



ĐẠI HỌC BÁCH KHOA HÀ NỘI
HANOI UNIVERSITY OF SCIENCE AND TECHNOLOGY

Faculty of Education

SOFT SKILLS

Principle of Effective Communication



- 1. What is communication**
- 2. Principle of effective communication**
- 3. Reflection**

After this lesson, the learners can:

1. Identify the **fundamental principles** of effective communication
2. Understand the role of **context, clarity, and feedback**
3. Explore how these principles support **rapport building and active listening**

1. WHAT IS COMMUNICATION



Figure 1a. A visualization of communication

Illustration created using AI (DALL·E via ChatGPT – OpenAI).

The word ‘communication’ comes from the Latin word *commūnicāre*, meaning ‘*to share*’.

- Communication skills are not just about speaking clearly, they encompass the ability to listen, understand and convey ideas in a way that others can easily grasp

Source: <https://centrepointhighschools.com/blogs/the-importance-of-communication-skills-for-students-and-expert-tips-for-improvement/>

1. WHAT IS COMMUNICATION?

DEFINITION: The exchange of information, ideas, emotions, and intentions

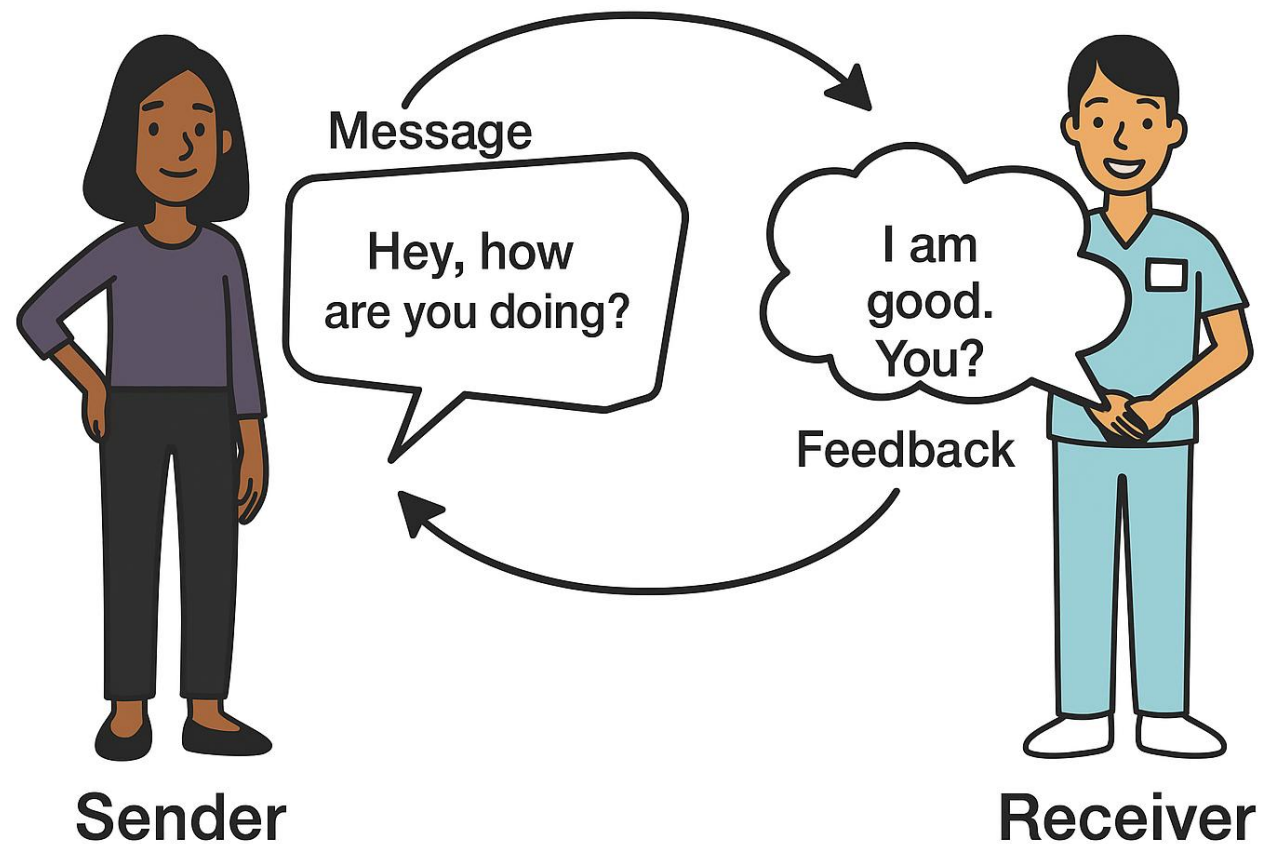


Figure 1b: Communication progress

Source: Illustration created using AI (DALL·E via ChatGPT – OpenAI)

2. REASONS FOR INEFFECTIVE COMMUNICATION

Reasons for ineffective communication

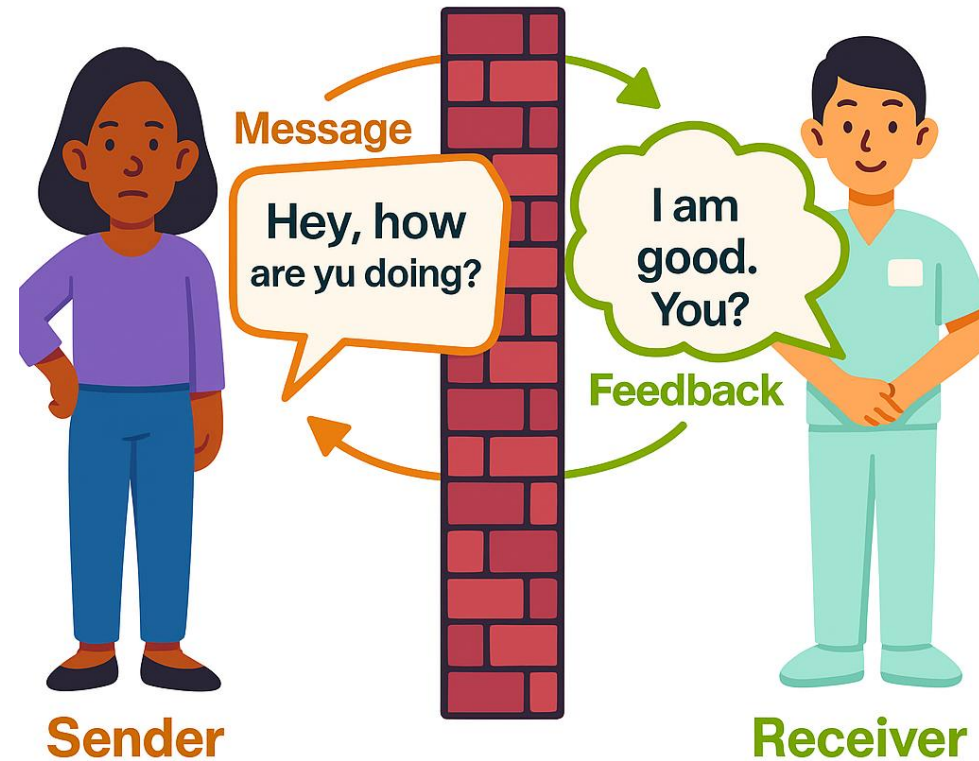


Figure 2a: The communication wall

Source: Illustration created using AI (DALL·E via ChatGPT – OpenAI)

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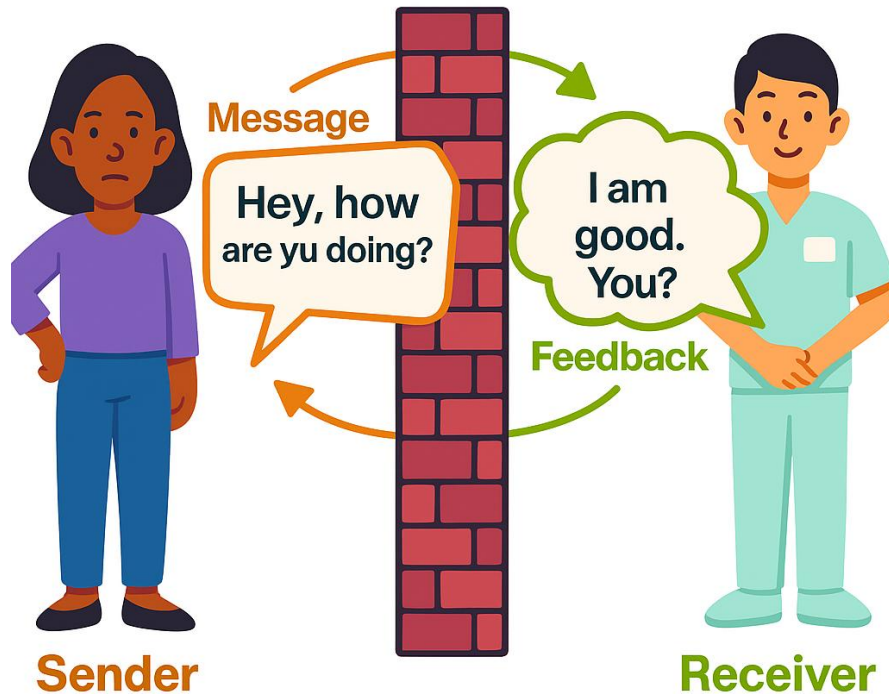


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- The transactional model views communication as a **dynamic** exchange rather than a straightforward message transfer.
- Our interpretations are shaped by **subjective experiences**, such as culture and background.
- Communication involves multiple filters that **alter** the intended message.

3. PRINCIPLE OF EFFECTIVE COMMUNICATION



Importance of Communication Principles

- Ensures clarity and efficiency
- Reduces misunderstanding and conflict
- Builds trust, engagement, and collaboration

3. PRINCIPLE OF EFFECTIVE COMMUNICATION

Principle 1 – Clarity

- Express ideas clearly and simply
- Avoid jargon and ambiguity
- S-M-A-R-T

✗ **Unclear Message:**
"We need to address the issue as soon as possible to improve the outcome."

✓ **Clear Message:**
"We need to complete the customer satisfaction survey by Friday so we can analyze the results during Monday's team meeting."

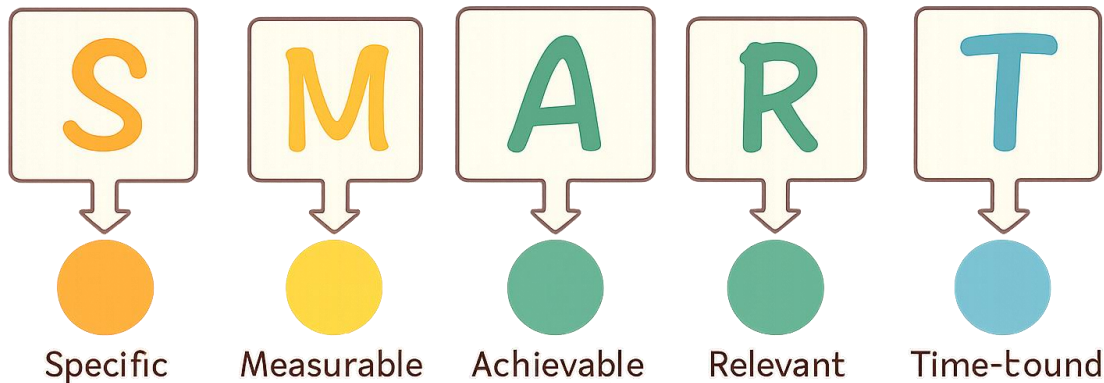


Figure 2a: A visualization of SMART

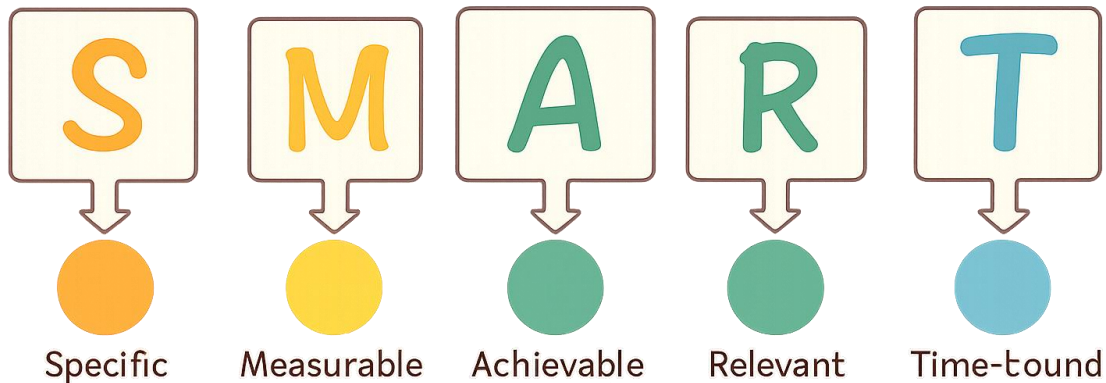
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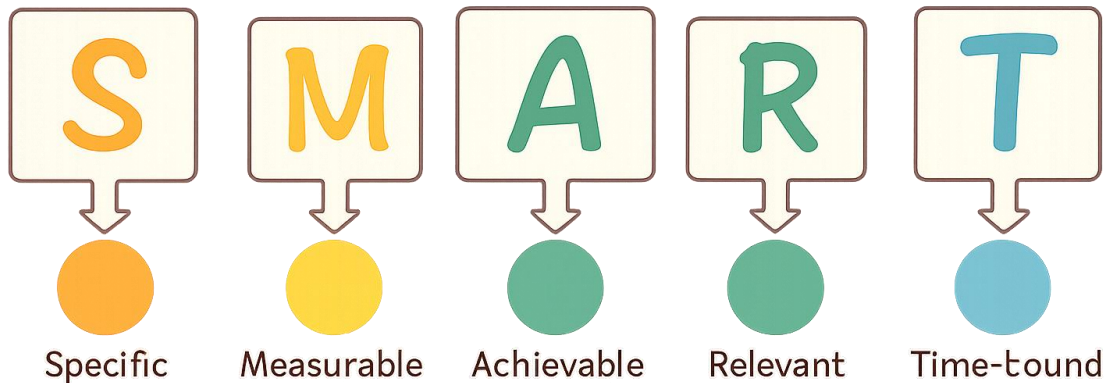
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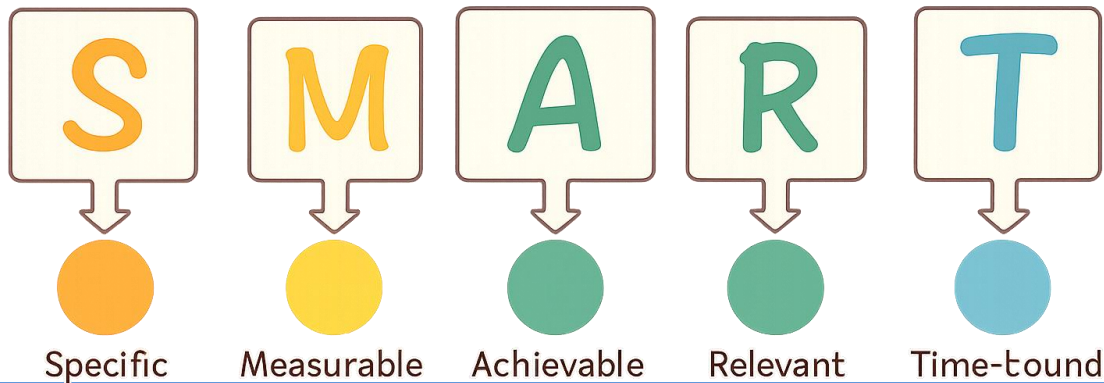
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3. PRINCIPLE OF EFFECTIVE COMMUNICATION

Principle 2 –Conciseness



Figure 2b: A visualization of “Brief”

Source: Illustration created using AI (DALL·E via ChatGPT – OpenAI)

- Communicate only what is necessary
- Keep your message brief, avoid unnecessary words or information.
- Respect others' time
- *Practice: Summarize a 2-minute explanation into 30 seconds*

3. PRINCIPLE OF EFFECTIVE COMMUNICATION

Principle 3 – Consistency

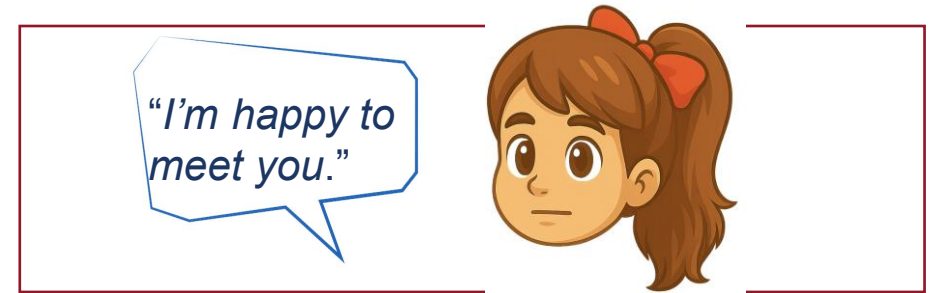
- Match verbal and non-verbal cues
- Keep tone, message, and actions aligned
- Example: Saying "*I'm open to feedback*" vs reacting defensively

✗ **Inconsistent Communication Example:**

Verbal: "*I'm happy to meet you.*"

Non-verbal: Neutral face, no eye contact, flat tone.

→ The listener may feel a lack of sincerity → Reduced trust.



✓ **Consistent Communication Example:**

Verbal: "*I'm happy to meet you.*"

Non-verbal: Smiling, direct eye contact, warm tone.

→ Conveys genuine emotion → Builds a stronger connection.




Source: Illustration created using AI (DALL·E via ChatGPT – OpenAI)

3. PRINCIPLE OF EFFECTIVE COMMUNICATION

Principle 4 – Feedback

- Encourage feedback to confirm understanding
- Use paraphrasing and follow-up questions
- Tip: “*So, what I’m hearing is...*”



*So, what I’m
hearing is...*

3. PRINCIPLE OF EFFECTIVE COMMUNICATION

Principle 5 – Empathy

- Understand and acknowledge emotions
- Respect different perspectives
- Foundation for rapport and active listening



Figure 2c: Empathy

Source: Illustration created using AI (DALL·E via ChatGPT – OpenAI)

3. PRINCIPLE OF EFFECTIVE COMMUNICATION

Principle 6 – Adaptivity

- Tailor message to audience and context
- Consider cultural, emotional, and situational differences
- Example: Adjusting tone for peers vs clients

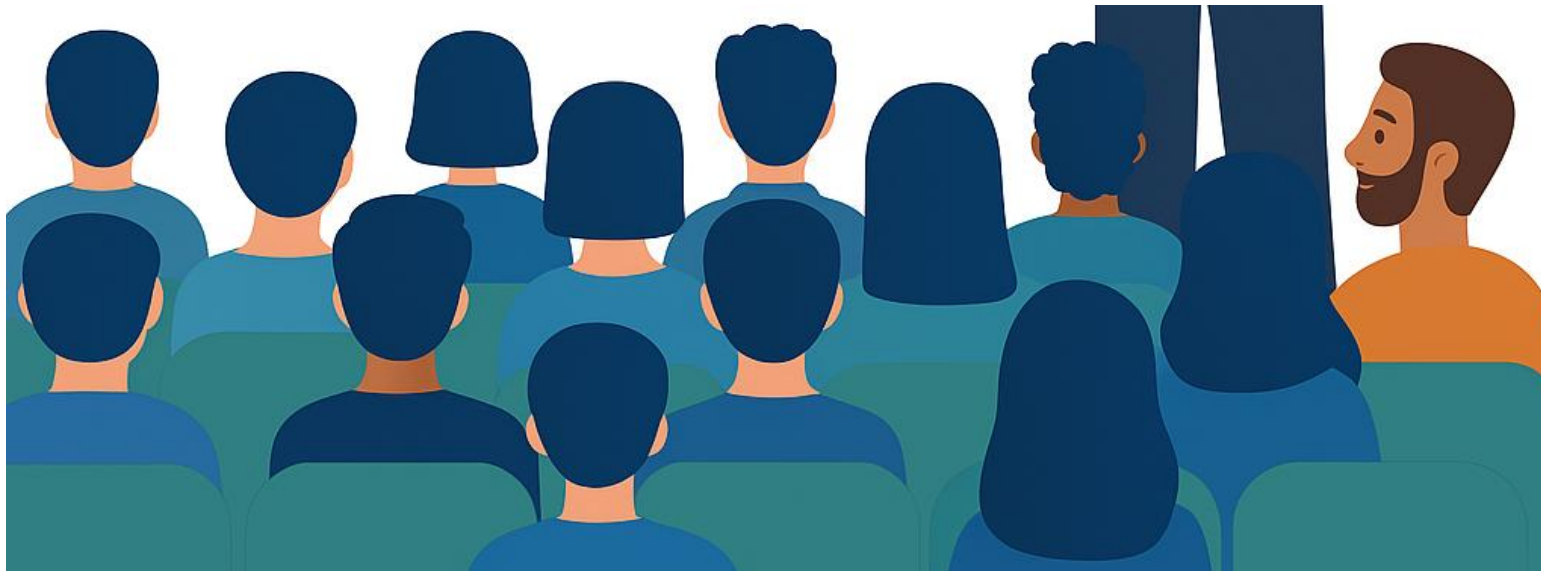


Figure 2d: A visualization of the audience
Source: Illustration created using AI (DALL·E via ChatGPT – OpenAI)

3. PRINCIPLE OF EFFECTIVE COMMUNICATION



Principle 7 – Timing

- Know when to communicate
- Avoid distractions and emotional volatility
- Strategic pauses improve comprehension

Figure 2e: A visualization of clock

Source: Illustration created using AI (DALL·E via ChatGPT – OpenAI)

3. PRINCIPLE OF EFFECTIVE COMMUNICATION

Principle 8 – Respect and Courtesy

- Use polite language and active engagement
- Acknowledge contributions
- Builds psychological safety



Figure 3d. Respect

Source: Illustration created using AI (DALL·E via ChatGPT – OpenAI).

- Case scenario: Identify which principles were applied or missing
- Discussion: How would communication improve using these principles?

We have learned:

1. **What** communication is and **why it matters**
2. The **core principles** that make communication effective
3. The **importance of self-awareness** and reflection in developing better communication skills

SOFT SKILL

Principle of Effective Communication

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Presented by: Dr. Nguyen Thi Huyen



SOFT SKILL

Next Lesson:

Building rapport

References:

- [1] Covey, S. R. (1989). *The 7 habits of highly effective people: Powerful lessons in personal change*. Free Press.
- [2] MDT Training (2017) *8 Ways You Can Improve Your Communication Skills*. Available at: <https://www.otcbahrain.com/wp-content/uploads/2017/12/Effective-Communication-Skills.pdf>