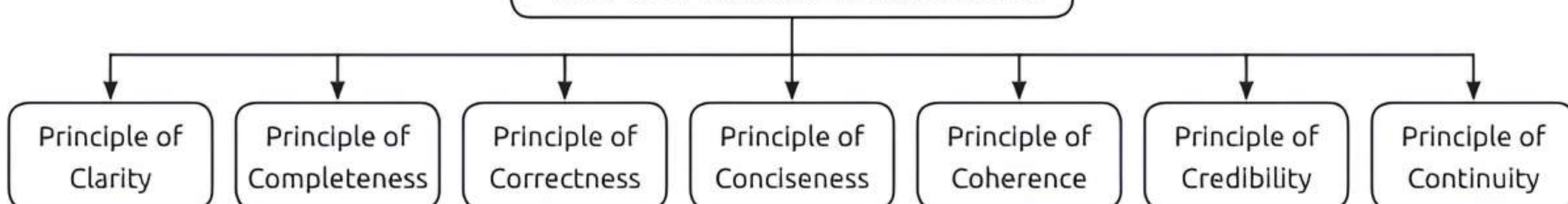


The Principles of Communication

Fastrack« Revision

- ▶ **The Principles of Communication:** Communication is an essential step for the exchange of information. A small baby communicates with a cry when he/she needs the mother. A dog barks loudly when it senses danger. Humans communicate with the help of language.
- ▶ Communication can be defined as the process of exchange of information through means such as words, actions, signs, etc., between two or more individuals.
- ▶ The skill to communicate is the prime factor that differentiates human beings from animals. It is also the ability that distinguishes one individual from another.
- ▶ Language and gestures play a significant role in human communication, whereas sounds and actions are important for communication in animals.
- ▶ Communication requires good listening skills, sensitivity to non-verbal cues, dissemination of information, awareness of cultural differences, and appropriate documentation.
- ▶ The communication process involves a procedure consisting of a few steps. The source of **information** decides to communicate and encodes a **message**, then transmits it through a **channel** to the **receiver**; the message is then **decoded** and acted upon.
- ▶ **The Principles of Effective Communication:** The principles refer to the guidelines that are followed in performing or completing a task or job so as to attain predetermined objectives. For the purpose of effective communication, the principles or guidelines which are often referred as 7 Cs should be followed.

The 7 Cs of Effective Communication



▶ Principle of Clarity

- ▶ The idea or message to be communicated should be correctly planned and expressed in a logical way. The communicator should make sure that the ideas flow smoothly from beginning to end.
- ▶ The communicator must be very clear about all the features of the idea in his mind and about the purpose for which it is to be communicated. A clear message will bring to mind the same response from the other party. The communicator must be clear about the suitable selection and usage of medium through which the message will be communicated.
- ▶ Understanding the subject will bring about clarity in the communication. Do not jump from one part to another and then back to the first aspect. This will lead to confusion for you as well as for the reader.

▶ Principle of Completeness

- ▶ It is one of the most essential factors for effective communication. A message must be organised properly so that it must include all the important ideas and its details. The contents of the message must be carefully checked and verified in order such that there is no omission of the important details.
- ▶ All the parts of the message must be grouped and brought together in a logical sequence to prepare meaningful units. Communication becomes incomplete if partial information is provided.
- ▶ Incomplete messages may form doubts in the receiver's mind. Completeness in writing is attained

through proper arrangement of ideas flowing into other ideas and progressing into conclusion.

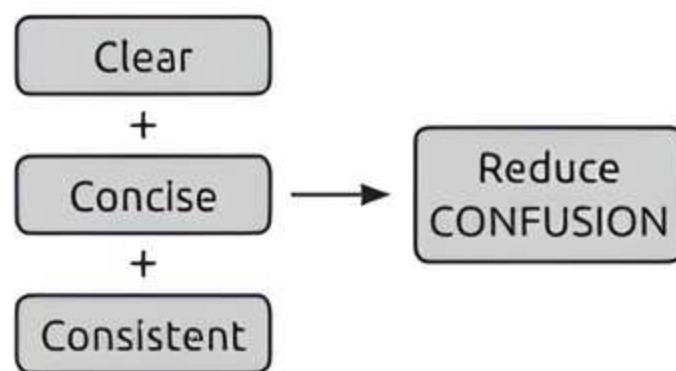
▶ Principle of Correctness

- ▶ Communication must be accurate in tone and style of expression, spellings, format, grammar, content, information, etc. There should not be any wrong statements in the message.
- ▶ The reader may lose confidence in the writer due to an incorrectly written document. In the same way, incorrect statements and errors of the speaker lower the listeners' confidence in him and may also affect his image and reliability.
- ▶ The manner in which a message is transmitted must be completely correct. Accuracy in writing can be achieved by proofreading and editing the content. Overwritings, strikeouts, wrong spellings, wrong grammar, poor sentence construction, etc., may distract the readers and may lead to misunderstandings.

▶ Principle of Conciseness

- ▶ Conciseness refers to thoughts expressed in a few words. It is an important factor in effective communication. It means saying what is required to be said and nothing more.
- ▶ We must exclude those words and sentences from our message which are not likely to bring desired results. The message, which is expressed in fewer words, is more impressive and effective than the same message expressed through long and complicated sentences.

- The communicator must avoid indirect beginning, use of superlatives and exaggeration of content. Adjectives should be used carefully and judiciously. Avoid giving irrelevant details, unnecessary expressions and unintelligible sentences.



► Principle of Coherence

- The word coherence is used to refer to make sense of relationship between single units (sentences or propositions) of a text. It is equally essential for good written communication. Clear communication in simple sentences helps the reader to understand better.
- Clarity and relation are the two important features of coherence. Coherence means bringing together several ideas, under one main topic in a paragraph.
- Coherence, in the different parts of a message, leads

to meaningful communication where the writer/communicator is well received, read, understood and acted upon by the reader/receiver.

► Principle of Credibility

- A good writing is always direct and forceful. It has the power and capability to bring out a reaction or desired effect.
- Clarity in writing brings about credibility because it ensures that others understand the message quickly and easily.
- A clear and direct approach in communication makes it possible to achieve the principle of credibility.

► Principle of Continuity

- In any kind of communication: oral or written, the use of jargons and colloquialism must be avoided. While writing, jargon should not be used as it can make the message confusing and unclear.
- The effect of good writing depends on its style and continuity of subject till the conclusion. If one takes care to be precise, correct and clear and if the continuity is maintained throughout the communication, the desired effect from the receiver can be anticipated.



Practice Exercise



Multiple Choice Questions

- Q 1. Through which of the following means information may be exchanged?
 - a. Gestures
 - b. Signs
 - c. Symbols
 - d. All of these
- Q 2. Which of the following is not one of the main functions of communication?
 - a. Educating
 - b. Gathering
 - c. Informing
 - d. Entertaining
- Q 3. Which of the following is/are the main functions of communication?
 - a. Educating
 - b. Informing
 - c. Persuading
 - d. All of these
- Q 4. Which of the following is/are the principle of effective communication?
 - a. Clarity
 - b. Coherence
 - c. Correctness
 - d. All of these
- Q 5. Which of the following is/are not the principle of communication?
 - a. Comparison
 - b. Clarity
 - c. Completeness
 - d. None of these
- Q 6. Which of the following may help in getting accuracy in written communication?
 - a. Use of simple language
 - b. Precision
 - c. Proofreading and editing
 - d. All of these
- Q 7. What does the principle of completeness convey?
 - a. The use of simple language.
 - b. The entire message must be conveyed in one go.
 - c. All the parts of the message must be grouped and brought together in a logical sequence to prepare meaningful units.

d. Efforts must be made to avoid grammatical errors and errors in spellings, punctuations, etc.

- Q 8. What is the meaning of conciseness in reference to communication?
 - a. Thoughts expressed in less words
 - b. Complex sentences
 - c. Both of the above
 - d. None of the above
- Q 9. Which of the following is/are the features of coherence?
 - a. It makes a text semantically meaningful.
 - b. It holds the text together and gives it a meaning.
 - c. It allows the reader to follow the intended message.
 - d. All of the above
- Q 10. A clear and direct approach in communication makes it possible to achieve the principle of
 - a. conciseness
 - b. coherence
 - c. credibility
 - d. continuity



Fill in the Blanks Type Questions

- Q 11. The must organise the message in such a way that every word is meaningful and of interest to the receiver.
- Q 12. It is important that the senders should verify the of the information before transmitting it to the receiver.
- Q 13. and may distract the readers and may lead to misunderstanding.
- Q 14. brings about continuity and adds grace to communication.

Q 15. refers to thoughts expressed in less words.

Q 16. A clear and direct approach in communication makes it possible to achieve the principle of



Assertion & Reason Type Questions

Directions (Q. Nos. 17-21): In the questions given below, there are two statements marked as Assertion (A) and Reason (R). Read the statements and choose the correct option.

- a. Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).
- b. Both Assertion (A) and Reason (R) are true, but Reason (R) is not the correct explanation of Assertion (A).
- c. Assertion (A) is true, but Reason (R) is false.
- d. Assertion (A) is false, but Reason (R) is true.

Q 17. Assertion (A): Coherence is defined as the quality of being open to more than one interpretation.

Reason (R): Reliability is the quality of being trustworthy or of performing consistently well.

Q 18. Assertion (A): Conciseness refers to thoughts expressed in a few words. It is an important factor in effective communication. It means saying what is required to be said and nothing more.

Reason (R): Adjectives should be used carefully and judiciously. Avoid giving irrelevant details, unnecessary expressions and unintelligible sentences.

Q 19. Assertion (A): Clarity means bringing together several ideas, under one main topic in a paragraph. Reason (R): Clarity and relation are the two important features of coherence.

Q 20. Assertion (A): A clear and direct approach in communication makes it possible to achieve the principle of credibility.

Reason (R): Correctness in writing brings about credibility because it ensures that others understand the message quickly and easily.

Q 21. Assertion (A): In any kind of communication: oral or written, the use of jargons and colloquialism must be avoided.

Reason (R): The effect of good writing depends on its style and continuity of subject till the conclusion.

Answers

- 1. (d) 2. (b) 3. (d) 4. (d) 5. (a)
- 6. (d) 7. (c) 8. (a) 9. (d) 10. (c)
- 11. communicator 12. correctness
- 13. Overwritings/strikeovers/wrong spellings/
wrong grammar, poor sentence construction
- 14. Brevity 15. Conciseness
- 16. credibility
- 17. (d) 18. (b) 19. (d) 20. (c) 21. (b)



Very Short Answer Type Questions

Q 1. What is communication?

Ans. Communication is an exchange of facts, ideas, opinions or emotion by two or more persons. The definition shows that communication is not only transmitting information, it also involves giving and receiving messages.

Q 2. Write main function of communication.

Ans. The main function of communication is to inform, educate, entertain and persuade people.

Q 3. Name the prime factor that differentiates human beings from animals.

Ans. The skill to communicate is the prime factor that differentiates human beings from animals.

Q 4. Name some factor which plays a vital role in human communication and communication in animals.

Ans. Language and gestures play a significant role in human communication, whereas sound and actions are important for communication in animals.

Q 5. Name some things that are required for the effective communication.

Ans. Effective communication requires good listening skills, sensitivity to non-verbal cues, dissemination of information, awareness of cultural differences, and appropriate documentation.

Q 6. What do you understand by the term Gestures?

Ans. Gestures is defined as a movement of part of the body, especially a hand or the head, to express an idea or meaning.

Q 7. What do you mean by principles of effective communication?

Ans. The term Principles refers to the guidelines that are followed in performing or completing a task or job so as to attain predetermined objectives. The principles of effective communication help in making the process of communication complete and effective.

Q 8. Name all the principles or guidelines for the purpose of effective communication.

Ans. For the purpose of effective communication, the principles or guidelines which are often referred as 7 Cs are as follows:

- (i) Principle of clarity
- (ii) Principle of completeness
- (iii) Principle of correctness
- (iv) Principle of conciseness
- (v) Principle of coherence
- (vi) Principle of credibility
- (vii) Principle of continuity

COMMON ERROR

Students do not mention all the principles of effective communication.

Q 9. What do you mean by ambiguity and reliability?

Ans. Ambiguity is defined as the quality of being open to more than one interpretation.

Reliability is the quality of being trustworthy or of performing consistently well.

Q 10. What is the significance of credibility in effective communication?

Ans. Clarity in writing brings about credibility because it ensures that others understand the message quickly and easily. A clear and direct approach in communication makes it possible to achieve the principle of credibility.



Short Answer Type Questions ➡

Q 1. Discuss the 'principle of clarity'.

Ans. Principle of clarity involves the following:

- (i) The idea or message to be communicated should be correctly planned and expressed in a logical way. The communicator should make sure that the ideas flow smoothly from beginning to end.
- (ii) The communicator must be very clear about all the features of the idea in his mind and about the purpose for which it is to be communicated.
- (iii) A clear message will bring to mind the same response from the other party. The communicator must be clear about the suitable selection and usage of medium through which the message will be communicated.
- (iv) Understanding the subject will bring about clarity in the communication. Do not jump from one part to another and then back to the first aspect. This will lead to confusion for you as well as for the reader.

Q 2. Explain the principle of completeness.

Ans. Principle of completeness can be explained as follows:

- (i) It is one of the most essential factors for effective communication. A message must be organised properly so that it must include all the important ideals and its details. The contents of the message must be carefully checked and verified in order such that there is no omission of the important details.
- (ii) Incomplete messages may form doubts in the receiver's mind. Completeness in writing is attained through proper arrangement of ideas flowing into other ideas and progressing into conclusion.

Q 3. Explain principle of correctness.

Ans. Principle of correctness can be explained as under:

- (i) Communication must be accurate in tone and style of expression, spellings, format, grammar, content, information, etc. There should not be any wrong statements in the message.

- (ii) The reader may lose confidence in the writer due to an incorrectly written document. In the same way, incorrect statements and errors of the speaker lower the listeners' confidence in him and may also affect his image and reliability.

Q 4. Describe the principle of conciseness.

Ans. Principle of conciseness can be described as follows:

- (i) Conciseness refers to thoughts expressed in a few words. It is an important factor in effective communication. It means saying what is required to be said and nothing more.
- (ii) The communicator must avoid indirect beginning, use of superlatives and exaggeration of content. Adjectives should be used carefully and judiciously. Avoid giving irrelevant details, unnecessary expressions and unintelligible sentences.

Q 5. Discuss the principle of coherence.

Ans. Principle of coherence is as follows:

- (i) The word coherence is used to refer to make sense of relationship between single units (sentences or propositions) of a text. It is equally essential for good written communication. Clear communication in simple sentences helps the reader to understand better.
- (ii) Clarity and relation are the two important features of coherence. Coherence means bringing together several ideas, under one main topic in a paragraph.

Q 6. What do you know about the principle of credibility?

Ans. Principle of credibility can be described as under:

- (i) Clarity in writing brings about credibility because it ensures that others understand the message quickly and easily.
- (ii) A clear and direct approach in communication makes it possible to achieve the principle of credibility.

Q 7. What do you know about the principle of continuity?

Ans. Principle of continuity includes the following:

- (i) In any kind of communication: oral or written, the use of jargons and colloquialism must be avoided. While writing, jargon should not be used as it can make the message confusing and unclear.
- (ii) The effect of good writing depends on its style and continuity of subject till the conclusion. If one takes care to be precise, correct and clear and if the continuity is maintained throughout the communication, the desired effect from the receiver can be anticipated.



Chapter Test

Multiple Choice Questions

- Q 1. Which of the following is/are not the principle of communication?
- Comparison
 - Clarity
 - Completeness
 - None of the above
- Q 2. What is the meaning of conciseness in reference to communication?
- Thoughts expressed in less words
 - Complex sentences
 - Both of the above
 - None of the above
- Q 3. Which of the following is not one of the main functions of communication?
- Educating
 - Gathering
 - Informing
 - Entertaining
- Q 4. Which of the following is/are the features of coherence?
- It makes a text semantically meaningful.
 - It holds the text together and gives it a meaning.
 - It allows the reader to follow the intended message.
 - All of the above
- Q 5. What does the principle of completeness convey?
- The use of simple language.
 - The entire message must be conveyed in one go.
 - All the parts of the message must be grouped and brought together in a logical sequence to prepare meaningful units.
 - Efforts must be made to avoid grammatical errors and errors in spellings, punctuations, etc.

Fill in the Blanks Type Questions

- Q 6. and may distract the readers and may lead to misunderstanding.
- Q 7. A clear and direct approach in communication makes it possible to achieve the principle of
- Q 8. brings about continuity and adds grace to communication.

Assertion and Reason Type Questions

Directions (Q. Nos. 9-11): In the questions given below, there are two statements marked as Assertion (A) and Reason (R). Read the statements and choose the correct option.

- Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)
 - Both Assertion (A) and Reason (R) are true, but Reason (R) is not the correct explanation of Assertion (A)
 - Assertion (A) is true, but Reason (R) is false
 - Assertion (A) is false, but Reason (R) is true
- Q 9. **Assertion (A):** Clarity means bringing together several ideas, under one main topic in a paragraph.
Reason (R): Clarity and relation are the two important features of coherence.
- Q 10. **Assertion (A):** In any kind of communication: oral or written, the use of jargons and colloquialism must be avoided.
Reason (R): The effect of good writing depends on its style and continuity of subject till the conclusion.
- Q 11. **Assertion (A):** Coherence is defined as the quality of being open to more than one interpretation.
Reason (R): Reliability is the quality of being trustworthy or of performing consistently well.

Very Short Answer Type Questions

- Q 12. What do you mean by ambiguity and reliability?
- Q 13. Name some factor which plays a vital role in human communication and communication in animals.
- Q 14. Name all the principles or guidelines for the purpose of effective communication.
- Q 15. What do you understand by the term Gestures?

Short Answer Type Questions

- Q 16. Explain principle of correctness.
- Q 17. What do you know about the principle of continuity?