

## **Principles of Communication**

There are many issues that eventually determine whether a particular communication experience is likely to be successful or not. There are inner factors that affect each person contributing in the communication process individually, interactional factors that affect how information is delivered and received between two or more people, and external factors that affect the degree to which the physical environment is helpful to effective communication.

There are also certain principles intrinsic in the communication process, as well as skills people can learn and exercise. When people are attentive of these principles and apply this information, they significantly decrease the likelihood of misinterpretation and disagreement and increase the chances of successful and skilful communication.

### **1. Clarity**

The thought or message to be communicated should be very clear. It should be drafted in such a way that the receiver understands the same thing, which the sender wants to communicate. There should be no uncertainty in the message. Clear message will remind the same response from the other party. It is also necessary that the receiver is familiar with the language, intrinsic assumptions, and the mechanics of communication.

### **2. Attention**

In order to make communication successful, the receiver's attention should be caught towards message. People are diverse in behaviour, attention, emotions etc. so they may respond in a different way to the message. Lower executives should act similarly as per the contents of the message. The acts of a boss also draw the attention of lower executives and they may follow what they observe. For example, if a boss/leader is very punctual in coming to the office then the lower staff will also develop such habits. It is a very famous proved quotation that 'actions speak louder than words.'

### **3. Feedback**

The principle of feedback is very significant to make the communication successful. There should be feedback information from the receiver to know whether he has understood the message in the same sense in which the dispatcher has meant it.

### **4. Informality**

Official communication is generally used for conveying messages and other information. Sometimes official(formal) communication may not achieve the desired results, informal communication may prove efficient in such situations. Management should use informal communication for measuring the reaction of employees towards various official steps. Top management may informally communicate certain decisions to the employees for

getting their feedback. Thus this principle says that informal communication is as important as official/formal communication.

### **5. Consistency**

This principle says that communication should always be consistent with the goals of the organisation and not in difference with them. If the messages and communications are different with the policies and programmes then there will be uncertainty in the minds of subordinates and they may not put into practice them properly. Such a situation will be harmful to the interests of the organisation.

### **6. Timeliness**

This principle says that communication should be completed at proper time so that it helps in executing plans. Any postponement in communication may not serve any purpose and results become useless.

### **7. Adequacy**

The information, which is dispatched, should be sufficient and complete in all respects. Insufficient information may delay action and create uncertainty. Insufficient information also affects efficiency of the receiver. So sufficient information is essential for taking proper decisions and making action plans.