

Principles of Effective Communication

Session 7

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Principles of Effective Communication

- ❖ There are Seven C's of effective communication:

Courtesy/consideration, Clarity, Correctness, Concreteness, Credibility, Completeness and consistency, Conciseness.

- ❖ *Courtesy/consideration*

- ❖ Consideration means preparing every message after keeping the receiver in mind, by putting yourself in their place. A considerate person does not lose temper, does not accuse others and is aware of the desires, circumstances, emotions and requests of the receiver.
- ❖ Courtesy involves being aware not only of the perspective of others, but also their feelings.

- ❖ *Clarity*

- ❖ Clarity is achieved in part through a balance between precise language and familiar language.

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- ❖ *Correctness*

- ❖ Message should not contain any wrong information, it should be authentic.

- ❖ *Concreteness*

- ❖ Communicating concretely means being specific, definite and vivid rather than vague and general.

- ❖ *Credibility*

- ❖ (Builds Trust) If the sender can establish his credibility, the receiver has no problems in accepting his statement.

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- ❖ *Completeness and consistency*
- ❖ The business message is complete when it contains all the facts the reader or listener needs for the reaction the sender of the message desires.
- ❖ Provide all necessary information
- ❖ Answer all questions asked
- ❖ Give something extra, when desirable

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❖ *Conciseness*

- ❖ Conciseness is saying what you have to say in fewest possible words. The message to be communicated should be as brief and concise as possible.
- ❖ Conciseness is a prerequisite to effective business communication. To achieve Conciseness, following suggestions are observed:
- ❖ Eliminate wordy expressions
- ❖ Include only relevant material
- ❖ Avoid unnecessary Repetition

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- ❖ *Four S'S of communication*

- ❖ *Shortness* - "Brevity is the soul of wit." The same can be said about communication. If the message can be made brief, and verbosity done away with, then the transmission and comprehension of messages is going to be faster and more effective.
- ❖ *Simplicity* - Simplicity both in the use of language and ideas reveals a clarity in the thinking process. Simplicity should be revealed in the communication by using simple terminology and equally simple concepts.

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- ❖ *Strength* - The strength of the message emanates from the credibility of the sender. If the sender himself believes in a message that he is about to transmit, there is bound to be strength and conviction in whatever he tries to state.
- ❖ *Simplicity* - If the sender is genuine and sincere, it will be reflected in the manner he communicates.