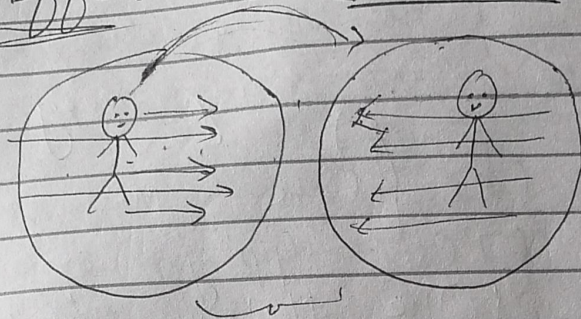


Effective Communication:



Medium
 ↓
 Internet
 Face to Face
 Television / Radio

effective Communication.

Reason To Communicate:

- Persuade audience to accept your point of view.
 - To instruct an audience by directing action.
 - To inform an audience of facts, concerns or question you might have.
 - To build trust & Rapport by managing work Relationship.
- 7' Principal }
 7' Characteristics }
 7' Qualities.

Professional Scenerio.

- Less time ^{clear} (for Build a Project)
- No Room for errors. (If any error it would be (-) for you)
- Professional Development.
- Meetings, email, Conference / Call Reports.
- 7C's for both oral & written communication.

7Cs Effective Communication

- 1) Clarity - (Make Things clear)
- 2) Conciseness (To Make things Very Brief)
- 3) Completeness (Complete Message)
- 4) Correctness (7Cs apply correct)
- 5) Consideration (The Nature of audience expectations, you accept all things)
- 6) Courtesy (Give a Respect)
- 7) Concreteness (specific Communication)

Clarity: Big Picture to Support Detail.
(Regarding the Content)

جب آپ اپنی فکر کو Represent کر رہے ہوں
تو اس میں ساری تفصیل Clear ہو یعنی

کوئی بھی مشکل الفاظ کی طرح نہ ہو جو دہرائے جائے
Simplicity / سے audience کو یہ بیان گہم ہو جائے۔

- Clarity of thoughts & Ideas.
- Using exact Concrete (Matching of thoughts) words.

→ Endipg point اور اس طرح سے کہتا کہ اس
Next Paragraph میں کیا ہو گا

Concrete (Specific)

10:16 → 20

Familiar Example:

After Vs Subsequent } Alternatives.
Home Vs Domicile }

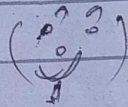
(LUCE): It Develop clarity in your statement

↓
(Length, Unity, Coherence, Emphasis)
↓
Linked b/w sentences.

Example:

I am sure. You can help us.
(You can surely help us).

Bad Example: (Screenshot Mai Dekho)



Good Example (Screenshot Mai DKho).

Conciseness:

Making things very brief & To the point
(Words as minimum as possible).

Avoid Ambiguous Words, Redundancy, Filter Words

Example:

Due to the fact.

As started.

In short etc.

Get to the Point:

- Time & Cost saving.
- At this time = Now.
- Due to the fact = Because.

Example:

Our Company appreciate your Confidence.
We appreciate your Confidence.

Single Word Substitute

- With Regard to = About.
- Despite the fact that = Although.
- At the present writing = Now.
- Is of opinion that = Thinks.
- In the first place = First.
- At a rapid state = Fast.

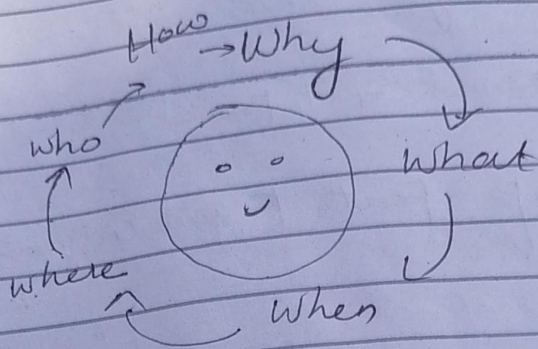
COMPLETENESS:

- Provide ۱. ۱۰۰٪ ۲. ۱۰۰٪ ۳. ۱۰۰٪ ۴. ۱۰۰٪ ۵. ۱۰۰٪ ۶. ۱۰۰٪ ۷. ۱۰۰٪ ۸. ۱۰۰٪ ۹. ۱۰۰٪ ۱۰. ۱۰۰٪
- ۱۱. ۱۰۰٪ aspect ۱۲. ۱۰۰٪ audience ۱۳. ۱۰۰٪ ۱۴. ۱۰۰٪ ۱۵. ۱۰۰٪

Content would be determined based on the nature of audience.

- Nothing Important is Missed.

Check for Five W's & one H.



Concreteness: (Mean Specific, definite)

It also Connected (Clarity, Consequence, Completeness).

- Avoid the Impossible (Focus on Possibilities)
- Choose positive situation.
- Capture the attention of the audience.

Correctness: This Correctness is again Refraining the quality of being Correct but how & how can we look into the detail of how to develop this Correctness.

- Exact Correct & well timed Message.
- Interconnected with Consideration.
- Avoid grammatical Errors.

- Proper grammar / Punctuation & spelling.
- Use the Right level of language.
(Formal & Informal).
- Accuracy of Facts Figure & Words.

Consideration:

Effective Communication Must take the audience into Consideration.
i.e; the audience's view point, background, mind-set, education level etc.

- Consider audience Expectation.
- Maintain audience Self-Respect
- No harm to their Emotions
- Visual Design & good language.

Stepping into the shoes of other:-
(To take on a particular role or task that someone else has been doing.)