

# Principles of Effective Communication

or  
7 C's of Communication

1. **Clear** - While communicating, be clear about the goal of message. The message being conveyed should be in the easily understandable language.

Clarity is also about avoiding the use of complex words, sentences and confusing language.

2. **Concise**

- The message must be precise and to the point.

- Short and brief message should be used to maintain the receiver's attention.

- Every word used should be meaningful and of interest to the receiver.

3. **Concrete** -

The message should be supported by facts and figures to eliminate any doubt in the receiver's mind.

\* an act of quoting.

In case of written communication, citations or references of the source of information ~~must~~ must be given to increase credibility.

4. Correct -

Avoid mistakes, errors and use audience-friendly language.

5. COHERENT - Coherent means logical communication, i.e. all points are connected and relevant to the main topic and the tone and flow of the text is consistent.

6. COMPLETE -

A complete message will have all the information the receiver needs to know.

To ensure that a message is complete, it is essential to think of the questions the receiver might have when he receives the message.

7. Courteous - The message should convey respect for the receiver. Courteous communication uses friendly, open, and honest language with a respectful, decent tone emphatic body language.

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attracting special attention.

### Meaning and Importance of Feedback.

Feedback is the response or reaction of the receiver to the sender after perceiving or understanding the message.

After gaining the receiver's response, the sender takes further action, thereby completing the communication cycle.

Based on the feedback from the receiver, the sender can evaluate the effectiveness of the message.

to carry + to give support or relief to

Feedback is like a backbone in the entire process of communication. It is important as:

1. It shows the receiver is interactive.
2. It sustains the communication process.
3. It is a basis of measuring the effectiveness of communication.
4. Positive feedback motivates an individual to do the task even better.
5. Negative feedback helps to improve the task and enhance the performance of the sender.