

# تجميعات كویز 1 (ch1)

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Which of the following is true about the audience-centered approach?

- It does not matter how you conduct yourself in this approach
- The approach focusses on the sender
- The approach is called Me attitude
- In this approach you relate to the people needs ✓

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### - Adopting an Audience- Centered Approach

Relating to the needs of others is a key part of ( **emotional intelligence** ), widely considered to be a vital characteristic of successful managers and leaders.

1. **Emotional intelligence includes:**
  - Learning as much as possible about your audience.

If you are addressing people you do not know, try to project yourself into their position by using common sense and imagination.



Which of the following is true about the audience-centered approach?

- The approach focusses on the people you're dealing with ✓
- The approach is called Me attitude
- In this approach you relate to your company needs
- It does not matter how you conduct yourself in this approach

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### - Adopting an Audience- Centered Approach

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Noise is \_\_\_\_\_ type of barriers to communication.

- Verbal
- Non-Verbal
- Physical ✓
- Attitudinal

## 5. Communication Barriers

### 1. Physical Barriers to Communication

- **Disabilities** such as poor hearing or vision.
- **Physiological states** such as tiredness, stress or illness.
- **Environment** problems such as a **noisy** workplace.
- **Technology** problems.



The medium over which the message travels is called:

- Sender
- Noise
- Receiver
- Channel ✓

## 4. The Basic Communication Model



### - The Communication Process

Sender Selects Channel and Transmits Message

2. **Channel** – the medium over which the message travels (computer, smartphone, social network, letter, report, picture, spoken word, fax, etc.)



Mediums that transmits messages is a definition of:

- Channel ✓
- Noise
- Decoding
- Encoding

## 4. The Basic Communication Model



### - The Communication Process

Sender Selects Channel and Transmits Message

2. **Channel** – the medium over which the message travels (computer, smartphone, social network, letter, report, picture, spoken word, fax, etc.)



Declaring the company strategy in a report is an example of:

- Electronic medium
- Oral medium
- Written medium ✓
- Mass medium

## 4. The Basic Communication Model



### - The Communication Process

#### Types of Medium:

Written	Letter, report, company magazine
Oral	Meeting, interview, presentation
Visual	Charts, maps, diagrams
Electronic	E-mail, Internet, telephone
Mass	Television, radio, newspapers



Covid 19 conference that has been broadcasted on Television is an example of:

- Mass medium ✓
- Written medium
- Electronic medium
- Oral medium

## 4. The Basic Communication Model



### - The Communication Process

#### Types of Medium:

Written	Letter, report, company magazine
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Translating the message from its symbol form into meaning:

- Encoding process
- Decoding process ✓
- Communication process
- Transforming process

## 4. The Basic Communication Model



### - The Communication Process

#### Receiver Decodes Message

**3. Receiver** – the individual for whom the message is intended.

- **Decoding** – translating the message from its symbol form into meaning.



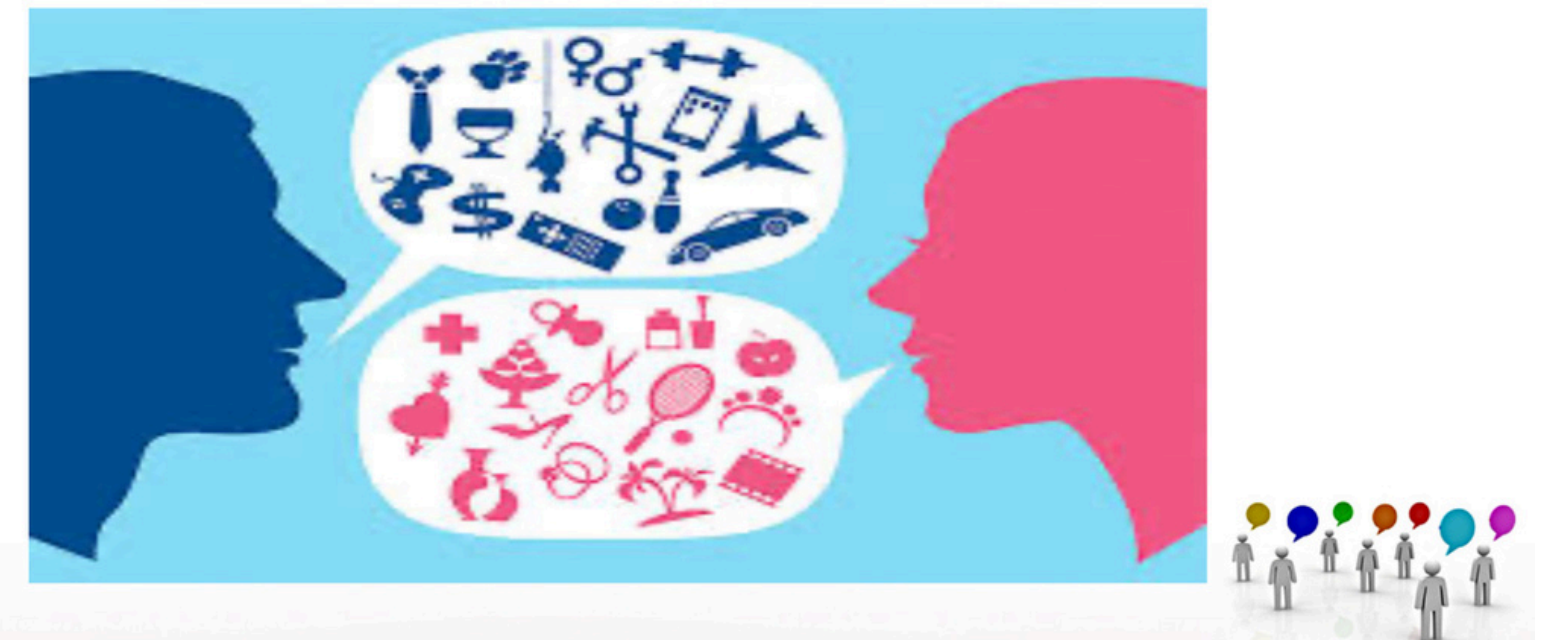
Misinterpreting a message due to prejudices is an example of an attitudinal barrier.

- True ✓
- False

## 5. Communication Barriers

### 4. Attitudinal Barriers

- Misinterpreting a message due to stereotyping or prejudices.



Anything that interrupts the transmission of a message is called noise.

- True ✓
- False

## 4. The Basic Communication Model

### - The Communication Process

**5. Noise** – anything that interrupts the transmission of a message in the communication process

(weak internet signal, sloppy formatting and typos, annoyance a receiver feels when dealing with too many messages, etc.)

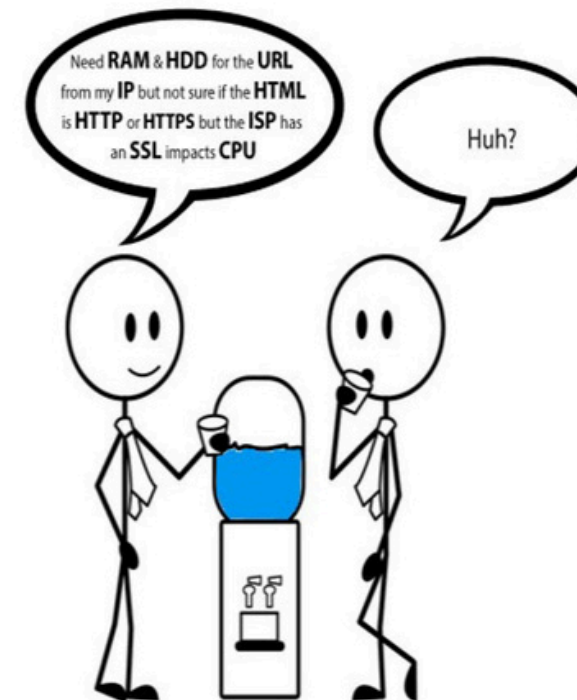


One of the main Verbal Barriers to Communication are:

- Wrong non-verbal sign barriers
- Jargon barriers ✓
- Stereotyping barriers
- Technology problems

## 5. Communication Barriers

### 2. Verbal Barriers to Communication



- **Jargon:** technical language in the wrong place/'show off' language.
- **Dialect:** a version of a language used only in a local region.
- **Slang:** casual expressions that should not be used in formal communication.

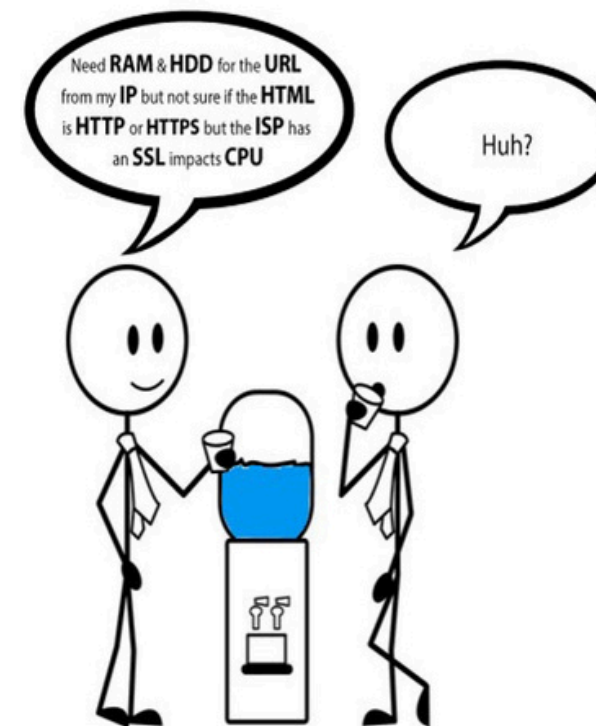


Using technical language in the wrong place is an example of:

- Physical barrier
- Attitudinal barrier
- Verbal barrier ✓
- Non-verbal barrier

## 5. Communication Barriers

### 2. Verbal Barriers to Communication



- **Jargon:** technical language in the wrong place/'show off' language.
- **Dialect:** a version of a language used only in a local region.
- **Slang:** casual expressions that should not be used in formal communication.



The important elements of the audience-centered approach are:

- Business manner and emotional damage
- Business development and emotional intelligence
- Emotional intelligence and business plan
- Business etiquette and emotional intelligence ✓

### 3. Communication in Organisations

#### - Adopting an Audience- Centered Approach

Adopting an **audience-centered approach** means **focusing on** and caring about the members of **your audience**. This approach is also known as adopting the **“you” attitude**.

It includes two main element:



Communication is important because in your career you will need to do all the following EXCEPT:

- Listen effectively
- Write concisely
- Work in a group
- Present inappropriately ✓

## 2. Why Communication is Important?

- It is **everywhere!**

### In Your Career:

- Effective communication **avoids misunderstanding by:**
  - **Presenting** your ideas **and speaking** appropriately with a wide variety of people.
  - **Demonstrating** a varied vocabulary and tailor your language to your audience.
  - **Writing** clearly and concisely.
- It helps you to **express yourself.**
- It helps us to **work in teams and connect with people.**



Which of the following is a principle of effective communication?

- Using unappropriated tone
- Attending carelessly
- Give information at the right time ✓
- Using unclear language

## 7. Effective Communication

### Principles of Effective Communication

6. Give information at the right time and place.
7. Remove all **'noise'**.
8. As **receiver**, attend carefully to the message (listen).
9. **Be open** to information.
10. **Respond** in the right way.



The individual for whom the message is intended:

- The sender
- The channel
- The receiver ✓
- The decoder

## 4. The Basic Communication Model

### - The Communication Process

#### Receiver Decodes Message

3. **Receiver** – the individual for whom the message is intended.

- **Decoding** – translating the message from its symbol form into meaning.



The verbal and nonverbal responses of the receiver is called:

- Noise
- Feedback ✓
- Encoding
- Channel

## 4. The Basic Communication Model



### - The Communication Process

### Feedback Returns to Sender

**4. Feedback** – the verbal and nonverbal responses of the receiver.



\_\_\_ is the process by which ideas, information, opinions, attitudes and feelings are conveyed from one person or group to another:

- Encoding process
- Decoding process
- Communication process ✓
- Transmission process

## 1. What is Communication?

**Communication** is the **process** of **transferring information** and meaning between **senders** and **receivers**, using one or more written, oral, visual, or electronic media.

- **The process by which ideas, information, opinions, attitudes and feelings** are conveyed from one person or group to another.



One of the main Physical Barriers to Communication is  
Technology problems

- True ✓
- False

## 5. Communication Barriers

### 1. Physical Barriers to Communication

- **Disabilities** such as poor hearing or vision.
- **Physiological states** such as tiredness, stress or illness.
- **Environment** problems such as a noisy workplace.
- **Technology** problems.



Using clear language is one of the principles of effective communication

- True ✓
- False

## 7. Effective Communication

### Principles of Effective Communication

1. Consider the **receiver**.
2. Think out your **objectives** and plan the message.
3. Select the right **medium**.
4. Use **simple, clear** language.
5. Use an appropriate **tone**.

