

PRESENTATION BY GROUP “D”

EFFECTIVE COMMUNICATION

COMMUNICATION

- The term communication connotes a process of sharing ideas, thoughts or beliefs.
- Effective communication therefore, can be defined as to say the right thing, to right person, at the right time ,in the right place, through right medium and for the right purpose.

ELEMENTS OF COMMUNICATION

- 1-Sender/ Producer
- 2-Receiver / consumer
- 3- Contents
- 4- Context
- 5- Purpose
- Through a Medium whether it is oral or written.

CLARITY

- * The speaker emphasized more upon the clarity and pointed out that Only clear thoughts can breed clear words.
- * Clarity embodies, conciseness, correctness, completeness, concreteness, consistency, coherence, consideration and courtesy.
- * The learned resource person also opined that If grammar is in conflict with clarity, then shoot the grammar and follow the clarity. Shoot the style and keep the substance. Judges should sacrifice all other elements for the sake of clarity. Learned speaker sensitized to use plain English by using familiar words and to avoid use of meta discourse (therefore, after careful perusal etc.
- * Use active voice instead of passive voice
- * Minimize your nominalization- avoid noun structures and use verbs
- * No use of double negative like not uncommon.
- * Don't be abstract, be concrete

LEVELS OF CLARITY

- LEXICAL LEVEL. Word should give one meaning
 - for instance (For external use only) Ambiguous
- SYNTAXICAL. Arrangement of words in a sentence (Editing of Words)
- SEMANTICS. Study of meanings.
 - (I LOVE YOU) Love not clear with whom

THANK YOU

AFTAB JAVED