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HSC CC203: Dynamics of Communication and Extension

SEMESTER – II

UNIT 3:- Communicating effectively: Concept, nature and relevance to communication process. Empathy, Persuasion, Perception, Listening.

Effective communication:- Communication is effective when the stimuli, as it was initiated and intended by the sender, correspond by the receiver. An effective communication is the key of sure success in the modern world. Communication can be effective only if the receiver receive the message in the same form and context as it is send by the sender. When there is no mistake in interpretation , and the sender gets the correct feedback, then communication can be termed as effective.

The essential of effective communications are:-

1. Positive and pleasant approach
2. Appropriate tone, pitch, quality, force and intensity of voice
3. Clarity of purpose and objective of communication
4. Clarity of thought and expression
5. Adequate knowledge of the subject
6. Adequate knowledge of the communication receiver
7. Objective and realistic approach
8. Self confidence
9. Organisation of message
10. Proper selection and use of the media
11. Proper selection and use of the channel
12. Patience in listening
13. Adaptability
14. Attentiveness
15. Courtesy
16. Time consciousness
17. Conciseness and relevance

18. Correctness

19. Completeness

To compose effective oral and written messages, one must apply certain communication principles. These principles provide guidelines for choice of content and style of presentation, adapted to the purpose and receiver of the message.

7C'S of effective communication:-

1. **Consideration:-** It means preparing every message after keeping the receiver in mind, by putting yourself in their place.
2. **Clarity:-** Getting the meaning from your head into the head of the listener or reader accurately, is the purpose of clarity.
3. **Correctness:-** The message does not contain any wrong information and should be authentic. Choose the right level of language. At the time of encoding, the sender should ensure that the knowledge about the receiver is comprehensive.
4. **Concreteness:-** Communicating concretely means being specific, definite and vivid rather than vague and general.
5. **Credibility:-** If the sender can establish his credibility, the receiver has no problem in accepting his statement. It is a long drawn out process in which the receiver, through constant interaction through the sender understands his credible nature and is willing to accept his statement as being truthful and honest.
6. **Completeness and consistency:-** The message is complete when it contains all the facts, which the reader or listener need for the reaction that the sender of the message so desires.
7. **Conciseness:-** It is saying what you have to say in the fewest possible words. A concise message is complete without being worthy. The message to be communicated should be as brief and concise as possible.

Empathy:- Empathy has been defined as having an understanding of and identification with the thoughts and feeling of another human being. As source and receiver we carry around images of our self and set of expectation about other people. We use this expectation in encoding, decoding and responding to the message. Empathy is also defined as the ability of an individual to project our self into the role of another person to be able to appreciate the feeling, thinking and action of another person.

An extension agent who is empathic shall be able to understand and appreciate the farmers situation and communicate with them effectively. Similarly an empathetic farmer shall be able to communicate with the outsider to get the desired information. Empathy is an indispensable skill for the people moving out of the traditional setting.

Persuasion:- Persuasion is the symbolic process in which communicators try to convince other people to change their attitude or behaviour regarding an issue through the transmission of a message, in an atmosphere of free choice. The essential of effective persuasion are as follows:-

1. **Understanding the need and interest of the receiver:-** Before organising a message for persuasive communication through oral and written media the communicator must try to understand the needs, requirement and interest of the receiver.
2. **Using gentle touch of subtle suggestion:-** It is not necessary to overwhelm the receiver with your arguments or to impose yourself on him. It is essential to know how to channelize the receiver thinking , so that he accepts the views of suggested actions easily and naturally.
3. **Preparing the receiver to be open minded:-** The close minded and head strong person are very difficult to be persuaded because they are either deeply prejudiced or self opiniated person when they are not flexible enough to adjust their views with the views of the other; it become more difficult to persuade them.
4. **Selecting the appealing argument:-** It is always better to avoid the topic which are strongly disliked by the receiver. And which are likely to bring his resentment. It always better to look at the issue from his angle. Therefore select an argument which might strongly appeal him and mould them in such a way that he readily accepts them.
5. **Presenting the message: Present the message:** Present the message in a proper way. The persuasion is likely to be effective and successful if the ideas are put forth step by step in a forceful but courteous manner.
6. **Motivating the receiver to act:-** The communication is successful in persuading the receiver when the latter is convinced that the proposed suggestion bring him gains and no losses. It must be remembered that the receiver of the message can be prompted to act on the basis of motivating factor in the message.

Perception:- It is a process by which an individual maintains contact with the environment. It is a process whereby individual receives stimuli through various senses and interpret them. Perception of the same situation may differ from individual to individual due to difference in their experience and ways of looking into it. The expectations needs and ways of thinking influence how an individual interprets what is observed. Perception is selective and we perceive what we want to perceive. Our perceptions are organized and we tend to structure our sensory experiences in ways which make sense to use. Perception is influenced by the environment in which communication takes place. It is not the intrinsic quality or attribute of an object, individual or message but how people individually and effectively perceive them is important for extension.

Listening: It is a process of receiving, interpreting and reacting to the message received from communication sender. Listening requires to be cultivated consciously carefully and systematically. As listening is fundamental to all communication , poor listening can be considered as a mighty barrier to communication. It often results in losing message due to improper functioning of communication. Hearing is different from listening.

Some Do's for Listeners:-

1. Keep quiet while listening.
2. Focus on what the speaker says rather than on his/her looks.
3. Control distractions.
4. Show interest in the speaker.
5. Be friendly and patient towards the speaker.
6. Let the speaker finish whatever he has to say without interrupting him/her.
7. Keep your mind open to every subject and speaker.
8. Observe the non-verbal signals, the body movements, facial expressions and gestures.
9. Try to look into the eyes of the speaker.
10. Communicate feedback to the speaker. Ask questions which may encourage the speaker.

Some don't for listeners:-

1. Don't interrupt the speaker.
2. Don't be involved in day dreaming during listening.
3. Don't be late at the place of meeting or lecture.
4. Don't be closed-minded.
5. Don't hesitate to give oral or non-verbal feedback.

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