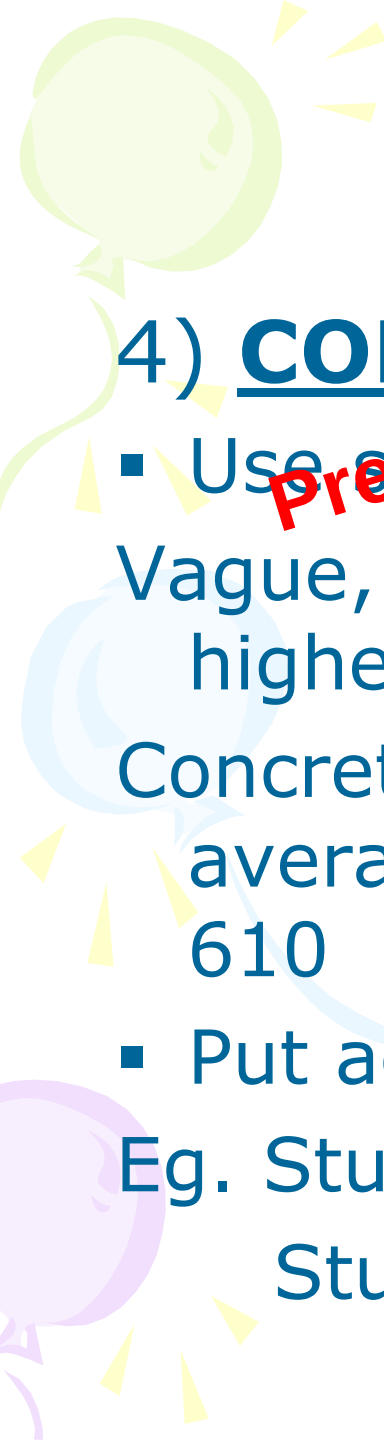


COMMUNICATION PROCESS

- ✓ Sender or Communicator
- ✓ Message
- ✓ Encoding
- ✓ Communication Channel
- ✓ Receiver
- ✓ Decoding
- ✓ Feedback

Dr Rashmi Tripathi



Cont...

4) CONCRETENESS

- Use specific facts and figures

Vague, indefinite: Student GMAT scores are higher

Concrete, precise: In 1996 the GMAT scores averaged 600; by 1997 they had risen to 610

- Put action in Verbs, not in Nouns

Eg. Students held the meeting in the office.
Students met in the office.



Contd...

6) COURTESY

True courtesy involves being aware not only of the perspective of others, but also their feelings. Courtesy stems from a sincere you-attitude.

Offensive: Hey man, what's this I hear about the good news? You sure pulled off a fast one this past weekend-and then didn't tell anyone of us about it. Give my regards to the lady-and wish her the best; she'll need it.

Courteous: Warm Congratulations on your wedding. Well, you certainly took us by surprise. Just a few of us suspected that you were taking off to get married. Give our warm regards to your new partner.