

## Strategies for effective communication

- For both the sender and receiver, the mind becomes the seat of creation, transfer and understanding of the message. So some factors which are linked to the mental aptitude of the communicators are as follows :-
  1. Satisfying the needs of the receiver
  2. Attentiveness and alertness, patient listening and retention
  3. Presence of mind
  4. Politeness
  5. Organised thoughts
  6. Punctuality
  
- The medium is very important because it determines the very nature of the message itself:-
  1. Appropriate and purpose- oriented
  2. Voice and tone
  3. Proper selection of channel
  4. Good vocabulary and use of language
  
- The message must be well crafted and should have:-
  1. Clarity
  2. Completeness
  3. Precision
  4. Confidence and Credibility
  5. Correctness of information
  6. Objectivity
  7. Relevance

Always remember the 7Cs of Effective Communication for both written as well as oral communication:-

1. Completeness - Any communication must be complete in the sense that a message should consist of all the facts required for the understanding of the message.
  
2. Conciseness- Be precise. It not only saves time but also makes the message easy to understand.
  
3. Consideration- To be considerate implies that the sender of the message steps into the shoes of the receiver in terms of the viewpoints, perspectives, ideology, cultural location etc.

4. Clarity- Clarity of thought and appropriate selection of words to express the message.

5. Concreteness- This implies that one should be particular and specific rather than being vague and general in communication.

6. Courtesy- Being polite, enthusiastic creates a positive environment and helps in easy comprehension of the message.

7. Correctness- This implies that the message formulated suffers from no errors. Correctness in communication helps in building trust between the sender and the receiver and enhances understanding of the message.