

**DR. MEENAKSHI SHARMA**  
**ASSISTANT PROFESSOR**  
**DEPARTMENT OF EDUCATION**



## **SECTION A**

### **Basic Concepts and Principles of Good Communication**

Communication is the actionable transfer of information from one person, group, or place to another by writing, speaking, or using a medium that provides a means of understanding. Every communication consists of a minimum of one sender, a receiver, and a message. The transmission of a message from sender to recipient risks being affected by many things because communication impacts how people interact. These include the location, medium used to communicate, the cultural situation, and the emotions involved. However, communication helps people to interact and share various aspects of life.

#### **Channels of Communication**

Communication involves transmitting non-verbal and verbal information in a channel that includes a sender, medium of communication, and a receiver. The following are the essential channel of communication;

#### **Sender and Receiver**

The person sending the information and the one receiving the information must be present for communication to be effective.

#### **The Message**

The information conveyed should be available for the sender to transmit to the receiver. Communication works when people hear, see, feel, and understand what a sender is trying to convey; this ensures that concentration and attention are given to important details, allowing for the smooth transfer of information. It is vital to understand that once a sender has granted information through a communication channel, it cannot be reserved; once the recipient receives the information, the sender cannot take it back.

### **7 Cs of Effective Communication**

#### **1. Conciseness**

In formal communication, we should be very careful about the briefness/conciseness of the message. As brevity is one of the principles of formal communication. Also, it is one of the important elements and prerequisites of effective communication.

It is always helpful for both the sender and the receiver because it saves their time. Concise messages are helpful in getting the meaning.

#### **2. Correctness**

Correctness means the accuracy of thoughts, figures, and words. If the given information is not correctly conveyed, the sender will lose reliability.

While communicating we should be careful about the correct use of grammar, message composition and appropriate words. Successful communication depends on the correct use of language & grammar.

#### **3. Concreteness**

While communicating one should be very specific. Concreteness is an important aspect of effective communication. It is about being specific and definite rather than general.

In oral communication, one cannot draw tables and graphs to make our statement specific, but we can use apt and precise words to convey a message. If the message is specific, that saves time and increases the likelihood.

#### **4. Clarity**

Clarity is one of the principles of formal communication. Whatever we speak/communicate should have clarity. The idea of the message should be very clear in the mind of the sender.

The sender must be careful about the clarity of thought and objective of communication.

#### **5. Completeness**

Effective communication depends on the completeness of the message. Incomplete messages create ambiguity in the audience.

A complete message brings the desired results without any expense or additional information. Therefore, each and every message which is sent by the sender should be complete.

#### **6. Consideration**

It is an act of consideration. While sending a message the sender should look from the angle of the audience. The sender should understand the feelings and emotions of the receivers. It shows that in communication we should consider the audience.

#### **7. Courtesy**

Courtesy means polite behaviour. While communicating everybody should show politeness towards others. It facilitates communication. The polite messages help to strengthen relationships and to create goodwill, which helps in expanding the business.

### **Principles of Effective Communication**

Whether speaking formally or informally to a student or a team member we should be careful about the principles of communication.

We are aware that the main motto of communication is to share thoughts and ideas. To have effective communication we must understand the capacity of the audience. While communicating all should focus on its principles.

In my earlier two blogs, I have focused on the Language Skills, the Process of Communication & its importance. In this blog, I focused on the principles and 7Cs of effective communication.

Present information in several ways. The things which work for one listener may not work for another. Look at the audience and communicate by making eye contact that will help to build strong relationships.

#### **1. Create A Goal**

The first step is determining how you want to impact your audience. Are you positioning yourself as a thought leader, or are you persuading them to take action? Figuring out your ideal outcome at the start and intentionally crafting your communication to reach for that goal will make it much more effective.

#### **2. Listen to Feedback**

Good communication is never a one-way street. This is why no one enjoys being stuck with someone constantly talking about themselves without giving you a chance to respond or even say a few words. A one-sided conversation can make anyone lose interest in the topic at hand.

Likewise, if you never listen to what your audience is saying or give them a chance to engage, you'll struggle to effectively connect with them. The better option is read what they're writing,

ask for their feedback, and incorporate what they're looking for into what you're trying to communicate.

### **3. Adjust To Your Medium**

Understanding the context of your communication is vital to success. For example, you wouldn't say certain things through written communication because the tone and inflection of the spoken word isn't there. On the other hand, you would communicate much differently on the phone than face-to-face because the other person can't see your face, hand gestures, or body language.

Once you decide to reach your audience, make sure your content and messaging are both tailored for that medium. For example, if it's for Twitter, you'll want something that's short, visually appealing, and will maybe even start a conversation. However, you'll want to go into more detail on a mobile-optimized and easy-to-read page if you are writing a blog post.

### **4. Stay Organized**

Staying organized isn't easy for most people. One way to stay organized is to create a high-level outline before you attempt to communicate with your audience.

An outline includes:

- Your goal.
- Your main point(s) to get across.
- The different ways you're going to illustrate them for your audience.
- Breaking things down into small tasks will help you remain focused on this plan while being methodical in your research, and avoiding any scope creep.

### **5. Be Persuasive**

One of the primary goals of effective communication is to remain persuasive. Of course, people are persuaded in different ways. Using relevant facts to back up your main argument is a great way to appeal to many people.

However, it's even more important to appeal to your audience's emotional side. In other words, using images or telling stories that bring happiness, hope, or humor can greatly impact how you communicate with your audience.

### **6. Be Clear**

Writing concise sentences is essential to keeping things clear. On the other hand, writing large blocks of text with lengthy sentences is one of the quickest ways to lose the attention of your audience.

Replacing longer phrases with shorter ones, making things simple, and keeping most of your sentences below 30 words are all key aspects of communication. Usually, this entire process goes through a few rounds of editing to eliminate unnecessary content and improve readability.

### **7. Visuals Are Important**

Variety can often go a long way while communicating with an audience. People can comprehend new information in numerous ways, but the vast majority are primarily visual people.

Understanding how to use compelling visuals is a great way to draw in your audience, and you can use text to further demonstrate your point. Visuals are also a fantastic way to appeal to the emotional side of your audience.

## **8. Use Stories**

People are natural storytellers and listeners. This inborn trait stretches across cultures and is especially evident with how kids are so quickly drawn to storybooks.

Stories are great ways to make ideas more tangible to people and can also humanize what you're communicating. Stories are also more likely to be remembered than the other elements of what you communicate due to them appealing to your audience's more emotional side. So, if you really want people to understand and remember your point, add in a story that illustrates it.

## **9. Less Is More**

Your audience is likely busy. So don't waste your (or their) time with irrelevant tidbits, repeated information, or details that don't help you with your main communication goal. It will lead to disengagement, less information being retained, and take away from the effectiveness of your efforts. When in doubt, err on the side of clarity.

## **10. Be Curious**

Finally, resolve to always be learning. While some things remain the same, the world of communication is constantly evolving. Continue to read, talk to mentors, and never assume you know everything when it comes to good communication. For your individual efforts, test different formats and styles to see what works best when connecting with your unique audience, and always be open to feedback.

## **11. Notice Your Audience**

Communication is a two-way process. The prime objective of communication is to make the audience understand. The communication should always be packaged to suit the receiver's / listener's level of understanding.

## **12. Understand Your Purpose**

While communicating you should know your purpose. You should make it clear that you are sharing specific information or being social.

## **13. Know Your Topic**

Senders should be aware of all the facts and details of the concerned topic. Take feedback from time to time that will help in making the topic clear.

Communicate a little at a time and check whether the receiver understands or not. Ask the questions to the audience and let them ask the questions.