

CHAP III : Improving Communication Skills in Interaction Situations**III.1 Introduction :**

Interaction is at the heart of interpersonal communication. A complex process, its approach must avoid reductive schematizations. It seems sensible to have them observed and analysed, on the basis of grids drawn up with the students.

The interpersonal relationship from various media: plays or films, television shows, observations of the social and professional environment... More than elsewhere, the pedagogy of interpersonal communication can be nourished by a range of emblematic exercises: case studies, laboratory situations, simulations and role-plays.

Care will be taken to systematize observation situations and exploitation phases which, beyond the often playful aspect, will provide the necessary syntheses and facilitate conceptualization and transferability.

In this context, the techniques discussed cannot be reduced to recipes since they underlie attitudes and behaviors constituting the personality of the student.

The humanities must provide their own insight.

This contribution cannot be that of a totalizing system. It can no longer be reduced to a utilitarian aspect, allowing indeed at little cost to establish a psychologist or sorcerer's apprentice, perhaps to the detriment of the most fragile.

The time allocated for the whole field does not allow an in-depth study of certain situations and techniques : the interview in particular can only be the subject of awareness, a systematic training can be conducted, in relation to the sector, within the framework of an MIL or multidisciplinary activities.

II. 2 Analyze the process of interpersonal communication**III.2.1 The Basics of Interpersonal Communication**

- the forms depending on the context, the objective, the channel
- the determinants: perception,

III.2.2 Situate interpersonal communication in its environment Context :

- Situating interpersonal communication in its environment
- Representation, values, beliefs:
- the social and cultural environment, intercultural
- the weight of the institution

III.2.3 Analyze the constitutive elements of the interpersonal communication process

- interaction, attitudes and behaviors, roles and statuses

- non-verbal signs: gestures,

Postures, territories, space and time, sensory signs

III.3 Identify barriers to successful communication

- failure to take the environment into account

- the unspoken, the dialogue of the deaf, the conflictual attitude, the poor quality of the message

III.4 Improve one-on-one communication skills

III.5 Assessing oneself in interpersonal relationships

- **individual face-to-face trends** : attitude scales, Assessment and evolution tools and their limits.

III.6 Identify goals and attitudes related to different types of interviews

- **different interviews** : survey, motivation, hiring, telephone

III.7 Listen and interact

- **active listening**: reformulation, questioning

- role play and observation exercises; negotiation

III.7.1 Improve group communication skills

III.7.2 Analyze interactions in a group

- crowds, assemblies, groups and sub-groups

- simulation and observation of interactions, roles, climate in a small group

III.8 Participate effectively in the work of a group

- participation, expression, productivity.

III.9 Prepare, organize and conduct a meeting

- typology of meetings according to objectives

- preparation and material organization

- Conduct according to objectives: production/regulation

- Communication in interaction situations is based on exchange:

- One is the transmitter,

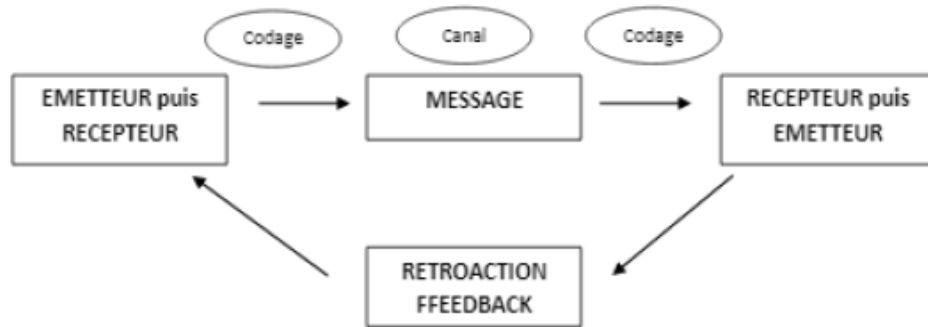
- The other is the receiver.

This will be used in our daily lives whenever we are in a relationship with someone. If interpersonal communication is well used, it will help the individual succeed in their career.

Interpersonal communication, if not mastered, is often spontaneous. However, it can be adapted according to:

- About the target** : you don't talk to your supervisor in the same way as you talk to your co-workers,

- Content** : a promotion is easier to announce than a layoff,
- The situation** : preparing his assessment interview to ask for a raise will be different from the department employee's invitation to the retirement pot.



III.10 Interpersonal communication :

It is composed of several messages which are :

III.10.1 Verbal as the voice and its intonation,

III.10.2 Non-verbal as, attitude, behavior and gestures.

Your image already gives your entourage, a first major idea of your know-how at a moment «T», without having begun to formulate the slightest word.

It may be anger, sadness or worry. Joy and happiness are more difficult to perceive, because we rarely move with a smile. Silence will communicate with the person in front of you.

III.11 The main communication elements are :

III.11.1 Words and behaviour : which once expressed are irreversible, it is just possible for you to attenuate them if you want to go back, as when speaking in public or making a presentation.

III.11.2 Dress : It represents a mode of belonging, conformity, difference, rules that generally must adapt to society for better integration in business.

Example : A banker will not come to work in jeans, this is not in accordance with ethics, just like the creator working in the pub in suit tie, he would be out of step with his sector of activity. To communicate we will therefore have :

III.11.3 Oral communication :

- The phone** : pay attention to the tone of voice when you talk on the phone,
- writing** : how to write : communication by mail or write a note will inform the reader about your general and intellectual culture,
- the gesture will convey messages according to your posture.

III.11.4 The Telephone : The telephone is a vital tool for communicating in our professional and personal lives : In our professional life, when we use it, we represent our company.

To convey a good image, we must know how to master this instrument which is indispensable Today. It will therefore have to be used with method and courtesy.

Well-established communication follows several rules. Your main goal will be to put them into practice, because the message will come through your voice. Good will is therefore essential to reduce the risk of misunderstandings or errors.

To do this, it will be necessary to know:

- Answer the phone,
- Identify yourself,
- Indicate the reason for their appeal,
- Communicate in a clear and pleasant way.

III.12 Public speaking :

In order to succeed in an intervention and/or a public speech, you must first prepare it well, this allows :

- Avoid apprehension and jitters,
- To be comfortable wherever you are.

To do this, you will not neglect your entry and exit, and capture the attention of your audience by:

- Be impactful,
- Dare to expose, argue, convince,
- So look conquering,
- Surprising by giving strategic figures,
- Know how to convey key messages.

III.13 The Intervention :

- Avoid improvisation or any last-minute changes, as this is very destabilizing.
- Plan the topics to be addressed as well as the modes of intervention: are you alone or with others? Who goes before you and after you?
- Engage your audience, provoke applause,
- If you choose a mini show, use a dose of humor as well as important and relevant information to keep your audience engaged.
- If you opt for a mini show, use a dose of humor as well as important and relevant information to avoid boring your audience.
- You can also use the question-and

-answer game: You can also use the question-and-answer game: However, you need to master it well, because generally, there is a lack of questions, with people not daring to start for fear of looking ridiculous. Start the ball rolling by preparing the first question in the style of: "One of the questions I often get asked is..."

-End with a strong message to impress your audience, and don't hesitate to share your email address or the location of a new conference.

-A summary document of the presentation is always welcome.

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- What to avoid: \nWhat to avoid: To avoid embarrassing situations, there are a few mistakes to avoid, namely:

-Avoid a formal setting, it intimidates people. Don't read your PowerPoint or visual aids: rely on keywords, provide comments to add real value.

-Don't memorize your text: you risk memory lapses and being paralyzed by stage fright, learn to master your subject matter.

-Be mindful of your visual angle; it should not always be the same: you must not, under any circumstances, ignore part of your audience.

-Use simple and universally understood words; if you use overly technical or even incomprehensible terms, people won't dare to ask you for explanations.

-Before any intervention, do not forget to introduce yourself: name, position, mission... If possible, you can also ask your audience to introduce themselves.

-Know how to gauge the audience's level of attention, you must take it into account throughout your presentation.

It is not forbidden to have a glass of water within reach to quench your thirst if needed.

III.14 Face-to-face communication:

In terms of communication, whether we are aware of it or not, we always seek to achieve at least one objective, sometimes several, including a number at the unconscious level.

We will focus here on the conscious objective. To achieve this goal, one must constantly keep a watchful eye on the interlocutor's behavior.

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Generally speaking, feedback corresponds to any information or meaning in return that,

starting from the receiver, goes back to the sender; thus, any verbal or non-verbal reaction to the other person's behavior constitutes a form of feedback. Seen from this perspective, feedback implicitly is continuously present in all communication. But these bidirectional feedbacks are difficult to interpret.

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III.15 Forms of Feedback : Depending on the context, whether professional or personal, feedback may take one or more of the following forms :

III.16 Reformulation : The more the other person will be recognized in my feedback, the more it can be accepted and helpful. The reformulation also makes it possible to say what has been understood and to verify this understanding.

III.17 Discharge: received, heard, noted

III.18 The message of gratitude : recognition, satisfaction : a need fulfilled e.g.

III.19 The expression of an experience or observation : Sometimes, it is necessary to give information that the other person does not know (or that is in his blind zone). It can also be the verbalization of a feeling in relation to what the other has not said (but which appears as underlying his word) The kindness perceived by the other will allow him to enrich his perception and facilitate a change of look.

III.20 Clarification – Summary: Put order, make connections

III.21 The reframe : Situate the words of the other in a new context. It may be useful to consider a recast as an assumption and check whether this new wording is appropriate.

III.22 Methods of interpersonal communication :

- Sandwich method "Compliment/ Suggestion/ Encouragement"

This method consists of wrapping one's criticism in the form of **SUGGESTION** between two slices of **COMPLIMENTS**, without forgetting the **ENCOURAGEMENT**. Concretely, we will start by making a precise and factual compliment regarding what the person has done well (bread). Then we will put a little butter using the conjunction "and".

Note immediately that using words such as "but", "however", "on the other hand", "however", etc. is equivalent to cancelling the compliment. For example, if I say "you're pretty (e) but

you have big feet", what are you holding back? Then we will make a suggestion regarding the main point to improve.

III.23 When people communicate with each other, they can solve any problem :

In a relationship, there may be times when the best solution to a problem is to keep quiet and stay out of the way.

Intense emotions, such as anger or sadness, can often lead to a reaction that is completely out of proportion to the situation. A period of self-reflection and calm will help you develop a more accurate perspective on the matter.

Key areas for self-awareness include our personality traits, personal values and needs, habits and emotions

- all factors that influence our behavior.

-Personality : Understanding your unique traits and personality characteristics will help you seek out situations in which you thrive, and avoid situations that could cause you too much stress. Knowing your personality will help you make informed decisions.

-Values : Your values are the beliefs that drive you to invest emotionally. For example, if respect is an important value for you, you will ensure that both you and your team members are treated with fairness and courtesy.

-Habits : Habits are behaviors that are constantly repeated, often automatically. Even though we would like to have habits that help us interact effectively with others and manage relationships well, we can probably all identify at least one of our habits that undermines this effectiveness.

For example, if a manager does not always consult their staff before making a decision, this habit can undermine their ability to gain the support of their team members, who will also not be able to improve their decision-making skills.

-Needs : A need is a condition or a situation where something is required or desired. For example, a person may need to receive continuous feedback to stay motivated at work. If this is your case, consider the processes you could implement with your colleagues to obtain the feedback you need. Needs create motivation; and if needs are not met, they can lead to frustration, conflict, and stress.

-Emotions : A crucial step towards self-awareness is recognizing our own emotions - for example, anger, joy, fear, or surprise - what causes them, and the influence they have on our thoughts and actions.

By stepping back from a situation, one can become aware of what is happening instead of being destabilized and overwhelmed by events. For example, when a person feels anger

towards someone, the act of thinking, "I am feeling angry," indicates that they have shifted their perspective ; they can then objectively, confidently, and subtly choose how they want to interact with that person.

Communication is not an innate skill. With practice, one can learn to communicate effectively. There are very simple tips that can greatly help you understand others and be understood. Try them and see if there are any improvements.

III.24 Tips for effective communication :

Communication is a process without beginning or end, during which everyone simultaneously receives, sends, interprets, and draws conclusions. How can you send messages effectively ? Taking your state into account, what can you do to effectively communicate your ideas and feelings? Here are some tips for sending effective messages :

- **Speak in the first person ("I").** When someone speaks in the first person, their statements are powerful and influential. This is a component of direct communication. Just say what you think or feel about something, for example: "I am upset when people arrive late to meetings" instead of "There are people who think that arriving late to meetings is passive-aggressive behavior."

- **Describe behaviors without making value judgments, for example:** "You interrupted me several times during the staff meeting" instead of "You are trying to attract attention and not paying attention to others."

- **Express your feelings:** this is a part of the message that is often omitted even though the emotional content directly contributes to the transmission of your message. It's just as important to express what you feel so that others can understand what you are experiencing. For example: "I felt anger when you interrupted me during the staff meeting."

- **Make sure your verbal messages match your non-verbal messages.**

Make sure your verbal messages match your non-verbal messages. For example, if you say, "I liked the presentation you made to the board of directors."

- while your tone is sarcastic and your facial expression means the exact opposite, this person will not know what to think and it is very likely that they will trust you less and consequently, your communications will become very difficult.

Your body language represents more than 60% of your message; the harmony between your words and your body language will establish trust, and your message will be clearly understood.

- Many people need to practice in order to become effective communicators. Ask others for their thoughts on the clarity of your message, how you express it, and the timing of your

delivery. You may feel like you are taking a risk, but each small risk will build your self-confidence and increase the trust that those who work with you have in you. Trust is particularly necessary to establish open and effective communication.

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On the other hand, if the bond of trust is not established in a relationship, the person delivering a message will provide little information, and the one receiving it will doubt even more the little information that has been communicated to them.

-Listen and respond

One of the greatest gifts you can give someone is to listen to them. It can be a mark of appreciation and attention. This can be a mark of appreciation and attention. Too often, in our interactions, we talk to another person without really listening to them. Too often, in our interactions, we talk to another person without really listening to them.

We are often inattentive, listening with a distracted ear while thinking about something else, perhaps about how to formulate our response.

The way we listen to and respond to a person allows us to understand their feelings and thoughts. The most important attitude for effective communication is to take the other person's point of view into account. Try to put yourself in their shoes, it will greatly help you improve your communication with that person.

Use these tips to listen and respond :

1. Listen carefully to what is being said, eliminate distractions.
2. Be attentive to non-verbal cues, such as eye contact, facial expressions, or body language.
3. Listening is an activity focused on the other person, not on yourself. Try not to formulate your response internally before you have even heard what the other person wants to say.
4. Clarify and ask specific questions to fully understand what is being said to you.
5. Reformulate, in your own words, what the person is saying, feeling, meaning.
6. Understand the message from the other person's perspective : "If I understand you correctly,..." Understand the message from the other person's perspective: "If I understand you correctly,..."

III.25 Communication within the Company:

Global communication within a company is defined as a comprehensive approach to All communications: institutional, marketing, and internal. It is presented as a homogeneous approach that aims to delineate a territory for the company and impose it on various forms of communication.

Global communication seeks coherence between the content of messages, the reality of The company, brands, and products as well as the objectives it pursues. We distinguish 02 types:

- internal communication which is directed towards the company's employees.
- external communication that addresses the company's environment

III.26 External communication : The set of communication actions implemented by a company aimed at its external audiences. Just like internal communication, it is an integral part of the company's strategy, its economic, social, and financial project.

It largely relies on public relations (press relations, crisis management...), the Visual communication of the company (image-based communication: logo, presentation brochure, website...) and event organization.

It therefore plays a fundamental role in positioning the company's image and developing its reputation and commercial success.

III.27 The external communication strategy:

- Analyze the situation and make a diagnosis : identify its strengths and weaknesses.
- Choose a positioning : the identity of the company, product or brand, which must be credible, strong, distinctive and attractive. It must be part of the company's overall strategy (all communication actions).

III.28 Determine objectives : guide the company's strategy and define the most appropriate means of communication for positioning the company.

The objectives must be clearly defined and therefore based on a precise intention. They must be quantified and defined over time. Communication objectives can be of three types:

- **A notoriety goal :** Aims to make known. It is important to be known and recognized before focusing on the image that is associated with the company name.
- **An image goal:** Once known, the company can focus on acquiring a good image, on how it is perceived by the public.
- **A behavioural objective:** When awareness and image are acquired, she may consider communication that will aim to influence public attitudes, behaviours, and perceptions.
- **Identify targets:** Who are the people you want to reach? There are two criteria for identifying a target :

- **Quantitative criterion** : linked to demography. (For example, women aged 35-40 are targeted.)

- **Qualitative criterion**: related to interests, lifestyle. (For example, we address ecotoxicologists, pharmacologists, etc.)

-It is also important to prioritize the different targets. The most important target (the target heart), is the one for which the most communication budget will be spent.

This reflects the personality of the company and includes a number of pieces of information: First name, last name, and position of the person Name, logo, industry of the company

-Full contact details.

A business card is not an advertisement.

It is important to get to the point and not try to include too much information."Too much information kills information."

- **The company brochure** : The company brochure: It allows for a detailed presentation of a company, organization, product, or service. Allows for a detailed presentation of a company, an organization, a product, or a service.

It generally consists of a written section that clearly presents the subject and a graphic section (photos, diagrams, illustrations, graphs) that particularly aims to capture the reader's attention or to illustrate the written section.

A good brochure does not simply present a product, an event, a company...It must instill confidence and gain the reader's approval by showing them that what is presented meets one of their potential needs.

She must instill confidence and gain the reader's approval by showing that what is presented meets one of their potential needs. Ideally, the brochure should first introduce the product, the company, the event. Ideally, the brochure should first present the product, the company, the event. It will prove to the reader that their need is identified and that a way to satisfy it is being offered. Finally, she will provide him with instructions on how to meet this need.

III.29 Some editorial elements help to engage the reader:

- Titles: they must be catchy, keep the reader in suspense, and encourage them to read the text.

The use of questions or phrases ending with ellipses can be a Good way to achieve this goal.

- **The tone** : we will recommend a direct tone as well as the use of the present imperative and the present indicative, The indicative.

- **The words** : we will use positive, credible, and factual terms.

- **The sentences** : using short, concise sentences that give rhythm to the text is preferable. They constitute the heart of the argumentation that will encourage the reader to adhere to Concept.

-Typography is also of great importance in the creation of a brochure.

We Will favor bold, underline, and italics. These allow for emphasis on certain phrases or highlight specific terms.

- The placement of the text and its various components must be carefully considered. In our culture, the eye is accustomed to reading from left to right and top to bottom. This reality must be taken into account for the positioning of the different elements of the text.
-This reality must be taken into account for the positioning of the different elements of the text. Thus, the most important information will preferably be positioned at the bottom, to the right.

Thus, the most important information will preferably be positioned at the bottom right. The effectiveness of the brochure relies on its originality and creativity.

- The combination of its aesthetics and the argumentation developed within it should pique the reader's interest and lead them to the key points that will drive them to embrace the company, the product, the project.

Visual elements, such as photos, illustrations, and graphics, enhance the document's appeal and help illustrate the written content.

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- The appropriate selection of these visual elements gives the brochure its original touch. The appropriate selection of these visual elements gives the brochure its original stamp. He It is also important to place great emphasis on the selection of colors. It is also important to attach great importance to the selection of colors.

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-The website: A website allows a company to have a virtual showcase that enables it to present it self and highlight its products and services.

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The key to success for effective dissemination via the internet will be good site or information indexing in search engines, for example, in the titles of the pages.

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- Advertising : Advertising is positioning a product or service. It's giving it a personality that will make it a "star." There are several types of advertising : print advertising, television advertising, radio advertising, and internet advertising.

- Mailing : Also called "direct mail." It is a marketing technique that involves sending a letter, a leaflet, or a brochure to promote a product and/or a service.

This is a marketing technique that involves sending a letter, a brochure, or a leaflet to promote a product and/or service. A good mailing must be targeted.

A good mailing must be targeted. This means that you need to identify your potential customers before sending. A well-targeted mailing will allow you to achieve better results.

The mailing must have a striking hook to attract the customer.

III.30. Internal communication ; is delayed external communication. If internal communication is poor, it will be felt later in external communication. A company will only

communicate well externally. An employee is both a vector of their company's image, a consumer, a citizen, and even an active member of associations. He can also be a shareholder of his company.

III.31. The types of external communication :

III.31.1 Institutional communication (or Corporate communication)

Is a communication from the company about it self .It allows the company to enhance its identity and image with the various audiences that interest it:

- **Objective** : emotional ; to make the brand loved and understood.
- **Target** : The target of institutional communication is both internal and external to the company.

The target of institutional communication is both internal and external to the company. Internally, because the communication is aimed at the company's shareholders, but also at the employees ; it is normal for employees to share the company's values, and for that reason, the communication is intended for them. Internally, because the communication is intended for the company's shareholders, but also for the employees, it is normal for the employees to share the company's values, and for that reason, the communication is intended for them. Externally for the public but also for the media, the suppliers, to share these Values with the most people.

- **Tools** : presentation documents (such as the company brochure, activity reports of the company, the company newsletter, the website, etc.), external signs, financial communication, Press relations, or even events.

III.31.2 Commercial communication (or marketing communication) :

Talks about brands, products, and services ; its objective is to convince the selected targets to buy or repurchase.

- **Objective** : reactive ; to make purchases and build loyalty.
- **Target** : sales force (internal target), customers (current and potential), the press, the consumer association, the State (external targets).
- **Tools**:
 - o/Media: The press, television, radio, advertising, and cinema.
 - o/Non-media: Promotion, partnership (sponsorship or sponsoring and patronage), public relations, and press relations.
- **Constraints** : Budget, legal constraints(Many laws are imposed on advertisers with the aim of:
- **consumer protection**: prohibition of misleading advertisements/ protection of public health

- respect for competition: regulation of comparative advertising/prohibition of unfair competition
- **others** : mandatory use of the local language/protection of the environment.
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