

# ENGLISH MANUAL



## CHAPTER 03

### PRINCIPLE OF COMMUNICATION





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In order to be effective and meaningful, the managerial function of communication must be guided by the following principles:-

### Principle of understanding

Communication must be such, as transmits understanding of the communicated message to the recipient, as per the intentions of the sender.

A practical application of this principle requires that the message must be clearly expressed -whether made orally or in writing. Further, the message must be complete leaving no scope for any doubts likely to confuse the recipient and compel him towards a misinterpretation of the message.

### Principle of attention

Communication must be made in such manner that it invites the attention of the recipient to it.

For a practical application of this principle, it is imperative that not only must the message be expressed in a pleasant and sound manner; but also the purpose of the sender in making communication, must be absolutely clarified.

### Principle of brevity

The message to be communicated must be brief; as usually the recipient, especially an executive would not have much time to devote to a single piece of communication.

However, brevity of the message must not be sought at the cost of clarity or completeness of the message. The sender must strike a balance among these three forces - brevity, clarity and completeness.

### The principle of timeliness

The communication must be timely i.e. it must be made at the right time, when it is needed to be communicated to the recipient. An advance communication carries with it the danger

of 'forgetting', on the part of the recipient; while a delayed communication loses all its purpose and charm, and becomes meaningless, when the right time for action on it has expired.

☑ **The principle of appropriateness (or rationality)**

The communication must be appropriate or rational.

Communication must be neither impracticable to act upon; nor irrational, making no contribution to common objectives.

☑ **Principle of feedback**

Communication must be a two-way process. The feedback (or reaction or response) of the recipient to the message must be as easily transferable to the sender, as the original communication made by the sender.

The idea behind emphasizing on the feedback aspect of communication is that it helps the sender to modify his subsequent communication in view of the reactions of the recipient making for better and improved human relations.



**An employment office was checking on an applicant's list of references. "How long did this man work for you?" a former employer was asked.**

**"About four hours, " was the quickly reply.**

**"Why, he told us he'd been there a long time", said the caller.**

**"Oh, yes," answered the ex-employer, "he's been here two years."**

**- The Wall Street Journal**