

EFFECTIVE COMMUNICATION



The general goal the training program aims to: Provide the participants with the concept of communication and equip them with a skill.

Effective communication with the aim of achieving behavior change in a positive direction.

PROGRAM GOALS:

At the end of this course, each trainee will be able to:

1. Knowing the concept of communication and its importance.
2. Mastering the skill of effective communication.
3. Mastering the skills of listening and listening.
4. Investing the skills acquired through training to improve communication in the work environment
5. Determine the target audience for the communication process and ways to deal with it.
6. Mastering the arts of dialogue

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INTRODUCTION:

The communication process is a fundamental role in the survival, continuity and prosperity of human relations in various areas of life, and indeed in the success of those relationships, and the process of communication with others is a key pillar of daily life, and it is the focus of the process of transferring human experiences and knowledge across generations. Through communication, ideas and information are exchanged. And experiences, feelings and feelings from one person to another. The process of communicating with its various and different vocabulary is not limited to the use of words and vocabulary only, but includes many means and methods, including: pictures, shapes, drawings and various symbols until silence has become a kind of communication with others, and many studies and research indicate that (85%) of success A person in his personal and professional life depends on the extent to which he uses skillfully and effectively the process of communication with its various components with himself and with others. The importance of communication is represented in the process of strengthening peoples' cultures and acquaintance, and this skill works on the advancement and continuation of life, and all persons must learn, acquire and apply important skills in communication, in order to be able to achieve their tasks and goals efficiently and competently. The effective communication process is characterized by awareness, awareness and the ability to communicate ideas and opinions to the opposite party and achieve goals in order to build and develop the human being and develop his knowledge and experiences in the social, educational and functional aspects, and then the effective communication process is one of the most important reasons for success in life.

In terms of work, the communication process is considered one of the main means used by organizations to achieve their goals, as all workers in the organization deal with each other through various means of communication in order to ensure the conduct of their activities and achieve their goals and this indicates that communication is the means that achieve individuals Through them means of understanding and constructive interaction, and as it is known that the organization is a purposeful social unit, it cannot accomplish its goals efficiently and effectively except through a series of continuous social interaction through various contacts between working individuals.

CHAPTER ONE - THE CONCEPT OF COMMUNICATION AND ITS IMPORTANCE

CONCEPT OF COMMUNICATION

There are varied opinions and concepts regarding defining a clear and precise concept of the communication process between the various researchers and thinkers, but we notice that there is consensus on the implicit framework of the concept of communication as the process of transmitting a message from one person to another, whether this is done with language, signs, meanings, or concepts. Etc. with the aim of influencing behavior.

The American Supervisors Training Organization defined it as "a process of exchanging opinions and information in order to create mutual understanding and trust or create good human relations."

There are multiple definitions of the concept of communication, and they differed in terms of pronunciation, as for the meaning, it is one.

Abdul Hafiz knows (1993) communication as the ability to explain your ideas and display them in the language, clear to members of two different contrasting this includes the ability to tailor your message to the targeted communication whatever their background or level users in the proper methods and tools and forms of verbal communication and non-verbal as required by the situation.

Al-Hafiz (1979) defines communication by saying: a process by which ideas and information are transmitted between people, within a specific social order, and concepts are exchanged between individuals using a system of symbols with the intention of sharing.

The fall (2003) defines communication as a process of social interaction that people use to construct meanings that form in their mind's mental images of the world, and they exchange these mental images through symbols, and these communications are considered participation in an idea, direction or position, without that meaning agreement in the idea or Trend or position.

Kamel (2007) defines communication as a process of communication between two parties governed by many factors and influences.

David Berlo knows the connection in Hussain (2011); It is a process that links individuals with their social environment, through which a person exchanges his experiences and experiences, expresses his feelings, feelings and thoughts to others and uses contact with the coiling language.

Virtual and non-verbal language, and it is divided into multiple types, according to different criteria, such as the general purpose of communication standard, such as saying: press communication or television communication, or according to the sense that receives communication, such as saying audible communication or visual communication, or according to the communication situation, such as saying confrontational communication or public communication.

The Arab Forum for Human Resources Management (2013) defines communication as the process by which information, meanings and ideas are transferred from one person to another or others in a manner that achieves the desired goals in the facility or in any group of people with social activity. So they are like lines that link the construction or organizational structure of any facility dynamically. It is not possible to envision a group of whatever its activity without envisioning at the same time the process of communication that takes place between its departments and among its members and makes them an organic unit with a degree of integration that allows them to carry out their activities.

In the Wikipedia Encyclopedia (2018), communication is defined as communication or the exchange of information, or the provision of entertainment through speech, writing, or any other means, and perhaps the most important types of communication are the personal communication that occurs when people express their thoughts and desires to one another. People communicate with each other in many ways, including: speaking, moving their hands, and even expressing their faces. People use phone calls and letters for personal communication.

It can be said that it is the process of exchanging information, meanings, ideas and opinions between two or more parties with the aim of achieving the desired goals.

THE IMPORTANCE OF COMMUNICATION AND COMMUNICATION

Effective communication is of great importance, including:

- According to some studies, 85% of success is attributed to communication and communication skills, and only 15% to mastery of work skills, and for this reason, a person's success in life has been linked to the extent of his mastery of effective communication skills.
- Directing the behavior of individuals towards desirable matters.
- Bringing viewpoints, interpretation, concepts, ideas, and design of agreed working methods.
- Obtaining information and transferring it to decision-making levels in the organization
- Communicating the ideas and perspectives of individuals to decision makers and decision makers; Which contributes to the link between ideas and their harmony between employees and decision-makers in the organization.
- Provide people with a status of calm and dream; This makes them wise in the decision-making process.
- Helps make correct decisions.
- Helps in the success of social relationships or at work.
- It helps to acquire the individual important skills such as listening to the other side with credibility and impartiality.
- Helps reduce conflicts and problems and increase friendships in one's environment.

COMMUNICATION PRINCIPLES

FIRST PRINCIPLE

Communication is based on understanding and harm with others, and people are of three types:

Visual:

This person sees the world around him through pictures and seeing with his eyes, even when talking about Abstract meanings turn them into viewing pictures. He focuses most of his attention on images and colors. Experience, when describing a specific incident, describing it through pictures.

Auditory:

The sense of hearing is the predominant sense in receiving information and seeing the world around him. Aural person slow down in making a decision, gather information before making it, and reduce the level Risk, he is a man of decision and caution.

Sensory:

His main interest is the feeling and sensations, and if he tells you about a specific experience. He tells about it through how he felt and how he felt. This person is finding his speech more slowly than His predecessors feel the burden of responsibility more than others, and that is why they are motivated by the principles and rush to work for them.

THE SECOND PRINCIPLE:

Triple Contact:

Studies were conducted in Britain in 1970 AD on the effect of speech on others, and they found a percentage.

Influencing others is as follows:

- Words and phrases 7% of the effect.
- Tones of voice are 38% of the effect.
- Other body expressions of eyes, face, hands, and body 55% of the effect.
- Despite this small percentage of words and phrases, it may reach 100% at
- The other person therefore choose your words carefully.

THIRD PRINCIPLE:

The importance of linguistic accuracy in communication:

- Be very precise with the use of language, the syntax and the information it contains
- To get the expected answer. And many people make mistakes when expressing what
- Within them, the most common errors that occur are omissions, distortions, and generalizations.
- As you communicate with people, you need to catch up on these mistakes by asking and inquiring
- And make sure you understand others correctly.

CHAPTER TWO

TYPES OF COMMUNICATION

(Communication Types)

1) INTRAPERSONAL COMMUNICATION:

This kind of connection happens to all of us when we talk to ourselves. This relates to the thoughts, feelings, and general appearance - as we see and feel - in ourselves. And since communication is concentrated within the human being alone, he is the sender and the receiver at the same time. The message consists of thoughts and feelings, just as the means of communication is the brain that translates and interprets thoughts and feelings, and it is the same that produces resonance when a person reverses thoughts and feelings and accepts some and rejects others or replaces them with others.

2) INTERPERSONAL COMMUNICATION:

Personal contact occurs when two or more people communicate with each other, usually in an informal setting, to exchange information, solve problems, and define perceptions of oneself and others. Personal communication includes two main types: two-way communication and small group communication.

3) GROUP COMMUNICATION:

In group communication, the message moves from one person (speaker) to a number of individuals who listen, which is what we call a lecture, public speech, sermon, or public speech. This usually occurs through religious or instructional lectures, mass gatherings, or political demonstrations, words of greeting, memorials, and conversations in public places to a few or many people.

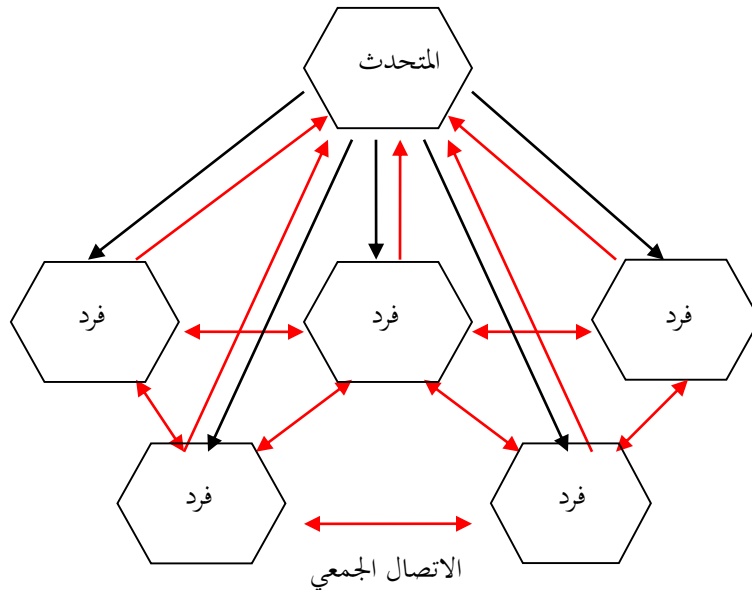


Figure 1- The types of contact form

Part One: Basic Principles of Communication 1, P. 17.)

4) MASS MEDIA COMMUNICATION:

Mass communication occurs through electronic means such as radio, television, films, audio tapes, the Internet, newspapers, magazines, and books. The means of mass communication also include the multimedia of communication such as CD-ROM, DVD, and the like. This means that the message is intended to reach an unlimited number of people. Despite our frequent use of mass communication means, the chances of interaction between the sender and the receiver are few or non-existent in most cases.

5) INTERCULTURAL COMMUNICATION:

Culture is the sum total of verbal and nonverbal values, habits and symbols that are shared by a group of people. Cultures vary among themselves in these values, customs and symbols according to the history of peoples and their social, economic and political conditions, and a single culture may have more than one minor culture. Arabs, for example, share one broad culture, but every Arab country has a distinct culture, just as each country may have more than one minor culture that distinguishes it from the rest of the cultures in that country, despite the participation of these cultures in common matters and the presence of differences that grow or be smaller. Between them.

ELEMENTS OF THE COMMUNICATION PROCESS

COMMUNICATION ELEMENTS AND COMPONENTS

Important to understanding communication is that it is an ongoing process that includes many elements, namely:

1. The sender, contact person, or first party to communicate
2. The message
3. Disturbing the message
4. The receiver or the other party in the communication
5. The channel or the medium
6. Feedback
7. The communication environment or the context in which the communication takes place.

1) CALLER, CONTACT, OR SENDER:

He is the originator of the message, he may be one or more people who do this at the same time, and the sender may turn into a receiver and vice versa.

It can be said that he is the person who carries certain information or a message that he wants to convey to others and chooses the best ways to convey this message in order to be more influential. The sender is considered the first and basic element with which the communication process begins, as it is the source who initiates the dialogue and formulates the message in the form of verbal or non-verbal symbols in order to reach a specific goal, and the sender may be a human being, such as a teacher or a lecturer, or a machine such as a video and a computer.

In order for the sender to succeed in fulfilling his message, he must have characteristics that are characteristic of which we summarize them as follows:

- To be proficient and familiar with the message content, including information, trends and skills.
- To be familiar with the different communication methods.
- To be encouraging for future feedback.
- To be proficient in certain communication skills, such as writing, learning, linguistic ability, and the ability to connect between ideas and clarity of voice.
- To have positive attitudes towards the message and the future.
- To choose the appropriate time and place to deliver his message.
- To have the ability to use different educational techniques in conveying his message.
- Has the ability to lead and make decisions.

2) MESSAGE:

The message is: the sum of words, grammatical rules, ideas, the apparent form of the communicator, body movements and voice, and personality aspects that emerge for the other party, and it also includes the impression that a person gives about himself (confident, fearful, hesitant, ... etc.) and his style of expression.

The message in its entirety constitutes a motive sent to the other party to provoke a specific response for him depending on the nature of the message and how it is received.

There are conditions that must be met in the message to ensure that its objective is well achieved, and they are:

- To take into account the future's needs, circumstances, background and desires so that the subject of the message attracts his attention and desire.
- To take into account the individual differences between the two recipients in terms of the scientific, psychological, motor and mental level.
- That the verbal and non-verbal symbols used be shared between the two parties, so that they are of one significance and one meaning for the sender and the receiver.
- It should be rooted in the curriculum.
- To be far from complexity and complexity in order to be easy to understand and learn.
- That the accompanying teaching techniques form an integral part of its subject matter, so that it is used with art and know-how to achieve its goal, and not excess material that can be dispensed with
- Choosing the right place and time to ensure a better and successful reception of the message in the future.

3) NOISE OR INTERFERENCE:

Anything that changes the intended meaning of any message is called jamming it. The source of interference may be external, such as the sounds of car horns or the sound of a loud radio. This source is present to some degree in every communication environment, the uncomfortable smell of the place, the air temperature, the fragrant smell of perfume, or the striking things of the speaker such as the smell of his armpits, the stumbling of his words, a modern speed, his very elegant clothes, or all of his external appearance External sources to confuse the message.

There is also another source of confusion is the internal and psychological source. Thoughts circulating in the head of the speaker undoubtedly affect the reception or transmission of the message, and speaking in a very low or very high voice may cause extreme psychological distraction on the listener. And the matter may not be limited to mere confusion but may lead to distortion and misunderstanding of the message.

Thus, interference is everything that distorts or distorts the clarity, accuracy, meaning, understanding and remembrance of a message.

4) THE MEDIUM OR CHANNEL THAT CARRIES THE MESSAGE (CHANNEL OR MEDIUM):

It is the channel through which the message is conveyed from the sender to the receiver, and it means how to transmit the message by trying to choose the most appropriate channels, as it thus transmits knowledge, ideas and concepts with the least amount of obstacles

The means of communication are many and varied and necessary, and the message must behave one of them, otherwise the communication process will stop.

Radio, television, video, or electronic means such as the computer and the Internet, and language is the first and most important means of communication used by humans and is still used until now, as it is an essential part of any technology used for education. There are conditions that must be met when using the method, summarized as follows:

- The possibility of achieving the goal or goals for which it was used.
- To take into account the individual differences between the two recipients.
- To be compatible with the teacher's capabilities to ensure that they can be used.
- To be interesting, commensurate with the subject and the capabilities of the recipients.
- To deal with more than one sense of the future.
- To be highly qualified.

5) THE FUTURE:

He is the party or person to whom the message is addressed and receives it through one or all of his various senses (hearing, sight, smell, taste and touch), then he interprets its symbols and tries to understand its meanings.

The recipient is the target of the communication process, and it is the person, persons, or entity to which the message is directed, as they decode the message in order to reach an interpretation of its content and understand its meanings, and the understanding of the message is crystallized through the patterns of behavior that appear on the recipient, and the success of the communication cannot be measured except after making sure. From the future response to the message, the behavior, the direction and the response to the educational situation are the evidence that shows us the extent of the success of the message and the extent to which it achieves the desired goals, and the teacher must realize that the success of the lesson is not measured by the information he provides to the learners, but by the behavioral patterns that the students do that confirm the achievement of the goals that He seeks to achieve them in the educational position.

There are some factors that affect ensuring that the receiver receives the message, understands and understands it, and they are as follows:

- The future feeling of the importance of the experiences, information, or ideas that the message carries.
- To have some experience and cultural background so that the communication process can be done in a good way.
- The ability to see the different relationships between previous and new experiences.
- The ability to exchange roles in the educational process between the sender and the receiver.
- The ability to interact with the sender within a specific cultural and social framework.
- A strong desire to learn.
- Positive and effective participation in receiving the message.
- To have a good knowledge of the teaching techniques used.
- The right place, time, temperature, ventilation and adequate lighting.
- Psychological and physical comfort.

6) FEEDBACK:

Feedback is another important component of communication and it is the response that the receiver sends to the source. The importance of echoing is emphasized in the sender's statement of whether the message was received and understood as he intended. To accurately give the correct meanings, the sender must correct inappropriate messages and misunderstandings in the recipient and re-send what messages did not reach him.

Feedback is a real-time process that takes place by sending the receiver responses (feedback) to make the sender know the impact of his message and the extent to which the required meaning of it reaches the future. This gives us the ability to adapt to the communication environment and get to know ourselves more when we send messages to others, which makes communication truly a joint process between the sender and the receiver. The more responses (feedback) the more information it called to reinforce in the message.

And make sure that it was understood, and the sender in this case notices approval or disagreement with the content of the message, and it is indicated that the speed of the occurrence of feedback "varies according to the situation.

Feedback takes one or more of the following forms:

- Understanding the message and its contents and being satisfied with that.
- Understanding the message and being influenced by it and working with its content.
- Lack of understanding the message, which requires reformulating its ideas and information in a more understanding manner.
- Understanding the message and acting against it, i.e. not being convinced of it.

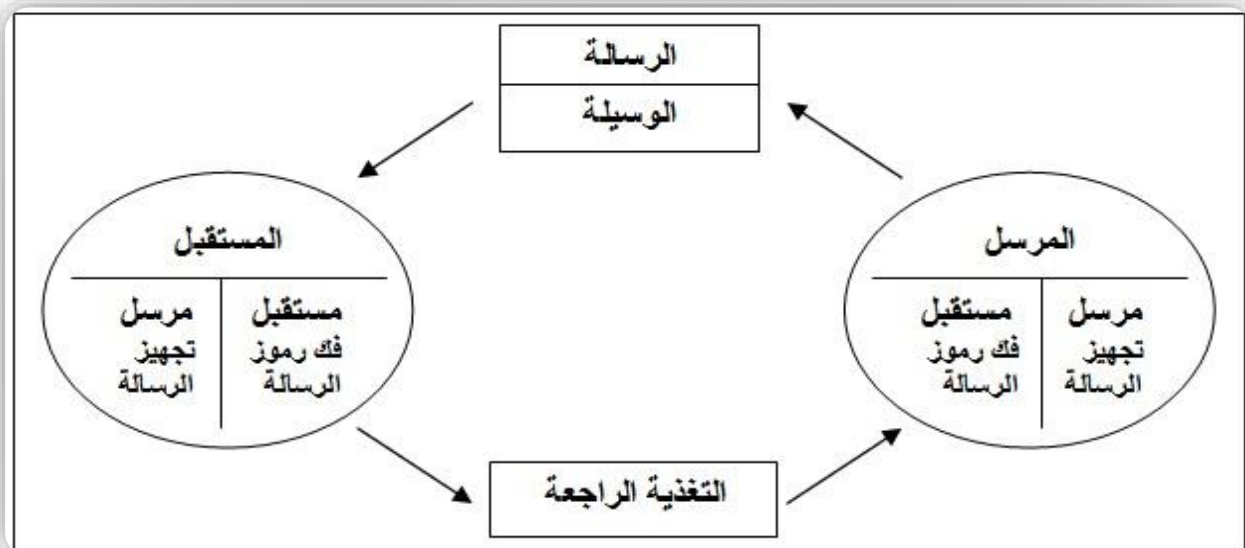
7) COMMUNICATION ENVIRONMENT AND THE CONTEXT IN WHICH IT IS MADE

(Communicational Environment and Context):

This means the general atmosphere represented by the psychological and physical environment in which the communication takes place. The environment includes the attitudes, feelings, perceptions and relationships between callers as well as the characteristics of the place such as its capacity, colors, arrangement, and temperature.

There is no doubt that the communication environment affects the nature and quality of communication. For example, giving a scientific lesson needs a suitable quiet environment and not a noisy, noisy environment.

Also, the context in which the communication takes place (is our communication with others formal or normal, is it bilateral or in a small or large group ... etc.) requires us to determine what we say and what we do. Talking with parents is different from talking and communicating with colleagues or with strangers, ... and so on.



There is a set of barriers that prevent the meaning (message) from arriving. Obstacles to reaching meaning are divided into two parts:

THE FIRST SECTION: Obstacles from the sender's side: Obstacles on the sender's side are the following:

1- Ambiguity: It includes the following:

- Linguistic ambiguity: speaking in a language or dialect that the speaker does not know or the recipient does not understand.

Technical ambiguity: speaking in a specialized language that the sender or receiver is not good at.

Ambiguity of meaning: concealing the meaning by writing or symbolism.

Cultural ambiguity: the meanings of words and signs differ from one culture to another, which may generate misunderstanding.

2- Inappropriateness: It includes the following:

The message is not contextualized: such as someone telling a joke in a funeral.

- o Inappropriateness of nonverbal signals to the verbal message: such as a person pointing to the left and in a hadith saying the right.

3- Chaos: Chaos affects the understanding of the message. Understanding is related to the order and organization of the message and the relationship between its departments, so the departments of the message are not connected with each other.

4- Status of the sender: the sender's state affects communication, so hyper-emotional: such as distraction, dispersion and confusion affect communication.

5- Digression: Diligence affects communication, so when you talk about a topic, then we begin to elaborate and increase the side topics, then we start on one topic and move to another topic, and the future is dispersed.

THE SECOND SECTION: obstacles from one side

The future: obstacles from the future side are the following:

- 1- Abusive simplification: Reducing the personality in a certain pattern (good, evil), so we simplify our relationship with people in very simple patterns. When we contact the good person, we think that all his behavior is acceptable, and the evil person believes that all his actions are evil and nothing is acceptable from him.
- 2- The wrong generalization: putting groups of people in one saying (stereotyping), as a generalization of a whole society in its capacity and nothing is accepted from them.
- 3- False inference: unlawfully deducing an attribute from another (shape, standing, attractiveness ...), such as being influenced by the form if we see a person showing signs of reverence, righteousness and piety, then he is judged accordingly and vice versa.
- 4- Prejudices: the effect of preconceived impressions on our receiving and understanding of the message. When we have previous impressions of the sender or message, based on them we judge them before we receive it.

CHAPTER THREE

MEANS OF COMMUNICATION.

VERBAL COMMUNICATION

What does verbal communication mean?

Verbal communication in English: Verbal communication means: “communication in which words are used to share information with others, whether these words are spoken or written.” Verbal communication is one of the highest levels of communication, it includes written communication as well as spoken communication, but there are those who see that verbal communication is limited to the verbal component based on communicating with the words that are chosen, and how they are heard and interpreted, and verbal communication is of two types: verbal communication, Such as public speech, television talks, and written communication; Like reading a newspaper.

VERBAL COMMUNICATION REQUIREMENTS:

- Listen well to the speaker.
- Accepting the other opinion and not making hasty judgments.
- Focus on the main objective that the speaker wants to communicate.
- Avoid external distractions; As a matter of location, if there is a lot of noise, the speaker may be asked to change the location. Objectivity and not thinking about the questions that will be asked between them gives the other person information.
- Not to talk too much about a particular point at the expense of others.
- Putting aside all prejudices; Such as those related to race, religion or social class.
- Impediments to verbal communication:
 - Use of terms that are extremely complex and incomprehensible.
 - Finding it difficult to express sensitive topics; Like politics or religion.
 - Lack of attention, distraction and lack of focus with the speaker. Differences in views.
 - Linguistic differences and difficulty understanding other languages.
 - Electronic communication is often of lower quality than face-to-face communication.
- Verbal communication is one of the most interactive types of communication, especially if the speakers are united in one place and time, which makes the dialogue more interactive and flexible between them.

WRITTEN COMMUNICATION

IS WRITTEN COMMUNICATION FLEXIBLE?

Written Communication means:

“Sending letters, orders or written instructions through letters, circulars, brochures, reports, telegrams, office notes, pamphlets, etc.” Written communication is one of the most successful methods of communication, especially in official correspondence, where it can be referred to in the future, and it is also a means of proof in law.

WRITTEN COMMUNICATION REQUIREMENTS:

Phrases should be clear and free of complex sentences. Briefness, whereby the written text should be limited to what it aspires to only, without elaborating.

It must be complete without an increase or decrease.

Selection of polite phrases and words.

Ensure that the information contained therein is correct.

OBSTACLES TO WRITTEN COMMUNICATION:

- Takes a long time.
- Quite expensive, there are letters that need to be paid; As the postal fee.
- It is not possible to maintain complete secrecy, such as verbal communication.
- It has no room for immediate clarification in case it is not understood.
- Less flexible and cannot be changed quickly.
- Not effective in an emergency.

Written communication is one of the most important types of communication with others, especially in official and governmental correspondence, and it has an effective role in preserving rights and restoring them through the judiciary, as the laws of evidence made written evidence a strong evidence in proof.

AUDITORY COMMUNICATION

IS AUDIO COMMUNICATION A TYPE OF COMMUNICATION?

Auditory communication is: “the process of exchanging messages with the hearing, whether spoken or sometimes not.” Auditory communication is an art that must be taken into consideration. It has many rules and controls that must be observed. Some do not consider that auditory communication is one of the types of communication, but although it may not rise to other levels of communication, if we cannot listen to the other party well, we cannot understand it effectively.

AUDIO COMMUNICATION REQUIREMENTS:

Listen well.

Giving the speaker the freedom to speak.

Patience and lack of interruption.

Avoid personal prejudice.

- Stay away from distractions.

Focus on what is being said.

IMPEDIMENTS TO AUDIO COMMUNICATION:

Try to listen to more than one conversation at the same time.

Inability to get other people's attention to talk.

Not focusing on the speaker and getting distracted easily.

Prejudging the speaker.

Close-up on oneself and not accepting the other's opinion.

The speaker is not qualified to speak.

The art of listening is one of the arts that all people, not only the listener, must possess, also the speaker must possess all the skills through which he automatically attracts others to his speech, these two things are the secret of the success of auditory communication.

NONVERBAL COMMUNICATION

WHAT IS THE EFFECT OF TONE ON NONVERBAL COMMUNICATION?

Nonverbal communication means: “the transmission of information through the use of body language, including eye contact, facial expressions and gestures.”

People have this type of contact automatically during their day. An example is; Smiling when meeting someone you know, the interviewee will feel friendly, so non-verbal communication depends on analyzing physical movements rather than verbal, or transmitting information through gesture.

Tone of voice is also a nonverbal means of communication, as research has shown that 38% of nonverbal communication depends on paralinguistics (tone, speed, and volume of speech), as the tone has a great influence on how information is clearly conveyed, in addition to communicating goals. The desired connection, so it should be used in a good and balanced manner.

NON-VERBAL COMMUNICATION REQUIREMENTS:

Pay attention to one of the basic skills to communicate effectively.

Practice understanding what is meant by nonverbal cues.

Knowing what each nonverbal cue means for its proper use.

Learn how to interpret the signals quickly and accurately.

Nonverbal cues should be used on an ongoing basis to improve the skill of nonverbal communication.

Barriers to nonverbal communication:

Lack of understanding of nonverbal means of communication as it is misunderstood.

Not knowing how to use non-verbal means of communication in terms of time and place. Confusion.

Exaggerating the explanation using nonverbal means of communication.

Distracting annoyance

Inability to communicate information correctly due to emotional influences.

Non-verbal communication is an art that must be trained on, especially since this type of communication is used automatically in daily life, so care must be taken to understand body languages and how to control tone to convey information clearly and without ambiguity.

VISUAL COMMUNICATION

What is the most common use for video calling?

Visual communication means: “It is the practice of representing information graphically to create meaning efficiently and effectively.” There are many means of visual communication, examples of which are: infographics, interactive content, animation, and many countless means, Visual communication depends on who you want to achieve.

Video Communication Requirements:

- Interactivity.
- Use of icons, graphs and animations.
- Clarity.
- Supporting the content with written texts.
- Obstacles to visual communication:
- Poor infrastructure.
- Difficulty joining via other electronic means; Like a mobile phone.
- Lack of modern visual communication techniques.
- Lack of Internet information technology experience.
- Screen sharing is slow and lagging.
- Sharing sensitive data, the wrong way.
- Interactive meetings are difficult to achieve.

Video communication is one of the most used types of communication in the fields of work, especially companies and large institutions, as this type of communication shows the extent of the company's development and its keeping pace with the spirit of the times, especially if it is used in an intelligent and clear manner.

FUNCTIONS OF THE COMMUNICATIVE PROCESS

There are several functions for the communication process, the most important of which are:

1. First: A media function: delivering information to its target audience and placing the audience in. A copy of all the new procedures and services of the institution.
2. Second: A procedural function: Establishing institutional methodological procedures, practices, processes, and traditions Well established.
3. Third: an advertising function: promoting the institution in order to create a positive image
4. Fourth: Gaining support: for real-time issues to gain support for them) decision-maker support, support Material, public opinion
5. Fifth: awareness and education.

CHARACTERISTICS OF A GOOD LETTER

The communication message is the heart of the communication process and the link between the sender and the receiver, so no

Communication can take place without it, and some properties are required in the message

Connectivity in order to be successful and it is:

Explicit and unbiased: in the sense that it is unambiguous and must tell the truth in order for it to penetrate into the heart

And the mind, and lead to a change in information and trends for the future.

Correct or accurate: in the sense that the language of the communication message is correct and free of grammatical errors or

Spelling, choosing the right words and putting them in correct sentences and expressive paragraphs. The language

The sound statement indicates the extent of the sender's keenness to fully convey his message to the future.

Clear or lucid: the meaning of the communicative message must be clear so that there is no minimum.

Possibility of misunderstanding, and this requires examining every word, sentence and phrase of the message

Communication so that it is understandable to the future.

Complete or complete: the communication message should give full meaning by providing the recipient

With abundant information that answers all his questions and clarifies the communication goal. This requires the sender

To analyze his audience and know them well so that they become aware of his intention to communicate directly, and so should he

Is it not assumed that the future understands his message from the first time? It is okay for him to repeat his message more than once

Until it gives a complete picture of his purpose of communication.

Brief or brief: The sender should be brief and be brief by deleting the information that does not contribute.

In achieving the goal of contact and avoiding excess padding.

Nice or courteous: The sender must use kind and kind words that create an atmosphere of goodness.

Respect, appreciation, pleasure, and love for a communication atmosphere.

Perceptible or tangible: The words of the communicative message must be perceptible because the words are the physical is more specific to meaning than abstract words because they denote humanity.

THE GOAL OF MASTERING COMMUNICATION

WHY ARE COMMUNICATION SKILLS IMPORTANT IN THE WORKPLACE?

Good communication is an important skill in any setting that involves human interactions, but it is in a field

Business and on a professional scale is of utmost importance, as it is the necessary complement to business success. In the workplace, communication skills are not only limited to reducing conflict, but are also an important factor in client relationships and profitability.

Team effectiveness, engagement and collaboration with employees.

Mitigate conflicts.

The reasons that lead to conflicts in the workplace are due to misunderstandings.

Between People, where the style of communication differs from one individual to another, which sometimes leads to misunderstanding. Another reason is that a person does not understand other people's methods of speaking and communicating, which may create difficult problems to solve.

Here comes the role of communication skills that can effectively reduce the intensity and scale of conflicts.

Increase employee communication.

Communication is not just about speaking, it is about communicating with people, as the workplace in which employees can easily engage with others in work matters is considered an ideal and effective environment, as it enables them to better align with the company's goals and policies.

Improving customer relationship with work staff

The work of many employees in different fields is related to direct communication with clients and customers, and here comes the role of the communication skills that the employee must possess to know how to properly deal with the customer, in order to reduce conflicts between them and clients and increase the ability to understand their needs and help them.

Increase staff productivity.

When employees understand their skills and talents well, and when they are able to work.

Teamwork according to these talents will consist of an effective and productive team that depends on creativity and creative ideas, which will necessarily lead to better productivity for the company as a whole and make it a successful company.

The Seven Keys for Effective Communication

Communication experts agreed that there are important and essential points that must be met in making a contact.

Effective with others. Especially in companies and institutions, a successful entrepreneur must be proficient

These steps are in order to preserve the success of the organization's work system, as well as to develop it with

Whoever works with him. According to the model agreed upon by communication experts, which they called 7Cs, it consists of 7 words that summarize the 7 most important skills for effective communication, which are as follows

You have to be clear: your messages or words to anyone, whether face to face or even via e-mails or letters, must be clear, simple, not ambiguous, and carry no more than one meaning.

Concise: Do not elaborate on the words of the other party and try to be short so as not to send in the same party a feeling of boredom or boredom from the dialogue with you. And try not to get distracted on many topics, but always be careful that your dialogue with him revolves around one point that serves your primary goal of communication.

Concrete: In your dialogue with anyone who tried to support your claims with evidence and statistics that prove the correctness of your words, this in turn sends great confidence in the soul of those who are in dialogue with you to complete the conversation.

Correct: Use the correct words when communicating with others, whether in writing or face to face. In the course of writing, many of us may encounter spelling and grammatical errors, and some of us frequently use colloquial words and unintelligible terms.

Be coherent: Know that the words you use reveal a large part of your personality to others. If your words are not coherent and within a coherent entity, imagine what your appearance will be in front of those you communicate with ...?

Make sure that your message is complete: Always make sure that your message that you write or that you want to convey to the other party is complete and carries all the meaning and concept you want.

Be Courteous Friendly:

When you are communicating with others, you should draw a nice smile on your face that emits from the first moment in the soul of those who are communicating with you reassurance, comfort and calm. Make sure to make this smile natural and always reinforce it with kindness and friendly treatment. Use your words carefully and choose them wisely. Communicate with others as you would like them to communicate with you ...!

CHAPTER FOUR - FORMS OF COMMUNICATION

OFFICIAL COMMUNICATIONS

Official communications are communications that take place according to official lines of authority, and are applied based on officially defined rules and procedures, bearing in mind that official communications take the following paths:

Downward Communications: It is the communication that is from the superior to the subordinates and takes a style.

Directives, instructions, decisions, or orders.

Upward communication: It is the communication that is from subordinates to the superior, and takes the form of opinions, reports, research, complaints, and suggestions.

Horizontal communications: It is the communication that takes place between the different departments in the same administrative institution, and takes the form of advice, dialogue, exchange of views, and listening to different points of view to coordinate work.

INFORMAL COMMUNICATION

Informal communication is the communication that takes place within the organizational structure in various directions.

In a way outside the official channels, that is, personal and social relations have a large and effective role in the process of achieving the goals of formal communication, knowing that the size of the informal communication network depends mainly on the size of the organization or institution, the nature of its work and its objectives, and communication can be divided based on The source of the connection is as follows:

Internal communication: It is the communication that takes place within the parts of the organizational structure to different parts in it, whether formally or informally.

External Communication: It is the communication that takes place to and from outside the organizational structure in a formal or informal manner.

THE IMPORTANCE OF COMMUNICATION IN MANAGEMENT

The importance of administrative communication and its role in business organizations appears as communication between a person and another, or a boss and his subordinate or a leader and his followers is a necessary process for every human activity because it is confined to the relationship between one person and another that transcends it to the relationship between the individual and himself. It is very important for the leader's job, as the American Supervisors Training Organization defined the communication process as "the exchange of opinions and information in order to bring about mutual understanding and trust or the events of good human relations." Effective communication in general between individuals within the same group or between different groups achieves clear progress and growth for individuals and groups, it enables the manager to analyze matters and dilemmas in a peaceful manner and reach conclusions and solutions

Correct and appropriate.

Communication mistakes can lead to costly results that may lead to bad doctrines in the business.

The primary goal of the communication process is to influence the various activities within the organization.

Communication in management is necessary to develop and improve the attitudes of individuals by providing each of them with the necessary information to carry out their work, which guarantees achievement in work and satisfaction with results by achieving goals for working people and the organization as a whole.

ADMINISTRATIVE CORRESPONDENCE

To be able to write an administrative message in a correct manner and formulate its content in a good manner, within the rules of writing, and taking into account all forms of caution and caution when using words and linguistic vocabulary, it is necessary to adhere to a set of steps and technical aspects that govern the administrative message, and it is necessary to identify the main sections that make up it. the message.

Administrative correspondence is one of the most important and prominent official documents used by institutions and companies, and with all the types of such correspondence, they are used for the purposes and topics assigned to them. As one of the important documents in institutions As it contributes to the process of determining the responsibility of parties and persons for making any decision or recommendation and bearing their consequences.

WRITING ADMINISTRATIVE CORRESPONDENCE

Technical aspects of administrative correspondence:

The technical aspects of administrative correspondence are among the requirements that must be met when writing the letter and producing it artistically with an aesthetic appearance, and contribute to leaving a positive impression on the message reader, and these aspects include a number of important matters, namely:

Paper (Color, Type, Size)

Distances

Margins

HOW TO WRITE EFFECTIVELY

- From the beginning, we must work on collecting data, arranging them and classifying them into (introduction, details

- , Conclusion (.

Draft writing and continuous data / information revision

As for the final product, it has three components: content / organization / writing mechanism.

Characteristics of administrative correspondence

Clarity

Avoid mistakes

abbreviation

The power of language

Kindness of language and expression

TYPES OF OFFICIAL ADMINISTRATIVE CORRESPONDENCE

Official external correspondence

Internal official correspondence

THE IMPORTANCE OF ADMINISTRATIVE CORRESPONDENCE

Ease of communication between the administrative departments of the institution without the need to meet directors directly.

Helping to arrange ideas and formulating them in a correct and appropriate way with the main goal of the correspondence.

Correspondence is a legal document approved by the administrative body of the institution.

A reference for administrative information when needed. Save time and effort by predetermining the sending and receiving dates.

Easy access to many official forms of paper administrative correspondence.

Elements of administrative correspondence

The name and address of the sender of the message

- The date the message was written (sent)

The name and address of the recipient of the message

- Message Subject

Greeting the message

The body or content of the message

COMMUNICATION IMPEDIMENTS

FIRST: PERSONAL CONSTRAINS

These obstacles relate to the individual himself, whether he is a sender or a receiver, as the individual differences

Play a fundamental role in the communication process, and the most important of these obstacles are the following:

Discrepancy in perception: This discrepancy in perceptions related to individuals as a result of their individual differences makes it possible to perceive concepts and meanings differently, and then the judgments they make about things are different. For example, if two people witnessed a fire and asked them to describe what happened,

we will find that there is a difference in the process of describing the fire. Although the fire is one and this difference is due to

Difference in perception.

Negative trends: they mean the sender's negative attitudes toward himself, about the subject, and about the future. Among these are the following:

- Introversion: represented by not mixing with others and not exchanging information with them
- Withholding information and not giving it to his colleagues in order to appear distinguished
- Exaggeration in communication: it is the opposite of withholding information, that is, the excessive transfer of information
- The feeling of knowing everything as if everything they say is only important
- Pressure on subordinates: This pressure makes trust between the superior and the subordinate lacking due to the pressures that the superior is trying to impose on the subordinate, which hinders the communication process

Deficiencies in skills:

And here he means the skills that an individual must possess, such as the skill of speaking, writing and thinking.

Logical If these skills are not available then the communication process will not be effective.

Distortion of information:

Whether intentionally or unintentionally, this leads to the communication process being deviated from

Its path and then not achieving the goal behind it.

Bad individual relationships between workers

And it works on lack of cooperation, mutual understanding and trust, which in turn leads to difficult communication.

SECOND: ORGANIZATIONAL CONSTRAINS

They include:

1. Lack of structure.
2. The inefficiency of the organizational structure in terms of the levels through which the communication process passes.
3. Specialization may become a hindrance at times, as each major uses a specific language that other workers cannot understand and deal with.
4. Deficiency of the communication system policy.
5. The overlap at times between advisory and executive competencies.
6. Over-reliance on the use of committees.
7. The lack of effective information management in terms of collecting, classifying and distributing information.
8. Competent departments lead to ineffective communication.
9. Failure to link the organization to the external environment renders the communication process ineffective.
10. Organizational instability and sudden and successive changes.

THIRD: ENVIRONMENTAL CONSTRAINS

These obstacles are represented by the effects of the environment in which the individual lives, whether they are

Inside or outside work, and among these obstacles are the following:

1. The problem of language and its implications.
2. Geographical location.
3. The communication tools are insufficient so that they cannot overcome the problem of dispersion Geographic.
4. Excessive request for data and information by the monitoring bodies.
5. Lack of social activities in the organization.

Methods, methods and guidelines that work to remove these obstacles, as follows:

1. The message should be brief, clear and understandable.
2. Choose the appropriate means of communication.
3. Attempting to attract attention and think about the future.
4. Provide information in a logical sequence.
5. Developing and building trust between the parties to the communication process.
6. Follow-up by the sender to ensure that he understands the future.

CHAPTER FIVE

KNOW THE TARGET AUDIENCE.

KNOW YOUR AUDIENCE BEFORE YOU ADDRESS THEM.

- Knowing the cultural, educational, and social level of the target audience

Knowing the needs and interests of the target audience

- Knowing the public's customs and traditions

Understanding your audience is half of good communication, because even the best public speaking will fail to communicate.

Effectively if their audience fails to understand them; So, choose words that your audience will easily understand.

If the people you are talking to have technical expertise, you can use technical words that they can.

Understand it clearly and quickly. But if you talk about a technical topic to an audience that does not have a background

About him, do not use technical language, because if your audience cannot understand your vocabulary, your message will be lost.

THE TARGET AUDIENCE

Service recipient

Superiors, colleagues and subordinates

Partner institutions (partners)

The media

Other

THE SENDER INTERACTS WITH THE AUDIENCE.

It is imperative to define the target audience before formulating the communication message, and there is no doubt that.

Knowing the target audience) its customs and traditions, its cultural, economic and social level

.... (It will enable the sender to prepare a message that verifies the purpose of the communication

It is also imperative to measure the extent to which the receiver understands the message addressed to him and to monitor those responses

About that message and updating it if possible when needed, in light of the feedback and determination

The most appropriate tool to deliver the message to the target audience (iterated in the form of points): -

It must be determined who your target audience is (person, entity).

- You must know the nature of the target audience in terms of customs, traditions, social and cultural level ... etc.
- Knowing the future's ability to comprehend the message sent to him and the extent of his expected response

Messages should be written in an understandable, smooth and concise manner so that the receiving audience can understand and deal with them

- You must choose the most appropriate method for delivering the message

CHARISMA: PERSONAL ATTRACTIVENESS AND COMMUNICATION SKILLS

Charisma is a Greek word that means a gift or divine preference, it refers to the great attraction and the overwhelming presence of some people, and personal attractiveness is the qualities that characterize the personality and give it the ability to influence others and make it loved and desired by those around it, and each of us has qualities and characteristics that distinguish him from others And it gives him attractiveness that gives him a special charm, and it is also the ability to influence others positively by relating to them physically, emotionally and culturally. It is also known as an extraordinary authority or personal charm and personality that stirs loyalty. Some have translated charisma into "personality charm" or "personality strength."

PERSONAL ATTRACTION SECRETS:

- Good manners
- Show interest in others
- Optimism and enthusiasm
- Avoid anger.
- the smile
- Attention to look and feel
- Mastering the art of speaking
- Listening and listening to others
- Good manners

Morality is one of the most important human values that distinguish one person from another and make him loved among people, so people must be treated well and with good manners, and to meet them with satisfaction without fear or humiliation, and listening to others and listening to them gives others a desire to talk to you and gives more room for confidence in you.

- Show interest in others

In order to win the love of others and the love of people for you, it is necessary to show your interest towards them and greet them warmly and smile in their face with a sincere smile that denotes your love and longing for them, and it is also possible to mention the good and benevolent qualities of them and not interrupt them during the conversation, all this expresses the love and concern of those around you.

- Optimism and enthusiasm

Optimism is one of the characteristics of any successful personality, as it cultivates hope, renews human activity, deepens self-confidence, and expresses a sincere and beautiful expression towards life, and it also means balance and means using the mind in its right place and making it the main control of life and dealing with people.

- Avoid anger

Anger is a condition that affects a person's behavior and loses his mental balance, unlike the calm that gives a person weight, balance and correct thinking. Calmness is also a feature of a strong, balanced, rational personality, which is a path towards success.

- the smile

Smiling is considered a necessity for human relationships among all human beings, and it is a key to hearts. With a smile, a person can gain affection, love and respect for those around him, so they are drawn to interact and talk with him.

- Attention to look and feel

The need to maintain the cleanliness of hands and clothes and well-groomed, for people do not want to deal with people who do not care about their cleanliness and those who neglect their shape and grooming and does not care about the arrangement.

- Mastering the art of speaking

Speak with confidence and balance

Use clear words

Make verbs stronger than words

Show great interest in your speaker

Don't hide your smile

Take it easy to talk about yourself

Humility

Patron of the culture and knowledge of others

Be honest and accurate when communicating with others

- Listening and listening to others

Whoever listens to others well can talk to them well, and whoever finds listening ears can speak with confidence and with all honesty.

The difference between listening and listening.

Hermann Press says, in his book, Listen to Me, I Listen to You, defining listening and listening.

And listen and explain the differences between them in the importance of establishing effective communication with others: "It is necessary

Learn the linguistic definitions of listening, listening and listening. Listening is awareness

The speaker says it only with the decisive effect of hearing, which is the ear, without intending to focus with him. -

-

As for listening, it is silence to listen to the speaker with the intention of listening.

He notes that listening requires the audience to focus more on what is being said, as the individual can

Listening to more than one person, and he can listen while he is He also speaks, and can listen while he is

Absent-minded, he can also listen, and his thoughts are preoccupied with things other than those he hears.

And it is shared in listening and listening that they can be achieved without seeing the speaker, for example

We listen to the radio, or we listen to a speaker in the next room that we do not see

With our eyes ... etc.

As for listening, it is listening to the speaker and to him, that is, to listen to him and to him, then listening to him is

In the sense of the ear, while listening to it is in the sense of the eye, because the eye transmits expressions to the listener

Which the speaker wishes to convey to the listeners, through his expressive movements of the face, eye, hand,

Parties, and others.

From the above, it can be concluded that listening is the highest stage of your communication with others,

The definition of listening is the orientation towards others and what they are trying to express, and it begins

Listening by understanding the general framework of what the speaker is saying and what this framework internally includes, and sending

Constructive responses from the listener help the speaker express his thoughts and feelings, with

Focus on hearing everything that is being said, not just what you want to hear.

Listening is an important part of effective human communication and an important skill in achieving communication

Good, knowing the capabilities of others, relieving the anger of the speakers, raising their spirits,

And identifying important facts from long conversations made by others, and based on it

You cannot achieve good communication and good communication with others without a talent for good listening

for them."

Listening: is the perception of what the speaker is saying by the sense of hearing without intending to focus with him

Listening: is listening to the speaker and to him, that is, listen to him and to him, so listening to him is with the sense of the ear, and listening to him is in the sense of the eye, because the eye transmits to the listener the changes that the speaker wishes to convey to the listeners, through his expressive movements of the face, the eye, the hand, and the limbs. And others.

GOOD LISTENING TIPS

- Stop talking when the other party starts talking.
- Preserving the listener's movements and mood
- Giving the sender sufficient time to speak without interruption
- Kindly direct some questions to the future
- Notify the sender that you want to hear it

HOW TO DEVELOP LISTENING SKILLS

- Attention
- Get rid of the things that increase dispersion
- Effective teaching
- Benefit from previous experiences
- Training and developing the skill of critical listening
- good training
- Do not preempt

CHAPTER SIX - BODY LANGUAGE

THE CONCEPT OF BODY LANGUAGE

Body language: It is one of the types of non-verbal communication, which emanates from the body in the form of gestures and signals, which express internal feelings and feelings subconsciously, as through these signals and gestures many messages and ideas are conveyed to other people.

Body language is that language that includes movements and gestures.

A person does it when speaking in addition to the smallest details and expressions on his face, and your knowledge

How to read body language through the mysteries and secrets of this language will change the way you live

For the moments you spend with others and the way you communicate with them, it will make you see the world from

Higher and you feel more intelligent and correct in acting with situations, and it will also help you

Reaching new friends, increasing your sales, and incredibly improving your life, so

Come with us to learn some facts about reading body language.

55% of communication between people depends on body language

Some or most of us mistakenly believe that words and sentences represent the largest and most essential part

It is one of the ways individuals communicate with each other, but can you believe that there are many researches and studies

It indicates that words and sentences represent only 7% of our communication with our world, while

The bulk of it goes to our movements and gestures that subconsciously translate into the minds of our recipients who are they.

Body language varies from person to person

Although there are some common gestures, body language varies from person to person

Else, everybody has its own language, which is what is called the "standard", which is simply

The natural state of the person in which he is free from any kind of pressure or fear, anxiety,

Sadness and all the factors that may push him to hide a certain fact or feelings, and it is a process

Analyzing body language in the process of comparison between the rest of the person's behaviors and this criterion

We draw it through our knowledge of the person, but if the person is a stranger to us, our reading process will pass

To body language by comparing his body gestures with the gestures we would expect her to have in it

The situation by taking gender and external factors into account. And see if they are matched with

His words, or is there an interesting secret waiting for you to discover it?

TRAINING IN BODY LANGUAGE TO HIDE THE TRUTH.

There are many professionals and psychologists for training in body language, but whatever you try

A person has to learn it to exploit it for his own benefit, because the latter remains the language of truth, because some

Embarrassing situations make people lose control over their body gestures.

Eyes don't lie

Eye gestures are the most important experts in reading body language, and that's because it's difficult

Controlling it voluntarily when eyes meet directly, and among the most important gestures of the eyes:

☐ If the pupil becomes dilated, this indicates that the person is happy with what he heard, and vice versa.

If a person turns his gaze to his right (your left) while speaking, that indicates his sincerity in what he is saying,

By remembering specific sayings, actions, or feelings.

If the person you are interviewing or watching turns to his left (your right), know that he is not

Be true to what he says,

☐ If his gaze turns to the left, staring at the ground, he knows that he is talking to himself.

Also, looking directly into the eyes during a handshake indicates confidence and your respect for the person

Who is standing in front of you.

Your walk reflects your personality

Body language, gait semantics, extension of the footsteps, erect stature, movement of the shoulders and raising of the head at

Walking are all signs of strength, confidence, greatness and gravity in your personality, so try to cover your walk with them.

Rubbing fingers is a sign of discomfort

Body language

Self-touch, if you are chatting with someone and you notice that he is rubbing his or her fingers

He hooks her, knowing that he is uncomfortable, or tense, for any reason, and that he is making this movement

Which in psychology is called self-touch to get some relief, as for your feet

This movement is a sign of your confusion, and you should avoid it, in situations that require confidence

By self.

THE IMPORTANCE OF BODY LANGUAGE

Since human communication is nothing but a mixture of words, tone of voice, and body movements,

And his gestures, body language has great importance, which is explained as follows:

Improve the person's communication language, which they use to communicate with people

Others, by nonverbal communication style such as using eye language.

- A way in which the individual expresses the feelings and emotions inside him, as what the individual feels is of

It will certainly affect and influence his behavior and behavior.

Highlighting the nature of the individual's personality, as it is difficult for him to pretend or represent it.

Discover people who may try to deceive or lie to the person by reading

Their movements and their body language, so body language is honest language that it is difficult to lie.

Body language helps you make a first impression on other people and make an impression on them.

Body language is characterized as a universal language, that is, it is possible to guess the intended meaning of the movements

And gestures for many people from all over the world, you don't need an expression translator

The face and the eyes, and this may enable us to learn about other cultures around the world.

Body language may help facilitate communication with pets that some raise in their homes and improve their ability to deal with them.

THE RELATIONSHIP BETWEEN BODY LANGUAGE AND SPEECH COMMUNICATION

There is a close and strong relationship between body language (silent communication) and speech communication, which can be summarized as follows:

Repetition (repetition): since the movements and gestures that are made by the body are nothing but a repetition of the speaking person's speech (such as pointing to a specific location with the intention here).

Contradiction: the speaking person can contradict his statements by using body movements and signals, for example if the official asks to bring a specific file from an employee, and at the same time indicates to him with his eyes not to bring it.

- **The alternative:** it is possible for the person to use body language as an alternative to verbal communication, such as using facial movements and expressions that dispense with speech, such as indicating approval or rejection.

Clarification: Body language is considered complementary to verbal communication, as the movements of the body may be clarified, clarified, and complete the meaning and purpose of speech, as it clarifies and modifies the message that the person wants to convey, such as hitting the table with his hands as an indication of anger upon completion of his speech.

Emphasis: Spontaneous body movements confirm the person's speech and verbal messages, such as using a different tone of voice for specific words in the context of the conversation to emphasize their importance, or using facial expressions to emphasize them.

Regulation: Body language is an organization for people's speech and links it with each other, and it also helps to organize communication between other people, such as head and eye movements, or give a signal to a person to start something and then give him the signal to stop.

THE SECRETS OF BODY LANGUAGE

Among the most important secrets of body language that attracts others and draws their attention are the following:

Bright facial expressions, maintaining a lasting smile.

Use balanced and expressive gestures, while keeping the fingers closed and hands below the chin, and it is advised to avoid bending the arms or interlacing the feet together.

- Using head movements for three times when speaking, but when listening to someone else's speech, it is recommended to tilt the head, while maintaining the position of the chin up.

Using eye contact when talking to others, which gives a feeling of continuity in communicating with others.

A person should stand upright when speaking, but when listening to another person, he must tilt the body forward.

Leave a certain distance between the people who are speaking, that will provide a feeling of relief.

CHAPTER SEVEN

ARTS OF DIALOGUE

THE ART OF DIALOGUE

The art of successful dialogue is essential in building a bridge to communicate and communicate with others, and a few words may build trust that extends for decades, and one word may contribute to the demolition of a trust-built decades ago, and here lies the importance of the art of successful dialogue in that a person is attentive to his speech with others. And dialogue is necessary because it distinguishes human beings from other creatures, and through dialogue, we reach the goal and we move away from any means that reduce self-respect, detract from others, or lead to a lack of respect for them.

FOR THE ART OF DIALOGUE TO BE SUCCESSFUL, THE FOLLOWING SHOULD BE OBSERVED:

- The dialogue is objective.
- That the dialogue is specific.
- The dialogue is realistic.
- The interviewee is optimistic.
- Create the appropriate atmosphere for the establishment of dialogue.
- Fidelity and sincerity of intention in the dialogue:
- There must be fairness and fairness in the dialogue.
- Adhere to the etiquette of dialogue.
- dream and patience.

BENEFITS OF DIALOGUE

- Dialogue plays an effective role in communicating and exchanging ideas between individuals.
- It develops the individual's thinking and contributes to refining his personality.
- Motivates the individual to generate and generate ideas.
- It invigorates and strengthens the human mind. Contributes to individuals ridding themselves of incorrect ideas.
- It pushes the person to reach the truth through thinking.

TYPES OF DIALOGUE

Dialogue in terms of suspicion.

Dialogue in terms of character.

Quiet dialogue

CHARACTERISTICS OF A SUCCESSFUL DIALOGUE

- The existence of an understandable and clear objective for the topic of dialogue.
- Holding the dialogue at an appropriate place and time.
- The existence of positive listening among the parties to the dialogue, which contributes to its continuation.
- The dialogue does not focus on a specific part of it at the expense of the other parts.
- The use of dialogue in a brief, clear and simple manner without prolonged speech, with reliance on a set of examples, evidence and evidence.
- The end of the dialogue should be positive and calm.

METHODS THAT HELP ACQUIRE THE ART OF DIALOGUE

- Choose the right time for dialogue.
- Dealing with the right
- with great politeness, communicate with him in a classy manner, and stay away from screaming and sterile arguments.
- That the interviewer believes in his ideas and opinions so that he can convince those around him.
- To be a good listener so that he understands the ideas of the one he's talking to, so you will take your time to convince him easily.
- That the person is honest and straightforward with his ideas.
- To use logical and clear words, and to have his thoughts based on evidence and evidence.

QUALITIES OF A SUCCESSFUL INTERLOCUTOR

1. First: Quality of presentation, good presentation, and smooth expression.
2. Second: Good visualization.
3. Third: the arrangement of ideas.
4. Fourth: Science
5. Fifth: understanding.
6. Sixth: Sincerity.
7. Seventh: Humility.

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