

BUSINESS COMMUNICATION

**PRINCIPLES OF EFFECTIVE
COMMUNICATION**

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A. BASIC PRINCIPLES

I. Communication with an Aim or Objective

One must be clear about the purpose of communication

Then it will be easier to keep irrelevant material out of the message

2. Plan your message

The success of encoding and decoding of a message depends upon the way one composes or organizes the message

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3. The Message should suit the needs of the receiver

While organizing a message a thorough study of the receiver like his academic qualification, technological knowhow, intellectual level, status psychological attitude should be done.

4. Message should attract attention

Whether the message is written or oral it should attract the receiver.

To render the message attractive, it should be conveyed in a forceful, loud and clear manner

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5. Proper selection of the medium

A number of media are available for communication. But the proper selection of a medium which suits the sender and receiver of the message should be selected.

6. Proper timing of the message

Many message fail to achieve the desirable results because they do not reach the person concerned at an appropriate time

7. Barriers to Effective Communication

If any barriers to communication are noticed, one should try to remove them

B. OTHER PRINCIPLES

1. Principle of clarity- The idea to be communicated should be absolutely clear, understandable, positive and in precise form
2. Principle of Information- The sender must be clear in his mind what he wants to communicate.
3. Principle of Consistency – The actions and behaviour of the communicator must be consistent enough with the matter of communication.

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4. Principle of Adequacy or Completeness- The Communication should be adequate and complete in all respect

5. Principle of Integration- The management should build integrated system of communication.

6. Principle of Flexibility - The system of communication should be flexible enough so that it can adjust to the changing requirements of the organization concerned.

7. Principle of Feedback- Communication should be based on a two-way process which provides sufficient opportunity for creative suggestions and healthy criticisms from the receivers of the messages.