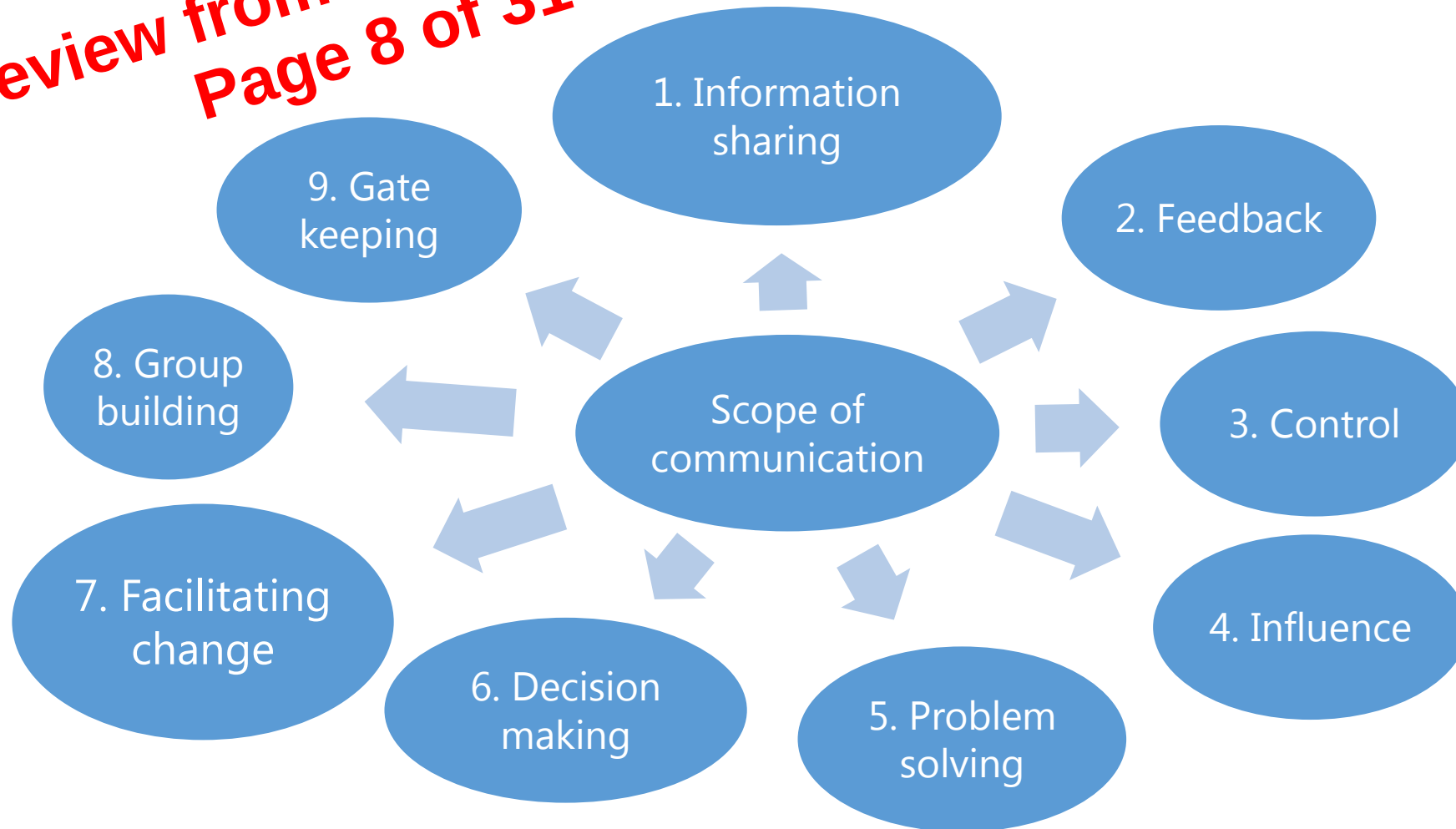


1. **Scope** of Communication

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Communication **Process**

B. Receiver of the message:

i. **Reception** - being ready for the message.

ii. **Decoding** - refers to conversion of the message into thoughts.

iii. **Understanding** - refers to interpreting the message i.e. attaching meaning.

Accurate communication can occur only when sender and receiver attach same or similar meaning to the message.

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Effective Communication is Audience Centred

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Effective Communication is Strategic

Characteristics of successful communication

❑ Francis J Bergin advocates that there are **seven Cs** to remember in verbal communication.

6. Correctness – The message should not contain any wrong information and should be authentic. Choose the right level of language. At the time of encoding, the sender should ensure that his knowledge about the receiver is comprehensive. If the sender decides to back up his communication with facts and figures, there should be accuracy in stating the same. At the core of correctness is proper grammar, punctuation and spelling.

Following are the guidelines for assuring correctness in the message –

- Use the right level of language: formal or informal and avoid substandard language or words.
- Check accuracy of figures, facts and words.
- Maintain acceptable writing mechanics.