



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**

LEARNING OBJECTIVES

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

1. WHAT IS COMMUNICATION?

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

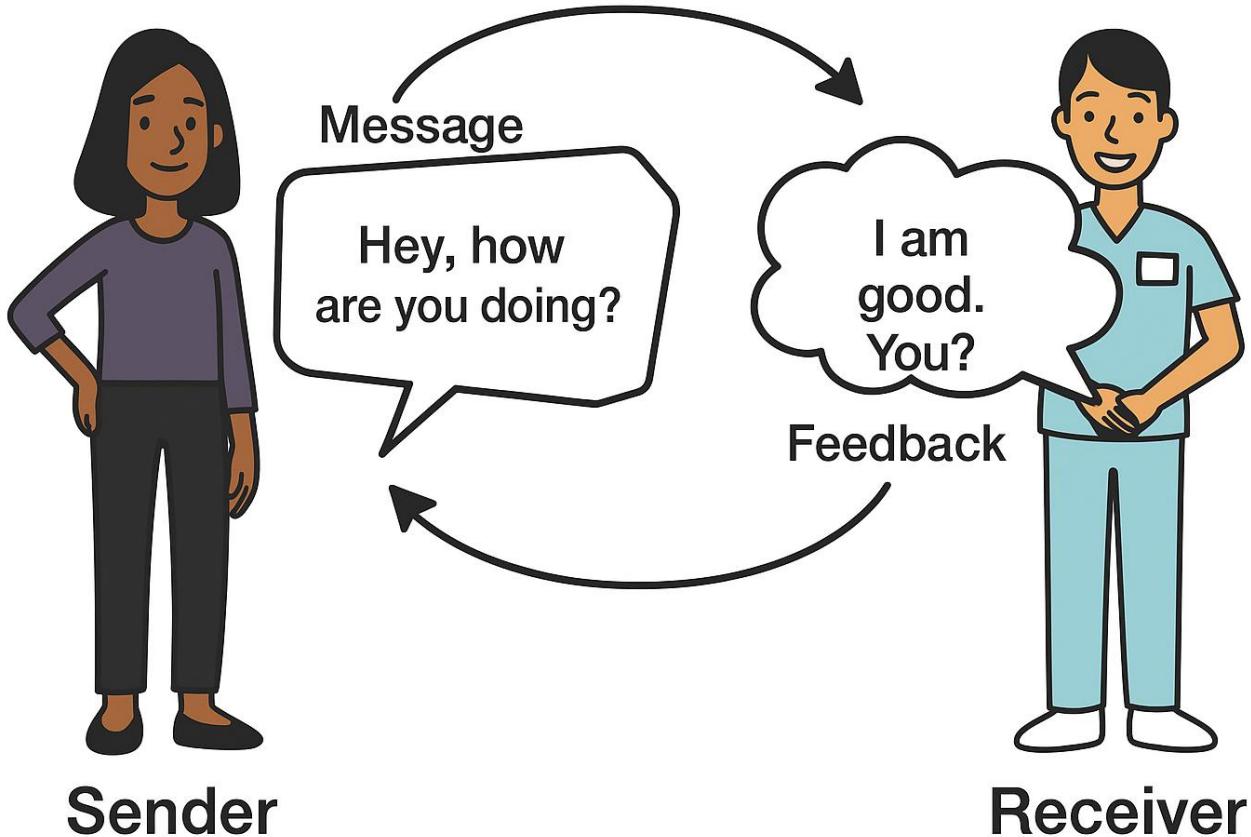


Figure 1b: Communication progress

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)

2. REASONS FOR INEFFECTIVE COMMUNICATION



Figure 2a: The communication wall

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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

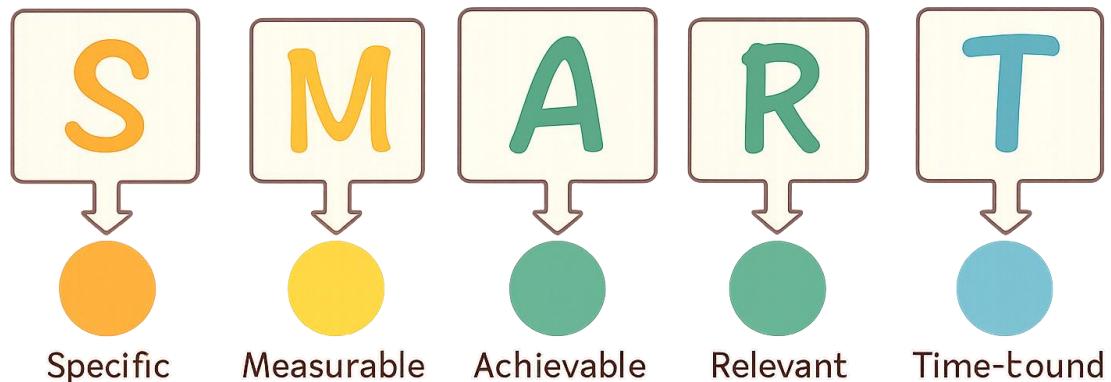


Figure 2a: A visualization of SMART

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

Unclear Message:

"We need to address the issue as soon as possible to improve the outcome."

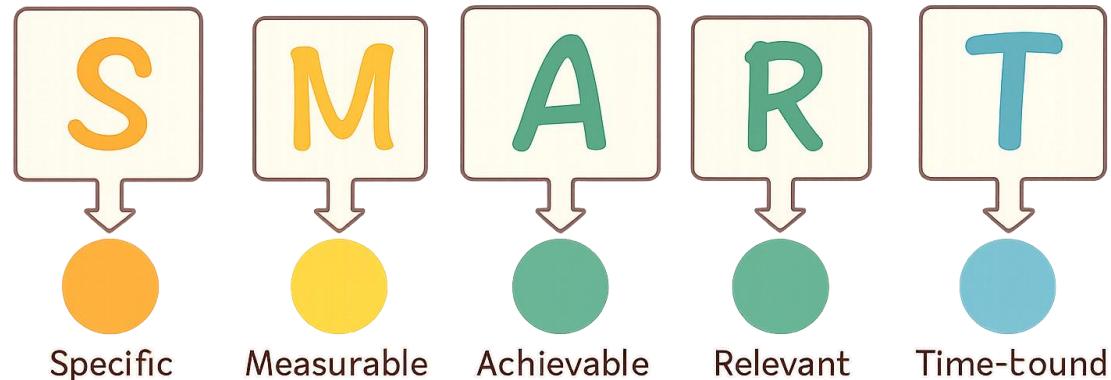
Clear Message:

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

3. PRINCIPLE OF EFFECTIVE COMMUNICATION

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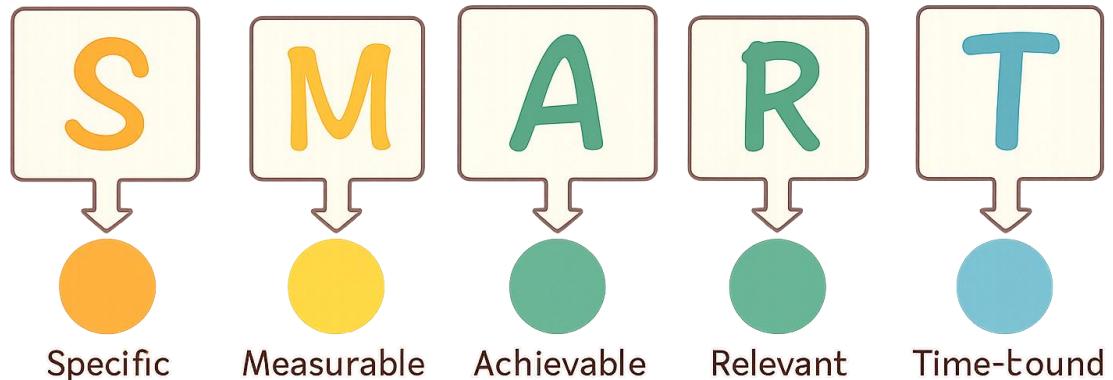
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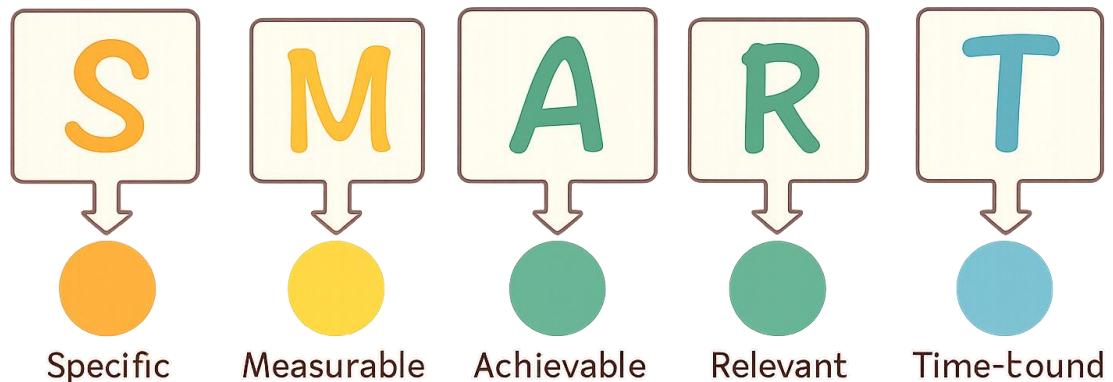
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3. PRINCIPLE OF EFFECTIVE COMMUNICATION

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

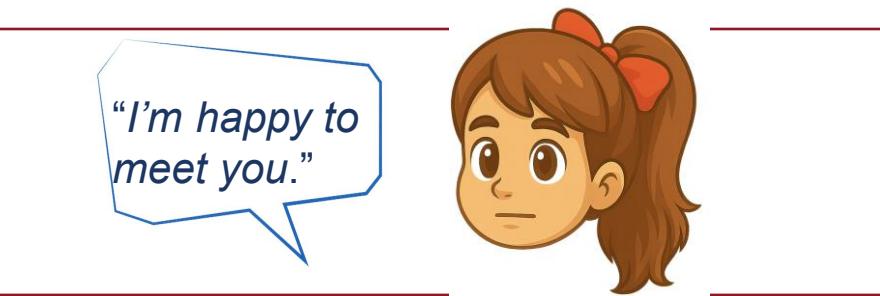
- Match verbal and non-verbal cues
- Keep tone, message, and actions aligned
- Example: Saying "*I'm open to feedback*" vs reacting defensively

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...*”



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>