

Faculty of Liberal Arts & Professional Studies

Internationally Educated Professionals Bridging Program



Professional Communication in a Canadian Context

Introduction to Communication



redefine THE POSSIBLE.





Objectives

- To understand how communication works
- To recognize barriers to communication
- To consider differences in communication
- To assess the costs of miscommunication
- To recognize the importance of audience



What is communication?

- Communication is the process by which information is exchanged between a sender and a receiver

Basic Communication Model



1. **SENDER** has a thought
2. **SENDER ENCODES** thought into a **MESSAGE**.

3. **MESSAGE** is Transmitted through a **CHANNEL**



4. **RECEIVER DECODES** message
5. **RECEIVER INTERNALIZES** message



How does communication work?

- Effective communication conveys
 - The right message
 - To the right person
 - In the right way
 - At the right time



What can go wrong?

- Flow
 - Direction, volume, speed
- Medium
 - Method, language, style, culture, assumptions
- Timing
 - appropriateness



Flow - considerations

- Communication flows downward, upward, and horizontally
- Formal communication
 - Lines of authority affect flow
 - Filtering
 - “mum effect”
 - Conflicting roles
- Informal communication
 - Grapevine/water cooler



Medium



- Method
- Language
- Style
- Culture
- Assumptions



Click here to add another person to the conference



Align info. using the TAB key!

Memo

TO: Employee's Name

FROM: Your Name *R.H.* ← Your Initials go here

DATE: Today's Date

SUBJECT: One or Two Words

Write a message to a fellow employee explaining a new policy or procedure that you want carried out in your company. This message must be at least 4 sentences long.

Vancouver Manufacturing
1912 NW 99th Street, Vancouver, Washington 98665
(360) 526-1322 - www.vanamp.com

September 25, 2005

Mr. John Taylor
Director of Operations
ABC Corporation
100 S Main Street
Vancouver, WA 98685

Dear Mr. Taylor:

As our new letterhead indicates, we have recently changed the name of our business from Fort Vancouver Manufacturing to Vancouver Manufacturing.

There has been no change in management and we will be providing the same products and fine service on which we have built our reputation in the industry. We would appreciate it if you would bring this announcement to the attention of your accounts payable department and direct them accordingly.

Thank you for being one of our valued customers. We appreciate your cooperation in this matter.

All O'Brien
President, Vancouver Manufacturing

Zeta Bank - Document - IBA Lotus Notes

Zeta Bank - Promotions Director
Description of Responsibilities

The responsibilities of the Promotions Director are summarized below. Please note the Promotions Director reports directly to the Vice President of Marketing.

Specific responsibilities:

- Designing promotions programs and producing promotional materials
- Work closely with a visual designer, a copywriter, and the web master
- Coordinating promotional activities with goals of advertising and marketing coordinators
- Collaborating with branch managers on display of in-branch promotions
- Evaluating promotions by return on investment and brand awareness
- Budgeting and financial reporting





Method - considerations

- Face to face communication provides more information
 - Audio and visual cues - tone, facial expression, body language
 - Synchronization - immediate, two-way, real time response
- Computer-mediated communication
 - Text-based - limited to content
 - Delayed and one-directional



Information Richness

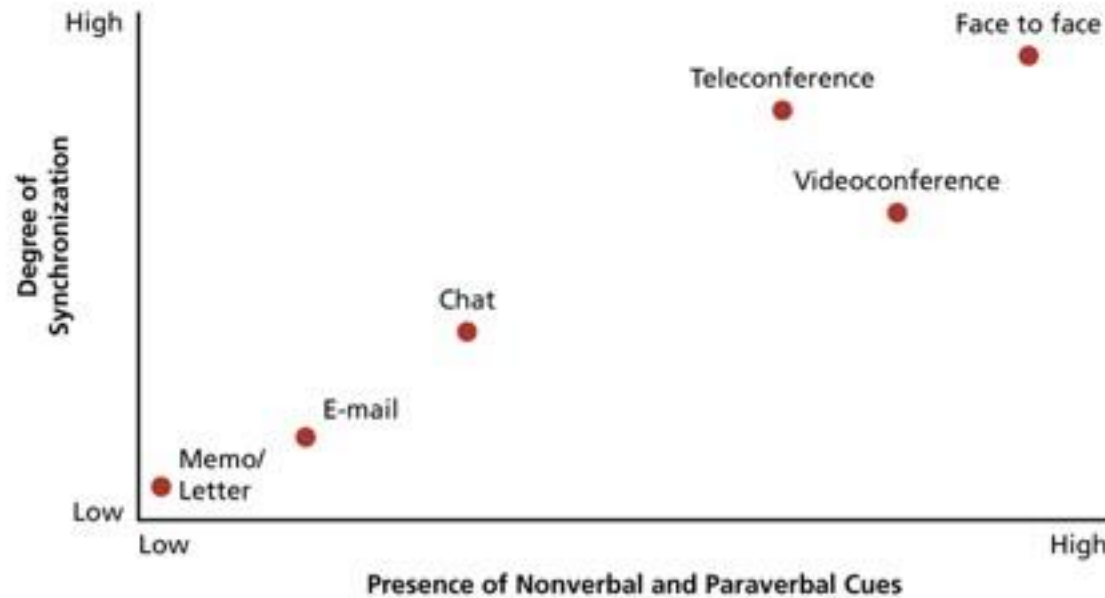


EXHIBIT 10.7

Communication media arranged according to synchronization and cue availability.

Source: Baltes, B.B., Dickson, M.W., Sherman, M.P., Bauer, C.C., & LaGanke, J.S. (2002). Computer-mediated communication and group decision making: A meta-analysis. *Organizational Behavior and Human Decision Processes*, 87, 156–179.



Language - considerations

- Verbal
 - Do you speak the same language?
 - Technical terms, jargon, acronyms
 - Dialect differences, vocabulary issues
 - Non-verbal
 - Body language
 - Facial expression, gestures, gaze, touch, proximity
 - Environment
 - Props, artifacts, costumes



Style - considerations

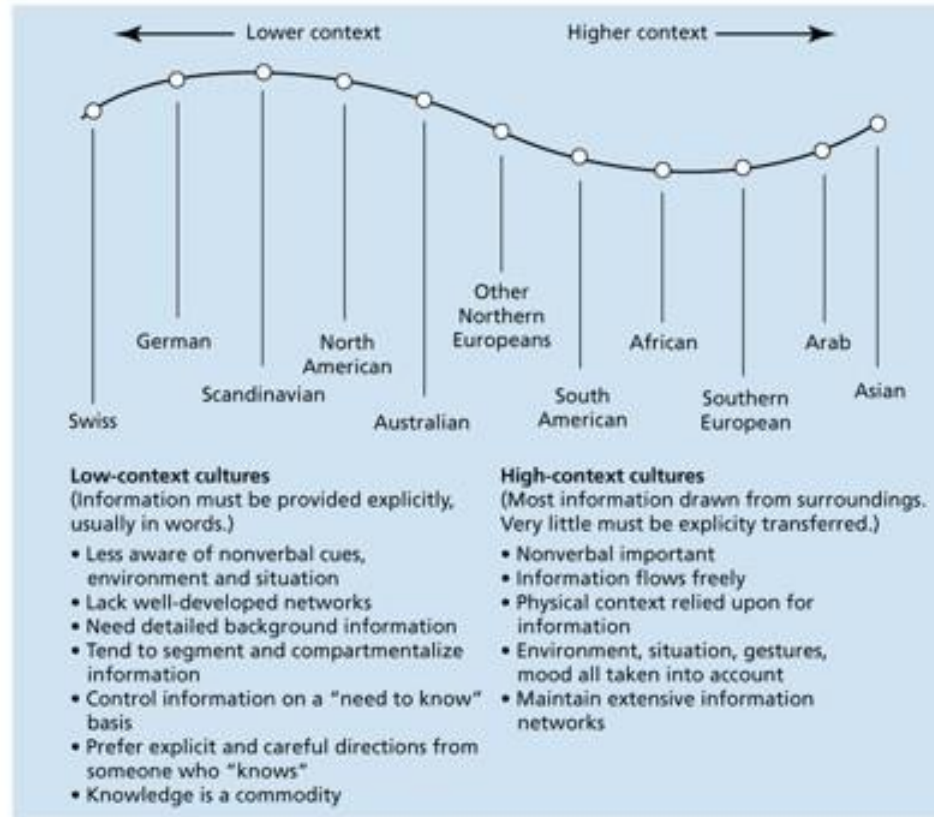
- Gender differences
 - Male vs. female speech
 - Confidence, image management, questions, apologies, feedback, ritual opposition, indirectness
- Power differences
 - From the centre vs. from the edge
- Culture differences
 - High vs. low context
 - Non-verbal cues
 - facial expression, gestures, gaze touch
 - Politeness



High vs. Low Context Cultures

EXHIBIT 10.5
High- versus low-context cultures.

Source: Rapf, D.W. (1995).
Intercultural encounters: The fundamentals of intercultural communication, p. 33. Englewood, Colorado: Merton Publishing Company.





Assumptions & Considerations

- Never assume that
 - People can read your mind (know what you mean)
 - People have your expertise
 - People share your beliefs
 - You know the thoughts and intentions of others
 - Your point of view is the only valid one



Assumptions & Considerations

- Always
 - Confirm understanding
 - Validate assumptions
 - Clarify information
 - Specify consequences



The Costs of Miscommunication

The total cost of the 12 new office chairs
Model #1234 you ordered is \$2904 + HST.
A 12% discount applies.

How much does each chair cost?



Timing - considerations

- Is the audience ready for the communication?
- Is there enough time for the communication?
- Communicate within a reasonable timeframe
- Take some time to consider all aspects of the communication



Audience is Everything

- Who needs to act/react to my message?
- What does the reader know/not know?
- What does the reader want to know?
- What does the reader need to know?
- What will motivate the reader to act?



Key Learnings

- Communication is an interactive process
- Consider your choice of medium carefully
- Be aware of communication differences
- Recognize the importance of audience