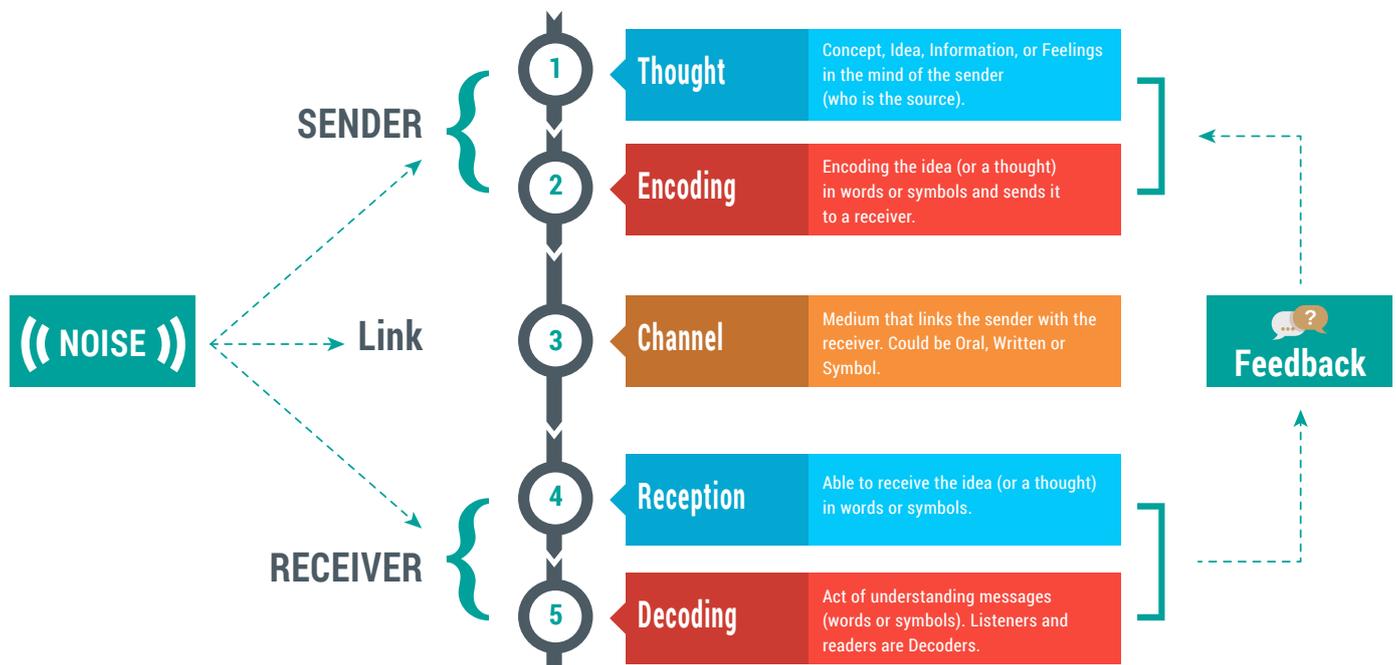
Communication is derived from the Latin word '**Communico**' which means "**To Share**". Hence the word "communication" means: the process of sharing.

## Layman's Definition of Communication

Communication is the movement of a message from one point (sender) to another point (Receiver) through a channel.



# The Communication Process or Cycle



## What are the steps involved in the communication process?

### 1. Idea

Information exists in the mind of the sender (who is the source). This can be a concept, idea, information, or feelings.

### 2. Encoding

The source initiates a message by encoding the idea (or a thought) in words or symbols and sends it to a receiver.

The message is the actual physical product from the source encoding. When we speak, the speech is the message. When we write, the writing is the message. When we gesture, the movements of our arms and the expressions of our faces are the message. Message could be in more than one form.

### 3. The Channel:

- Medium that links the sender with the receiver. Medium could be Oral or a Written medium.
- Dependent on effectively.
- Immediate transmission, feedback, permanent record, destination and nature of content.
- Communication by more than one channel.
- Immediate transmission of message, (Fax instead of letter)
- Immediate feedback, (Phone instead of fax)
- Permanent record of the message, (Written rather than oral)



- Degree of negotiation and persuasion required, (Personal meeting – face-to face)
- The destination of the message, and (Far flung area – letter only)
- The nature of the content of the message. (Has to be a contract –written).

#### 4. Decoding

It is the act of understanding messages (words or symbols). This is known as Decoding. When the sound waves are translated into ideas, we are taking them out of the code they are in, hence decoding. Thus, listeners and readers are often regarded as Decoders.

- Act of understanding messages (words or symbols).
- Conversion of sound waves into ideas.
- Process of decoding are Content (Language) & Context (Para-language)

##### Content:

- Spoken and written words.
- Words have different meanings.

##### Context:

- The way the message is delivered. Tone, gesture, body language and pitch is very important.
- Causes message to be misunderstood.

#### 5. Feedback

It is the last important step in two-way communication. It decides that the message has been received and understood properly. Purpose of the feedback enable us that the receiver has got the same meaning as intended by sender. Feedback includes verbal and nonverbal communication. Read below the five main categories of feedback.

##### Evaluation

We make evaluation that how best the message is understood with its worthiness and goodness.

##### Interpretation

How the receiver interprets the message? Is it understood in actual sense is very important? Feedback is the only way to correct the message if it is misinterpreted.

##### Support

To provide support or assistance to the sender.

##### Probing

It is used if discussion continues, or receiver require more information on the subject or to clear any doubts.

##### Understanding

Understanding: It is an attempt to understand what was communicated in its real sense.

#### DECODERS

Listeners, Readers are Decoders.

#### In Content

Choice of words are very important because of different meaning.

#### In Context

We believe what we see than what we hear.

#### Feedback points to be remembered

- Evaluation.
- Interpretation
- Support
- Probing
- Understanding



**Noise**

- Can hinder the development of thought.
- Encoding may be faulty.
- Transmission may be interrupted.
- Inaccurate reception.

**5. Noise**

The presence of noise can result in fairly significant problems in the communication process. Unfortunately, communication is effected by noise, which is anything – whether in the sender, the transmission, on the receiver – that hinders communication.

- A noisy environment may hinder the development of a clear thought.
- Encoding may be faulty because of the use of ambiguous symbols.
- Transmission may be interrupted by noise in the channel, such as a poor telephone connection, misprinted text, or maybe a typographical mistake.
- Inaccurate reception may be caused by inattention.



## Levels of Communication

There are five levels of communication:

1. Intra-personal Communication
2. Interpersonal Communication
3. Mediated Communication
4. Person-to-Group Communication
5. Mass Communication

Intra-personal Communication means “**talking to yourself**”. Intra means “**within**” and Intra-personal “**within the person**”.

**Self Concept:** Complete picture of yourself. Who you are? Your weakness and strengths. Your Physical, Spiritual structure? How do people see you? Sense of Self comes from interaction with people.

*Components of Self-Concept are: Self Image & Self Esteem.*

**Self Image:** Image of yourself that describes you. The different roles you play in life. It is comprises two things. Achieved or Ascribed.

**Achieved images** are what you are doing. The role you have developed over the time.

**Ascribed Image:** You are born with. You are brother, father, son. You don't have control on this part.

**Self-Esteem:** is the process of self-evaluation; it is how you feel about yourself in each of those roles.

**Perception:** It is how you see the world. You acquire with interacting people. It can change your self-image and self-concept. “The ability to see, hear, or become aware of something through the senses. The way in which something is regarded understood or interpreted.

Intra-personal communication processes depend upon the following communicators’:

1. **Frame of reference** (Your view of the world, your beliefs, values, thinking process, practices and experiences).
2. **Creativity** (the use of imagination or original ideas to create something, Innovative)
3. **Self-talk** (imagined communication internally). The act or practice of talking to oneself, either aloud or silently and mentally). It helps your overcoming your fears, anxiety, gives you courage.
4. **Risk-taking behavior.** How much risk you can take in life? We have fear of rejection and fear of criticism, which does not allow you to take risk. Past experience also help to overcome fear. At least a minimum amount of risk is necessary for growth and development.

### Self Concept

Sense of self is self-concept.

Psychological self  
Physical self  
Spiritual self  
Social self  
Intellectual self

Self-concept also means knowing how others see you.

### Hurdles in Creativity

Habitual and routine thinking patterns and structures prevent free, open problem solving.

### Self Talk

Communication takes place in their minds internally.

### Risk Taking

Additionally, behaviors that threaten our self-concept or intra-personal processes are “risky.”



**Interpersonal Communication**

Person to person or group of people interaction for personal, social, professional or business reasons.

*We tend to see and hear what we expect to see and hear.*

*Contextual means context or surrounding words.*

*Non-verbal cues have different cultural interpretations.*



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**Interpersonal Communication**

Interpersonal communication occurs when two (or a few) people talk face to face. An activity where we exchange views with each other's. Conversation, dialogue, interviews or group discussion are called Interpersonal Communication.

Each person also operates Intra-personally during the exchange.

*An exchange with just two people involves at least three communication elements – the unique thinking done by each person and the overriding process created by the interpersonal exchange.*

Behaviors determine the quality of interpersonal relationship. Behavior is the reflection of our thoughts, feelings and emotions. Motive controls our behavior.

**How to access others behavior?**

To access others behavior we made following errors:

- We assume that people would behave the same way in every situation.
- We try to put everyone into consistent categories.
- We are too influenced by first impressions.
- We are positively influenced where we have common characteristics with other people, e.g. same school, same function.
- We are too influenced by apparent negative points.
- We make constant errors because of our own limited frames of reference and self-concept.

**Interpersonal communication is contextual.**

In other words, communication does not happen in isolation. There is:

- **Psychological context**, which is who you are and what you bring to the interaction. Your needs, desires, values, personality, etc., All form the psychological context.
- **Relational context**, which concerns your reactions to the other person—the "mix." (Mother & child relation even if she is upset the child does not react)
- **Situational context** deals with the psycho-social "where" you are communicating. An interaction that takes place in a classroom will be very different from one that takes place in a cafeteria.
- **Environmental context** deals with the physical "where" you are communicating. Furniture, location, noise level, temperature, season, time of day, all are examples of factors in the environmental context.
- **Cultural context** includes all the learned behaviors and rules that affect the interaction. If you come from a culture (foreign or within your own country) where it is considered rude to make long, direct eye contact, you will out of politeness avoid eye contact. If the other person comes from a culture where long, direct eye contact signals trustworthiness, then we have in the cultural context a basis for misunderstanding.

Conversations involve unstructured, informal transactions.

Dialogues are structured & formal transactions.

### Interviews involve dialogue. Interviews have two types.

- **Directive Interview:** Interview for job appraisal. The interviewer mostly directs them.
- **No Directive Interview:** Flow of information from both sides like interviewing celebrities or social personality.
- **Stress Interview:** Provoking questions to be asked for politician or Govt representative to see their reaction.
- **Depth Interview:** More informative interviews on technical information.
- Flow of information from both sides like interviewing celebrities,

Small Group involves discussion & meetings, which are very difficult to handle communication although it is face-to-face interaction. You have to entertain others point of view. Methods for conducting group meetings include problem solving, educating, brainstorming, and role-playing.

### Functions of Interpersonal Communication

- Gaining information about others. It can be done by observing the person or actively by engaging the person or listening him.
- Building better understanding
- Establishing identity: Involves exposing ourselves and identifies others self image.
- Exercising Control: Comes through leadership capabilities.
- Making friends and establishing relationships

### Four Principles of Interpersonal Communication

These principles underlie the workings in real life of interpersonal communication. They are basic to communication. We can't ignore them.

#### Interpersonal communication is inescapable

We communicate not only words, but through tone of voice and through gesture, posture, facial expression, etc., We constantly communicate to those around us. People judge you by your behavior, not your intent.

#### Interpersonal communication is irreversible

You can't really take back something once it has been said. The effect must inevitably remain. A Russian proverb says, **"Once a word goes out of your mouth, you can never swallow it again."**

#### Interpersonal communication is complicated

No form of communication is simple. Because of the number of variables involved, even simple requests are extremely complex.

#### Interpersonal communication is contextual

#### *Inescapable*

Unable to be avoided or denied.

#### *Irreversible*

Not able to be undone or altered.

*Contextual means context or surrounding words.*



**What is behaviour?**

Behaviour is an expression of your thoughts, feelings, emotions & Gesture, like tone of voice.

It also express your motives.

*Channel used are Mechanical, Electrical or Electronics  
Mechanical: Telephone*

**Guiding Principles****1. People are not mind readers. They judge you by their behavior & not by your intent**

We cannot communicate. The very attempt not to communicate communicates something. Through not only words, but through tone of voice and through gesture, posture, facial expression, etc., We constantly communicate to those around us. Through these channels, we constantly receive communication from others.

**2. A word is like an arrow, once out of the bow never returns**

You can't really take back something once it has been said. The effect must inevitably remain. Despite the instructions from a judge to a jury to "disregard that last statement the witness made," the lawyer knows that it can't help but make an impression on the jury.

**3. We don't exchange ideas; we exchange symbols that stand for ideas**

Words (symbols) do not have inherent meaning; we simply use them in certain ways, and no two people use the same word exactly alike.

**Three things happened when you have Interpersonal Communication (Face2Face).**

- What do I know about the idea?
- Is he capable to understanding my message?
- What is he thinking about me?

**Mediated Communication**

When two or more people use a mechanical or electrical channel to transmit or receive messages, e.g. telephone, radio, TV etc.

**Drawback of Mediated Communication**

This level of communication occurs when two (or a few) people use some intermediate means for carrying their messages. They do not communicate face to face and thus do not have direct feedback.

Mediated communication often uses a mechanical or electrical device to transmit or receive messages.

Examples include the telephone, closed-circuit television, radio, radar, and the communication satellite.

Mediated communication also occurs through letters, reports, forms, and interoffice memorandum.



## Person-to-Group Communication (Public Speaking)

The person-to-group level involves one speaker and audience. The speaker usually faces the audience, and the audience usually contains people with similar interests. A small, private person-to-group situation often has some of the characteristics of interpersonal communication. However, for large public groups, the person-to-group level lacks the benefits provided by interpersonal exchanges.

The traditional speaker and audience setting may include microphones, projectors, and tape player.

## Mass Communication

Mass communication includes messages sent to large, public, dissimilar, anonymous, distant audiences using some intermediate instrument of transfer.

The instruments include electronic (for example, radio, television, tape, and film) and print (for example, newspaper, magazine, book, pamphlet, brochure, direct-mail campaign). The restricted opportunity for feedback is the most serious barrier to effective mass communication.

The "mass media," as they are often called, have grown to include the print media of books, newspapers and magazines, the electronic media of television, radio, and audio/video recording, and the new media of computers and computer networks. While these media differ in many ways, they all share the characteristics by which scholars define mass communication.

## Communication in the Organization

Any organization want to grow, progress, develop and to achieve its objectives, must have very effective form of communication. It depends upon the people how skilled they are.

While communication in the modern organization flows downward, upward, and the horizontal, its destination can be either internal or external.

## Downward Communication

Downward communication flows from people at higher levels to those at lower levels in the organizational structure. The primary function of downward communication is to inform employees about things important to them such as:

- Information about their jobs
- Organizational policies and procedures
- Feedback about their performance
- Organizational goals and objectives

## Types of downwards communication

The types of downwards communication may include instructions, speeches, meetings, announcements, memos, notifications, letters, hand-books, pamphlets, company newsletters and periodicals, bulletin boards (notice boards) policy statements, and procedures.

### *It is also called Public Speaking*

It is based on information sharing. It will not have diversity of opinion.

### *Messages sent to large, dissimilar, anonymous, distant audiences using electronic & print media.*

Audiences are not known. Information about their background, culture and behaviour is hidden.

Feedback is not available immediately.

### *Flowing information from top to bottom.*

Information which come from top level to bottom level is called Downward Communication. It must reach to the lowest level.

### *Channels used are:*

Instructions, speeches, meetings, announcements, memos, notifications, letters, hand-books, pamphlets, company newsletters.



*Growing Organization's all the employees are well informed and trained.*

*Information travels from subordinates to superiors*

Matters beyond productions or services that are of interest to employees are communicated. Marketing, Finance, Support Services and other things.

**Channels used are:**

Reports, speeches, meetings, memos, suggestion systems and grievance procedures.

**Channels used are:**

Reports, speeches, meetings, memos, suggestion systems and grievance procedures.

This Communication occurs at horizontal level among Seniors employee of the organization. To find out faults, common and social problems, labour problems, outside production may not be directly relating, and do the comparison among different departments.

**Mode is Oral Communication:**

It is difficult but very effective. Written needed somewhere but has its own limitations.

For downward communication some use written communication, others use oral communication.

**Why it is needed? Points to remember.**

- Increases motivation & efficiency.
- Personal & Organization growth.
- Clear job instructions and safety rules.
- Facts about organizational strategy, products/services and future goals.
- Helps employees perceive what is important, gives them a sense of direction & tells them what leadership is doing.

**Upward Communication (Feedback)**

Upward communication travels from subordinates to superiors and continues up the organizational ladder. Upward communication is extremely important, as upper management needs to know specifically about:

- Production performance, marketing information, financial data, what lower-level employees are thinking, and so on.
- The better the quality of information they receive, the more useful and effective it will be in their decision-making efforts.
- Reflects what lower level employees are thinking.
- Supervisors who interact periodically (time to time) with their juniors collect useful feedback that is equally essential for employees.
- Pay & benefits problems, complaints, rumors etc are discussed.

*Unfortunately, this flow is often hindered by people in the communication link who filter the messages and do not transmit all the information, especially unfavorable news to their bosses.*

Types of media used to direct information upward are reports, interoffice memos, supervisor subordinate conferences, suggestion systems, and grievance procedures.

**Lateral Communication**

It includes horizontal flow of information, with people on the same or similar organizational levels, and diagonal flow, with people at different levels who have no direct reporting relationships.

- To speed up information flow, to improve understanding, and to coordinate for the achievement of organizational goals.
- Essential for problem solving, job performance, assuring mutual benefits, safety and security.
- Prepare for meetings, listening to and making requests, writing notes and memos, and discussing and writing about projects.
- Mostly oral in nature, involves conferencing between the participants. In some instances the conference is conducted by telephone.

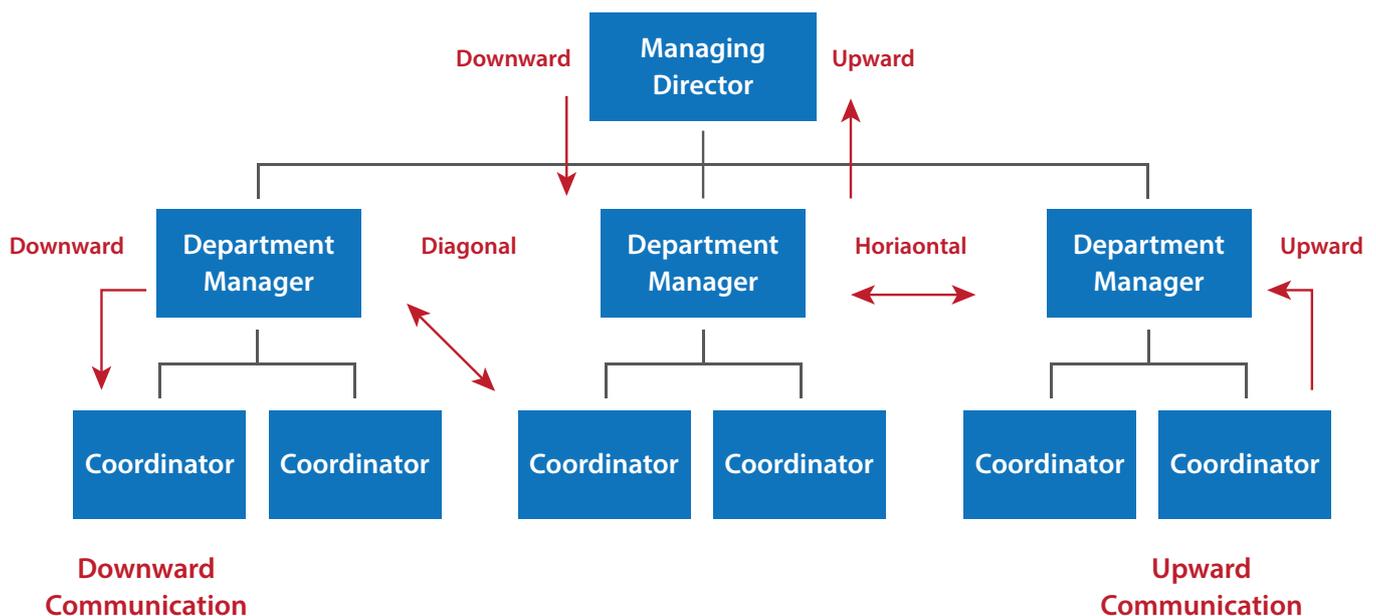


## Lateral Communication

Lateral communication works in contrast to traditional top-down, bottom-up or hierarchic communication and involves the spreading of messages from individuals across the base of a pyramid.

*“The flow of messages across functional areas at a given level of organization.”*

Sharing information across levels is encouraged, often making processes more efficient. People on the same level can communicate directly with each other instead of having to go through several levels of organization. There are less delays when you don't need to go through your boss, who goes through his, who contacts another department, before you finally speak with the relevant person.



*Each member is involved in sharing of information and decision making. Each one kept informed.*

### **Globalization & Communication**

Globalization trend has brought the remarkable change in the communication process. It demands establishing closer links with parent organizations overseas.

What is happening in sister or subsidiary companies must be transferred to the parent company.

### **Stakeholders**

Who are concerned with the manufacturing of a product or service providers.

### **Social Responsibility**

Terminology used they are looking welfare of the people while generating business activity.

### **Oral Communication**

Terminology used they are looking welfare of the people while generating business activity.



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The destination of communication is either internal or external. The ratio between internal and external communication varies from organization to organization. As the size of the organization increase, the amount of internal communication tends to increase at a faster rate than the amount of external communication.

## **Internal Communication**

Each of the communication mediums discussed earlier in the downward, upward, and lateral communication sections is also classified as an internal medium. Interoffice memos, reports, and conferences are the most commonly used internal mediums within the modern organization.

Effective internal communication-downward, upward, and horizontal helps increase job satisfaction, safety, productivity, and profits and decreases absenteeism, grievances, and turnover.

## **External Communication**

Because most modern organizations have close ties with various publics – in fact they often depend on these publics for economic survival - that are consumers, stockholders, governmental agencies, foreign suppliers, wholesalers, and retailers.

Types of media used to communicate externally are: **written communication letters, reports, stockholder reports, proposals, while stockholder meetings, telephone conversations, and conferences are Oral communications.**

While informal reports tend to be used commonly within the organizations, formal reports are more commonly use externally. Employees in many organizations are now finding that their responsibility for report preparation is increasing.

Organizations that have stakeholders hold annual stakeholder meetings to conduct official business - such as electing individuals to the board of directors- as well as to present information of interest to the stakeholders. These meetings, although comprised mostly of oral communication, also use some written communication.

### **Effective use of technology:**

An increasing amount of organizational business is conducted over the telephone. Although the use of the telephone should result in the effective use of time, many employees are now finding that the telephone has been a fairly significant time waster, especially when several calls have to be made before the caller is reached. Excessive amounts of small talk during phone conversations can also waste time. Especially wasteful of time, human resources, and monetary resources is the practice of providing a written document to confirm the substance of the phone conversation. When this happens, the primary reason for using the phone in the first place-to save time-actually takes more time because of the duplicate effort involved in making the phone call and then preparing the written documentation.

A certain number of employees in most organizations spend part of their time engaged in face-to-face conferences with individuals outside the organization. Included among these individuals are purchasing agents, sales representatives, upper-level managers, and department managers.

Considerable good will can be lost easily—which may be very costly to the organization and to the outsider—unless both parties treat each other with courtesy and respect.

## Benefit of Communication: Employees

### 1. Career Growth

Specific communication skills that a person may require in any organization will vary from job to job. A good communication skills will lead to a more satisfying employment experience and also increase the chances of promotions throughout one's working life.

### 2. Conflict resolution

Conflict is a normal part of doing business because organizational members have different and often opposing goals. Conflict resolution is a process where issues to be resolved as part of the ongoing interaction between individuals.

Effective resolutions of conflict, which involves good communication, result in fewer formal grievances, improved morale, and more effective use of human resources.

Conflicts are inevitable; however anger, grudges, hurt and blame do not have to be. While unmanaged conflicts, disagreements and out-of-control emotions can harm important work and professional relationships, effectively managed conflict can actually promote cooperation and build stronger relationships.

Most conflicts can be resolved fairly and in a way that actually benefits all concerned. An effective conflict resolution process leads to unity by addressing concerns or issues rather than suppressing them; can get people talking to each other (instead of about each other); and enable people to be part of a team that cares. This process promotes compromise or collaboration as people learn how to work harmoniously, develop creative solutions to problems and reach outcomes that mutually benefit those involved.

### 3. Motivation

Motivation is the process of satisfying internal needs through actions and behaviors. Motivation is not something a person is born with or without, but rather is something that can be enhanced or developed.

Motivation affects individuals differently, so one must understand the process, theories, and fundamental components of motivation in order to motivate effectively. Motivation comes from within, from a person's own psyche, secret desires and deep-rooted needs which motivate us towards their satisfaction. To increase organizational productivity and employee performance, there are several motivational techniques that one needs to learn & use. And communication is the needed tool.

#### *Employees Benefits*

1. Career Growth
2. Conflict Resolution
3. Motivation
4. Problem Solving
5. Public Relation

*Conflict is essential and can lead to creativity, innovation and change. People have different approaches.*

*Talk to each other instead of about each other.*

*The satisfaction of your inner desires and needs through actions.*

We are need driven. I want to earn more. Improve my standard of living. I want to recognize in the society.



**What is Problem Solving?**

All recourses are provided but the objective is not achieved.

**Identification of the problem.**

Resolution of the problem. Reporting, recording and passing information.

**Marketing**

It is a public relation.

**Identification of the problem.**

Resolution of the problem. Reporting, recording and passing information.

**Organization Benefits**

1. Career Growth
2. Conflict Resolution
3. Motivation
4. Problem Solving
5. Public Relation

**Image Building**

Every employees work to develop the image of the company.

**4. Problem Solving**

In a business set up you need to work with other employees as well as get people working together in a friendly smooth environment. Coming from different backgrounds, having different experiences, beliefs, and expectations it is not always easily achieved.

People working together are bound to develop differences & have problems working together. An objective and practical way out to such a situation is to identify the real problem and to correct it. Regular communication, active feedback, and carefully monitoring of the results are all what required to solve the problem.

**5. Public relations**

Good public relations help an organization and its employees adapt (modify/adjust) mutually to each other. Often, it is termed as an indicator of an organization's performance and a program of activities.

The public relations function takes many forms in different organizations, including public information, investor relations, public affairs, corporate communications, employee relations, marketing or product publicity, and consumer service or customer relations.

**Benefit of Communication: Organization**

Effective communication benefits the organization by:

- 1. Creating Positive Image**
- 2. Reducing Cost**
- 3. Improving Employee Moral**
- 4. Increasing Employee Productivity.**

In many instances, putting a little more effort into the communication process provides rich dividends for the organization.

**1. Positive Image**

*To maintain and uphold the credibility of the company is called Positive Image.*

The image outsiders have of many organizations is negative because of ineffective communication by employees. In some cases, employees knowingly use ineffective communication, but in other cases they do not realize that what they say or write produces damaging results.

Employees, when using either a written or oral communication medium, have an almost infinite number of opportunities for spoiling the organizational image. The damaging situations can range from failing to answer a question to an outsider or communicating totally incorrect information.

Effective communicators are concerned about the impact of what they say or write to the listener or reader. An unfortunate situation arises when the listener or reader receives a totally incorrect perception of what the speaker/writer intended.



## 2. Cost Reduction

Effective communication skills make a significant contribution to organizational cost reduction. If an employee prepares a letter that is not effective – it needs to be done again and again – the organization's profitability is reduced.

Let's take another example. Consider an organization with 10,000 employees. If each employee on the average wastes 10% of his/her daily working hours in inefficient communication, and if that 10% is equivalent to 100 rupees, then the total amount lost would be of around one million rupees per annum.

## 3. Employees Morale

In many instances, managers unknowingly contribute to employee morale problems because they fail to communicate effectively with their subordinates. This lack of communication, in turn, creates an impression among the employees that their managers are not concerned about them or the positions they hold. When this impression is created, employee morale deteriorates.

## 4. Employee Productivity

Many organizations are presently concerned about their inability to improve their productivity. Reason is that the management fails to communicate its expectations to their employees and how certain job tasks are to be performed.

## Misconceptions about Communication

### We Need More Communication

One of the most common complaints we have heard working with organizational personnel is that there is not enough communication in the organization. Top managers complaint that they seldom hear from middle managers, middle managers complain that they have been isolated from the top executives and so on.

### Communication Solves all Problems

Communication is not a cure-all for the problems we experience. If we are properly skilled in communication, it can be a highly effective medium for the resolution of problems or conflicts.

### Communication Breakdowns

The idea that communication can break down is widely accepted. Generally, people assume that communication has broken down when one person has failed to accurately interpret the communication behavior of another person.

While this frequently happens, it does not mean communication has physically broken down. Rather, it means that we have been ineffective in communicating.

### Meanings are in words

One of the most common mistakes that we make as communicators is to assume that the meaning we attach to a word will be the meaning everyone else attaches to the word. This is not always the case. The meanings we associate with words are a function of our individual backgrounds and experiences with other people. Because we cannot duplicate another's background or experiences with people, the meanings we have for the same words sometimes are quite different.

#### *Morale means.*

The confidence, enthusiasm, and discipline of a person or group at a particular time.

*Improve Quality of information rather than Quantity of communication.*

*Minds processing something else than body expressions.*

*Usage of communication skillfully will solve the problem. Otherwise it will add to the problem.*

*Deep-seated doubt or hate or misconception.*

Ineffectual communication usually is symptomatic of some **deep-seated** problem between the communicators.

*"Words don't mean – people mean."* This is to say, meaning can be subjective. Different interpretation of the same words.



## Nonverbal Communication

Good communication is the foundation of successful relationship, whether it is personal or professional. Communication is a process of sending and receiving messages that enables humans to share knowledge, attitudes, and skills. Normally we think communication is a name of speech we deliver or listen. Actually it is composed of two dimensions - verbal and nonverbal.

Nonverbal Communication is a communication without words. It includes behaviors such as facial expressions, eyes, the tone and pitch of the voice, as well as less obvious messages such as dress, posture and physical distance between two or more people.

These non-verbal signals can give clues and additional information and meaning over and above spoken (verbal) communication. It is interpersonal communication. When we speak, our verbal and nonverbal communication should match.

*Research tells us that only 5% effect is produced by the spoken words. 45% by the tone and other elements of voice and 50% by body language movements, eye contact, facial expressions, gestures and so on.*

1. Appearance
2. Facial Expressions
3. Eye contact
4. Gestures
5. Touching
6. Posture
7. Voice
8. Space

### 1. Appearance

First impression count. It is one of the most important factor which make impression about your personality. People judge you by your clothing, hairstyle, cleanliness, posture and creates your status in their mind. It also helps you to be credible, honest, trustworthy for them.

### 2. Facial Expressions

The human face is very expressive. It shows countless expressions without say a single word. Facial expressions are universal. You can easily find out the mood of person from his face. Happiness, sadness, anger, surprise, fear, and disgust are the same across cultures.

### 3. Eye contact

It is an important type of nonverbal communication. The way you look at someone can communicate many things, including interest, affection, hostility or attraction. Cultural difference makes different communication through eyes. According to the situation the eye contact meaning changes.

Maintaining eye contact with newly met people shows respect and project that you are paying attention to them. It maintains the flow of conversation and others attention too.



Breaking eye contact reflects untruthful statement, or your uneasiness to have communication with other or reflects the status difference.

Moving eyes around have different meanings. Looking up or de-focused shows recalling their memory. Looking down or to the right shows their feelings. If eye movement is from right to left or vice versa it shows their interest in your words. Eyebrow muscles movement towards center shows irritation and spreading outwards shows surprise and wondering. Eye communication is tricky in different cultures. In western culture it is a symbol of confidence and in Asian culture it is a symbol of disrespect especially when you talk to elders.

#### 4. Gestures

A gesture is a form of non-verbal communication in which visible bodily actions communicate particular messages, either in place of, or in conjunction with, speech. Gestures include movement of the hands, face, or other parts of the body.

Some gestures (clenched fist, foot stomping) indicate anger, others can indicate nervousness (foot tapping, finger tapping). Head nodding indicates agreement while head shaking indicates disagreement. Head nodding also signals the receiver's desire for the sender to continue talking.

Keeping one's arms closed tends to signal uncomfotable ness while open arms tend to reveal openness and acceptance.

Gestures do not have universal meaning in all cultures. The thumbs-up gesture is a positive sign in most of the world, but in some cultures it considered a rude gesture.

Shaking your head up-and-down means "yes" in the United States and left-to-right means "no." In some parts of the world the meanings are just the opposite.

#### 5. Touching

We communicate a great deal through touch. Think about the messages given by the following: a weak handshake, a timid tap on the shoulder, a warm bear hug, a reassuring slap on the back, a patronizing pat on the head, or a controlling grip on your arm.

***There are four universally recognized aspects of touching, all of which communicate varying emotions and intentions.***

The first is the professional touch, used, for example, by businesspeople, between a professor and his/her students and two people meeting for the first time.

The second is the social/polite touch, used by acquaintances who wish to convey friendly but slightly detached appreciation and affection.

The third is the friendly touch, which could be used by close friends or



close businesspeople and colleagues congratulating one another on an accomplishment.

The fourth and most intense touch is known as intimate touch, which is usually reserved for couples expressing love and affection through kissing, hugging, or caressing.

The amount and nature of touching considered appropriate for the situation varies from culture to culture.

### 6. Posture

Posture can reflect emotions, attitudes and intentions. How you stand or sit, whether your arms are crossed, and so on;

Two forms of posture have been identified, 'open' and 'closed', which may reflect an individual's degree of confidence, status or receptivity to another person.

Someone seated in a closed position might have his/her arms folded, legs crossed or be positioned at a slight angle from the person with whom they are interacting. In an open posture, you might expect to see someone directly facing you with hands apart on the arms of the chair.

The posture displayed by individuals in the communication process also transmits signals about a variety of things, including status, confidence, interest, and openness. Higher-status people often stand more erect and hold their heads higher than do lower-status people. In a sitting position, however, higher-status people are likely to have a more relaxed posture than lower-status people who tend to sit in a rather rigid, erect position.

### 7. Voice

It's not just what you say, it's how you say it. When we speak, other people "read" our voices in addition to listening to our words. Things they pay attention to include your timing and pace, how loud you speak, your tone and inflection, and sounds that convey understanding, such as "ahh" and "uh-huh." Think about how someone's tone of voice, for example, can indicate sarcasm, anger, affection, or confidence.

### 8. Space

Have you ever felt uncomfortable during a conversation because the other person was standing too close and invading your space? We all have a need for physical space, although that need differs depending on the culture, the situation, and the closeness of the relationship. You can use physical space to communicate many different nonverbal messages, including signals of intimacy and affection, aggression or dominance.





### Five attributes of a good presentation

- 1) **Attention of your audience.** Must attract them and have continuous interest for audience.
- 2) **Speech must be meaningful.** Ultimate motive is to transmit the message and accepted by the audience.
- 3) **Must be Memorable.** They carry back the message and don't forget.
- 4) **Take action on that.** Activate the audience immediately to act upon your advice.
- 5) **Balanced Presentation:** Everything is incorporated, well structure, content is well received, balanced and style is observable by audience.

### Making a Good Speech

#### Keep your audience in mind

Audience must go along with while you are moving ahead in your speech. Speech must be according to their education level, their class and level of understanding. Good to arrive in advance and have chat with audience.

#### Do not memorize your presentation.

Use brief notes and highlighted point on a page. Avoid to keep several pages of presentation, you will lose your track and will be in awkward position. You should only remember the key points and explain in your words.

#### Rehearsal again & again.

Practice makes a man perfect remember this phrase. You need to practice again and again so you are familiar with your presentation. You can seek help of your friends and try to deliver in front of them. It will help you to find difficult phases of your presentation so you can put extra efforts on those points.

#### Facial expression

It is an attitude of the speaker. Speaker must be relaxed, have confidence and ability to engage audience and this will be conveyed through facial expression.

#### Natural gestures

Gesture shows truthfulness. It shows the audience that what you are saying is true or you are acting. Do not stick on a place. Move your body as you deliver the contents. Your body movements and actions should support the contents.

#### Right Postures

Must have erect and right postures while speaking or it shows your confidence or lack of confidence. Keeping elbow on the podium is not a good posture.

#### Maintaining eye contact

Keep an eye contact with your audience. It will help to make them active and keen listeners. Looking around will show lack of confidence. Eye contact gives importance to the message. Sweep your eyes across the hall. Avoid to make locking your eyes with individual members.



### **Dressup according to the occassion**

Is it a formal or informal event. Your dress, attire, grooming will enhance your presentation. First appearance will cast an important impact on your audience. Professional dress for professional gathering. Don't over do and make yourself sensible.

### **Podium and its usage**

If going to use podium, make sure that it is placed on the most suitable place and is appropriate. It should not be so high that your gestures and actions hidden behind it. Audience wants to see your way of delivery supported by your non verbal actions. Does it allow you to move on the stage? You must have sufficient place to allow room for movement.

### **Familiarise with the place**

Must have a look at the place where you are going to speak. Audience sitting arrangements, sound level required to have interaction, cleanliness, proper lighting, temperature and quietness level. It will help you to visualise how the ceremony will take place.

### **Maintaining Conversational Style**

Talk with the audience not at them. The way you talk is the way you are interacting with them and conveying your message. Keep your style friendly. It is only possible if you causally share your information.

### **Avoid a Monotone**

A continuous sound, especially someone's voice, that doesn't rise and fall in pitch, is a monotone. It came from the Greek word for "one tone" is monotonía, which means "dull and tedious." It shows a robotic voice. Human voice which will have voice tone and pitch that must be taken care.

### **Handout material should not be distributed**

Must have a look at the place where you are going to speak. Audience sitting arrangements, sound level required to have interaction, cleanliness, lighting, temperature and quietness level. It will help you to visualise how the ceremony will take place.

### **Stay within the time limit**

Most people over do this. Even if your speech is meaningful and audience showing keen interest, you must finish within the time allotted to you. At the end people will get bored and start looking their watches.

### **Get knowledgeable evaluation**

If possible get feedback about your presentation. It will help you find the areas you need to improve and what the audiences were looking from you. You can make your evaluation in rehearsal it would be good. Listen to the criticism properly.

### **Questions & Answers**

Some speakers allow questions & answers and it must be at the end. Pay attention while listening the question and answer accordingly.



## Overcoming Stage Freight

Nervousness before or during an appearance before an audience is called Stage Freight. There are no of ways to overcome:

- Know your subject
- Rehearse your speech
- Know the room
- Know the audience
- Request a lectern
- Pre-check the equipment you will use
- Relax
- Visualize yourself giving your speech
- Realize that people want you to succeed
- Don't apologize
- Concentrate on the message & your audience
- Move during the speech
- Approach the lectern with assurance & enthusiasm

## TYPES OF SPEECHES

There are three types of speeches

1. Informative Speech
2. Persuasive speech
3. Ceremonial Speech

## Informative Speech

An informative speech is to educate the audience on a particular topic. An informative speech makes a complex topic easy to understand or offers a different point of view. It helps you to practice your skills in researching, writing, organizing and speaking. It's main purpose to to provide your audience, unique, interesting and usefull information.

### *Four types of Informative Speeches*

#### **About Objects**

Focus on things, people, places, animals, or products. Quaid-e-Azam

#### **About Process**

The demonstration speech, teaches people "how-to" perform a process. Setting up factory, informing about new technology and its usage.

#### **About Event**

Speech about event which is happening, happened, or will happen.

#### **About Concepts**

Focus on beliefs, ideas, and theories. Speeches about concepts are more abstract. Be clear and understandable when creating and presenting a concept speech. It is lalso called an informative speech because you crafted and going to use persuasive tone. like family planning, democracy, libration movement etc.



## Persuasive Speech

Persuasion is a psychological process and it is designed to change the audience thinking or action. In persuasive speech the speaker has a goal of convincing the audience to accept his or her point of view.

The ability to persuade others help speaker in his daily life from personal relations to his career development. When you try to persuade your audience, basically your are advocating your point of view on certain topic in his favour or completely opposing. It is a challenging and complex process. Audience analysis must be considered in this process. You speech must be on realistic grounds. If your audience do not have firm believe on the subject, you will be able to convince most of them. If they oppose your idea, some of them must consider your thoughts. A speaker must have a strategy to win the audience to his side.

### *Kind of Persuasive Speech*

#### **Question of Fact:**

A question about truth or falsity of something. What is happening? How it is happening? How was behind? etc

#### **Question of Value:**

A question about worth, rightness, morality and values so far. Family planning, abortion cases, good or bad, right or wrong?

#### **Question of Policy:**

A question about policies. Which policy shloud be adopted in Social, Economy and political policies. You need to convince people and agreed on common point.

## Why to organizes Persuasive Speeches?

### **Problem-Solution**

First show there is a problem and provide solution.

### **Problem-Cause-Solution**

Identify the problem, find out the root causes and present a solution.

### **Comparative Advantage**

Speech explains each main point and conclude why the proposed solution is preferred.

### **Motivate Sequence**

Speeches that requires immidiate action. Motivate people to do something immidiately.

## Principles of Persuasion

People are more likely to change their behavior if:

- asked for a small change rather than a large change. Become Vegitarian not possible. If say in a week two or three times eat vegetables, it will work.
- change will benefit them more than it will cost them. Leave cigarette it will cost your life because you are developing cancer, sure you will try to leave.
- change meets their needs. Bulgary increase, buy security system.
- change is approached gradually

*Three basic strategies used in persuasion are appeal to reason, appeal to emotion, & appeal to needs*



### Ceremonial Speeches

**Tributes:** Pay tribute to some poet, or someone anniversary.

**Acceptance:** You have been awarded

**Inspiration:** Addressing the people to donate money for good cause

**After Dinner:** Chief Guest after dinner to deliver speech

**Master of Ceremonies:** Work as a Master of Ceremonies.



Question & answers are also called verbal feed back. from the audiences. It means after presentation the audience ask questions, raise objections and pass out their comments. It is also called **Feilding the Question**, means you answer the question skillfully and win the audience.

It is very important and most of the speakers feel very uneasy and they confessed about it. How public will react? What type of questions they will ask? What would be the effective response? A speaker can prepare effective response

Prepare effective responses by:

1. Anticipating
2. Answering
3. Revising
4. Rehearsing

### 1. Anticipating

You can anticipate possible questions by audiences with the help of the following:

- 1) **Previous Experience:** You had previous experience that how people behaved when you delivered the same speech? What type of questions they raised if you have the same speech or similar speech.
- 2) **Common Concerns:** People ask question which effect their life commonly. Like How much time required to learn, develop? How much cost involved in short term or long term? What will be the impact if adopted or not adopted.
- 3) **Planning Process:** Planning will help you to know about questions? Different type of people will ask different question. How has the most interest in which part? What are the weak area and how the concerned question can be aksed.
- 4) **Input from Associates:** You associates can help you a lot. They can act as a audience and raise question, possible to arise in their mind. They are in a much better position to watch you as well as listen audience concerns.

### 2. Answering

Good speaker write out the questions and their answers. They are based on his experience. The best answer will always relate to the question and address the issue which will be the core point of the presentation. In most cases speaker needs to prepare two answers (Summary answer and expnaded explanation). If time is limited Summary answer is the preferable choice. However if summary does not satisfy the audience, you must be prepare to give more detailed answer.

### 3. Revising

Always revise the contents of the presentation base on the anticipated questions and preparing their answers. It is recomanded when presentation is delivered multiple times on multiple occasion. You can also add question in the presentation as it will release pressure form the presenter. Audience will not have more room to ask questions. and they will be impressed that everything is covered in the presentation.



Not advisable to revise the content if:

- It will interfere the contents of the message.
- It time is limited and it will not be adjusted in limited time.
- If the issue is unknown or controversial.

#### 4. Rehearsing

The presenter must make rehearsal for Q&A (Stands for Question & Answers) based on your anticipation and previous experience. Some people will ask visionary question and the answer must be visionary. If the question is generalised your answer must be generalised. Confidence plays a major role while answering the questions.

#### Inviting Questions & Comments

When do you invite people to ask questions? It can be in the start or before the presentation?

##### Q&A before presentation

Speaker knows the level of the audience, their class and type and purpose of the gathering. The speaker asks audience their feedback in the start. Like discussing the policy of the company the CEO may ask the employees to ask their questions in the mind. Salaries are main issue with each employee as the cost of living increased, this is part of my speech and will be addressed now.

##### *Advantages:*

- Is relational: Develop relationship with audience.
- Gives opportunity to participate
- Recognizes people
- Reduces resistance

##### Q & A during presentation

Allowing audiences to ask questions during the presentation only possible if presenter is able to maintain control of the situation. Speaker has a plenty of time and the Interactive session will go on for hours to days seminars.

There are drawback of this practice. It can interrupt the message and consume more time. Speaker can lose the track and move away from his agenda. Speaker needs to summarise its speech again before making a move forward.

##### *Disadvantages:*

- Interrupts the sequence of presentation
- Consumes more time
- Disrupts speaker's agenda
- Chances of losing control



**Q&A at the end of presentation**

The more structured and professional way is to organise Q&A at the end of presentation. It allows speaker to summarise everything in his mind and answer questions to the point. Good speaker let the audience know that there will be a Q&A session before ending his speech. When asked a question "do you have a question" wait for 30 seconds if no question comes the speaker ask another question "There must be a question" it helps people to ask questions if they were hesitating.

After addressing their concerns he summarizes his presentation and wraps up to the point needs to be conveyed. Program must not end with audience feedback. It is much more effective to wrap up with an inspiring and amusing message which reflects a long-lasting impression in people's mind.



## Responding Verbal Feedback

Planning and experience help speaker to anticipate what type of questions will be asked. As the speaker opens the forum for feedback, any type of question can come in. The speaker must be well versed in communication skills both in receiving and sending information.

### Four Essential Steps for Effective Response

1. Listen
2. Discern
3. Affirm
4. Answer

The first two points refer to the "Receiver" role by the speaker and in third and fourth he will be in the "Sender" role.

#### 1. Listen Attentively

Speaker must pay attention on the audience who is raising question. It will help him to understand what is being asked and in what context.

##### *Presenter should remember the following points:*

- Make meaningful eye contact and stay focused.
- Speak gently in a manner "Yes, I hear you"
- Lean forward (bend slightly) to show visually your interest.
- Facial expression should match to show a genuine concern or a gracious smile is enough.

##### *Addition steps can also be taken are:*

- Try to find out the meaning with the relevant context. It is very important to understand the message.
- Find out nature of the question. Is it concrete or conceptual and reply accordingly.
- Do paraphrasing. It will help you to clear doubt if any understand what is being asked. "Let me be sure I understand" "You are asking Is that right? Am I correct in understanding that you are concerned about ...?"

#### 2. Discern (Recognise or Find Out)

It means recognise or find out the nature of feedback. The question may be looks simple but attentive speaker can recognize the importance of the issue. Maybe the question looks difficult but speaker explains in a simple way to understand.

Remember two things:

Observe visual cues: It will help the speaker to find out that the question is asked based on genuine concerns or to challenge the speaker.

Listen vocal cues: His speaking tone will confirm his intents.

#### 1. Listen Attentively

- Listen attentively
- Concentrate on keywords
- Determine whether the question is concrete or conceptual
- Paraphrase



### 3. Affirm

Always affirm the person who raise the question. It is acknowledgement and validation of the person. Does matter he/she agree with you or not.

Good speaker need to encourage the person by saying "You make a good point, Aslam." but I am not talking this point right now.

"That's an interesting question you have raised"  
"It's good point raised by you".

### 4. Answer the question

You answer must be fullfill the following criteria:

- **Clear:**  
Clear response on the point
- **Correct:**  
Answer must be correct in final figure and inclusive everything.
- **Concise**  
Answer must be "To the point" without giving in depth details and takes time to explain.
- **Well Considered**  
Answer must be "To the point" without any supporting story.

Good speaker need to encourage the person by saying "You make a good point,





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- 1 Which type of communication occupies the most amount of time.
  - Writing
  - Speaking
  - Listening
  - Reading
  
- 2 Film, direct mail campaign, pamphlet, brochure, etc are the modes of:
  - Mediated Communication
  - Mass Communication
  - Person to group communication
  - None of the above
  
- 3 What is involved in communication process?
  - Idea - encoding - channel - decoding - feedback
  - idea - information - channel - receiver
  - Information - channel - receiver
  - Sender - receiver - channel
  
- 4 Each morning Amna decides how to dress? what to eat? where to go? etc. This refers to which of the following level of communication?
  - Interpersonal Communication
  - Mediated Communication
  - Intrapersonal Communication
  - Person-to-Group Communication
  
- 5 What does limited eye contact signal?
  - Control
  - Dishonesty
  - Intimidation
  - Playfulness
  
- 6 In USA, maintaining eye contact while talking with elders show confidence, in Pakistan, it shows disrespect. What does this example depict?
  - The interpretation of body language is universal
  - The interpretation of body language is not universal
  - The interpretation of body language is same worldwide
  - The interpretation of body language is global.
  
- 7 What do the clothes we wear communicate?
  - Affection
  - Status
  - Rejection
  - Boredom



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## QUIZ 1 > Lectures 1 - 8

MCM 301  
Communication Skills

- 8 Which of the following is/are example(s) of interpersonal exchange?
- Conversation
  - Dialogues
  - Small group discussion
  - ✓ All of the given options
- 9 Which of the following is NOT a form of nonverbal communication?
- Gestures
  - Facial expressions
  - Appearance
  - ✓ A radio interview
- 10 Letters, reports, stockholder reports, proposals, stockholder meetings, telephone conversations, and conferences are types of media used by an organization to communicate?
- Internally
  - ✓ Externally
  - Personally
  - None of the above options
- 11 All of the following are the levels of listening except?
- Active Listening
  - Protective Listening
  - Partial Listening
  - ✓ Critical Listening
- 12 Probing is?
- Attempting to explain what the sender's statement means.
  - ✓ Attempting to gain additional information, continue the discussion, or clarify a point
  - Attempting to evaluate the credibility of the sender
  - Making a judgement about the worth of sender's statement
- 13 Select which of the following is example for paralanguage?
- Tone of voice
  - Body language
  - Hand gestures
  - ✓ All of the above three
- 14 Which one of the following is an interpersonal need to exercise leadership and prove one's abilities?
- Inclusion
  - ✓ Control
  - Affection
  - Power



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- 15 Select the correct type of communication which occurs when two or a few people talk face to face?
- Interpersonal Communication
  - Intrapersonal Communication
  - Mediated Communication
  - Person-to-Group Communication
- 16 What is the average speaker's rate per minute?
- 100 to 150 words per minute
- 17 Listener can comprehend ..... rate per minute?
- 400 to 500 words per minute
- 18 The word 'Communicatio'n is derived from the Latin word 'Communico' which means
- To Share
  - To respond
  - To give
  - To tell
- 19 All of the following are the levels of communication EXCEPT
- Intrapersonal Communication
  - Interpersonal Communication
  - Mediated Communicaiton
  - Frame Communication
- 20 How many components do self-concept has?
- Two ( self-image, and self-esteem)
  - Five
  - Four
  - Three
- 21 The process by which individuals resolve issues in an informal or formal atmosphere, or when issues are resolved as part of the ongoing interactions between individuals is known as
- Conflict resolution
  - Conflict prevention
  - Efective communication
  - Communication breakdown
- 22 Which of the following are the factors involved in nonverbal communication?
- Appearance, facial expressions
  - Eye contrast, gestures, touch
  - Posture, voice, silence, time, and space
  - All of the given options



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- 1 Which of the following is a strategy for better listening?
  - Listen for facts, not feelings.
  - Listen for feelings only.
  - ✓ Listen for feelings as well as facts.
  - Listening for facts that demonstrate feelings
  
- 2 Which of the following is a form of communication in which messages are sent to large, public, dissimilar, anonymous, distant audiences using some intermediate instrument of transfer?
  - Mediated Communication
  - ✓ Mass Communication
  - Interpersonal Communication
  - Group Communication
  
- 3 How many components do self-concept has?
  - ✓ Two
  - Five
  - Four
  - Three
  
- 4 When centering on the audience, you start by finding \_\_\_\_\_ that enable you to identify with them.
  - Rare traits
  - ✓ Common traits
  - Extraordinary character
  - Unusual quality
  
- 5 All of the following show the qualities of effective speaker except one. Which one is?
  - Understands the nature of audiences and adapts speeches to audiences.
  - To keep in mind the audiences care
  - Find the common traits
  - ✓ To avoid the audience's choice
  
- 6 The medium which is used by the sender to transmit his message to the receiver during communication process is known as:
  - ✓ Channel
  - Decoder
  - Recorder
  - Transmitter



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- 7 Which of the following is not a demographic characteristic? Sex
- Age
  - Cultural
  - Background
  - Attitude
- 8 Which of the following is/are example(s) of interpersonal exchange?
- Conversations
  - Dialogues
  - Small group discussions
  - All of the given options
- 9 Being resistant to issues which are contrary to already existing ideas hampers the process of:
- Evaluation
  - Transmission
  - Communication
  - Production
- 10 Which of the following is the process of giving symbols meanings through the unique contents of each person's mind?
- Listening
  - Hearing
  - Filtering
  - Speaking
- 11 Understanding is the stage at which you learn:
- What the speaker means
  - How to judge a message
  - Analyzing the conversation
  - None of the given options
- 12 Which one of the following is an interpersonal need to exercise leadership and prove one's abilities?
- Inclusion
  - Control
  - Affection
  - Power
- 13 Intrapersonal communication processes depend on how many qualities of the communicator?
- Four
  - Five
  - Eight
  - More than ten



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- 14 Which one of the following defines interpersonal communication as communication that occurs between people who have known each other for some time?
- Developmental view
  - Contextual view
  - Relative view
  - Virtual view
- 15 Select who/which of the following is responsible to initiate actions to overcome physical barriers:
- Sender
  - Receiver
  - Medium
  - Message
- 16 Studies show that job applicants are more likely to make a favorable impression and get a job offer when:
- They let the interviewer do most of the talking
  - They talk too much
  - They talk in a loud tone
  - They talk in a low voice
- 17 Motivation is the process of:
- Satisfying internal needs through actions and behaviors
  - Resolving issues in an informal or formal atmosphere
  - Maintaining Public Relations
  - Working with other employees in a depressed atmosphere
- 18 All of the following are the types of comments from an audience EXCEPT:
- Agreement
  - Addition
  - Objection
  - Arbitrate
- 19 The quality of speech which makes you easier to understand while speaking is known as:
- Pronunciation
  - Loudness
  - Articulation
  - Pitch



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- 20 The characteristic which enables us to distinguish one voice from another is known as:
- Pitch
  - Loudness
  - Regularity
  - Quality
- 21 All of the following correct about rules of finding a topic of speech except:
- Begin early
  - Choose a topic you're interested in
  - Select a topic you know about or easily research
  - Electronic Periodical Indexes



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- 1 All of the following are the barrier to communication, EXCEPT
  - Over Communication
  - Conflicting Information
  - Language Differences
  - ✓ Composing message at proper level
- 2 Which of the following is not a demographic characteristic?
  - Sex
  - Age
  - Cultural Background
  - ✓ Attitude
- 3 Poor retention either on the part of the sender or on the part of the receiver can create problems or lead to.....?
  - ✓ Misunderstanding
  - Hatred
  - Understanding
  - Generosity
- 4 Being resistant to issues which are contrary to already existing ideas hampers the process of: ?
  - Evaluation
  - Transmission
  - ✓ Communication
  - Production
- 5 Which of the following is not a form of non verbal communication?
  - Gestures
  - Facial expressions
  - Appearance
  - ✓ Radio Interview
- 6 Which of the following is a method of arranging information by dividing it into parts?
  - Spatial pattern
  - Chronological pattern
  - ✓ Topical pattern
  - Logical pattern
- 7 Broadly classifying the barriers, select how many kinds of communication barriers exist?
  - ✓ Three
  - Four
  - Five
  - More than seven
- 8 The entire following are the main points that are kept in mind while developing thesis, except: ?
  - Clear
  - Logical
  - Equal in value
  - ✓ Ambiguity



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- 9 In verbal communication one's physical appearance affects the .....?
- Message
  - Channel
  - Sender
  - Status
- 10 In verbal communication one's physical appearance affects the .....?
- Message
  - Channel
  - Sender
  - Status
- 11 Which of the following barriers are most often the hardest to identify and reduce or eliminate?
- Physical barriers
  - Listener barriers
  - Sender barriers
  - None of the above
- 12 An opinion condition, value, attitude, or feeling of all the following characteristics are expressed in which of the following?
- Thesis statement
  - Subject of the topic
  - Speech topic
  - References
- 13 Which phrase shows the key rule to make a good speech?
- Keep in mind that audiences care most about things that directly affect them.
  - To avoid the audiences choice and most about things that directly affects them
  - Centering on the self
  - To keep in mind that idea that is presented in speech
- 14 How many purposes your introduction should have:
- Two
  - Three
  - Four
  - Five
- 15 What do the clothes we wear communicate :
- Affection
  - Status
  - Rejection
  - Boredom
- 16 All of the following are the purposes of introduction except :
- Getting the audiences's attention
  - Introducing your thesis
  - Establishing your rapport or credibility with the audience
  - Avoid the audience



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- 17 All of the following are the purposes of introduction except :
- Getting the audiences's attention
  - Introducing your thesis
  - Establishing your rapport or credibility with the audience
  - Avoid the audience
- 18 It is always easier to communicate at the .....
- Peer level
  - Differing status
  - Different position
  - Different class
- 19 Which of the following statement has biased language?
- Most Germans are direct in their communication
  - Jews generally make business people
  - Some japanese business people can not speak English
  - Older people generally have lower energy levels.
- 20 At what point does an introduction begin?
- It begins the moment you address the audience.
  - It begins at the middle of your speech.
  - It begins at any moment during your speech.
  - All of the given options.
- 21 Being resistant to issues which are contrary to already existing ideas hampers the process of ?
- Evaluation.
  - Transmission.
  - Communication.
  - Production.
- 22 Which of the following is correct about human memory?
- Not very sharp
  - Reconstructive
  - Poorly developed
  - All of the given options
- 23 A good rule to recall when using statistics is ?
- The more statistics, the better the effectiveness
  - Statistics should include several places passed the decimal point for effect
  - Rounding and using a few key statistics is ineffective
  - Rounding and using a few key statistics is generally most effective
- 24 Speaking notes for speech should be:
- Legible
  - Detailed
  - Unobtrusive
  - Legible and unobtrusive



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- 25 An opinion, condition, value, attitude, or feeling all of the following characteristics are express in which of the following?
- Thesis statement
  - Subject of the topic
  - Speech topic
  - References
- 26 ..... itself is probably the most common barrier to effective communication.
- Language
  - Information
  - Speech
  - Communication
- 27 Which of the following is a form of communication in which messages are sent to large, public, dissimilar, anonymous, distant audiences using some intermediate instrument of transfer?
- Mediated communication
  - Mass communication
  - Interpersonal communication
  - Group communication
- 28 A simple sentence that makes a statement or expresses an attitude, opinion, condition, position, or feeling about the subject. It is called which of the following.
- Speech
  - Thesis statement
  - Introduction
  - Outline
- 29 While talking to your friend underneath an elm tree, you hear the sounds of birds singing and this distracts you from your conversation. What would you call it?
- Feedback
  - Psychological noise
  - Physical noise
  - Physiological noise
- 30 Which of the following pattern is not a specific organizational pattern?
- Spatial
  - Chronological
  - Topical
  - Deductive



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- 31 Which of the following is the practice of altering the tone and/or pitch of voice to more clearly express or magnify meaning
- Inflection
  - Articulation
  - Pauses
  - Fillers
- 32 Which of the following is not a tool for capturing audience attention?
- Rhetorical questions
  - Style of delivery
  - Startling statements
  - Time period
- 33 A facial expression that reveals anxiety on speaker's face causes an audience to feel?
- Relaxed
  - Anxious and uneasy
  - Confident
  - Sleepy
- 34 Select which of the following is the method of arranging your subject's main points in a time sequence?
- Spatial order
  - Chronological order
  - Topical order
  - Logical order
- 35 Which one of the following is the most formal type of speech delivery?
- Manuscript
  - Memorized
  - Impromptu
  - Extemporaneous
- 36 14 All of the following you may want to carry, while doing your research except one. Which one is'?
- Note-cards
  - Bibliography
  - Information-recording
  - Video games



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- 37 All of the following are correct about magazines except:
- Magazine articles tend to be shorter and more general.
  - Magazines are a type of periodical.
  - Magazines publish articles written for a general audience.
  - Articles in magazines usually include bibliographies
- 38 Jumps to conclusions. This is an example of:
- Listener barrier
  - Sender barrier
  - Physical barrier
  - Noise
- 40 Which of the following is not the type of electronic periodical indexes?
- World Wide Web
  - CD-ROM
  - Online systems
  - Journals
- 41 Thesis statement is a \_\_\_\_\_ of your speech ?
- Core idea or bottom line
  - End of the speech
  - Body
  - Indirect statement
- 42 The quality of tone is a combination of which of the following?
- Pitch, strength and character
  - Pitch, strength and volume
  - Volume, rate and fillers
  - Fillers, character and volume
- 43 The term pitch refers which of the following?
- The degree of lowness of sound
  - The degree of highness of sound
  - The degree of highness or lowness of a sound
  - All of the given options
- 44 Audience information such as age, gender, education, and socioeconomic status falls into a category known as
- Profiling
  - Demographics (Lesson 12)
  - Topoi
  - MYGLO

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- 45 What will be your first step for the preparation of speech?
- Selection of topic
  - Gathering material
  - Writing down relevant points
  - Reading newspapers
- 46 How many general parts a basic speech must have?
- Three
  - Four
  - Five
  - Six
- 47 Which of the following is usually related to environmental factors that affect communication?
- Listener barrier
  - Sender barrier
  - Physical barrier
  - Resistance
- 48 When centering on the audience, you start by finding that enable you to identify with them.
- Rare traits
  - Common traits
  - Extraordinary character
  - Unusual quality
- 49 In general, there are of newspaper indexes:
- Two kinds
  - Three kinds
  - Many kinds
  - None of the given option
- 50 A facial expression that reveals anxiety on speaker's face causes an audience to feel:
- Relaxed
  - Anxious and uneasy
  - Confident
  - Sleepy



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- 51 Which of the following statement has biased language?
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  - Some Japanese business people cannot speak English
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  - Statistics should include several places past the decimal point for effect
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1. Which one of the following seating is the most common for proactive presentation delivered to large audiences?
  - ✓ Conventional Theater Style
  - Conventional Classroom Style
  - Modified T-Formation
  - V-Formation
  
2. Supporting material can serve which of the following?
  - Apply clarity
  - Increase interest
  - Provide proof
  - ✓ All of the given options
  
3. Business Associates can be helpful source for:
  - ✓ Identifying probable questions and objections
  - Can reveal questions and concerns
  - It is helpful to recall the question
  - None of the given option
  
4. Which of the following can help the presenter to avoid a computer catastrophe?
  - Have a contingency plan
  - Have back-up technical support available
  - Use the internet in real time
  - ✓ Have a contingency plan and back-up technical support available
  
5. Visual aids perform which of the following functions?
  - Emphasizing important points
  - Illustrating how things work
  - Illustrating how things related to one another
  - ✓ All of given option
  
6. Which of the following is NOT used in oral speaking style?
  - ✓ Mostly long sentences
  - Personal pronouns freely
  - Active voice
  - Contractions often
  
7. A presenter can prepare effective responses by which of the following?
  - Anticipating
  - Answering
  - ✓ Recording
  - Rehearsing



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- 8 All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?
- Resistance to change
  - Resentment of the presenter
  - Repetition of behavior that is successful for the detractor
  - ✓ Reappearance of the presenter
- 9 Diagrams are excellent for conveying all of the following, except :
- Information about size
  - Information about shape
  - ✓ Information about structure
  - Information about audience
- 10 All of the steps are essential to an effective response of questions Except :
- Listen
  - Discern
  - Anticipation
  - ✓ Answer
- 11 When using a story the Presenter should:
- Tell the story first, and than show how it illustrates the thesis
  - ✓ State the thesis first, and than show how the story support the thesis
  - Either option is acceptable
  - Neither option is acceptable
- 12 If your objective is to try to change what an audience thinks or does, what should be your general goal or general purpose?
- To inform
  - ✓ To persuade
  - To teach
  - To entertain
- 13 Fillers ..... the continuity of communication
- Develop
  - Emphasize
  - ✓ Interrupt
  - Build up
- 14 Articulate speech is characterized by:
- ✓ Correct pronunciation and clear enunciation
  - Vocal trait
  - Combination of pitch and strength
  - More clearly express or magnify meaning



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- 15 All of the following tactics can be employed for dealing with disruptive incidents EXCEPT
- Detour
  - Delay
  - Dismiss
  - Drag
- 16 All of the following are the characteristics of concrete writing EXCEPT
- Specific
  - Definite
  - Vivid
  - Vague
- 17 To find the right media for your presentation you need to first determine which of the following:
- The size of your audience
  - Equipment and supply limitations
  - The presentation budget
  - All of the given options
- 18 How can the credibility of a presenter be increased?
- Being well dressed and well groomed
  - Complimenting the audience
  - Demonstrating your sincerity
  - All of the given options
- 19 Which of the given sentences is bias free?
- Please share this report with your supervisor. He will find it interesting
  - Mr. Usman, aged 55 has just joined our Technical Department
  - Mr. Umer is unusually tall Asian
  - Workers with physical disabilities face many barriers on the job
- 20 Which of the following cannot result from incomplete messages?
- Loss of goodwill
  - Loss of valued customers
  - Loss of sales
  - Gaining good name
- 21 A presenter can prepare effective responses to questions by following all of the given steps EXCEPT one. Which one is that?
- Anticipating
  - Answering
  - Revising
  - All of the given options

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- 22 Tributes, acceptance, inspiration, speaking after-dinner, & master of ceremonies are examples of:
- Informative speech
  - Ceremonial speech
  - Informative speech
  - None of the above
- 23 In a comfortable setting, people in the audience can do all of the following, EXCEPT:
- See clearly
  - Hear on edge
  - Sit comfortably
  - Focus attentively
- 24 A presenter can prepare effective responses to questions by following all of the given steps EXCEPT one. Which one is that?
- Anticipating
  - Answering
  - Recording
  - Rehearsing
- 25 Which one of the following arrangement is a modification of conventional classroom seating?
- U-formation
  - T-formation
  - Modified T-formation
  - V-formation (ANS)
- 26 Which one of the following is suitable for both promotional and informational presentations in either the Proactive or Interactive modes?
- V-formation
  - Modified T-formation
  - T-formation
  - U-formation
- 27 Suppose there is a group meeting and in the end all the group members agree on the final decision through discussion and debate. What kind of solution is it?
- Consensus
  - Compromise
  - Arbitration
  - Majority vote



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- 28 A presenter who speaks too loudly may be perceived as which of the following?
- Bombastic
  - Aggressive
  - Insensitive to listeners
  - All of the given options
- 29 Select which sort of information you will include in your statement when you need to answer concisely:
- Include all information
  - Include irrelevant information too
  - Include authentic statement
  - To the point information
- 30 Writing with a you-attitude shows sincere ..... for the reader?
- Apathy
  - Concern
  - Sympathy
  - Curiosity
- 31 Visual aids perform which of the following functions?
- Emphasizing important points
  - Illustrating how things work
  - Illustrating how things related to one another
  - All of given option
- 32 Which one of the following seating is the least comfortable for an audience, especially for presentations that last longer than an hour?
- U-formation
  - Modified T-formation
  - Conventional classroom style
  - Conventional theater style
- 33 In a presentation setting, the only sound that should be prominent is that of the:
- Speaker's voice
  - Electronic feedback from sound system
  - Music
  - Announcements

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- 34 To find the right media for your presentation you need to first determine which one of the following?
- The size of your audience.
  - Equipment and supply limitations
  - The presentation budget.
  - All of the given options



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- 1 All of the following are the purposes of introduction except
  - Getting the audience's attention
  - Introducing your thesis
  - Establishing your rapport or credibility with the audience
  - Avoid to the audience
  
- 2 All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?
  - Resistance to change
  - Resentment of the presenter
  - Repetition of behavior that is successful for the detractor
  - Reappearance of the presenter
  
- 3 At what point does an introduction begin?
  - It begins the moment you address the audience.
  - It begins at the middle of your speech.
  - It begins at any moment during your speech.
  - All of the given options
  
- 4 Q&A is an abbreviation of which of the following?
  - Quest and availability
  - Question and answer
  - Question and anticipation
  - Query and audience
  
- 5 A presenter can prepare effective responses by which of the following?
  - Anticipating
  - Answering
  - Revising
  - All of the given options
  
- 6 An effective presenter uses pitch changes to indicate a change in the message. At the end of a sentence, raising the pitch signifies which of the following?
  - A question
  - Statement
  - Speech
  - Confess
  
- 7 Visual aids perform which of the following functions?
  - Emphasizing important points
  - Illustrating how things work
  - Illustrating how things related to one another
  - All of given option



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- 8 Where does **immediacy** come from during a presentation?
- Looking at your notes
  - Standing
  - Dressing with authority
  - ✓ Making eye contact
- 9 How can the credibility of a presenter be increased?
- Being well dressed and well groomed
  - Complimenting the audience
  - Demonstrating your sincerity
  - ✓ All of the given options
- 10 A speech designed to change or reinforce the audience's beliefs or actions. This is an example of:
- Informative speech
  - Ceremonial speech
  - ✓ Persuasive speech
  - None of the given options
- 11 Which of the following option of anticipating part of speech can reveal questions and concerns that may be raised during presentation?
- Previous experience
  - Common concerns
  - ✓ Planning
  - Input from associates
- 12 Which of the following refers to the degree of highness or lowness of a sound?
- ✓ Pitch
  - Speed
  - Volume
  - Rate
- 13 Business associates can be a helpful source for:
- ✓ Identifying probable questions and objections
  - Can reveal questions and concerns
  - It is helpful to recall the questions
  - None of the given options
- 14 A presenter who consistently speaks at a rapid rate may be perceived as:
- To be nervous
  - Impatient
  - Hurried
  - ✓ All of given option



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- 15 All of the following steps are found in the planning stage of business writing, EXCEPT:
- Determine your purpose
  - Consider your reader
  - Choose your idea
  - Proofreading
- 16 Which of the following is NOT the stage of effective business writing?
- Planing Stage
  - Drafting Stage
  - Organizing Stage
  - Theater Stage
- 17 Which of the following is the most appropriate opening for an invitation to a fund-raising event?
- Explain the purpose of the event.
  - Give details of the event.
  - Extend the invitation
  - Remind the recipient to bring a checkbook
- 18 Which of the following are central features of a group?
- Interaction
  - Mutual influence
  - Interdependence
  - All of the given options
- 19 Letters of invitation include:
- Speaking invitations
  - Informal social invitation
  - Formal social invitations
  - All of the given options
- 20 The direct plan can be used for which one of the following? Answer Pls!
- Sales messages
  - Request refusals
  - Claims
  - None of the given options
- 21 Which of the following type of letter is used to request general information rather than answers to specific questions?
- Direct Request
  - Indirect request (Indirect – Inquiry Letters)
  - Claim
  - Order



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- 22 Which of the following is not a part of writing plan of a reservation letter?
- A fast-start opening which identifies the type of room desired and the days needed
  - A section which mentions arrival and departure times
  - ✓ A section describing the quality of the room you booked in the other hotel
  - A courteous, action-oriented closing, which mentions your desire for a confirmation
- 23 In a direct request letter, request can be presented in:
- Closing paragraph
  - Closing sentence
  - ✓ First sentence
  - None of the given options
- 24 Which one of the following is suitable for both promotional and informational presentations in either the Proactive or Interactive modes?
- V-formation
  - Modified T-formation
  - T-formation
  - ✓ U-formation
- 25 Which of the following method of outlining topic presents the specific information first, followed by conclusion?
- Direct method
  - ✓ Indirect method
  - Supporting method
  - Sustaining method
- 26 Types of media used to direct information upward are:
- ✓ Reports, interoffice memos and supervisor subordinate conferences
  - Letters, newspapers and radio
  - Newspapers, books and interoffice memos
  - TV, radio and wall chalking
- 27 While writing a letter to inquire about the people, one should keep in mind all of the following, except:
- Respect human rights, both legal and moral
  - Ask only for info related to the job
  - ✓ Stress unrelated information/ facts
  - Structure the questions around the job



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- 28 All of the following are the elements of communication process. EXCEPT:
- Sender
  - Message
  - Channel
  - Creativity
- 29 If a modern organization uses the mediums like reports, conferences or interoffice memos to communication with the people working in the organization, what type of communication it will be?
- Internal communication
  - External communication
  - Interpersonal communication
  - Interchange communication
- 30 All of the following statements about groups are true, EXCEPT: No idea?
- Group members strive to achieve some common purpose
  - Group members influence and are influenced by one another
  - Group members are interdependent
  - Group members must interact face-to-face.
- 31 Nonverbal messages are extremely important because \_\_\_\_\_.
- They comprise well over half of our communication in face-to-face settings.
  - They are often more reliable because they are hard to fake.
  - In a number of situations, we rely on them more than on verbal cues.
  - Of all of the given reasons
- 32 Diversity is important to the success of groups. What does it mean?**
- Group members should tolerate diversity
  - Group members should encourage and support diversity
  - Group members should be honest in their personal views toward diversity
  - Co-cultures can contribute to group dysfunction if differences dominate group goals
- 33 While preparing for effective business writing Planning Stage involves all of the following, EXCEPT:
- Choosing appropriate clothes
  - Considering your reader
  - Determining the appropriate content
  - Determining your purpose



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- 34 Which of the following would be a negative result of failing to analyze the audience properly? NO IDEA. Answer Please
- Assuming that gender stereotypes still hold true
  - Offending audience members with a position that is contrary to their religious/moral beliefs
  - Using jargon or vocabulary that is inappropriate for the audience's educational level
  - ✓ All of given options (I think)
- 35 In which process two people i.e. sender and the receiver are thinking at the same time?
- ✓ Listening
  - Hearing
  - Writing
  - Speaking
- 36 In a disappointing newsletter:
- It is important to apologize.
  - Apology can be made with reason.
  - ✓ No apology is offered for the decision.
  - None of the given options.
- 37 The degree to which you and others share common meanings for words will depend on:
- The diversity of your backgrounds.
  - ✓ The extent to which you share common backgrounds and experiences.
  - The extent to which you share common approaches.
  - None of the given options.
- 38 Effective writers visualize the \_\_\_\_\_ before starting to write.
- Story
  - ✓ Reader
  - Colours
  - Publisher
- 39 Which of the following is(are) the example of public(s) that organizations communicate with, in external communication?
- Consumers
  - Stockholders
  - Government agencies
  - ✓ All of the given options



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- 40 When applied to business messages 'correctness' means all of the following, EXCEPT:
- Use the right level of language
  - Check accuracy of words, information and data
  - Use correct grammar and punctuation
  - Check font style
- 41 Which of the following cannot result from incomplete messages?
- Loss of goodwill
  - Loss of valued customers
  - Loss of sales
  - Gaining good name
- 42 Writing a letter to inquire about people involve two considerations. First is the need to respect the rights – legal and moral; second is:
- The need to structure the questions around the job involved
  - The need to structure the questions according to your own personality and frame of mind
  - The need to structure the questions keeping in mind the organization you are writing to
  - The need to structure the questions with heavy vocabulary
- 43 Which of the following is not a guideline for courteous writing?
- Respond late
  - Exclude irritating expressions
  - Include meaningful apologies
  - Omit discourteous wording
- 44 Which of the following is the informal report used to communicate with individuals outside of an organization?
- Letter
  - Memo
  - Periodical
  - Magazine
- 45 Which of the following is NOT used in oral speaking style?
- Mostly long sentences
  - Personal pronouns freely
  - Active voice
  - Contractions often



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46. Which one of the following should not be interpreted to mean brevity, which will result in an incomplete message?
- Conciseness
  - Correctness
  - Consideration
  - Courtesy
47. Which of the following involves grasping what the speaker means by seeing the ideas and information from his/her point of view?
- Listening
  - Hearing
  - Filtering
  - Speaking
48. Effective communication benefits the organization by:
- Creating positive image
  - Reducing cost
  - Increasing employee productivity
  - All of the given options
- 49. When using visuals in a presentation, which of the following should be avoided? NO IDEA? Answer Please**
- Taking time to explain the visual.
  - Fitting the visual to the material being discussed.
  - Talking to the visual.
  - None of the given options
50. In order to listen more effectively, you should:
- Minimize distractions
  - Talk less
  - Pay attention to verbal and nonverbal cues
  - All of the given options
51. What does communication breakdown mean?
- We have been ineffective in communication.
  - We have been effective in communication.
  - We have been helpful in communication.
  - We physically broke communication.
52. In general, there are \_\_\_\_\_ of newspaper indexes:
- Two kinds
  - Three kinds
  - Many kinds
  - None of the given option

**Ambiguity**

The quality of being open to more than one interpretation.



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53. \_\_\_\_\_ is often regarded as an undesirable thing, which prevents the best ideas from being adopted.
- Compromise
  - Compulsion
  - Impulsion
  - Perception
- 54 Which type of communication it would be when co-workers decide to meet to deal with a problem?
- Upward
  - Horizontal
  - Downward
  - Intra-personal
- 55 Types of media used to direct information upward are:
- Reports, interoffice memos and supervisor subordinate conferences
  - Letters, newspapers and radio
  - Newspapers, books and interoffice memos
  - TV, radio and wall chalking
- 56 All of the following statements are the purposes of forming an outline for a speech EXCEPT one. Which one is it?
- It helps put order to the information.
  - It serves as a model to check your work.
  - It serves as a guide from which to deliver your speech.
  - It helps to build confusion for the listeners.
- 57 Which of the following is usually related to environmental factors that affect communication?
- Listener barrier
  - Sender barrier
  - Physical barrier
  - Resistance
- 58 How many levels communication can be divided in?
- Six
  - Five
  - Four
  - Three
- 59 Diagrams are excellent for conveying all of the following, except :
- Information about size
  - Information about shape
  - Information about structure
  - Information about audience



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- 60 When centering on the audience, you start by finding \_\_\_\_\_ that enable you to identify with them.
- Rare traits
  - Common traits
  - Extraordinary character
- 61 Which one of the following statements is correct about communication?
- Communication can solve all problems
  - Communication skills are not learnt.
  - Communication is dynamic, not static.
  - Communication is just an information transfer
- 62 Downward communication flows from people at higher levels to those at lower levels in an organization. Primary function of downward communication is to provide:
- Organizational policies and procedures
  - Feedback about employees' performance
  - Organizational goals and objectives
  - All of the above.
- 63 Creating and holding a mental image of the person with whom you are conversing by telephone will:
- Give the impression the other person is important.
  - Help you keep the conversation focused on the other person.
  - Make your voice sound professional
  - Minimize the potential for in-person interruptions
- 64 \_\_\_\_\_ is an automatic psychological process of receiving aural stimuli
- Listening
  - Hearing
  - Speaking
  - None of these
- 65 A thesis statement is a \_\_\_\_\_ in sentence form
- Declarative statement
  - Direct statement
  - Indirect statement
  - Straight statement
- 66 Where does immediacy come from during a presentation?
- Looking at your notes
  - Standing
  - Dressing with authority
  - Making eye contact



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- 67 Which of the following involves grasping what the speaker means by seeing the ideas and information from his/her point of view?
- Listening
  - Hearing
  - Filtering
  - Speaking
- 88 Mediated communication occurs through:
- Letters, reports, forms and interoffice memoranda
  - Letters, newspapers and radio
  - Newspapers, books and TV
  - TV, radio and wall chalking
- 89 In a well planned presentation where there is no need to record information that comes up on the spot, there may be no need for:
- Photographic slides
  - Chalk or dry-erase boards
  - Transparencies
  - CD-ROM or DVD
- 90 Which one of the following statement defines Environmental psychological context of interpersonal communication?
- It concerns your reactions to the other person.
  - It deals with the psycho-social "where" you are communicating.
  - It deals with the physical "where" you are communicating.
- 91 Which one of the following pattern is especially effective if the audience already knows that the problem exists?
- Problem/solution order
  - Cause/effect order
  - Deductive order
  - Inductive order
- 92 Which one of the following is not a part of electronic media?
- Radio
  - Television
  - Film
  - Brochure
- 93 In word Audience C stands for
- Creativity
  - Customize
  - Care
  - None of given



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- 94 While determining the order of the topics, one should review the outline, keeping all of the following questions in mind, EXCEPT:
- Are the ideas of equal importance presented in a parallel manner?
  - Is the sequence of the topics appropriate for the development method?
  - Is the sequence of the topics likely to add clarity to my message?
  - Are related topics properly sequenced?
- 95 To select a good topic of speech one should keep in mind all of the following, EXCEPT:
- A topic should be intriguing
  - A topic should be appealing
  - A topic should not tell too much about a speech
  - A topic should be too vague
- 96 Which of the following is a type of nonverbal communication derived from the sound of the speaker's voice?
- Paralegalism
  - Parallelism
  - Paradigm
  - Paralanguage
- 97 All of the following reduces communication apprehension, except:
- Rehearsing your presentation
  - Speaking more often
  - Taking speech courses and workshops
  - Concentrating on your nervousness
- 98 Which one of the following is not required to keep conciseness in writing?
- Including only relevant material
  - Adding extra and unrelated information
  - Eliminating wordy expressions
  - Avoiding unnecessary repetition
- 99 All of the following are the types of periodical except: Select correct option:
- Journals
  - Magazines
  - Newspapers
  - Note-cards
- 100 Supporting material can serve which of the following?
- Apply clarity
  - Increase interest
  - Provide proof
  - All of the given options



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101 Which one of the following arrangement is a modification of conventional classroom seating?

- U-formation
- T-formation
- Modified T-formation
- V-formation (ANS)

102 Which one of the following refers to the seating arrangement in which people in the audience are seated in rows and columns without tables?

- Theater-style arrangement (ANS)
- Conventional classroom style
- Modified T-formation
- V-formation

103 In a comfortable setting, people in the audience can do all of the following, EXCEPT:

- See clearly
- Hear on edge (ANS)
- Sit comfortably
- Focus attentively

104 Tributes, acceptance, inspiration, speaking after-dinner, & master of ceremonies are examples of:

- Informative speech
- Ceremonial speech
- Informative speech
- None of the above

105 The eye is capable of processing 500-million bits of information per second, however the brain can only compute about \_\_\_\_\_ bits of information per second.

- 400
- 500
- 600
- 650

106 Which one of the following seating is the most common for proactive presentation delivered to large audiences?

- Conventional Theater Style
- Conventional Classroom Style
- Modified T-Formation
- V-Formation



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- 107 Which of the following method of outlining topic involves presenting a general statement first, followed by specific supporting statements:
- Direct Method
  - Indirect Method
  - Supporting Method
  - Sustaining Method
- 108 Business Associates can be helpful source for:
- Identifying probable questions and objections
  - Can reveal questions and concerns
  - It is helpful to recall the question
  - None of the given option
- 109 Which of the following can help the presenter to avoid a computer catastrophe?
- Have a contingency plan
  - Have back-up technical support available
  - Use the internet in real time
  - Have a contingency plan and back-up technical support available
- 110 Visual aids perform which of the following functions?
- Emphasizing important points
  - Illustrating how things work
  - Illustrating how things related to one another
  - All of given option
- 111 Which of the following is NOT used in oral speaking style?
- Mostly long sentences
  - Personal pronouns freely
  - Active voice
  - Contractions often
- 112 BPC is an abbreviation of which of the following :
- Blind Photo Copy
  - Blind Paper Copy
  - Blind Person Copy
  - Blind Pasted Copy
- 113 All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?
- Resistance to change
  - Resentment of the presenter
  - Repetition of behavior that is successful for the detractor
  - Reappearance of the presenter



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114 If your objective is to try to change what an audience thinks or does, what should be your goal or general purpose?

- To inform
- To persuade
- To teach
- To entertain

115 All of the steps are essential to an effective response of questions Except :

- Listen
- Discern
- Anticipation
- Answer

116 While preparing for effective business writing Planning Stage involves all of the following EXCEPT:

- Choosing appropriate cloths
- Considering your reader
- Determining the appropriate content
- Determining your purpose

117 BCC stands for

- Blind carbon copy
- Blind compiled copy
- Branded carbon copy
- Branded compiled copy

118 In written communication active verbs help make sentences more

- Specific
- Concise
- Empathetic
- All of the given options

119 Which one of the following options refer to the complimentary close ?

- Dear Sir/Madam
- Yours Sincerely
- Confidential
- Head, Communication Dept.

120 Which of the following is most appropriate sequence for effective writing?

- Planning > Drafting > Organizing > Editing > Proofreading
- Planning > Organizing > Drafting > Proofreading > Editing
- Planning > Organizing > Drafting > Editing > Proofreading
- Planning > Drafting > Editing > Organizing > Proofreading

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121 His GPA in 2000 (MBA) was 3.9 on a four point scale. Which of the following is a correct and more concrete example of above statement?

- His GPA was 3.9 on a four scale point
- His GPA was good in 2000
- He got a good score in his MBA Program
- All of the given options

122 While writing a persuasive message, which kind of beginning will be more appropriate?

- Make sure the beginning is appropriate for the situation.
- 
-



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### The Manuscript Speech?

Manuscript means “handwritten or typed”. It is the most formal type of speech if you want to have control on your speech. It is also helpful when you are going to talk on sensitive subject and have precise control over words.

When giving a manuscript speech, a speaker reads from a prepared document or teleprompter. The speech is delivered exactly as it is presented in the text. Speaker has little chance to have eye contact with the audience. It limits to observe the audience and evaluate feedback and adjust your message accordingly.

You need to observe the following points if going to deliver Manuscript Speech:

- 1 Write a draft outlining the speech.
- 2 Type text in large letters with double or triple space with wide margins and single side of the page.
- 3 Read sentence by sentence and make adjustment.
- 4 Practice several times in front of mirror or friend to improve the delivery and to have better eye contact.
- 5 Mark the points where to stop, look at the audience and have nonverbal expression.

### The Memorized Speech?

A memorized speech is a speech that is recited from memory rather than reading from cue cards or of notes. It is not highly recommended method. Unless if your are a trained speaker and delivering that speech again and again.

It is the poorest delivery of method. The speaker always focus on his memorized sentences and have fear to forget some points. In this mode speech is delivered at robotic tone. The disadvantages of memorized speech are:

- 1 Difficult to memorize speech.
- 2 Possibility of forgetting speech or its important points.
- 3 Loses the conventional method to deliver the speech.

### What is Impromptu Speech?

An impromptu speech means “Unexpected Speech”. This is a speech that has no advanced planning or practice. You don’t have time to analyze your audience, organize your speech. Speakers needs to be fast thinker to deliver his speech. It is common for impromptu speeches to be given at meetings, gatherings or events by prominent members.

Points to remember when delivering Impromptu Speech.

- Find out the topic hint and write them on a paper if you have time.
- Begin to apply the guidelines while walking or turning to face the audience.
- Find out an introductory sentence and ending line of your speech. Fill in the middle space with many points you can add according to the topic.
- Move directly to the topic, objective, & key points.
- Try to get the audience involved and always make eye-contact with them.
- Watch for feedback to know what to repeat or clarify.



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## What is Extemporaneous Speech?

Extemporaneous Speaking provides 30 minutes of preparation time, followed by a seven-minute speech. When preparation starts, speakers are offered three questions to answer.

The extemporaneous speech is a perfect balance. This speech involves the speaker's use of notes and some details to deliver a speech.

- A speaker uses note cards.
- Create speech by writing outline with key points.
- Following key words and points on the cards and explain in his words.
- No need to memorize to use fix words.
- Have time to practice before facing audience.
- Natural way of action with full interaction with audience.

## What is Communication?

Communication is derived from the Latin word 'Communico' which means "To Share". Hence the word "communication" means: The Process of Sharing Information – ideas, dealings, thoughts, needs, etc. Communication is a process, which involves sharing of information between people through a continuous activity of speaking, listening, and understanding.

## The Communication Process or Cycle

Communication is the only source in today's life for a successful person to send his message to others and get their feedback. For this we need to communicate effectively and learn how to **Talk Well and Talk Wise**. Problems arise when communication process fails. Basically the sender exchange information with receiver through channels. Other person must be able to receive the information properly and understand as required by the sender.

Communication is a Process which means we need to follow certain rules with particular order to get results. The main steps involved in the communication process are Idea, Encoding, Channel, Decoding and Feedback.

### 1. Idea

Information exists in the mind of the sender (who is the source). This can be a concept, idea, information, or feelings. The sender first develops the idea in his brain and thinks what type of information wants to send. This is called the planning stage.

### 2. Encoding:

Encoding means converting the idea into message that can be communicate to others. The source initiates a message by encoding the idea (thought) in words or symbols and sends it to a receiver.

The message is the actual physical product from the source encoding. The message can be oral, written, symbolic or nonverbal. For example, when we talk, speech is the message; when we write, the words and sentences are the message; when we give gesture, movements of our arms and face expression is the message; when a child cries, the crying is the message. Remember message could be in one form or combination of more than one forms.



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### 3. The Channel

Channel is the medium (link) of sending message to receiver. This link could be oral or written or gesture. It is the next step to take, once sender convert its idea/ thought into message.

The sender chooses the channel (method) suitable to convey message to the receiver according to his requirement. It is called transmission of message.

#### *Some of the channels used for communication are:*

Telephone/Video Phone: If feedback is required immediately and verbally.

Immediate transmission of written message (Emails, Scanned Copies)

Written Message: To make permanent record of the message (Letters)

Personal Meeting: If needs to persuade or negotiate (Face-to-Face)

Letters: For remote/wide area with personal touch. (Decisions, Information)

Contract: Written on paper for agreement. (Mutual Agreements)

### 4. Receiving

Once sender send the message the receiver must be able to receive the message properly. The message can be received in the form of writing, hearing, seeing, feeling (or combinations of some or all). If a message is verbal and the receiver is unable to listen it is no use.

### 5. Decoding

Once message received, the receiver interprets the message and try to understand according to his abilities. Thus act of understanding messages (Sound, Words, Gestures or Symbols) is called Decoding. Therefore, Listeners, Viewers and readers are called Decoders.

Effective communication takes place when sender and receiver both understand the same meaning.

### Feedback

The final step of communication process is feedback. This feedback will tell the sender that the message is received and understood by the receiver with its importance. It increases the effectiveness of communication.

Feedback is a two-way communication. We can also say that while effective communication is taking place, the user and sender both are involved in Intra-Personal Communication and Inter-Personal Communication. Because at the same time they are sender as well as receiver. They are talking to themselves and others also.

### Intra-personal (Intrapersonal) Communication

Intra-personal Communication means "talking to yourself". Intra means "within" and Intra-Personal "within the person". When we think, initiate, send and receive messages, we are talking to our self.



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## Interpersonal Communication

Interpersonal communication occurs when two (or a few) people talk face to face. An activity where we exchange views with each other's. Conversation, dialogue, interviews or group discussion are called Interpersonal Communication.

Each person also operates Intra-personally during the exchange.

***An exchange with just two people involves at least three communication elements – the unique thinking done by each person and the overriding process created by the interpersonal exchange.***

Behaviors determine the quality of interpersonal relationship. Behavior is the reflection of our thoughts, feelings and emotions. Motive controls our behavior.

## How to access others behavior?

To access others behavior we made following errors:

- We assume that people would behave the same way in every situation.
- We try to put everyone into consistent categories.
- We are too influenced by first impressions.
- We are positively influenced where we have common characteristics with other people, e.g. same school, same function.
- We are too influenced by apparent negative points.
- We make constant errors because of our own limited frames of reference and self-concept.

## NOISE

It is anything which interfere in the sending, receiving or interpreting of a message. Noise may be internal (poor language, misprinted text, or maybe a typographical mistake) or external (environment noise, fault in tools used for communication). It can hinder the development of thought, make encoding faulty, interruption in transmission or inaccurate reception.

## What is Mediated Communication?

When two or few people communicate with each other with the use of information communication technology . It could be a use of mechanical or electrical channel to transmit or receive messages, e.g. telephone, radio, TV etc.

## Drawback of Mediated Communication

- This level of communication occurs when two (or a few) people use some intermediate means for carrying their messages. They do not communicate face to face and thus do not have direct feedback.
- Mediated communication often uses a mechanical or electrical device to transmit or receive messages.
- Examples include the telephone, closed-circuit television, radio, radar, and the communication satellite.
- Mediated communication also occurs through letters, reports, forms, and interoffice memorandum.

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### What is Mass Communication?

Mass communication is the process by which a person, group of people or an organization create a message and transmit through some type of medium to a large, anonymous, unknown people regardless of their age, gender, culture boundaries.

### What is Mass Media?

Mass Media are the mediums or media used for mass communication like newspaper, magazine, radio, television, Internet, Mobile, etc.

### What basic characteristics distinguish nonverbal from verbal communication?

The foundation of any successful relationship is a good communication whether personal or professional. Nonverbal communication is an interpersonal communication through nonlinguistic means and in verbal communication we use words (in writing or spoken) to communicate.

Our nonverbal communication plays an important role—our facial expressions, gestures, eye contact, posture, and tone of voice—that speaks loudly. If there is contradiction, the nonverbal message expresses true feelings more accurately describe the person than its verbal message.

### Define Citation?

A “citation” is the way you inform your readers that certain material in your work came from another source. It also inform your readers that from where this piece of information came, including:

- information about the author
- the title of the work
- Information about the Publishing Company that published the source
- Date of Publication of your information
- Reference to page numbers of the material you are borrowing

### What is the body?

Before you select the body of your speech, you need to make outline your information. Once you select the topic, prepare your thesis and select the main points the necessary work is done.

Now create an outline. An outline serves three purposes for a speech:

1. Put your information in order
2. Work as a model to check your work.
3. Serves as a guide according which you deliver speech.

Next step is to select the specific organizational pattern. That will help create meaning for your audience.

- Spatial
- Chronological
- Topical
- Logical



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## Spatial Order

In this pattern items are arranged according to their physical position or relationship of your topic. For instance, if you are going to describe a building, you might start from roof to the basement or from basement to the roof. It means organizing the information while keeping its physical properties in mind.

If you are throwing light on a trend, or a movement, you might arrange your information describing the movement that it came from east to west or from north to south. For example:

Topic: Accents

Thesis: Accents are different throughout the country.

Spatial order:

- I. Accents in the East have certain characteristics.
- II. Accents in the West have certain characteristics.
- III. Accents in the North have certain characteristics.
- IV. Accents in the South have certain characteristics.

## Chronological Order

The arrangement of things following one after another in time. Like Information about historical movement in a time sequence.

Topic: History of Lahore

Thesis: Rapid change in Lahore over the period of last ten years

- I. Major roads were reconstructed 10 years ago.
- II. Connected to the motorways five Five years ago.
- III. It is the busiest city of the country today.

## Topical Order

Method of arranging information according to its main topics and subtopics, following by logical steps or categories.

Topic: Earth quake victims

Thesis: The Band-Aid Benefit Concert helped a lot towards the rehabilitation

- I. 1st main point discusses Band-Aid administration
- II. 2nd main point discusses performers
- III. 3rd main point discusses sponsors
- IV. 4th main point discusses audience

## Logical Order

This method is effective if you want to persuade your audience that a problem exists and you talk about its causes and possible solutions. At the end you propose the best solution.

There are several types of logical order:

- Problem/solution
- Cause/effect
- Deductive
- Inductive



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### The following steps are involved in problem/solution organization:

- I. Define the problem.
- II. Show the possible solutions.
- III. Propose the best solution to the problem.

Topic: Fad Diets

Thesis: Fad diets can be dangerous to your health.

- I. Fad dieting is a serious, widespread problem affecting people's health.
- II. There are alternative solutions to the problem of being overweight.
- III. People should seek professional medical advice in selecting the best way for them to lose weight.

### Faulty Communication causes the most problems Discuss

Most of the problems arises in an organization are the result of failing to communicate. Faulty communication is the main reason to most of the problems and it create confusion and mislead people.

Communication is sharing information and ideas from one person to another person. It involves sender, encoding, channel, receiver and decoding. Effective communication occurs only when the receiver understands the message exactly as send by sender and the message delivered without any hindrance in the channel or noise.

### Difference between informative speech and persuasive speech

#### Informative Speech

In Informative Speech you get time for research, organizing contents and practice your writing and speaking skills. A speaker learn how to find out the information, divide into sub categories, sort out relevant points clearly according to his topic. This practice will help him to become an effective "Speaker" during his speech and it will help him in his career also.

The main purpose is to provide audiences useful, interesting and uniques information which create interest and make positive impact on the audience as well as help you to succeed in your career.

#### Persuasive speech

Persuasion is a psychological process and it is designed to change the audience thinking or action. The ability to persuade others help speaker in his daily life from personal relations to his career development.

When you try to persuade your audience, basically your are advocating your point of view on certain topic in his favour or completely opposing. It is a challenging and complex process. Audience analysis must be considered in this process. You speech must be on realistic grounds. If your audience do not have firm believe on the subject, you will be able to convince most of them. If they oppose your idea, some of them must consider your thoughts.

A speaker must have a strategy to win the audience to his side.



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## Define Critical Listening

Critical listening is a form of listening when we want to make analysis, critical thinking and judgment. It is needed when suspect a biased source of information. Critical listening is also associated to detect propaganda devices used by a communicator.

It occurs when you still want to understand what the other person is saying, but also have some reason or responsibility to evaluate what is being said to you and how it is being said. For example, if there's an upcoming election and you need to decide who to vote for, you probably use some form of critical listening when you watch a televised debate. You listen, AND you evaluate.

### *Guidelines for critical listening*

- Recognize your own biases.
- Keep your mind open and avoid filtering out unwanted information
- Listen carefully and critically when you need to make evaluations and judgments.
- Analyze the audience and adapt the message to the listeners.
- Clearly organize the speech so that the listeners can follow the train of thought.
- What is the speaker motive and what he is looking from the audience? Is he giving you information or trying to persuade?
- Must be active listener, knows different meanings of the words and be able to read between the lines
- Is the message supported by evidence, reasoning, clearly and logically stated?
- Does the speakers verbal and nonverbal messages are matching with each other?

## What is Introduction to speech?

Every speech is organized in three parts:

1. Introduction
2. Body
3. Conclusion

Every speech, no matter how poorly constructed and poorly organized, has some kind of introduction (you have to begin), some middle section (the body), and some kind of conclusion (at some point in time you have to finish).

### Introduction

An introduction is a beginning. It is a very important part of the speech process because it is during the introduction that the audience first sees you and learns about your topic. At what point does an introduction begin? It begins the moment you address the audience. The moment you turn to look at the audience and utter your first sounds or communicate something nonverbally, you have: begun your introduction. In the introduction phase, the audience may decide if you are credible and if your speech will be worth their attention.

Your introduction should have four purposes:



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1. Getting the audience's attention
2. Introducing your thesis
3. Adapting to the audience
4. Establishing your rapport or credibility with the audience

### Discuss the Barriers to Communication

Barriers that stop you from communicating with people around you. Here is a list of barriers to communication, or reasons why we sometimes find it difficult to take the risk and communicate our true attitudes and feelings to one another.

- Fear of appearing low in the listener's eyes.
- Fear of exposing your feelings and weaknesses.
- Fear of hurting others or getting hurt.
- Fear of being rejected, blamed, or condemned.
- Fear of not receiving a positive response.
- Fear of a potential conflict.
- Fear of risking self-disclosure.
- Fear of appearing self-centred.
- Fear of appearing stupid.
- Fear of not being taken seriously.
- Fear of not getting the help you think you need.
- Fear of ruining a good situation.

### In order to find a topic of speech one has to follow some rules for selection of the topic. Discuss those different rules that are used to select the topic.

In real life the topic of a speech is given to you or selected on the circumstances. Product Launch Ceremony, Award Ceremony or General meetings are some of the situations. Following rules must be considered while selecting the topic:

- 1) **Begin early:** As early you select the topic it will give you more time to work on it. Outline its main points and support them with details.
- 2) **Topic of your interest:** Choose the topic you have interest in it. If you have interest, it will be shown from your way of delivering the speech. People will be interested because of your passion and emotion.
- 3) **Topic of your knowledge:** Your topic must be based on some research and knowledge you have. You can easily explain to your audiences.
- 4) **Research and info material:** Your speech must be based on the research findings and supported by fact. People should know that the words coming out from your mouth has a solid evidence. Information material easily available in the form of internet, magazines, journals, and books.
- 5) **Organized and updated info.** Your speech must be organized. You should know from where to start, what are the main points requires audiences attentions, how to fill the body and where it requires ending. Make sure that audience interest will be maintained.



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## **Write about importance of Listening skills**

Listening is key to all effective communication. It prevents miscommunication and help to receive and interpret message accurately. It is a skill that is required for all types of communication.

If you want to communicate well you must be a good listener. With good listening skills you will have benefits in your personal and professional life. It will help you in day to day life, among friend, family, office. It will help to build good self-esteem, maximizing productivity, improve relationship and help you to become a better speaker. It is different than hearing. It requires focus and attention the use of language, voice and tone levels. The basic and most powerful way to connect to another person is to listen.

We spend a lot of time in Listening. We are engaged 70% of our time in communication and out of this 45% is spent on listening compared to 30% speaking and 16% reading and 9% writing. A good listener will not only listen what is being said but also pay attention to the body language and non verbal communication.

## **Why is it necessary to know the audience knowledge about the topic?**

Audience knowledge about the topic is very important step. Audience will show interest if the delivered speech directly relate to them. It is vital for successful speech to be "Audience-Centered".

Audience presence is a proof that the delivered speech will be directly affecting them. So you the good speaker always consider the following point:

- 1) Age group
- 2) Education Level
- 3) Occupation
- 4) Gender
- 5) Marital Status
- 6) Religion beliefs
- 7) Cultural and Ethnic background
- 8) Group affiliation

## **Do you think the ineffective communication of the employees can damage the positive image of the organization. Give an argumentative answer.**

Effective communication benefits the organization in many ways, Unfortunately, ineffective communication can damage the positive image of the organization.

The negative image of an organization in people some times because of ineffective communication- Some times employees knowingly use ineffective communication and sometimes they do not realize that what they say or write produces damaging results.

### **Cost increase**

If employee prepares a letter and that is not with proper language and context it will be written again and again and consume more time thus company profitability is reduced.



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### Employees low morale

Some times the seniors are the reason in the lack of confidence and low moral because the fail to communicate effectively- It shows the seniors does not care for juniors and it deteriorates their moral.

### Employees productivity

Organizations fail to communicate their expectations to their employees and does not pay attention what they want and how to get them trained or required to follow some specific procedure to improve productivity.

### Explain steps required to become effective listener.

Receiving, understanding, remembering, evaluating, and responding.

#### 1. Receiving:

This is the first and most important step because your are going to obsorbing the information sent to you verbally and non verbally.

- Stop talking
- Pay attention
- Avoid distractions.
- Don't interrupt

#### 2. Understanding

Once your received the information, interpret properly. You can ask questions to understand better and avoid miscommunication. It will show your activeness and help you to understand the points.

#### 3. Remembering

You must remember what is being said to you. For this you need to pay attention and retain that information. You must identify the key points and be familiar with the message.

#### 4. Evaluating

Once you receive the information, understand properly and remember what is said, it time to evaluate the message. What was speaker's intent? Is speaker explaining facts or openion? Is his non verbal communication complimenting his verbal communication?

#### 5. Responding

Now you will address the speaker's important points. You will know the circumstances and context and reply accordingly. Remember, responding is the part of active listining. Do not try to complete the sentence of the speaker assuming that you understood what is the message.

If you've completed the receiving, understanding, remembering, and evaluating portions of the listening process, responding should be easier than ever. You'll be prepared to address the speaker's most important points, with an awareness of the circumstances and context surrounding their words.

Listening is the most important part of communication, because if you fail to understand the message being expressed to you, you will also fail in providing a substantial and meaningful response. This is the root cause of many arguments, misunderstandings, and complications, whether at home, school, or work.



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- 1 What does communication breakdown mean?
  - We have been ineffective in communication.
  - We have been effective in communication.
  - We have been helpful in communication.
  - We physically broke communication.
  
- 2 Which of the following is NOT a form of nonverbal communication?
  - Gestures
  - Facial expressions
  - Appearance
  - A radio interview
  
- 3 In USA, maintaining eye contact while talking with elders show confidence, in Pakistan, it shows disrespect. What does this example depict?
  - The interpretation of body language is universal
  - The interpretation of body language is not universal
  - The interpretation of body language is same worldwide
  - The interpretation of body language is global.
  
- 4 Which of the following is correct about human memory?
  - Not very sharp
  - Reconstructive
  - Poorly developed
  - All of the given options
  
- 5 All of the following are the purposes of introduction except :
  - Getting the audiences's attention
  - Introducing your thesis
  - Establishing your rapport or credibility with the audience
  - Avoid the audience
  
- 6 In USA, maintaining eye contact while talking with elders show confidence, in Pakistan, it shows disrespect. What does this example depict?
  - The interpretation of body language is universal
  - The interpretation of body language is not universal
  - The interpretation of body language is same worldwide
  - The interpretation of body language is global.
  
7. Telephone is and example of which form of communication?
  - Interpersonal communication
  - Intrapersonal communication
  - Mediated Communication
  - Mass Communication



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- 8 Jumping to conclusions is a:
- Listener barrier
  - Sender barrier
  - Physical barrier
  - Noise
- 9 Which of the following could not be an appropriate beginning of speech?
- Appropriate quotation
  - Asking a rhetorical question
  - An ordinary story
  - A startling statement
- 10 When a quotation is quite long for the introduction of speech, it is suggested that the presenter may:
- Use it as it is at the beginning of the presentation
  - Use it as it is at the conclusion of the presentation
  - Paraphrase the quotation to avoid confusion and/or boredom
  - Decide not to take advantage of the quotation
- 11 All of the following statements are the purposes of forming an outline for a speech EXCEPT one. Which one is it?
- It helps put order to the information
  - It serves as a model to check your work
  - It serves as a guide from which to deliver your speech
  - It helps to build confidence for the listeners
- 12 Which of the following is a skill of speaking in distinct syllables?
- Articulation
  - Fillers
  - Inflection
  - Monotone delivery
- 13 Improper formulation and presentation of message refers to which of the following barrier?
- Loss in Transmission
  - Badly Expressed Message
  - Differing Status
  - Prejudice
- 14 Which of the following statement is true for the pauses in speech?
- A pause in speech shows that speaker is not well prepared
  - A pause gives an opportunity to listeners to digest what they've heard.
  - Pauses drag the speech.
  - Pauses cannot be used in business talks.



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- 15 Which of the following ways can be used to achieve vocal emphasis?
- Going from loud to soft
  - Getting louder
  - ✓ Using graphics
  - Adopting a soft tone
- 16 Which type of communication it would be when co-workers attempt to coordinate their individual tasks with each other?
- Upward
  - Internal
  - Downward
  - ✓ Lateral
- 17 Listening process does not involve which of the following actions?
- Hearing
  - Filtering
  - Remembering
  - ✓ Feed back
- 18 Which of the following are identified from citation in periodical indexes?
- ✓ Articles
  - Stories
  - Features
  - Columns
- 19 Which of the following type of listening is used when we suspect that we may be listening to a biased source of information?
- Empathic listening
  - ✓ Critical listening
  - Active listening
  - Preferential listening
- 20 All of these are the purposes of introduction in thesis except:
- Getting the audience's attention
  - ✓ Introducing your target audience
  - Adapting to the audience
  - Establishing your rapport or credibility with the audience
- 21 Which of the following begins with a general statement that is commonly accepted by the audience and then introducing more specific?
- Problem/solution order
  - Cause/effect order
  - ✓ Deductive order
  - Inductive order



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- 22 Excess of information bombarded on the listener is termed as:
- Information bulk
  - Information load
  - Information mass
  - Information volume
- 23 Which of the following may Not be considered as a language barrier in communication?
- Differences in interpretation of statements
  - Inadequate vocabulary
  - Proper level of language
  - Good health

### Questions in Midterm Fall 2016

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- Q1 We should keep in mind the nature of audience... agree or not.. Discuss?**
- Q2 In which sitting plane audience sit in columns and rows without chairs.**
- Q3 Why peer to peer discussions is always easy in friends. Discuss?**
- Q4 U transmission is good for informative and informal Discuss?**
- Q5 Reading from manuscript seriously limits your ability to exhibit a natural style, maintain eye contact, observe and evaluate feedback, and adjust the messages Discuss.**
- Q6 Language itself is probably the most common barrier to effective communication. Discuss.**
- Q7 Describe any common misconception of communication in our life in your Words. (5 Marks)**
- Q8 Badly Expressed Message in presentation? Mark3**



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1. While preparing for effective business writing Planning Stage involves all of the following EXCEPT:
  - ✓ Choosing appropriate cloths
  - ☒ Considering your reader
  - ☒ Determining the appropriate content
  - ☒ Determining your purpose
  
2. BCC stands for
  - ✓ Blind carbon copy
  - ☒ Blind compiled copy
  - ☒ Branded carbon copy
  - ☒ Branded compiled copy
  
3. Which of the following method of outlining topic involves presenting a general statement first, followed by specific supporting statements:
  - ✓ Direct Method
  - ☒ Indirect Method
  - ☒ Supporting Method
  - ☒ Sustaining Method
  
4. His GPA in 2000 (MBA) was 3.9 on a four point scale. Which of the following is a correct and more concrete example of above statement?
  - ✓ His GPA was 3.9 on a four scale point
  - ☒ His GPA was good in 2000
  - ☒ He got a good score in his MBA Program
  - ☒ All of the given options
  
5. While writing a persuasive message, which kind of beginning will be more appropriate?
  - ✓ Make sure the beginning is appropriate for the situation.
  - ☒
  - ☒
  
6. In written communication active verbs help make sentences more
  - ✓ Specific
  - ☒ Concise
  - ☒ Empathetic
  - ☒ All of the given options
  
7. Which of the following is most appropriate sequence for effective writing?
  - ☒ Planning > Drafting > Organizing > Editing > Proofreading
  - ☒ Planning > Organizing > Drafting > Proofreading > Editing
  - ✓ Planning > Organizing > Drafting > Editing > Proofreading
  - ☒ Planning > Drafting > Editing > Organizing > Proofreading



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- 8 Which one of the following options refer to the complimentary close ?
- Dear Sir/Madam
  - Yours Sincerely
  - Confidential
  - Head, Communication Dept.
- 9 While determining the order of the topics, one should review the outline, keeping all of the following questions in mind, EXCEPT:
- Are the ideas of equal importance presented in a parallel manner?
  - Is the sequence of the topics appropriate for the development method?
  - Is the sequence of the topics likely to add clarity to my message?
  - Are related topics properly sequenced?
  - Mention that replacement copier is on its way
- 10 BPC is an abbreviation of which of the following :
- Blind Photo Copy
  - Blind Paper Copy
  - Blind Person Copy
  - Blind Pasted Copy
- 11 While preparing for effective business writing Drafting Stage involves all of the following, EXCEPT:
- Developing appropriate beginning paragraph
  - Composing the body
  - Developing appropriate ending paragraph
  - Editing
- 12 Careful outlining of topics is helpful for all of the given reasons EXCEPT:
- It improves the clarity of message
  - It saves writing time
  - It enables to emphasize properly the various topics in the message
  - It keeps the suspense in message
- 13 Which of the following method of outlining topic presents the specific information first, followed by conclusion?
- Direct method
  - Indirect method
  - Supporting method
  - Sustaining method



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- 14 All of the following are considered as the core values of correctness, except:
- Proper grammar
  - Punctuation
  - Spelling
  - Loudness Ans
- 15 All of the following factors bring the element of completeness in a message EXCEPT:
- Provide all necessary information
  - Answer all questions asked
  - Give something extra, when desirable
  - Using vivid, image-building words
- 16 All of the following are the benefits of handouts EXCEPT:
- Handouts eliminate the need for note taking
  - Handouts provide an accurate record of the information being presented
  - Handouts can be used with all types of presentation media
  - Handouts passed out in advance tend to cause attendees to prejudge the presenter and/or the presentation
- 17 To begin a disappointed newsletter with a negative information, \_\_\_\_\_ a negative situation.
- Eases
  - Reduces
  - Complicates
  - Relieves
- 18 All of the following steps are found in the planning stage of business writing, EXCEPT:
- Determine your purpose
  - Consider your reader
  - Choose your idea
  - Proofreading
- 19 When applied to business messages 'correctness' means all of the following, EXCEPT:
- Use the right level of language
  - Check accuracy of words, information and data
  - Use correct grammar and punctuation
  - Check font style

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- 20 All of the following guidelines play an important part to make your writing concrete, EXCEPT:
- Include as much specific information as possible.
  - Use active rather than passive verbs.
  - Use vivid, image-building words.
  - ✓ Use passive verbs.
- 21 Which of the following cannot result from incomplete messages?
- Loss of goodwill
  - Loss of valued customers
  - Loss of sales
  - ✓ Gaining good name
- 22 All of the following are Non Essential parts of a letter EXCEPT :
- Addressee notation
  - Attention line
  - Subject line
  - ✓ Complimentary close
- 23 All of the following are the elements of effective written communication, EXCEPT:
- Courtesy
  - Correctness
  - Conciseness
  - ✓ Cleanliness
- 24 Effective writers visualize the \_\_\_\_\_ before starting to write.
- Story
  - ✓ Reader
  - Colours
  - Publisher
- 25 All of the following are considered as some basic truths about human nature that help us humanize our business messages EXCEPT:
- People are self-centered
  - People are defensive
  - ✓ People are perfect
  - People expect courtesy
- 26 All of the following are essential part of a letter EXCEPT:
- Letterhead
  - ✓ Salutation
  - Subject Line
  - Signature



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- 27 Which of the following method is generally preferred when presenting positive or good news information?
- Direct method
  - Indirect method
  - Supporting method
  - Sustaining method
- 28 When using visuals in a presentation, which of the following should be avoided?
- Taking time to explain the visual.
  - Fitting the visual to the material being discussed.
  - Talking to the visual.
  - None of the given options
- 29 While using a flip board in presentation, 6x6 formula is used. What does it refer to?
- 6 sentences with 6 different colors on one chart
  - 6 words in every sentence written in 6 different colors
  - 6 sheets on flip board
  - 6 lines, each having 6 words on a sheet
- 29 With a limited time frame available for presentation, the Q & A session is conducted:
- At the end of a presentation
  - During a presentation
  - Before a presentation
  - Not at all
- 30 Which one of the following group often meets face to face with a common purpose in mind
- Informal group
  - Formal group
  - Universal group
  - Standard group
- 31 When do you think groups, rather than individuals working alone, should be used to solve a problem?
- When the task requires a limited amount of information and skills
  - When a quick resolution is essential
  - When commitment to the decision is important
  - When the task is fairly simple and straightforward



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32 Which of the following is NOT among the drawbacks of using computerized design programs?

- Poorly conceived messages
- Simplistic presentations
- Design over content
- Overly complex presentations



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1. All of the following are the qualities of effective claim letters EXCEPT:
  - An effective claim letter contains you attitude material.
  - ✓ An effective claim letter presents all the facts pertinent to the situation.
  - An effective claim letter contains threat.
  - An effective claim letter makes a definite request.
  
2. The letter of decline must be:
  - Straight
  - ✓ Courteous
  - Callous
  - Unsympathetic
  
3. Like all routine messages, routine requests have all of the following EXCEPT:
  - An opening
  - A body
  - A close
  - ✓ A center
  
4. With the use of which of the following, we reason from a generalization to a specific conclusion?
  - Analogy
  - Logic
  - Induction
  - ✓ Deduction
  
5. Which of the following method is the best approach for refusing a claim?
  - Direct method
  - Callous method
  - Straight method
  - ✓ Indirect method
  
6. Letters of invitation include:
  - Speaking invitations
  - Informal social invitation
  - Formal social invitations
  - ✓ All of the given options
  
7. The courteous close of a direct request letter contains all of the following EXCEPT:
  - A specific request
  - Information about how you can be reached
  - An expression of appreciation or goodwill
  - ✓ Information about your city



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- 8 With the use of which of the following, we reason from specific evidence to specific evidence.
- Analogy
  - Logic
  - Induction
  - Deduction
- 9 Which of the following methods cannot be used to capture attention in the opening paragraph of a persuasive message?
- Use of color
  - Use of receiver's name
  - Use of conjunction
  - Use of an interjection
- 10 Which of the following is the most appropriate opening for an invitation to a fund raising event.
- Explain the purpose of the event.
  - Give details of the event.
  - Extend the invitation
  - Remind the recipient to bring a checkbook
- 11 Which of the following calls on human reason or human feelings, basing the argument on audience needs or sympathies?
- Emotional appeals
  - Logical appeals
  - Irrational appeals
  - Unreasonable appeals
- 12 What type of goodwill message is to most likely to use an RSVP?
- Condolance
  - Invitation
  - Appreciation
  - Holiday greeting
- 13 The direct plan can be used for which one of the following:
- Sales messages
  - Request refusals
  - Claims
  - None of the given options



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- 14 All of the following are the qualities of effective claim letters EXCEPT :
- An effective claim letter contains you attitude material
  - An effective claim letter presents all the facts pertinent to the situation
  - ✓ An effective claim letter contains threat
  - An effective claim letter makes a definite request
- 15 In routine requests, it is advised to use direct approach which means:
- ✓ Placing the main idea in opening
  - Placing the main idea in middle
  - Placing the main idea in the end
  - Placing the main idea anywhere according to writer's choice
- 16 While writing a letter to inquire about people, one should keep in mind all of the following EXCEPT:
- Respect humabn rights, both legal and moral
  - Ask only for info related to the job
  - ✓ Stress unrelated information/facts
  - Structure the questions around the job
- 17 The letters written to book some palce like room, hall etc are called:
- Informal social invitation letters
  - ✓ Reservation letter
  - Claim letters
  - Order letters
- 18 All of the following are different types of Buffer EXCEPT:
- Agreement
  - Fairness
  - Cooperation
  - ✓ Bad news
- 18 All of the following are importatn details to include in the letter of invitation EXCEPT:
- The topic of the presentation
  - The date and time of presentation
  - The venue of the presentation
  - ✓ The menu of lunch to be given in theend of presentation
- 18 Which of the following is to make a netural, non-controversial statement that is closly related to the point of message?
- Buffer
  - ✓ Feedback
  - Communication
  - Talk



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- 19 Which statement would be the best close for an adjustment letter?
- We regret the trouble that the faulty keyboard caused you.
  - Your new key board is being air expressed to you
  - Your business is appreciated
  - You may be interested in upgrading your internal memory with our inexpensive chips
- 20 Which of the following must NOT be adopted in preparing disappointing news message?
- Use sales-promotion material whenever appropriate
  - Consider using an implicit refusal rather than an explicit refusal
  - Capitalize on what you can do for the reader rather than what you can not do
  - Use negative words or phrases.
- 21 Which of the following is the characteristic of good news letter?
- Begin with good news
  - Use slow opening
  - Begin with explanatory details or information
  - Don't incorporate a you-viewpoint
- 22 Which of the following is to make a neutral, non-controversial statement that is closely related to the point of the message?
- Buffer
  - Feedback
  - Communication
  - Talk
- 23 In a well written disappointing newsletter, all of the following points are kept in mind, except:
- Enough detail to make the reason for the refusal logically acceptable.
  - Explaining the company's policy as logical rather than rigid
  - Offering an apology for the decision
  - Avoiding negative personal expressions
- 24 Order letters are comprised of all of the following distinct content components, except:
- Pertinent information about the items being ordered
  - Directions for shipping the merchandize
  - Quality report of the items
  - Method of payment



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### What are the benefits of using computer based presentation?

When you want to present something, you need to make presentation about it. Availability of affordable and easy to use softwares make possible to do presentations in hours what take before weeks.

It is very helpfull to understand the concept and talk about different things in text, numbers and shapes. You can update them in real time. These presentations can have text, charts, graphics, animation, audio or video. As technology advances, now it is possible to view presentations not only on monitores or projectors but on mobiles and iPads which are portable and can setup anytime and anywhere.

While making presentation make sure, it must be simple, easy to undersatand and to the point. Lots of graphics, sound or animation sometimes spoil the presentation and people get distracted. Following are the benifits of the computer base presentations

- Full color and interactive presentations are possible
- Easy to make presentation in minutes or in advance at a short notice.
- Data can be presented in real time and updatation is possible on the spot.
- By creating transitions and special effects it maintain peoples interest.
- Low cost and last minutes changes are possible.
- Easy to transport or carry in USB's, CD's or Hard drives.

### Speak effectively

Ho to be an impressive speaker, a good communicator? All answers depends on how effective is your speech and Speech depends on how skillful is the speaker. And a good speech is how skillful the speaker is.

Following points to be remembered to deliver effective speech:

- Speaker (motivation, credibility and style of delivering)
- Message (What is the message? Its content, style, structure and conclusion)
- Audience (Analyze your audience, their education, culture, geographic location, sex, group membership, careers etc)
- Channel (Verbal, nonverbal, pictorial, volume, pitch and tone)
- Feedback (Getting feedback, responding to the questions accordingly)
- Setting (The area of speech, sitting position of people, free of noise etc)

### How do emotional appeals differ from logical appeals?

#### Emotional Appeals

When you are trying to convience some one to accept your idea or take decision to buy product or make donation or joining for a cause you are depending on emotions. Emotional appeals are based on human feelings and needs listeners sympathies but must be clear and precise. For instance if you use words success, savings, free of cost, social and moral responsibility, these words must be supported by verbal and non verbal communication to put the audiance in a certain position to accept your message. People needs reasonable and sensible support from your attitude to accept what you are trying to convey.



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## Logical Appeals

It is based on human reason. When you try to persuade your audience and support your claim with evidence or reason. There are three types of reasons we depend on:

**Analogy:** Reason is based on specific reason. To convince your employees to attend a planning session and you compare your company valuable in the community and it will help employees as well as the community.

**Induction:** Your reason is based on specific evidence leading to general conclusion. To convince your potential customers to use your product, you show them the statistics from other areas about its usage. It will convince people that why they can not use the same product and gets its benefits if others are getting.

**Deduction:** Your reason is based on general reason leading to specific conclusion. To convince your boss to hire additional employee you give examples of different industries and the effects of its production and increase their profitability.

## What do you know about claim letter? Describe qualities of effective claim letter.

Letters which are written by the customer raising complaints and demanding compensation is called a claim letter. In business everything all the time does not go according to the plan. There will be some mistakes or accidents happened due to which the customer gets incomplete service or wrong items, sometimes too late or less in quantity or damaged items. This letter will highlight the damaged item or negligence in service.

Before you write an effective claim letter you must know the following qualities:

- Present all the facts as per situation
- Do not get angry on the recipient and threaten them.
- Writing approach must be having a you-attitude to get positive effects.
- Writer must make a clear and precise request mentioning the following point:
  - Product replacement or service to be done again
  - Full or partial refund of the damaged item or unsatisfactory service
  - Asking repair of the defective item.
  - Requesting to cancel the order
  - Correcting error in bill or seeking clarification.

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1. Which one of the following statement defines situational context of interpersonal communication?
  - It concerns your reactions to other other person
  - It deals with the psycho-social “where” you are communicating
  - It is who you are and what you bring to interaction.
  - It deals with the physical “where” you are communicating.
  
2. Which one of the following is an interpersonal need to establish identity with others?
  - Inclusion
  - Control
  - Affection
  - Power
  
3. What is the reason that communication is not a cure-all for the problems we experience?
  - Because communication has the potential for creating or intensifying problems
  - Because communication has the potential for eliminating problems
  - Because communication has the potential for abolishing problems.
  - Because communication has the potential for purging problems.
  
4. When it comes to listening, many of us are guilty of some bad habits. For example:
  - Instead of listening we think about what we are going to say next while the other person is still talking.
  - We are not easily distracted by the speaker’s mannerism or by what is going on around us
  - We try not to interrupt people before they have finished talking.
  - We do not drift into daydreams
  
5. Determining the audience’s attitude toward you as the speaker is an aspect of?
  - Analyzing the audience
  - Analyzing the speaker
  - Analyzing the occasion
  - Analyzing the audience and the speaker
  
6. What does gripping the lectern, having clenched fists and constant clearing of the throat convey?
  - Open or confident
  - Dictatorial or arrogant
  - Insecure or nervous
  - Happy or pleased



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7. All of the following steps are essential to an effective response of questions, EXCEPT:
- Listen
  - Discern
  - Anticipation
  - Answer
8. A primary factor to consider when deciding on the setting for a presentation is how to create:
- A noisy environment
  - The greatest degree of comfort for the audience
  - Multicoloured lighting arrangement
  - A hot atmosphere
9. When visuals are designed for a presentation, they should not be used t:
- Eliminate vagueness
  - Take the place of words
  - Simplify complex info
  - Emphasize important points
10. Diagrams are excellent for conveying all of the following. Except:
- Info about size
  - Info about shape
  - Info about structure
  - Info about audience
11. In a persuasive message, how opposing ideas should be treated?
- Cited, then refuted
  - Ignored
  - Mentioned only when necessary
  - Not mentioned
12. Which of the following is not considered as a purpose of a resume?
- To secure an interview
  - To find a job
  - To take a leave
  - To kindle employer interest
13. An effective opening to an interview is likely to contain all of the following, except for a(n):
- Greeting and building rapport
  - Summary
  - Orientation
  - Motivation

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14. Which of the following is not a part of the writing plan of a reservation letter?
- A fast-start opening which identifies the type of room desired and the days needed
  - A section which mentions arrival and departure times
  - ✓ A section describing the quality of the room you booked in the other hotel
  - A courteous, action-oriented closing, which mentions your desire for a confirmation
15. In which of the following types of letter, the technique of using a conditional (if or when) statement to imply that the audience could have received, or might someday receive, a favourable answer, is used?
- Persuasive news letter
  - ✓ Disappointing news letter
  - Good news letter
  - Direct-request letter
16. Which of the following do's must be followed in preparing disappointing news messages?
- Apologize for the action you are taking
  - Use an accuratory use
  - ✓ Consider using an implicit refusal than an explicit refusal
  - Using company policy as the reason for dustifying the refusal.
17. An effective writing emphasizes on which the type of info to show courtesy to readers?
- Negative information
  - What can be done?
  - ✓ What can not be done?
  - Discourteous writing
18. Which of the following is used to introduce the reader to a longer, accompanying message?
- ✓ Transmittal memo
  - Interoffice memo
  - Announcements memo
  - Page memo
19. Which of the following is a message written to use within the organization?
- ✓ Memorandum
  - Letter
  - Application
  - Report



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20. Which of the following should be avoided in writing persuasive message?
- A balance of emotional and logical appeals
  - Use of an up-front hard sell
  - Compromise
  - Thinking that persuasive is a process
21. Which of the following is always written in capital letters in a business letter?
- Signature
  - Subject line
  - Addressee notation
  - Salutation
22. Which of the following is the primary tool of your job search?
- Resume
  - Resignation letter
  - National identification card
  - Birth certificate
23. What type of info should be given in the letters responding to the inquiry about a person?
- General info
  - Specific info
  - Negative info
  - Biased info
24. An audience centered approach can be achieved in a letter by paying attention to:
- Using 'YOU' attitude
  - Choosing positive words
  - Using respectful language
  - All of the given options
25. All of the following tips should be kept in mind while filling up a job application form except.
- Read the instructions on the form carefully before beginning to improve it
  - Upon completion, review the entries for completeness and accuracy.
  - Answer the open ended questions with an exaggerated question.
  - Complete every blank on the form – even if you have to insert entries like "None", "Not applicable"



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26. Which of the following sentences has courteous writing?
- You did not read my letter
  - Please refer to my June 10 letter
  - Why didn't you read my letter?
  - Read my new letter
27. Which of the following is the best example of 'emphasis'?
- Students should be motivated and have interest in presentation, and have requires and others.
  - Students should have requisites and be motivated for presentations.
  - Students should be motivated for presentation
  - Students should be motivated when they have requisites for presentation
28. "Today morning an accident took place at Wahdat road" The answer to which W is missing in the statement.
- Where
  - Why
  - When
  - What
29. Ex-president General Pervaiz Musharif's decision of removing Chief Justice of Pakistan Iftakhar Mohammad Chaudhary from his office on March 9, 2007 can be considered which of the following styles of leadership?
- Authoritarian
  - Laissez-Faire
  - Democratic
  - Popular
30. All of these are tools of persuasive messages except.
- Focus on your goal
  - Use difficult language
  - Anticipate opposition
  - Provide sufficient support
31. Context is the way the message is delivered and is known as:
- Paralanguage
  - Lateral language
  - Contextual language
  - Hyper language



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32. Which of the following is an inaccurate statement pertaining to managing questions from the audience?
- You should answer a question immediately, even if you plan to discuss the information.
  - You should try to frame answers in ways that promote your goal.
  - You should anticipate likely questions
  - You should address the answer to the entire audience
33. Which of the following any not be considered as a Inagugae barrier in a communication?
- Differences in interpretation of statements
  - Inadequate vocabulary
  - Proper level of language
  - Good health
34. Which is less likely to generate defensiveness?
- Being expressive
  - Being focused on solving problems and not controlling others
  - Demonstrating an attitude of equality
  - Being honest
35. Suppose you are thinking about planning your weekend trip with your family and suddenly an idea strikes in your mind to invite all relatives at home instaed of going out at weekend. You immediately approach your family members and convey the idea to them You can actually involved in which of the following steps of the communication process?
- Encoding the message
  - Decoding the message
  - Giving feedback
  - Creating noise
36. Suppose a husband and wife are having a serious discussion on domestic matter and by that time their kid wakes up and starts crying, the wife rusehs towards the little child leaving the discussion in between. In this scenario you would relate the crying child with which of the following elemnt of communication?
- Noise
  - Channel
  - Message
  - Feedback



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### Three tactics can be employed for dealing with disruptive incidents i.e detour, delay or dismiss. Explain them in detail.

There are three tactics can be used for dealing disruptive incidents:

#### Detour:

It is way to around to reach the goal of presentation. Suppose you had a meeting with your client, and he cancel the meeting. He checked when the client and people required in the presentation are free and arranged the meeting at the clients convenient time and location

#### Delay:

Presentations must be started on time. Some times a disruptive incidents stop further movement in presentation. For instance, if we have a presentation and there is a technical fault come, the speaker try to be engage audiences in questions to get the time, meanwhile the technical fault (may be sound video or electricity issues) be resolved. Instead of focusing on fault, he engaged audiences and keep their interest in the presentation.

#### Dismiss:

It is rarely happened. What to do if it happened. For instance: earthquake, fire, blackout, or any other type of emergency the speaker should dismiss the audience and show leadership skills.

### What do you know about using vivid, image-building words in order to achieve concreteness in writing?

- Communication effectively means we should be specific, precise, places and other supportive statements.
- Using vivid and image buildings words meand the info must be clear and descriptive. For instance: if you want to say the the report presented to you is weak. You should say "In report there are grammatical erros, the info is not accurate and the references are missing.

### What are the non-essential parts of a business letter?

A business letter is a formal letter used to convey messages. AN ideas relating to a business. Read below the non essential parts of a business letter

- 1) Attention Line
- 2) Subject Line
- 3) Enclosure
- 4) Carbon copy
- 5) References
- 6) Post script

### Beside being ,imited in scope, a thesis also should be concrete in its wording. Give an example of a well designed and concrete thesis.

Skipped. Please preapre from hand outs.



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### **What factors are important to achieve balance between a logical appeal and emotional appeal?**

When you are trying to convince someone to accept idea or fake decision to buy a product or make donation for a cause, you are depending on emotions and logic, they must be clear and precise.

Emotional appeals are basen on human feeling and requires audience sympathies. Suppose, you use two ords success, savings, free of cost, social, and morl responsibilities, these words must be supported by verbal and non verbal communication. It will put audience ina certain position to accept your message.

Logical appeals are based on human reason. When they try to persuade your audiamce and support your claim with evidence or reason. Three types pf reason we depend on are Analogy (reason is based on specific reason) Induction (reason is based on specific evidemce based on specif evidence leading to general conclusion). Deduction (reason is based on general reason leading to specific conclusion).

### **What are the five stages involved in preparing for effective business writing?**

Effective business writing is very important to convey your message and persuade others. It is as much time consuming as acyual writing.

The 5 stages for effective business writing are bwlow:

- 1) Planning step: What is its idea, its content, its purpose, who are the readers.
- 2) Organizing stage: Outline the topics of your letter and storing the info order.
- 3) Drafting Stage: Starting with appropriate paragraph, writing the body info, ending with the suitable paragraph.
- 4) Editing stage: To edit the message, remove unnecessary info and make message more precise and clear.
- 5) Proofreading: Read the letter and correct errors

### **Discuss three kinds of Persuasive speeches (3 Marks) Visual aid should be in presentation but better not to distract... Explain (5 Marks)**

### **In letter of requesting for a favour, we should start with positive tone, writer must be courteous and ends with appreciation... Dicsuss (5 Marks)**

### **Discuss any five tools should be used for Persuasive message. (5 Marks)**

### **What are the different levels of meaning. (Marks 3) How can you make your writing more concrete?**

### **Define feedback and also list the various forms of feedback you receive during a typical day.**