

Principles of Effective Communication

Communication is the process of transmitting the messages and receiving the response of that message. The person who sends the messages is known as sender and the person who receives the message is known as receiver and the response to the message is known as feed back. Since the feedback requires another message to be communicated by the sender to the receiver. So communication process become a circular process.

In simple words, exchange of ideas/messages, response there off in total is known as communication. Any method of communication like words-oral or written, pictures, graphs, diagrams, etc. may be adopted to communicate. Effective communication is that communication in which the receiver is understood actually what the sender wants to convey, and in the same form. 'Noise' is something, which has disturbed the effective sending and receiving of communication.

Here are the **principles of effective communication in business;**

1. **Principle of clarity:** the beginning of all communication is some message. The message must be as clear as possible. No ambiguity should creep into it. The message can be conveyed properly only if it has been clearly formulated in the mind of the communicator.
2. **Principle of objective:** the communicator must know clearly the purpose of communication before actually transmitting the message. The objective may be to obtain information, give information, initiate action, and change another person's attitude and so on. If the purpose of communication is clear it will help in the choice of mode of communication.
3. **Principle of understanding the receiver:** understanding is the main aim of any communication. The communication must create proper understanding in the mind of the receiver. Thus according to Killian, "communication with an awareness of the total physical and human setting in which the information will be received. Picture the place of work; determine the receptivity and understanding levels of the receivers; be aware of social climate and customs; question the information's timeliness. Ask what, when and in what manner you would like to be communicated with if you were in the similar environment and position.
4. **Principle of consistency:** the message to be communicated should be consistent with plans, policies, programmes and goals of the enterprise. The message should not be conflicting with previous communications. It should not create confusion and chaos in the organisation.

5. **Principle of completeness:** the message to be communicated must be adequate and complete, otherwise it will be misunderstood by the receiver. Inadequate communication delayed action, poor public relations affects the efficiency of the parties to communication.
6. **Principle of feedback:** this principle calls for communication a two-way process and providing opportunity for suggestion and criticism. Since the receiver is to accept and carry out the instructions, his reactions must be known to the sender of message. The latter must consider the suggestion and criticism of the receiver of information. But feedback principle is often given a back seat by most managers, which defeats the very purpose of communication.
7. **Principle of time:** information should be communicated at the right time. The communicator must consider the timing of communication so that the desired response is created in the minds of the receivers.