

# GEN0210 Discourse English for Communication

ARJARN PANNALIN SUCHOOKORN

Imagine if you graduated and worked for one company...

One day, your manager asked you to “pitch” a new product to your client.



Or, you are put in charge of the entire project  
from making the presentation  
to delivering it  
and addressing follow-up questions



This may sound like a daunting task if speaking in front of strangers makes you nervous.





You are also stressed because if you mess it up.  
It might result in significant losses for your organization.



So, if you want to make an impact and build your presence in a professional setting, developing “**four basic communication skills**” is key.





These basic communication skills are  
listening  
speaking  
reading  
and  
writing



The way you communicate with others and present your ideas makes a lasting impression on people.

Are you able to get your point across succinctly?

Or do you end up writing long passages to convey your message?





It's not easy to write with brevity and clarity, listen without getting distracted or speak engagingly.



But with practice and dedication, you can be an expert at all of them.



Let's explore the basics of communication and look at each of these four basic communication skills.





# The 4 Macro Skills in Communication

We need to learn these 4 skills in order for us to communicate with other people.



# The 4 Macro Skills in Communication

We usually listen first



# The 4 Macro Skills in Communication

Then we will learn to speak





# The 4 Macro Skills in Communication

Then we will learn how to read



# The 4 Macro Skills in Communication

Then write



Your words hold the power to captivate, inspire and motivate others.  
If you can communicate your ideas clearly and concisely,  
the other person will retain the meaning well and understand your message.

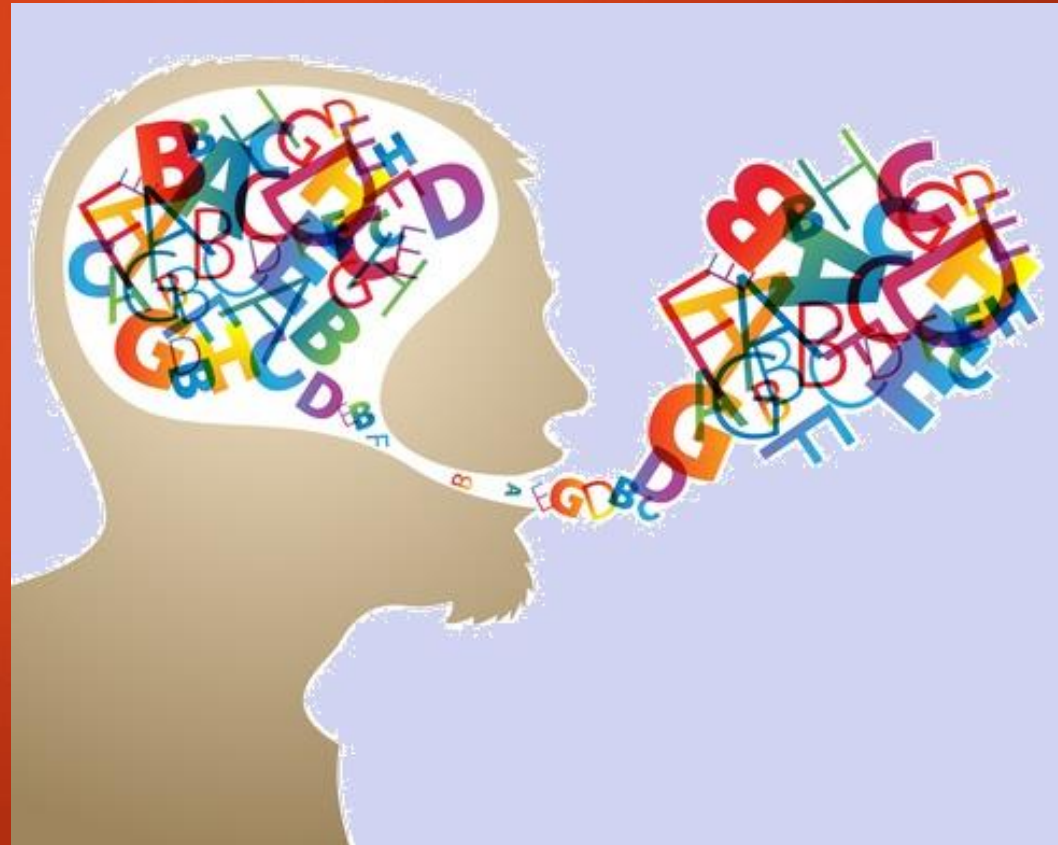




Many times, we have a clear idea of what we want to convey, but when it's time to put it into words, the idea gets lost in the language. This is true even when we're listening to someone as they're speaking. We get lost in our own thoughts and end up not paying attention.



Building macro/basic communication skills will help you overcome communication barriers like complex language, different perspectives and distractions



Basic interpersonal communication skills aren't only about speaking effectively. The way you write, your reading ability and listening skills are equally important. There's more than one way to convey your intentions.







Here are  
the four basic communication skills  
you need to excel in at the workplace  
and more:

# Understanding/Listening

Different people refer to this category in different ways.

But the most common names used for it are “understanding” and “listening.”

In any event, what people are referring to is the ability to comprehend someone else’s non-written communication.

This includes not only knowing what the words they utter mean, but factoring in how their non-verbal communication and their particular personal and social characteristics shed light on that meaning.



# Listening

Listening may seem like an easy skill to acquire, but it's one of the most difficult.

Communication is a two-way street; it's a dialogue between two or more parties.

To be a good communicator, you need to give others the time and space to communicate their thoughts.





# Listening

Don't just listen to hear, but listen with intent. If you have questions, feel free to ask.

It will show that you were really listening.



# Listening

The process of using the sense of hearing, in order for the person to know what is happening around him.

There are 3 types of listening

passive

active

competitive



# Listening

Passive listening happens when a person listens to the speaker without any response at it.

He/she will only listen to the speaker without giving any feedbacks.





# Listening



Active listening happens when a person listens to the speaker while also acknowledging the information given by the speaker.

Active listeners also give their brief or short response to the given information of the speaker.

Active listeners also give their brief or short response to the given information of the speaker.

# Listening

Competitive listening happens when a person listens to the speaker in order for them to give their own opinion to the speaker.

He also promotes his/ her own ideas as if they are arguing with each other.

This kind of listening usually happens during

- ▶ a court hearing
- ▶ a debate between two parties.



# Speaking

When we mention basic communication skills, most people first think of speaking.

There are a huge range of skills and abilities that fall under this basic category.

They range from having a large vocabulary to using voice tone effectively to using descriptions and story to enhance your expressions.





# Speaking

The non-verbal, non-written expressions are also forms of speaking.

Some might even include the ability to express oneself through music or dance in this category.

Overall, speaking includes anything that has to do with you expressing yourself in ways other than through written words or imagery.



# Speaking

Everything from your words,  
body language,  
tone  
and  
pitch  
can impact your speech.



For example, when you're speaking to your coworkers, you must adopt a polite and friendly tone.

# Speaking



Speaking is not just throwing out sentences.

You have to be careful when you're adding intonation and stressors.

For example, you will use different tones to ask questions and to emphasize something.

Learning how to speak effectively will help you convey your meaning and intention without leaving any room for doubt.

# Speaking

Speaking is the process of conveying a message to a receiver verbally, or a process where the listener applies to him/herself the information he/she have heard.

Speaking can be a tool in order for an individual to express his/her feelings towards what he heard.





# Speaking

A listener applies all the information he received while listening in order for him to communicate with other persons, or to share their feeling and thought with each other.

Communication will fail if the receiver didn't understand what the sender is saying.

Possible causes are; the sender don't know how to construct sentence properly or the receiver can't decode the message given to him by the sender.



# Reading



You don't have to be an avid reader and finish thick volumes in one night. But you should be able to read complex business reports and important work-related documents.

It's not just about skimming words but also reading between the lines and pinpointing the author's intent.

If you have too much to read at work, developing a healthy reading habit will help you stay on top of things.

# Reading

This is the ability to make sense of written communications of any kind.

It involves not only recognizing the words, but being able to extract their meaning so as to attain comprehension.

It could also be applied to the ability to appreciate and analyze graphical artistic works such as those mentioned under the category of “Writing.”



# Reading

It is the process of analyzing symbols for you to understand the message conveyed by the sender.

A person learns to read by memorizing the alphabets, analyzing the sounds per letter make and applying it in order for him to decode the message given to him by the sender.





# Reading

Reading takes a lot of practice in order for an individual to decode the message given by the sender, if the scenario is like this, the receiver decodes the message successfully, but he/she didn't understand what he/she is reading, communication will fail.



# Writing

The last and probably the most complex skill in communication.

Writing takes time and practice for you to master the said skill.

Writing can be practiced by knowing the strokes of each letter in the alphabet.



# Writing

Writing is also a process in which a person can share his thoughts and feelings through symbols.

Writing can also be a tool to develop and strengthen human connections and the society.





# Writing

At work, you may have to write on a daily basis.

This could include

- reports
- minutes of a meeting
- or
- memos for your coworkers.





# Writing

At the workplace, it's hard to go through pages and pages of writing. It's better to incorporate key ideas right at the beginning of any communication.



# Writing

Developing your writing skills will help you write concisely, without having to provide too many explanations.

Not only will this save time, but will also explain your purpose right away.



Writing includes all written verbal communication skills.

- ▶ letters
- ▶ signs
- ▶ stories
- ▶ plays
- ▶ screenplays
- ▶ novels
- ▶ and much more are accounted for





But it also includes graphics of any kind.

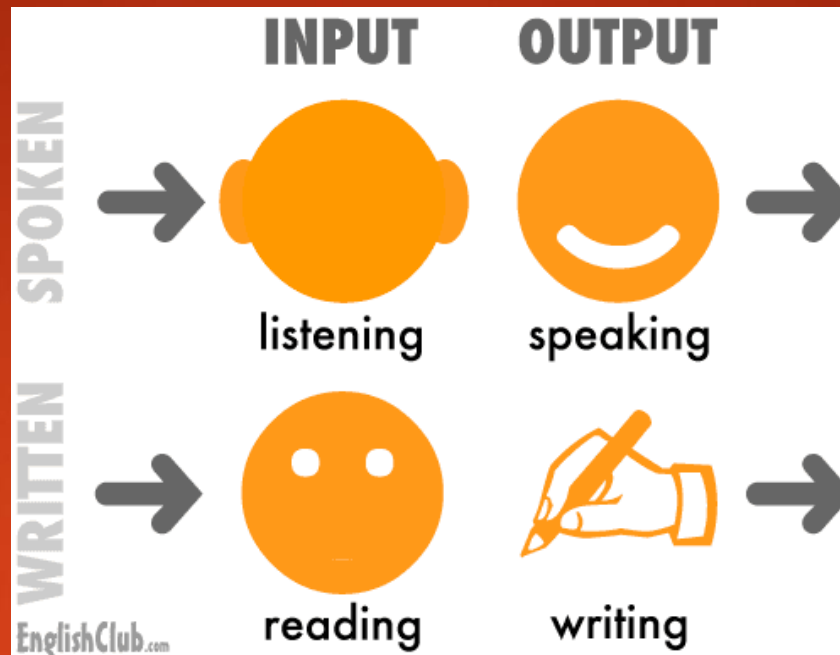
- Logos,
- icons, drawings,
- pictures
- and
- so on

all help us express ourselves in ways that do not involve speaking.





## Summary



We live in a competitive world where every person is working hard to be the best at what they do.

So, you must build your personal brand to stand out in a crowd.

When you are considering communication skills activities to improve your abilities, you might want to look at these 4 categories and assess your strengths and weaknesses in each.

This will give you a framework for understanding where your skills are most developed and where you could use more work.

