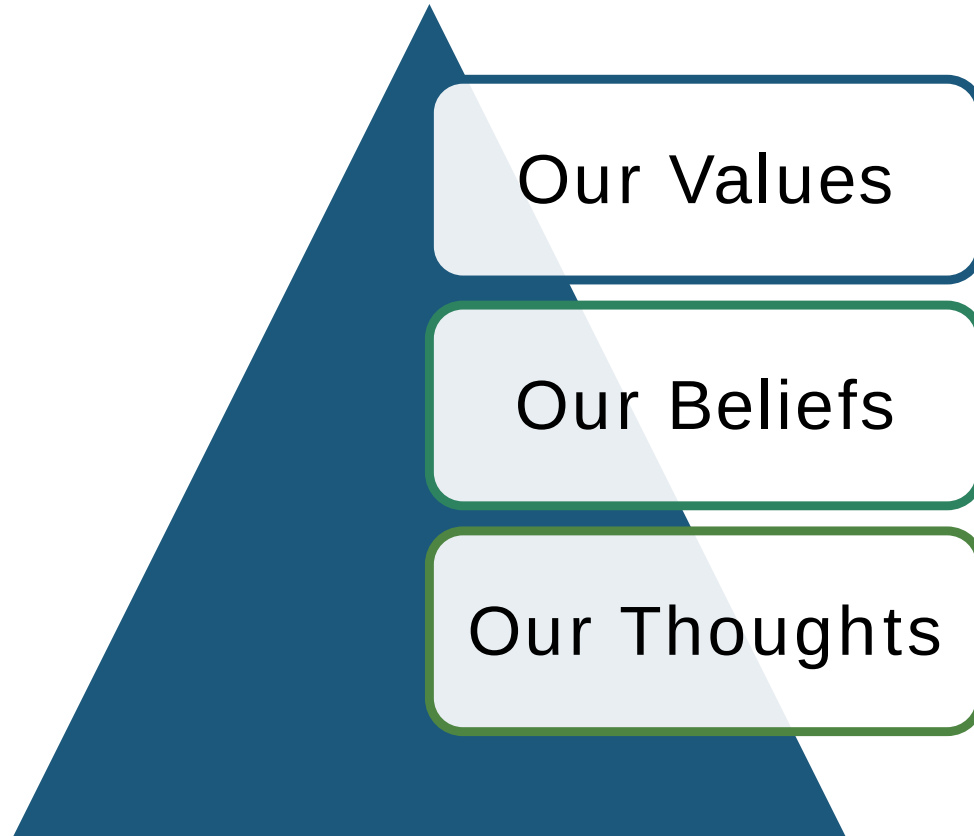


BASICS OF COMMUNICATION

WRITTEN COMMUNICATION

EFFECTIVE COMMUNICATION

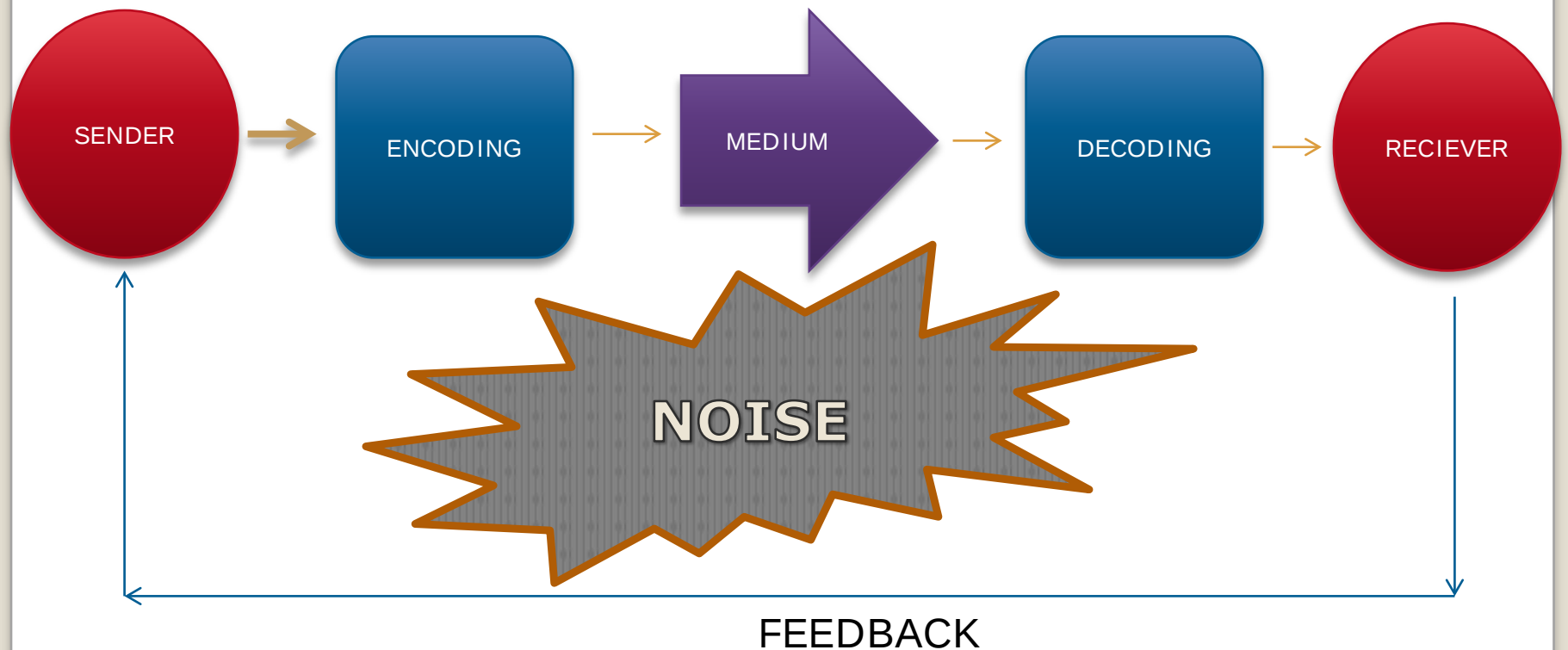


We communicate to:

- Get Information
- Motivate
- Praise
- Give & Take Advice
- Sell
- Greet
- Etc.



COMMUNICATION PROCESS MODEL



PROCESS OF COMMUNICATION

Source:

- Why to communicate?
- What to communicate?
- Usefulness of the communication
- Accuracy of the Information to be communicated



Encoding:

- The process of transferring the information you want to communicate into a form that can be sent and correctly decoded at the other end.
- Ability to convey the information.
- Eliminate sources of confusion. For e.g. cultural issues, mistaken assumptions, and missing information.
- Knowing your audience.



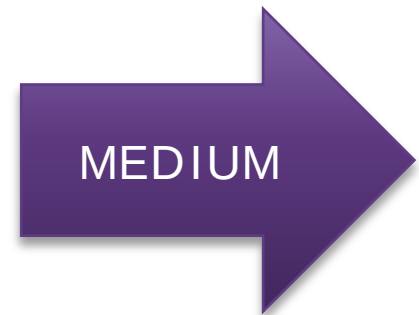
PROCESS OF COMMUNICATION (Cont.)

Verbal Communication Channels

- Face-To-Face meetings
- Telephones
- Video Conferencing

Written Communication Channels

- Letters,
- e-Mails,
- Memos,
- Reports.



EFFECTIVE DECODING:

- Listen actively
- Reading information carefully
- Avoid Confusion
- Ask question for better understanding



DECODING

The audience or individuals to whom we are sending the information.

THE INFLUENCE FOR RECEIVER:

- The prior knowledge can influence the receiver's understanding of the message.
- Blockages in the receiver's mind.
- The surrounding disturbances



RECIEVER

COMMUNICATION TYPES

```
graph TD; A[COMMUNICATION TYPES] --> B[Verbal]; A --> C[Non-verbal]; A --> D[Written]; B --> E[Face-to-face]; B --> F[Telephone/Mobile phone]; B --> G[Voice mail/Answering machine];
```

Verbal

Non-verbal

Written

Face-to-face

Telephone/
Mobile
phone

Voice mail/
Answering
machine

Types of written communication



Letter

E-Mail

Memo

Circular

Newsletter



What are the Four C's?

- Good Writing Is . .
 - Concise
 - Credible
 - Clear
 - Correct



CONCISE

REDUNDANCY	THE LEAN VERSION
12 midnight	Midnight
12 noon	Noon
3am in the morning	3 am
Absolutely spectacular/ phenomenal	Spectacular/ phenomenal
A person who is honest	An honest person
A total of 14 birds	14 birds
Biography of her life	Biography
Circle around	Circle
Close proximity	Proximity
Completely unanimous	Unanimous
Consensus of opinion	Consensus
Cooperate together	Cooperate
Each and every	Each/ every



What is Credible Writing?

- Credible writing is writing that is believable.
- Credible writing is achieved through providing proof for what you say.
 - Proof is provided through Support, which is your examples and details.

CLEAR WRITING

Clear language writing is a way of organizing information so that it makes sense to the reader.

It uses straightforward, concrete words and includes examples that relate to the readers' experience.

It helps **all** readers understand information and avoids misunderstanding.

Keeping writing clear does not mean you have to sacrifice the content. Your writing is clear when the people it is intended for find it interesting and easy to read.

It is not insulting to people who read well because it allows them to find information quickly.

What is Correct Writing?

- Correct writing is just as it sounds, *correct*.
- Correct writing is free of errors in spelling, punctuation, and grammar.



EMAIL ETIQUETTES

1. Start with a salutation

Your email should open by addressing the person you're writing to. Sure, you can get away with leaving out the salutation when you're dashing off an email to your friend, but business-like messages should begin with:

Dear Mr Jones, or *Dear Professor Smith*, (for someone you don't know well, especially if they're a superior)

Dear Joe, or *Dear Mandy*, (if you have a working relationship with the person)

It's fine to use "Hi Joe", "Hello Joe" or just the name followed by a comma ("Joe,") if you know the person well – writing "Dear Joe" to one of your team-mates will look odd!

2. Write in short paragraphs

Get straight to the point – don't waste time waffling. Split your email into two to four short paragraphs, each one dealing with a single idea. Consider using bullet-points for extra clarity, perhaps if you are:

Listing several questions for the recipient to answer

Suggesting a number of alternative options

Explaining the steps that you'll be carrying out

Put a double line break, rather than an indent (tab), between paragraphs.

3. Stick to one topic

If you need to write to someone about several different issues (for example, if you're giving your boss an update on Project X, asking him for a review meeting to discuss a payrise, and telling him that you've got a doctor's appointment on Friday), then don't put them all in the same email. **It's hard for people to keep track of different email threads and conversations if topics are jumbled up.**

4. Use capitals appropriately

Emails should follow the same rules of punctuation as other writing. Capitals are often misused. In particular, you should:

Never write a whole sentence (or worse, a whole email) in capitals

Always capitalise "I" and the first letter of proper nouns (names)

Capitalise acronymns (*USA, BBC, RSPCA*)

Always start sentences with a capital letter.

This makes your email easier to read: try retyping one of the emails you've received in ALL CAPS or all lower case, and see how much harder it is to follow

5. Sign off the email

For short internal company emails, you can get away with just putting a double space after your last paragraph then typing your name. If you're writing a more formal email, though, it's essential to close it appropriately. Use *Yours sincerely*, (when you know the name of your addressee) and *Yours faithfully*, (when you've addressed it to "Dear Sir/Madam") for very formal emails such as job applications.

Use *Best regards*, or *Kind regards*, in most other situations.

Even when writing to people you know well, it's polite to sign off with something such as "All the best," "Take care," or "Have a nice day," before typing your name.

6. Use a sensible email signature

Hopefully this is common sense – but don't cram your email signature with quotes from your favourite TV show, motivational speaker or witty friend. Do include your name, email address, telephone number and postal address (where appropriate) – obviously, your company may have some guidelines on these.

It makes it easy for your correspondents to find your contact details: they don't need to root through for the first message you sent them, but can just look in the footer of any of your emails.