

COMMUNICATION SKILLS
TO GET YOUR POINT
ACROSS



Start Making Sense

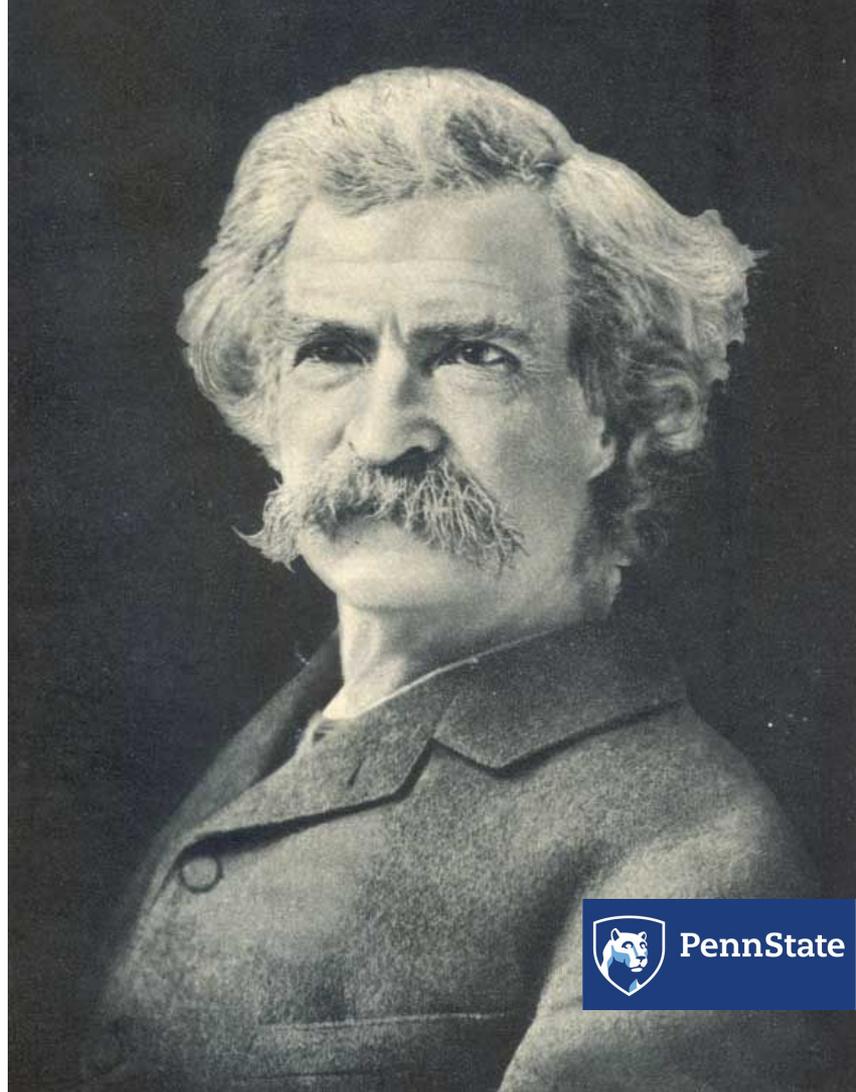


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“The difference between the almost right word and the right word is really a large matter.”



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*'tis the difference between the
lightning bug ...*

... and the lightning.”



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COMMUNICATION



Meaning



Method



Modification



Message



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SEMIOTICS





LINGUISTIC

vocabulary, generic structure
and the grammar of oral and written language



VISUAL

colour, vectors and viewpoint in still and moving images



AUDIO

volume, pitch and rhythm of music and sound effects



GESTURAL

movement, speed and stillness in facial expression
and body language



SPATIAL

proximity, direction, and position of layout
and organization of objects in space



**Which mode
do I choose?**

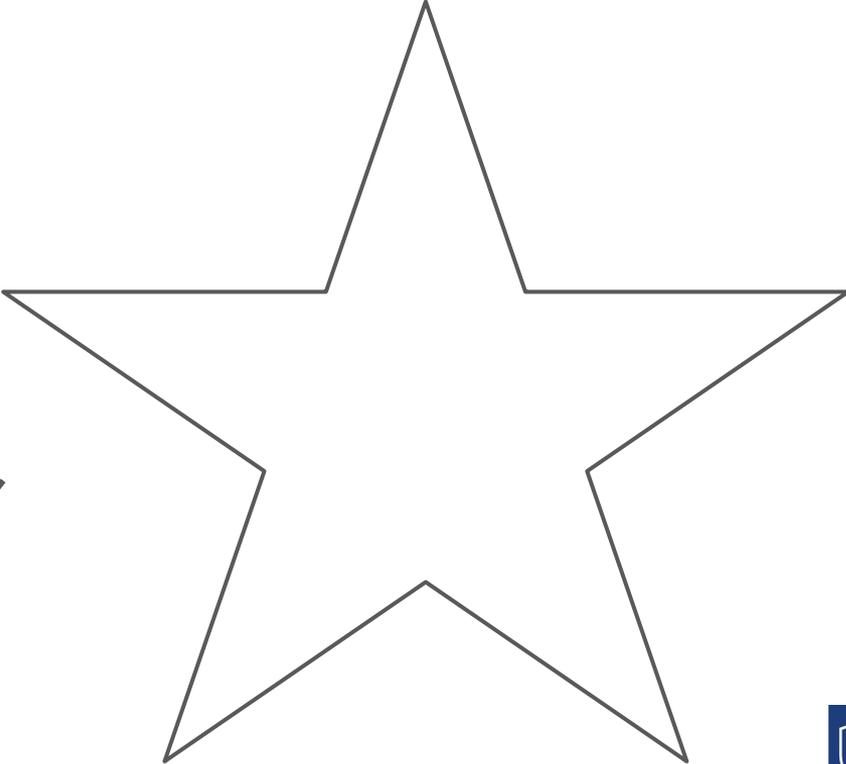
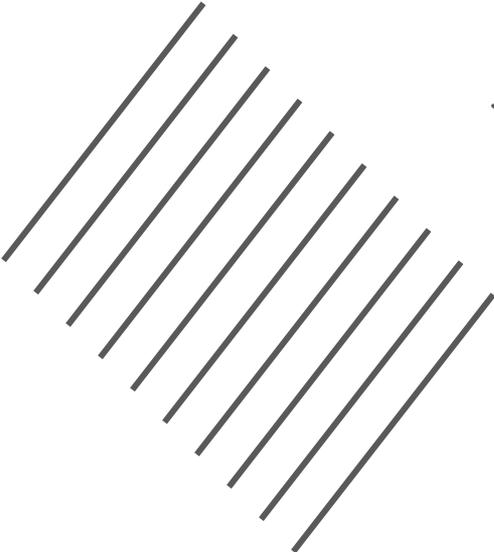
- Video to show action or transport an audience
- Audio to emphasize compelling quotes or ambient sound
- Graphics to illustrate complicated processes or complex data in a simpler way
- Photos to capture powerful emotion or moments of time
- Short-form versions of key text with proper formatting:
 - bolds and italics
 - short, concise sentences and paragraphs
 - bullet points and numbered lists
 - appropriate use of white space
 - headers and subheaders to break up long chunks of text
- Social media adaptability — small segments of content designed for tweets, instagrams, facebook posts, snapchats, etc.

GESTALT

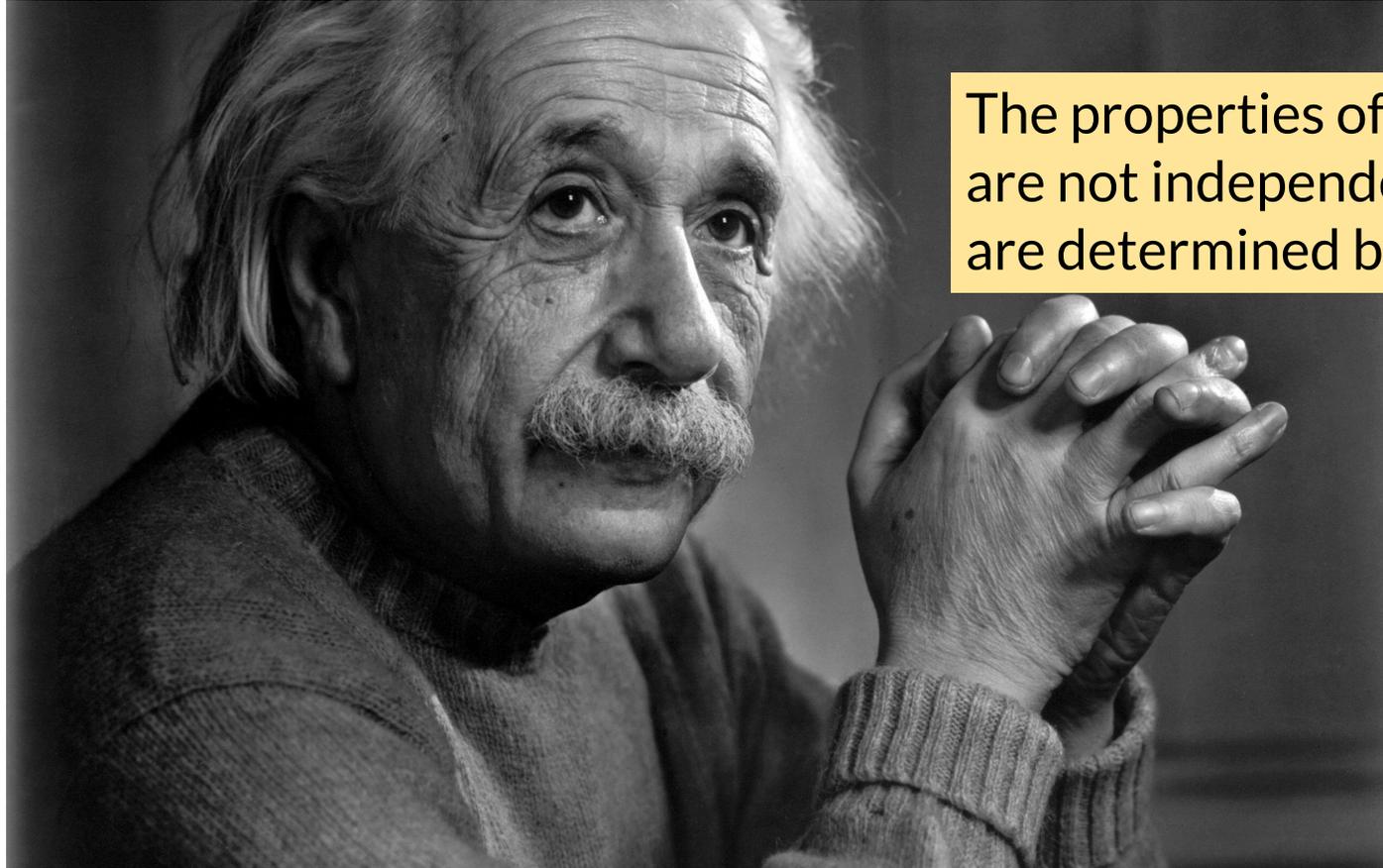
The whole is more than the simple sum of its parts.



10 LINES or a STAR?

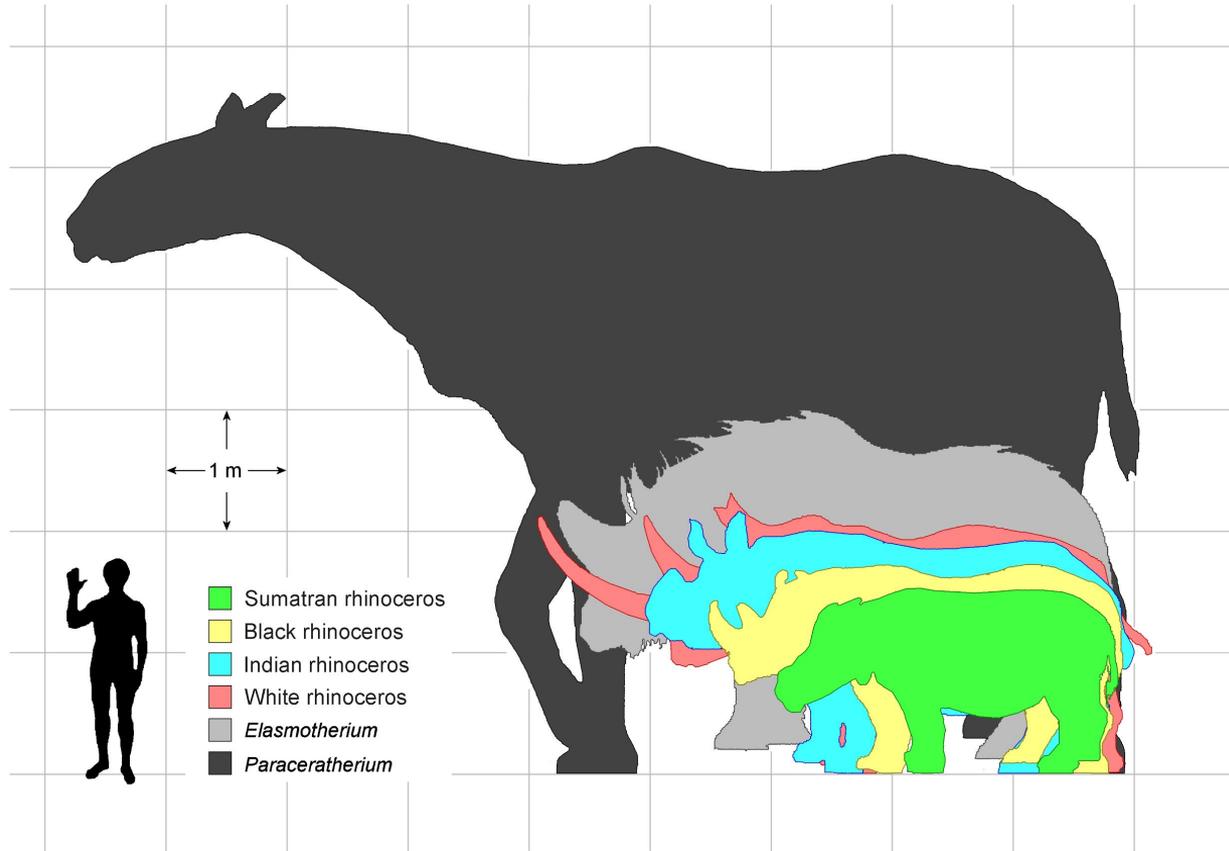


RELATIVITY



The properties of space are not independent, but are determined by matter.

DEFINE "BIG"



WHITE SPACE

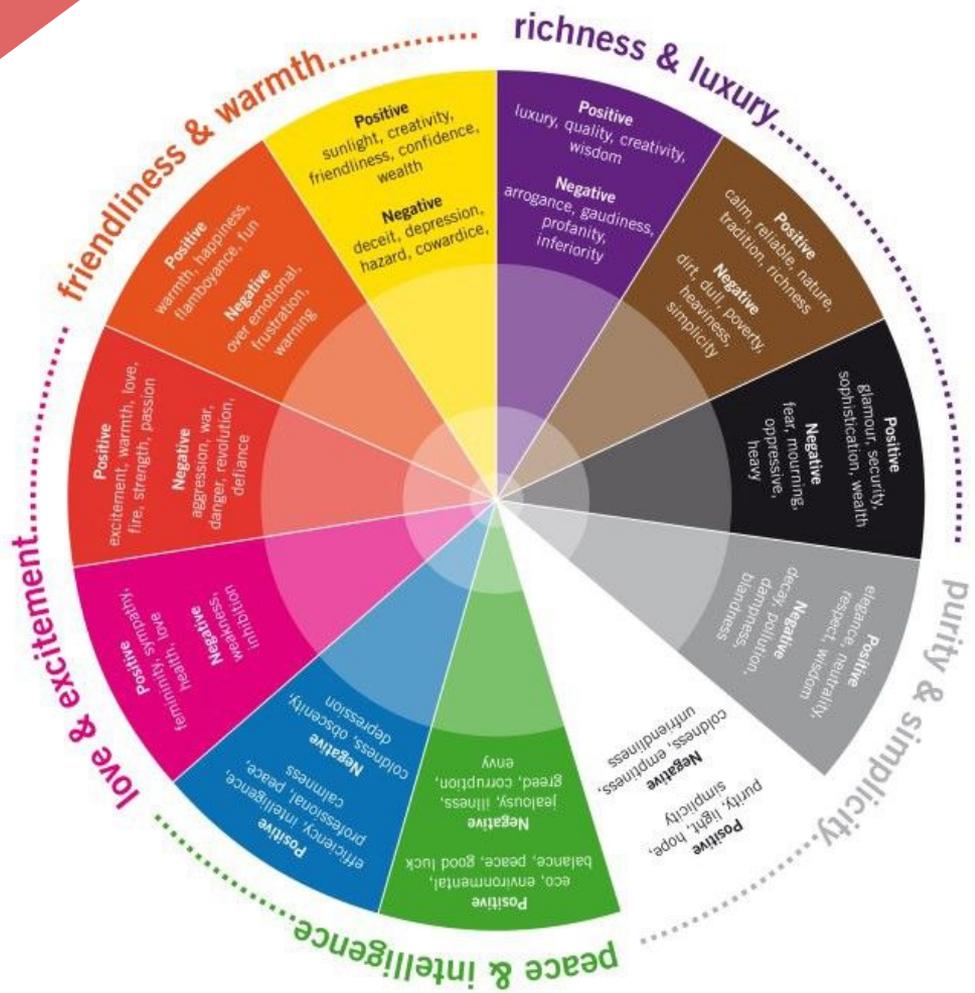
COLOR

“What keeps my heart
awake is colorful silence.”

Claude Monet



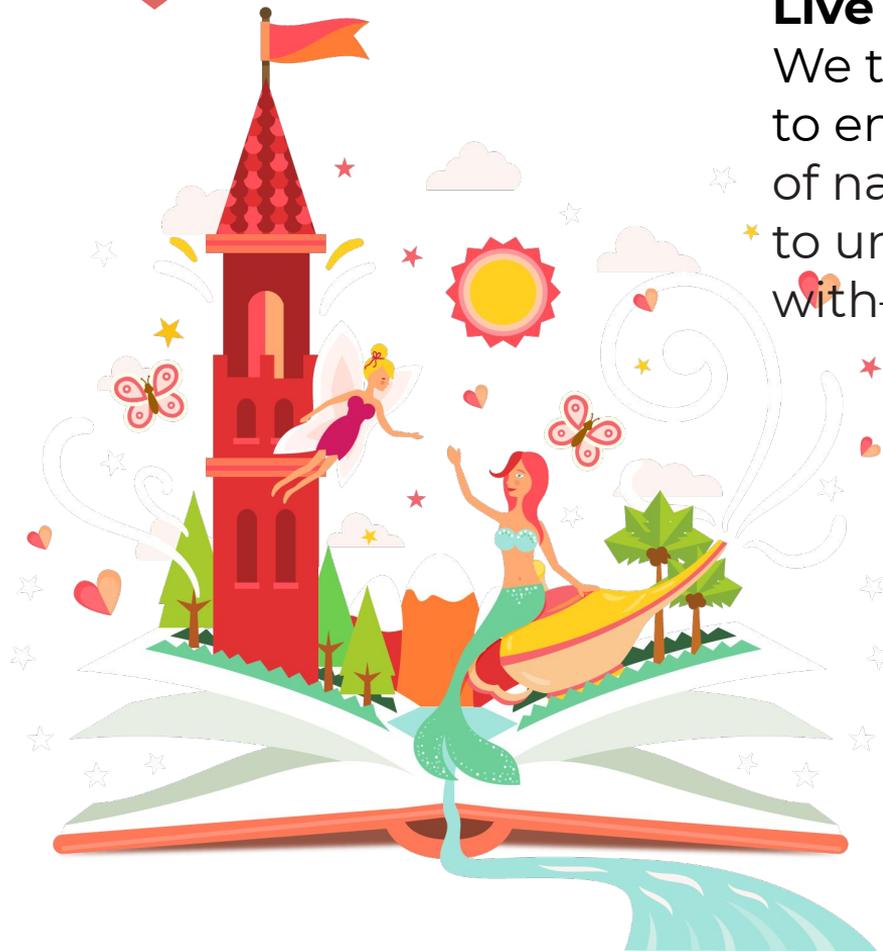
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Brands by Color



“I hear and I forget. I see and I remember.
I do and I understand.” (Confucius, 541 BC-479 BC)



Live to Tell the Tale

We think in story, which allows us to envision the future. The process of narrative in turn supports efforts to understand—and engage with—people and concepts.





Needles in Haystacks

Time is a dreaded barrier ... no ones wants to waste life Waiting for Godot ... get to the point quickly. Summarize key areas of the message and include easy access to more detailed information. When the brain focuses its full attention on something, it filters out the chaff and improves retention.





It's All Greek to Me

“Jargon is jibberish.” Use plain, simple language. In the end, you are not “dumbing it down,” but rather, expanding the audience — along with both qualitative and quantitative comprehension.



Comfortably Numb

Attention is an emotion-driven phenomena triggered by the amygdala within the brain's limbic system. A person's multi-dimensional response to stimuli determines the meaning of everything — if we're not feeling, we're not conscious.



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The Barracuda Effect

According to a 2015 peer-reviewed study, human beings are attracted to shiny or glossy things because of our primitive, innate need for fresh water as a resource.



What's In It for Me?

Everything we do is goal-oriented, and our biggest challenge is figuring out everyone else's agenda (in order to fulfill our own).

The Grass Is Always Greener

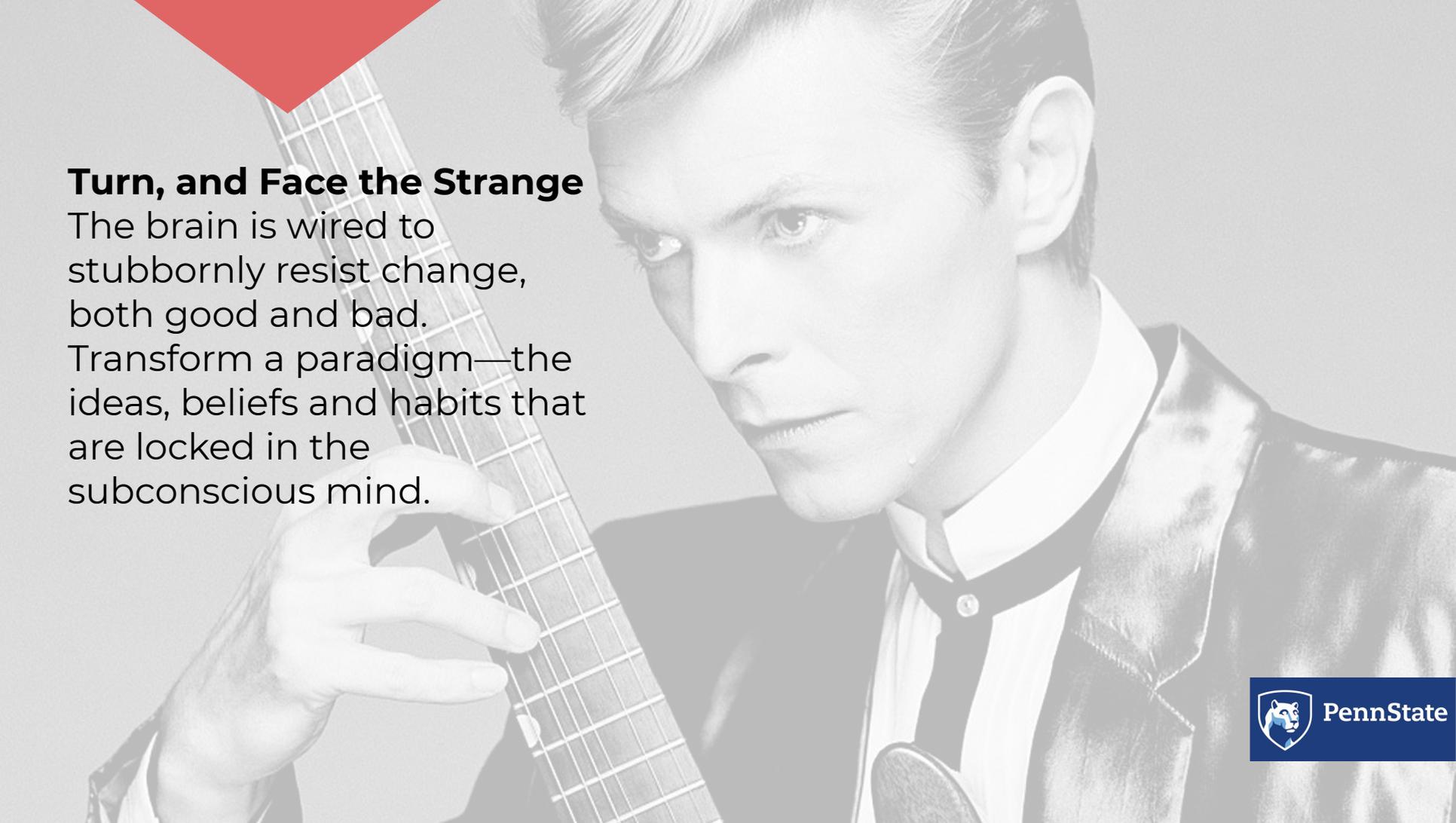
We see the world not as it is, but as we believe it to be. Communication is a matter of context. Analyze the form, content, medium and patterns of messages and how they influence your audience and their environment to make meaning and take action.





A Concrete Jungle

We think in specifics,
not abstract images.
In order to be
meaningful, ideas
must be connected to
action. Without it,
theory exists merely
for its own sake and
becomes purely
academic, not
practical.



Turn, and Face the Strange

The brain is wired to stubbornly resist change, both good and bad. Transform a paradigm—the ideas, beliefs and habits that are locked in the subconscious mind.

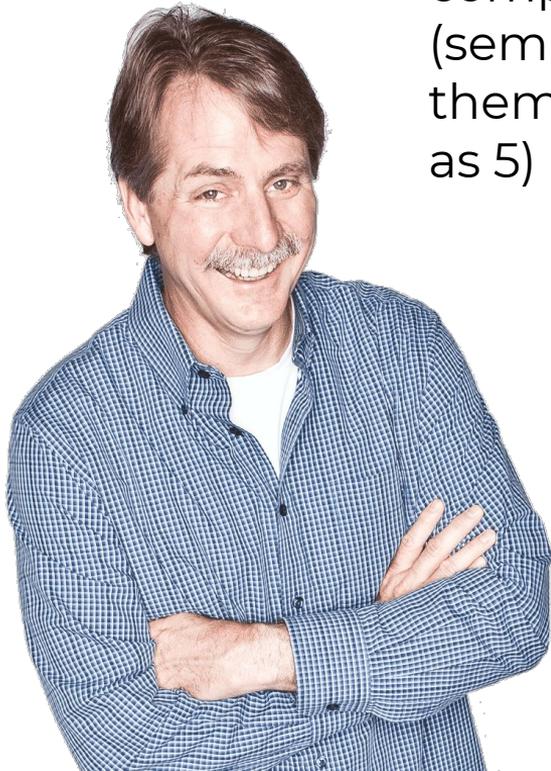


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What Goes Up, Must Come Down

From birth, our brain makes casual, logical connections about cause and effect: if this, then that, and so on. Beware of logical fallacies and understand the important differences among argument, persuasion, and propaganda.



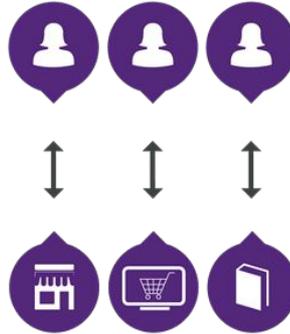
Here's Your Sign

Our actions and thoughts are often governed by a complex set of cultural messages and conventions (semiotics) dependent upon our ability to interpret them: 1) visual; 2) aural; 3) gestural; 4) spatial; as well as 5) linguistic. The medium is the message.

Single Channel



Multi Channel



Cross Channel



Omni Channel

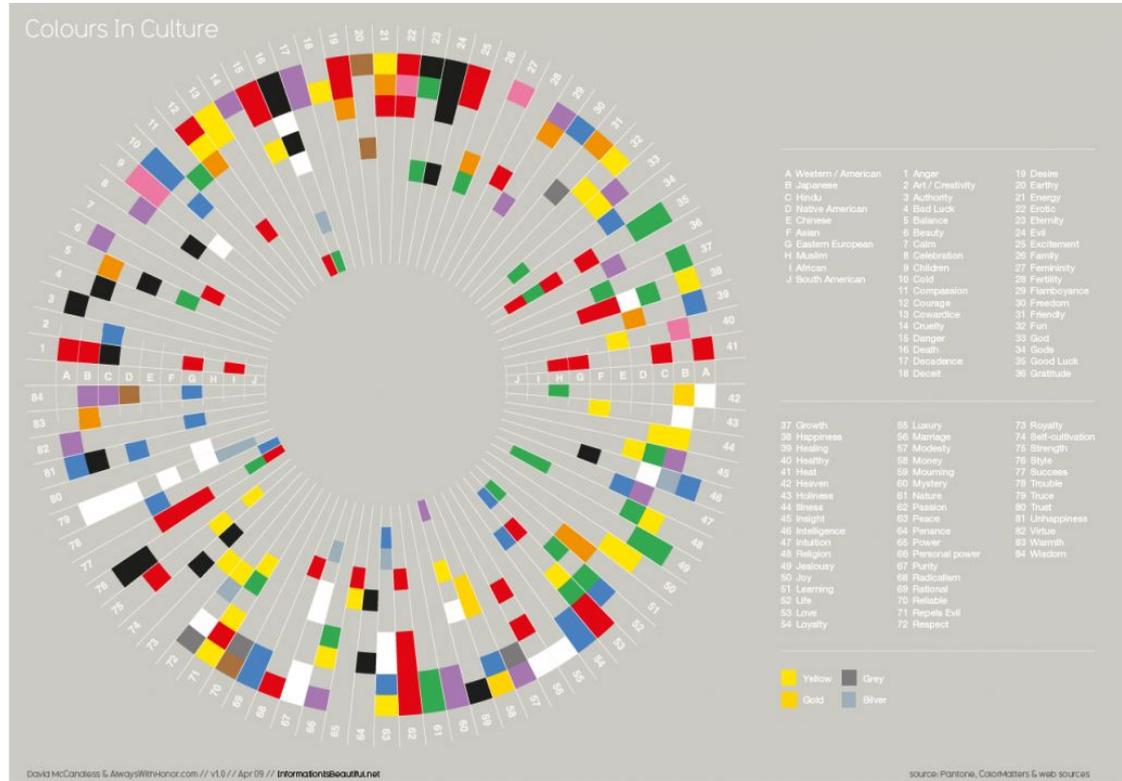


“Different Strokes for Different Folks”

Omni-channel marketing, or presenting a consistent message across multiple platforms, provides the opportunities for increased awareness and interactions via a variety of preferred touchpoints.

Colors Speak All Languages

The correlations between sight and perception affect our brains on a very deep level; associations vary among demographic considerations such as gender, age, culture, etc.





Murphy's Law

The brain uses stories to simulate navigation through potential, and often difficult, situations. Always provide a narrative map of possible outcomes/solutions to a given problem.

Law & Order

Traditional cognition rejects randomness; therefore, it is best to convert data into meaningful patterns that make sense out of chaos.





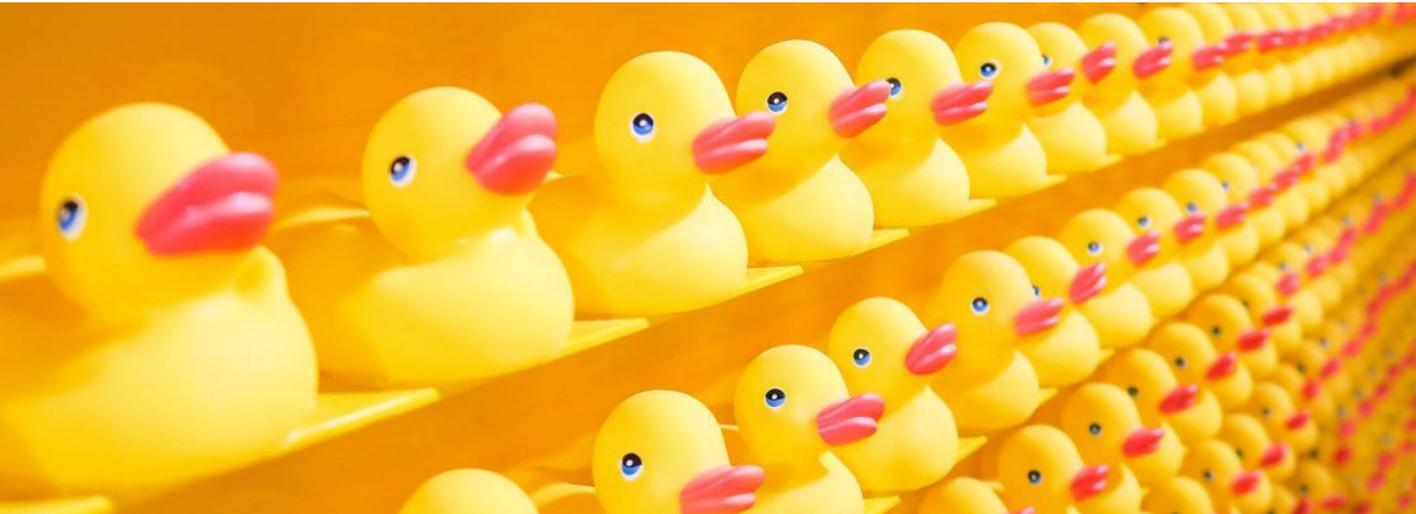
Ad Hominem (Guilt by Association)

Our minds use memories to draw comparisons with the present in order to evaluate and make sense of it. Be mindful of previous experiences or past scenarios.



Gifts That Keep on Giving

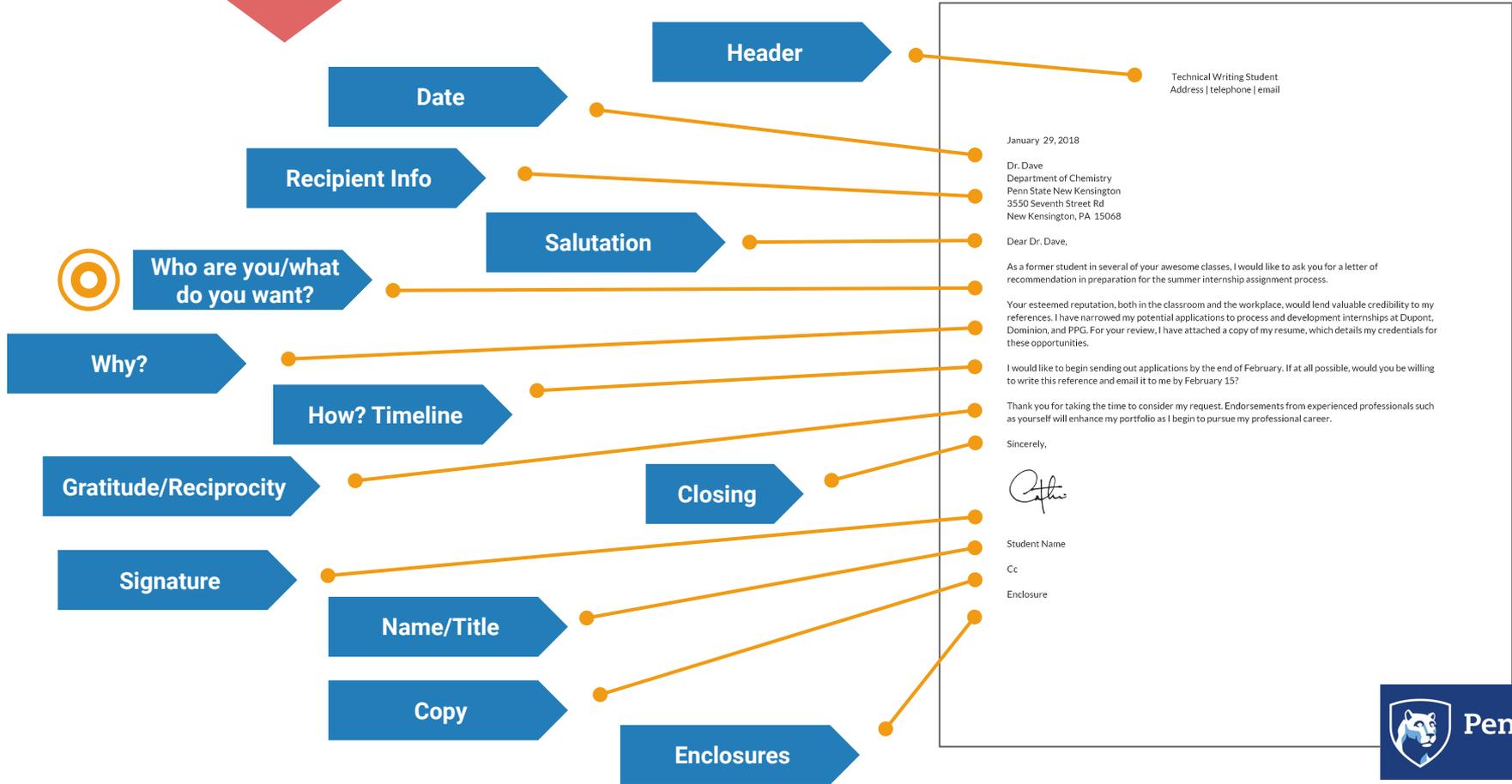
Aristotle commented on the role of repetition in learning by saying “it is frequent repetition that produces a natural tendency.” It and other mnemonic devices help to improve speed, increase confidence, and strengthen the connections in the brain.



CORRESPONDENCE

Written communication can ensure a better development of ongoing projects by keeping participants engaged and allowing them to understand their tasks.

Follow a simple formula/template to communicate succinctly and with clarity when someone asks you to “put it in writing.”



Header

Date

Recipient Info

Salutation

Who are you/what do you want?

Why?

How? Timeline

Gratitude/Reciprocity

Signature

Name/Title

Copy

Enclosures

Technical Writing Student
Address | telephone | email

January 29, 2018

Dr. Dave
Department of Chemistry
Penn State New Kensington
3550 Seventh Street Rd
New Kensington, PA 15068

Dear Dr. Dave,

As a former student in several of your awesome classes, I would like to ask you for a letter of recommendation in preparation for the summer internship assignment process.

Your esteemed reputation, both in the classroom and the workplace, would lend valuable credibility to my references. I have narrowed my potential applications to process and development internships at Dupont, Dominion, and PPG. For your review, I have attached a copy of my resume, which details my credentials for these opportunities.

I would like to begin sending out applications by the end of February. If at all possible, would you be willing to write this reference and email it to me by February 15?

Thank you for taking the time to consider my request. Endorsements from experienced professionals such as yourself will enhance my portfolio as I begin to pursue my professional career.

Sincerely,

Student Name

Cc

Enclosure



DOCUMENTATION

Historically, the management of documentation has revolved around a fixed or “static” life cycle: creation, management, and archive. While these fundamental tasks still provide the foundation for successful systems, clinging to outdated content and methods fails to maximize the potential output from your efforts. Transform your projects into organic, accessible materials that will repeatedly boost the returns on your investment of both time and budget.

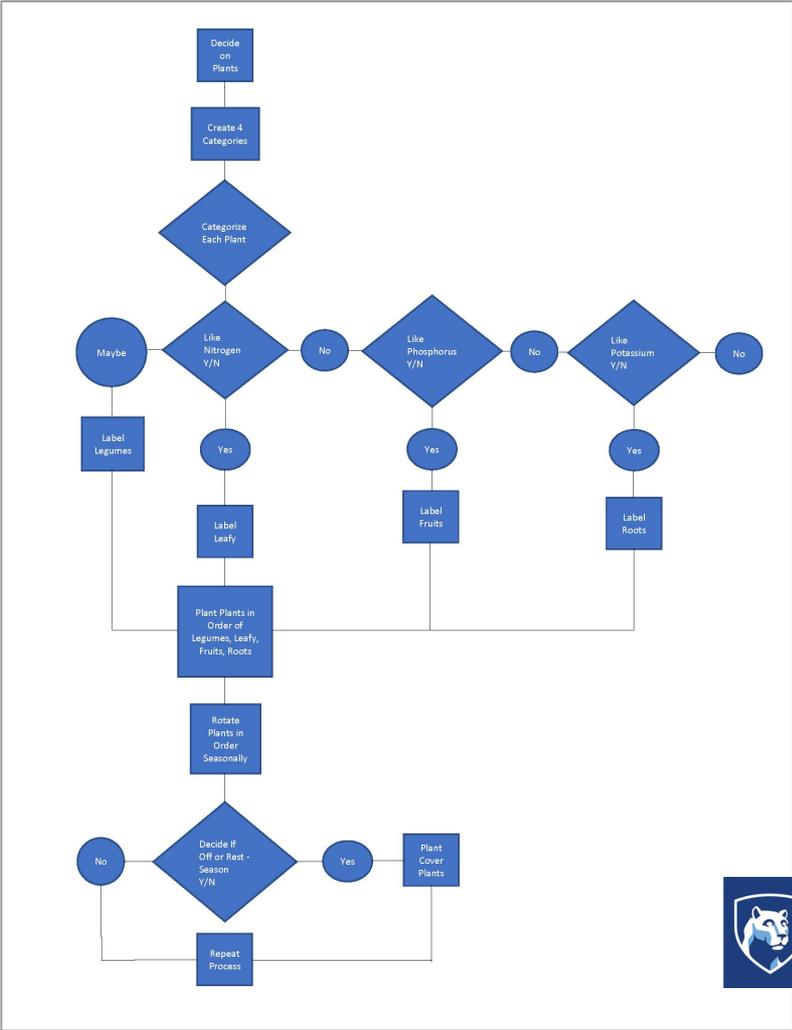
CROP ROTATION INSTRUCTIONS

To accomplish the ultimate goal of a bountiful garden, certain steps must be taken to ensure the ultimate goal is reached.

1. Once you have decided that you want to plant a garden, you must decide what plants you desire to be planted in your garden.
2. The next step on your journey to a successful garden is categorizing the plants to a certain group.
 - a. A common practice is to create four main categories which are leafy plants, fruits, roots, and legumes. Once the categories have been created, it is important to understand the characteristics associated with each category.
 - i. **Leafy Plants** love nitrogen and common plants that fall under this category are cabbage, lettuce, broccoli, etc.
 - ii. The next category are the **fruits** which love phosphorus but dislike high levels of nitrogen. Tomatoes, peppers, and squash are common plants in this category.
 - iii. **Root plants** thrive on soil that contains potassium and a little lime. Common root class plants are onions, potatoes, and carrots.
 - iv. The last plant category are the **legumes**. They are plants that feed nitrogen into the soil. Common legumes are peas and beans.
3. Once you understand the common characteristics associated with each plant category, you should now identify each plant that you desire to be planted and place them into one of the four categories.
 - a. Ask common questions such as does this plant enjoy nitrogen or do they thrive on soil that contains phosphorus? These questions will allow you to determine the category the plant should go under.
4. Now that you have categorized each plant, it is important to understand the order to plant them in.
 - a. Legumes should be planted first because they will deposit nitrogen into the soil.
 - b. Next leafy plants should be rotated to the first spot because they will thrive on the nitrogen deposited by the legumes.
 - c. After the leafy plants, it is a good idea to plant the fruits because they won't have to deal with high nitrogen levels that they dislike but will enjoy the leftover phosphorus in the soil.
 - d. Lastly rotate and plant root plants because they will use up one of the only key nutrients remaining which is potassium.
5. Once you have learned the order in which to plant and rotate the four categories of plants, regularly rotate the groups of plants each season to ensure a healthy and sustainable garden is produced.
6. An additional step that can be taken to ensure the maximum health of the garden is to plant cover crops such as alfalfa or clover during off seasons. These plants replenish the soil with nutrients needed for all of the four categories of plants while also protecting against harsh environmental effects such as soil erosion and even weeds.



CROP ROTATION DIAGRAM



DATA VISUALIZATION

Data interpretation refers to the implementation of processes through which data is reviewed for the purpose of arriving at an informed conclusion. The interpretation of data assigns a meaning to the information analyzed and determines its signification and implications.

In **2015**, the latest year for which incidence data are available, **1,633,390** new cases of cancer were reported, and **595,919** people died of cancer in the United States.

For every 100,000 people, **438** new cancer cases were reported and **159** died of cancer.

Cancer is the second leading cause of death in the United States, exceeded only by heart disease. **One of every four deaths in the United States is due to cancer.**

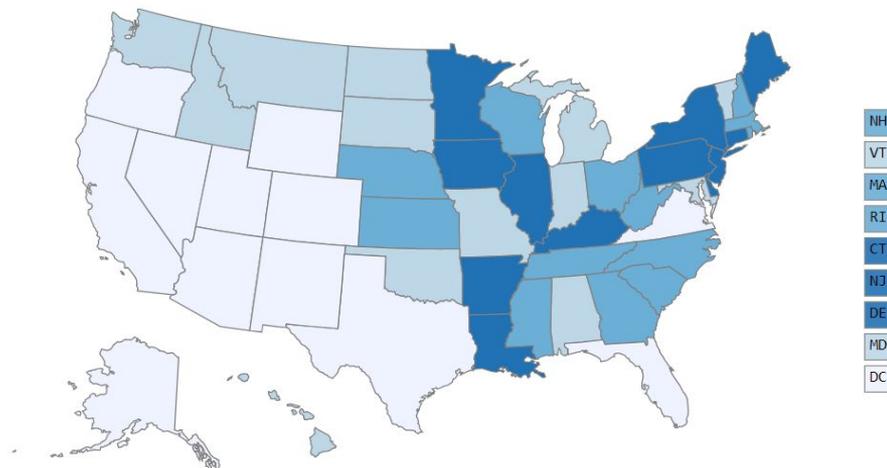
Area	Cancer Type	Year	Sex	AgeAdjustedRate	CaseCount	Population
Nevada	All Types of Cancer	2015	Male and Female	548.8	11431	2083768
New Mexico	All Types of Cancer	2015	Male and Female	366.2	9591	2360328
Arizona	All Types of Cancer	2015	Male and Female	377.3	30832	8117565
Colorado	All Types of Cancer	2015	Male and Female	384.3	22528	5448919
District of Columbia	All Types of Cancer	2015	Male and Female	380	2488	670377
Wyoming	All Types of Cancer	2015	Male and Female	391.9	2630	586555
Oregon	All Types of Cancer	2015	Male and Female	396.6	19863	4024634
Alaska	All Types of Cancer	2015	Male and Female	397.3	2743	737708
California	All Types of Cancer	2015	Male and Female	398	196823	38900401
Florida	All Types of Cancer	2015	Male and Female	405.1	111972	20244914
Hawaii	All Types of Cancer	2015	Male and Female	408.5	7131	1425167
Texas	All Types of Cancer	2015	Male and Female	396	107271	27429638
Utah	All Types of Cancer	2015	Male and Female	400.8	15412	2800632
Virginia	All Types of Cancer	2015	Male and Female	401.7	38420	8367587
Oklahoma	All Types of Cancer	2015	Male and Female	442.1	19761	3907414
North Dakota	All Types of Cancer	2015	Male and Female	445.9	3737	759635
Alabama	All Types of Cancer	2015	Male and Female	448.1	26443	4853975
Idaho	All Types of Cancer	2015	Male and Female	437.9	8132	1828228
Indiana	All Types of Cancer	2015	Male and Female	447.4	33977	6812768
Kansas	All Types of Cancer	2015	Male and Female	452.9	15814	3060721
Maryland	All Types of Cancer	2015	Male and Female	448.7	30824	5954983
Massachusetts	All Types of Cancer	2015	Male and Female	452.8	36933	6784240
South Carolina	All Types of Cancer	2015	Male and Female	452.8	27234	4894834
South Dakota	All Types of Cancer	2015	Male and Female	433.1	4406	857919
Vermont	All Types of Cancer	2015	Male and Female	435.6	3625	620088
Washington	All Types of Cancer	2015	Male and Female	431.8	32389	7160280
Michigan	All Types of Cancer	2015	Male and Female	435.8	53190	9917715
Missouri	All Types of Cancer	2015	Male and Female	449.4	32952	6076204
Montana	All Types of Cancer	2015	Male and Female	443.9	5818	1032073
Nebraska	All Types of Cancer	2015	Male and Female	456.1	9854	1863785
Pennsylvania	All Types of Cancer	2015	Male and Female	483.1	79335	12791804
Rhode Island	All Types of Cancer	2015	Male and Female	458	5961	1056887
Ohio	All Types of Cancer	2015	Male and Female	460.8	85422	11800580
Arkansas	All Types of Cancer	2015	Male and Female	470.1	16889	2977863
Connecticut	All Types of Cancer	2015	Male and Female	468.6	20765	3984709
Delaware	All Types of Cancer	2015	Male and Female	490.6	5872	844704
Georgia	All Types of Cancer	2015	Male and Female	458.6	49553	10199398
Illinois	All Types of Cancer	2015	Male and Female	468	68549	12850047
Iowa	All Types of Cancer	2015	Male and Female	470.2	17878	3121987
Kentucky	All Types of Cancer	2015	Male and Female	512	26820	4424811
Maine	All Types of Cancer	2015	Male and Female	468	8692	1326463
Louisiana	All Types of Cancer	2015	Male and Female	477.5	25165	4966960
New Hampshire	All Types of Cancer	2015	Male and Female	466.4	7978	1331111
New Jersey	All Types of Cancer	2015	Male and Female	478.5	51599	8926421
Tennessee	All Types of Cancer	2015	Male and Female	458.8	36244	8595268
New York	All Types of Cancer	2015	Male and Female	482	111951	19747183
North Carolina	All Types of Cancer	2015	Male and Female	480.6	54429	10355186
West Virginia	All Types of Cancer	2015	Male and Female	487.7	11548	1841053
Wisconsin	All Types of Cancer	2015	Male and Female	456.4	32102	5787881
Minnesota	All Types of Cancer	2015	Male and Female	475	30277	5482435
Mississippi	All Types of Cancer	2015	Male and Female	456.7	15781	2989380

Rate of New Cancers in the United States

All Types of Cancer, All Ages, All Races/Ethnicities, Male and Female

Rate per 100,000 people

Map Table Chart Export



Rate per 100,000 people



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<https://gis.cdc.gov/Cancer/USCS/>

SOCIAL MEDIA

Marketing is the activity and process for creating; communicating and delivering offerings that have value to customers.

Now look at social media marketing. Social Media Today argue that the purpose of social media marketing is to build a brand and increase a brand's visibility, through building relationships and communicating with potential customers.

The two seem to go hand-in-hand. But you may still be wondering, why social media?

“Social networks are one of the fastest growing industries in the world”.

This statement does seem to be thrown around quite frequently these days. However with a projected 25.0% annual growth over the next 5 years, it is definitely be time to start investing in social media if you haven't already.

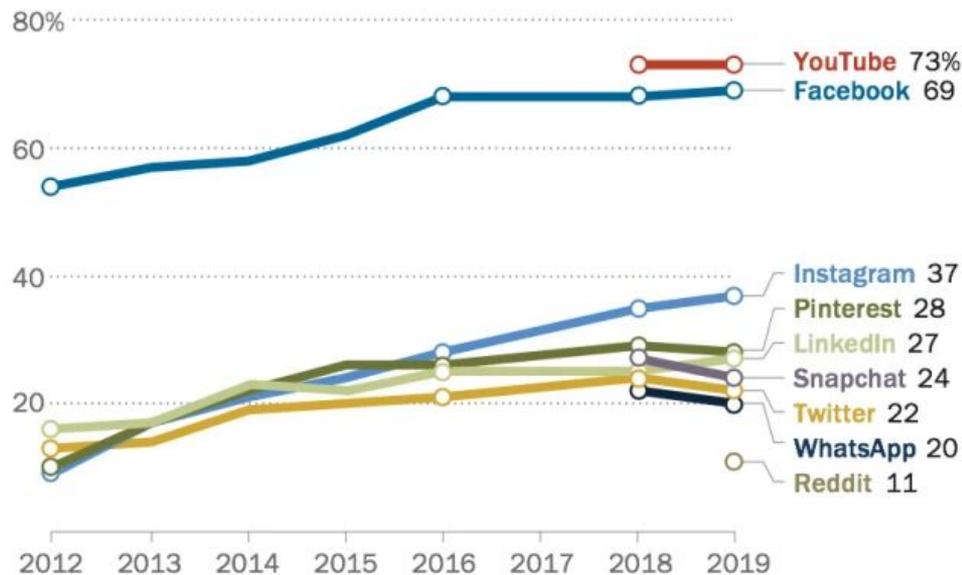
CHOOSING THE RIGHT SOCIAL MEDIA PLATFORMS FOR YOUR BUSINESS

							
USER INFO	600M users/mo. Most female Most 16-25yrs.	1.9B users/mo. Most female Most 18-49yrs.	1B users/mo. Most male Most 18-49yrs.	317M users/mo. Most male Most 18-29yrs.	300M users/mo. Most male Most 16-34yrs.	300M users/mo. Most female Most 18-34yrs.	106M users/mo. Most male Most 18-40yrs.
PURPOSE	Sharing messages with videos, images, and live stream	Sharing video, images, links, live stream and messages	Sharing videos	Sharing links and short messages	Sharing images, links, and messages	Sharing temporary images and videos	Sharing links, slides, messages, and networking
BEST FOR	Natural-looking media, showcase brand, lead gen	Brand awareness and advertising	Brand awareness, entertainment, how to's	Public relations, customer service	Search Engine Optimization	Brand loyalty	B2B relationships, business development
CHALLENGE	Limited link sharing	Limited reach	Resource and time intensive	Very short messages	Not widely used	Content doesn't remain visible	Limited interaction



Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp.

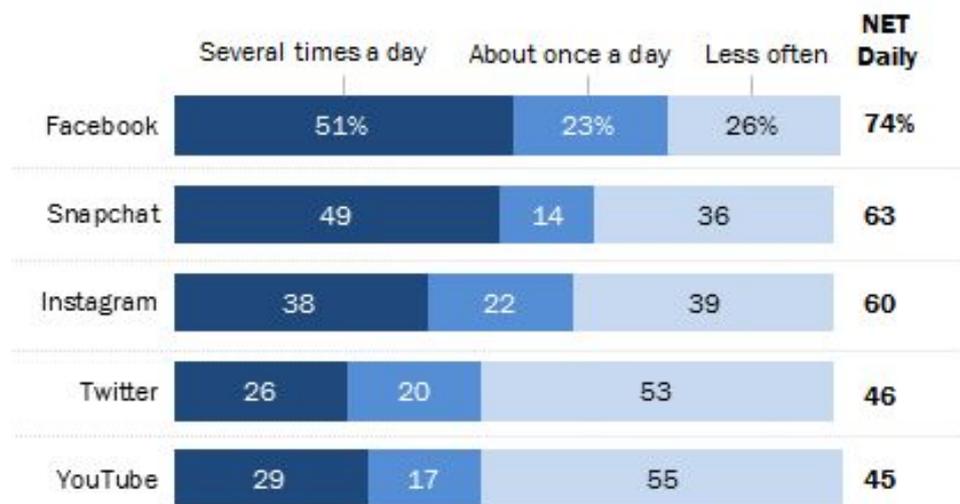
Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

Among U.S. adults who say they use ____, the % who use each site ...



Note: Respondents who did not give answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey conducted Jan. 3-10, 2018.

"Social Media Use in 2018"

PEW RESEARCH CENTER



PUT IT ALL TOGETHER



CATHI GERHARD

Adjunct Professor of English & Professional Communication
Penn State University, New Kensington

