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An Occasional Seminar Series organized by the Endangered Marine Species Research Unit (UEMS), Borneo Marine Research Institute (BMRI).

## Effective trans-disciplinary communication

by Dr. Moniza Waheed

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**Date: 13 October 2017 (Friday)**

**Time: 9.00 – 10.30 am**

**Venue: Auditorium, UMS Library**

### Abstract

Effective communication is a term loosely used by people across different fields. It is often associated with the responsibility of a speaker to clearly convey his or her message to an audience. However, there is more than meets the eye with this term. A prerequisite of effective communication is for the speaker to create shared meanings without losing the richness of information. An effective speaker should be able to leverage different view points and perspectives when telling a story. Effective communication also taps into the notion of balancing one's intelligence quotient (IQ) and emotional quotient (EQ). While most education systems the world over primarily focusses on developing people's IQ, not much attention has been given to developing their EQ. Besides knowing the hard facts on a certain topic, an effective communicator should also be able to recognize, understand, use, and manage emotions of his or her audience. For this to happen, the communicator must be able to read nonverbal cues. Some researchers have found that between 75%-93% of communication is made up of nonverbal cues. This includes (but not limited to) kinesics (movement of head, eyes, limbs), vocalics (speech rates, pauses, tone, pitch) and proxemics (space and touch). When taking all these factors of effective communication into consideration, it is no wonder why many people shy away from public speaking. Public speaking consistently lands itself in the top 10 list of things most feared by people. Its biggest competitor for placement are the fear of death and spiders. The main aim of this talk, therefore, is to enlighten the audience on how to calm their nerves while effectively speak about their research in a palatable manner to a larger audience.

Moniza Waheed is a Senior Lecturer at the Department of Communication, Faculty of Modern Languages and Communication, Universiti Putra Malaysia. She obtained her Bachelors Degree in Communication, specializing in Corporate Communication in 2004 from Universiti Putra Malaysia. In 2008, she graduated with an M.A. in Communication from Western Illinois University, and received her PhD in Political Communication from the University of Amsterdam in 2013. Upon her return to Malaysia, she has been actively contributing to events jointly organized by the One Health Malaysia University Network (MyOHUN), Ministry of Health (MoH), Department of Veterinary Services (DVS) and USAID on topics involving effective interdisciplinary communication.

