

of Effective Communication

EFFECTIVE COMMUNICATION

Effective communication is one in which,

- A message is conveyed clearly and without ambiguity, and
- A message is understood as intended by the producer



PRINCIPLES OF EFFECTIVE COMMUNICTAION

- ☐ There are SEVEN important principles of effective communication.
- They must be followed if one wants to be a successful and competent communicator.
- ☐ 7 Cs must be observed in both ORAL and WRITTEN communication.

THE SEVEN C's ARE

- 1. Completeness
- 2. Conciseness
- 3. Consideration
- 4. Concreteness
- 5. Clarity
- 6. Courtesy
- 7. Correctness



The order we will follow:

- Completeness
- Concreteness
- Considerate
- Conciseness
- Courtesy
- Correctness
- Clarity

COMPLETENESS

A message is complete when it contains all the facts that a reader or listener needs for the reaction you desire.

As you strive for completeness, keep the following guidelines in mind:

- 1. Provide all necessary information.
- 2. Answer all questions asked.
- 3. Give some extra information when desirable.

Provide All Necessary Information

Answering the five W's helps make messages clear: Who, What, When, Where, and Why.

Answer All Questions Asked

Look for questions. Some may even appear buried within a paragraph. Locate them and then answer precisely.

Give Some Extra Information, When Desirable

Use your good judgment in offering additional material if the sender's message was incomplete.

Example of Completeness (In email)

"Dear Sir/Ma'am,

My name is Javeria Ali, and I am applying for the Ph.D program at XYZ University. While filling out the form, I am facing difficulty as I cannot choose in the section "desired discipline". This section is not giving me any options, and I am unable to submit my form without filling in the section. Can you please help me regarding this?

Attaching here the screenshot of the page.

Awaiting your response. "

Completeness (Debacle) "Response to the email"

"Your Last Degree (Subject)

Regards, "

(Incomplete response to the email. It does not address any concerns whatsoever)

You are the president of an industry association and have received the following inquiry from an out of town member, "I think I would like to attend my first meeting of the association even though I am not acquainted with your city. Will you please tell me where the next meeting is being held?

How would you reply to this letter keeping in mind **Completeness** of the message?

☐ The following statement lacks completeness.

Rewrite it providing the missing information.

"The new admit cards can be collected from the Admin Block."

CONCRETENESS

Communicating concretely means being specific, definite, and vivid rather than vague and general. Often it means using **denotative** (direct, explicit, often dictionary based) rather than **connotative** words (ideas or notions suggested by or associated with a word or phrase).

The following guidelines should help you compose concrete, convincing messages:

- Use specific facts and figures
- Put action in your verbs
- ☐ Choose vivid, image building words

Use Specific Facts and Figures

It is desirable to be precise and concrete in both written and oral communication.

Vague, General, Indefinite

"Student GMAT scores are higher."

Concrete, Precise

"In 1996, the GMAT scores averaged 600; by 1997 they had risen to 610."

Rewrite the following in concrete form as the sentences are too general and vague.

- This computer reproduces campaign letters fast
- Our product has won several prizes.
- These brakes stop a car within a short distance.

Put Action in Your Verbs

Use active rather than passive verbs.

Put action in your verbs rather than nouns and infinitives.

Put action into the words by using active instead of passive voice.

- Tests were made by us...
- A full report will be sent to you by the supervisor.
- ☐ The contract had a requirement...

Choose Vivid, Image-Building Words

Business and scientific writing uses less figurative language than does the world of fiction.

Bland Image

This is a long letter.

More Vivid Images

This letter is three times as long as you said it would.

Use vivid image building words – adjectives and adverbs, and use less of abstract nouns

The camera has a system that gives good pictures.

CONSIDERATION

Consideration means preparing every message with the message receivers in mind; try to put yourself in their place. You are considerate, you do not lose your temper, you do not accuse and you do not charge them without facts. The thoughtful consideration is also called "you-attitude".

Focus on "You" instead of "I" and "We".

Show audience benefit or interest in the receiver.

Emphasize positive, pleasant facts.

Focus on "You" Instead of "I" or "We"

Using "you" does help project a you-attitude. But overuse can lead to a negative reaction.

Example

We-Attitude: I am delighted to announce that we will be extending our hours to make shopping more convenient.

You-Attitude: You will be able to shop evenings with the extended hours.

Show Audience Benefit or Interest in the Receiver

- Reader may react positively when benefits are shown to them.
- Benefits must meet recipients' needs, address their concerns, or offer them rewards.

Write with a 'you' attitude that it shows consideration

I want to send my congratulations for ----

We will ship soon the goods for your May 4 order----

• We pay eight percent interest on -----

Write with a 'you' attitude, that it shows consideration (contd.)

May I take this opportunity to express my thanks for the account you recently opened with our store. We are pleased to furnish a wide variety of products for the home of the individual customer. We want you to take full advantage of the store services, for we have the largest store in the city. Also we make deliveries for our customer free of charge with in a 30 miles radius of our store. We welcome you to Creativity. If we can be of additional help please let us know.

Avoid negative – unpleasant words to show consideration

- 1. It is impossible to open an account for you today.
- 2. We don't refund if the returned item is soiled and unusable.
- 3. When you travel on company expense, you will not receive approval for first class fare.

Show reader benefit or interest in the letter from an insurance company to policy holders.

• Because we have not written to you in sometime, please help us bring our record by filling and returning the other half of the card.

CONCISENESS

Conciseness is saying what you want to say in the fewest possible words without sacrificing the other C qualities. A concise message is complete without being wordy.

To achieve conciseness, observe the following suggestions;

- 1. Eliminate wordy expressions.
- 2. Include only relevant material.
- 3. Avoid unnecessary repetition.

Eliminate Wordy Expressions

Use single words in place of phrases.

Example

Wordy: At this time

Concise: Now

Wordy: Due to the fact that

Concise: Because

Include Only Relevant Material

Example

Wordy:

We hereby wish to let you know that our company is pleased with the confidence you have responded in us.

Concise:

We appreciate your confidence.

ExerciseFind single word substitutes for the following

phrases.

Along the same lines

At this time

Consensus of opinion

Due to the fact that

During the time of the day

During the year of

Few and far between

For a price of

- Similarly
- ✓ Now
- Mutually
- ✓ Because
- **✓** While
- During
- ✓ Rare/scarce/ occasional
- ✓ Cost/term/rate

Make the following statements concise.

- On account of the continuous and perpetual marches and rallies, the government has taken the decision to remove the clause that provides support to the public to express dissatisfaction and anger by protests.
- The students were tired and exhausted and requested and urged to be given a break to refresh and relax.

COURTESY

True courtesy involves being aware not only of the perspective of others, but also their feelings. Courtesy stems from a sincere you-attitude.

The following are suggestions for generating a courteous tone;

- ☐ Be sincerely tactful, thoughtful, and appreciative.
- ☐ Use expressions that show respect.
- Choose nondiscriminatory expressions.

Be Sincerely Tactful, Thoughtful, and Appreciative

Though few people are intentionally abrupt or blunt, these negative traits are a common cause of discourtesy.

Tactless, Blunt

More Tactful

Stupid letter; I can't understand any of it.

Clearly, you did not read my latest fax.

It's my understanding...

Sometimes my wording is not precise; let me try again

Bad Examples

- Miss can you respond (Daunting and commanding tone)
- Miss i did not do hand written work. I did typing and send you doc file is it ok can I/do same in paper writing then taking pictures and converting it in pdf is a headache (Direct tone, informal)
- ☐ /Regardless of that I'll be there to check paper for sure. (Direct, impolite tone)

Good Example

"Respected Ma'am,

This is XYZ, your former Communication and TRW student. Hope you and your family are doing well in this Quarantine. I pray that things become easier for you and your entire family. This email is to request you politely to share the previous fyp report soft copy. Thank you in advance for your time. (Polite and friendly tone)

Yours Sincerely,

XYZ/

(Because it was unclear to the recipient, the sender sent a clarification email)

"Allow me to correct myself. I need a fyp report that you consider is the best sample for the new report. It could be a previous fyp report or any other student's trw report." (Courteous, polite tone)

Use Expressions that Show Respect

No reader wants to receive message that offend.

Omit Irritating Expressions

You are delinquent
You failed to
Contrary to your
Inference
Inexcusable
Simply nonsense

Choose Nondiscriminatory Expressions

Another requirement for courtesy is the use of nondiscriminatory language that reflects equal treatment of people regardless of gender, race, ethnic origin, and physical features.

Questionable

Freshman

Manpower

More Desirable

Entering students; first year student.

Workers; employees; work force personnel

Re-write the following sentences by implying courtesy and by avoiding tactless & blunt language.

- Your letter is not clear at all.
- Obviously, if you would read your policy carefully you will be able to answer these questions yourself.
- Apparently you already forgotten what I wrote you two weeks ago.

Use gender friendly substitutes

- Mankind
- The best man for the job
- Manmade
- Manpower
- Businessman
- Salesman
- Chairman

You guys should all be concerned about the issue.

☐ Each manger has an assigned place — he should park his car....

☐ Each customer will have change noted on his bill

CORRECTNESS

At the core of correctness is proper grammar, punctuation, and spelling.

However a message may be perfect grammatically and mechanically, but still insult or lose a customer.

Correctness, means the following three characteristics:

Use the right level of language.

Check accuracy of figures, facts, and words.

Maintain acceptable writing mechanics.

Use the Right Level of Language

Informal writing is more characteristics of business writing—even more so if that writing occurs in an E-mail message.

More Formal

Participate

Procure

Endeavor

Less Formal

Join

Get

Try

Check Accuracy of Figures, Facts, and Words

A good check of data is to have another person read and comment on the validity of the material.

Faulty language

- Asslam-0-alikum miss! How are you?

 I am your student from last semester(6th). i made my CV for job can you please review it at once (Asking "how are you", basic grammatical errors, wrong use of preposition "at" that makes it impolite)
- Miss i uploaded my file but it is not showing all pages to me some pages are not downloading can you please see and conform (Spelling, punctuation and grammatical errors)

CLARITY

Getting the meaning from your head to the head of your reader accurately is the purpose of clarity. We all carry around our own unique interpretations, ideas, experiences associated with words, so the barriers may be a hurdle.

Choose precise, concrete and familiar words.

Construct effective sentences and paragraphs.

Choose Precise, Concrete, and Familiar Words

Clarity is achieved in part through a balance between precise language and familiar language. Precise words need not be pretentious.

Familiar

About

After

Home

For example

Pretentious

Circa

Subsequent

Domicile

e.g.

Construct Effective Sentences and Paragraphs

Important characteristics to consider are length, unity, coherence, and emphasis.

Unclear: Being an excellent lawyer, I am sure you can help us.

Clear: Being an excellent lawyer, you can surely help us.

Use simple words. Use can use dictionary for meanings

- 1. Idiosyncratic
- 2. Enormity
- 3. Callous
- 4. Subsequent
- 5. Promulgate
- 6. Inadvertence
- 7. Domicile
- 8. Remuneration

- 1. Particular
- 2. Irregularity
- 3. Indifferent
- 4. Next
- 5. Known/ Public
- 6. Unintentional
- 7. Residence
- 3. Payment

Re-write the following sentences by choosing a conversational style.

- After perusal of pertinent data the conclusion is that a lucrative market exists for the subject property.
- Easement for egress and ingress
- ☐ A letter from the quality bureau to a plumber said "The efficacy of hydrochloric acid is indisputable, but the corrosive residue is incompatible with metallic permanence".