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Oral Communication



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LECTURE # 6



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Outline



1. Review
2. Principles of Communication
3. Speaking Activity # 5

Review # 3



1. What are the types and levels of communication?

2. Speaking activity # 4:
Analyzing and Commenting on
a video



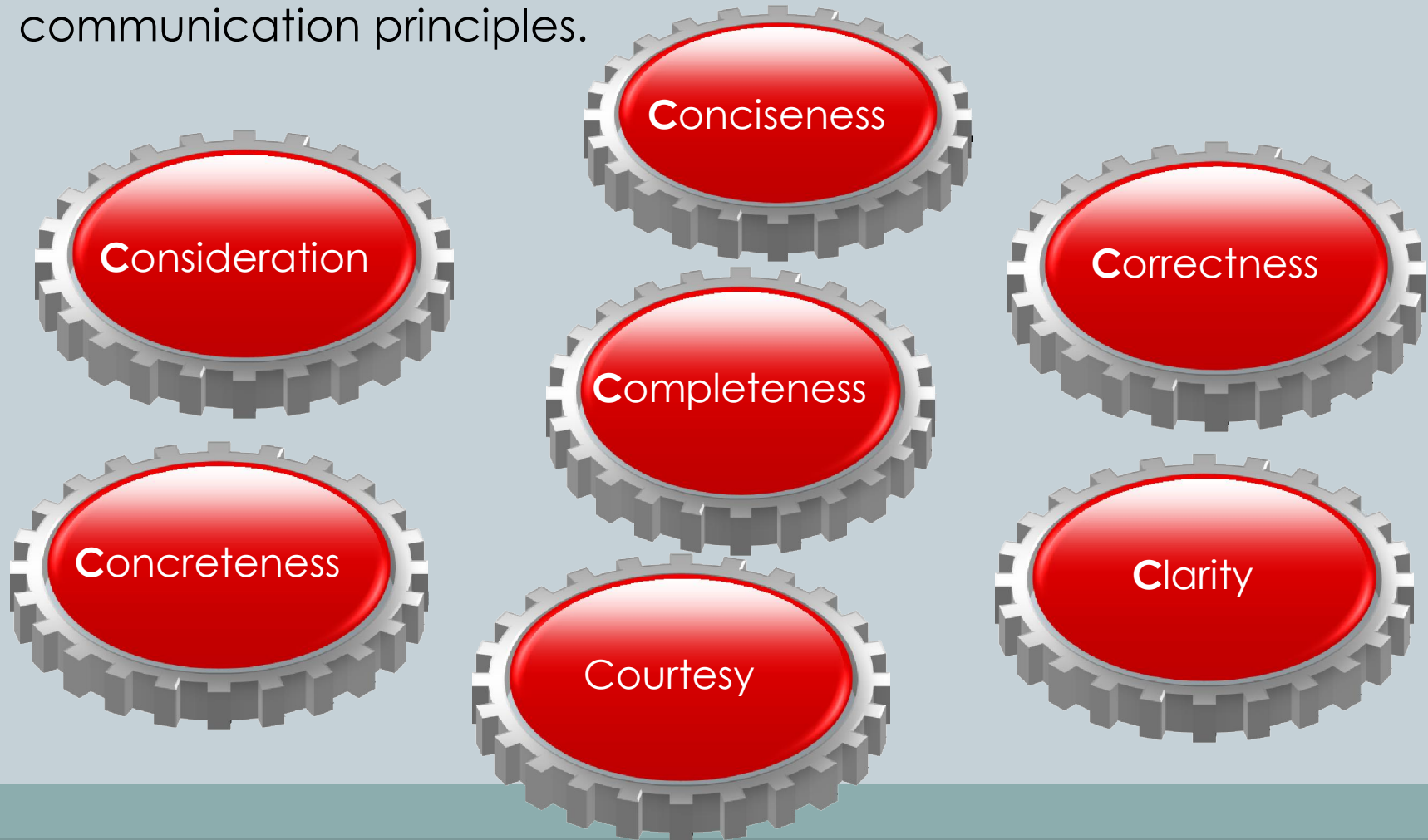
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Principles of Communication

-To compose effective message you need to apply certain specific communication principles.





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1. Completeness



- Your message is "complete" when it contains **all facts** the listener needs to **react** to your desire outcome.
- Remember that communicators differ in their **mental** filters; they are influenced by their **backgrounds, viewpoints, needs, attitudes, and emotions.**
- As you strive for completeness, keep the following Guidelines in mind:
 - ÉAnswer all questions asked.
 - ÉGive something extra, when desirable.



2. Conciseness



- A concise message **saves time for both sender and receiver.**
- Conciseness is **saying what you have to say in the fewest possible words.**
- Conciseness contributes to emphasis. **By eliminating unnecessary words, you help make important ideas stand out.**
- To achieve conciseness, try to observe the following suggestions:
 - É**Eliminate wordy expressions.**
 - É**Include only relevant statements.**
 - É**Avoid unnecessary repetition.**



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3. Concreteness



-Communicating concretely means **being specific, definite, and vivid rather than vague and general.**

-The following guidelines should help you compose concrete, convincing messages:

ÉUse specific facts and figures.

ÉChoose vivid, image-building words



4. Clarity



-Clarity means getting your message across so the receiver will **understand what you are trying to convey**.

-You want that person to interpret your words with the same meaning you have in mind.

-Accomplishing that goal is difficult because, as you know, **individual experiences are never identical, and words have different meanings to different persons**.

-Here are some specific ways to help make your messages clear:

1. Choose short, familiar, conversational words.
2. Construct effective sentences and paragraphs.
3. Include examples, illustrations, and other visual aids.



5. Correctness



- The correctness principle comprises more than proper grammar, punctuation, and spelling.
- The term correctness means the communicator should:
 - Use the right level of language (When to be formal, tone, etc.)
 - Include only accurate facts, words, and figures
 - Choose nondiscriminatory expressions
 - Apply all other pertinent C qualities



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6. Courtesy



Courteous messages help to make new friends.

It is politeness with mechanical insertions of "please's" and "thank-you's."

To be courteous, considerate communicators should follow these suggestions:

- Be thoughtful, and appreciative.
- Omit expressions that irritate or hurt.



7. Consideration



-Consideration means that you prepare every message **with the recipient in mind and try to put yourself in his or her place.**

-In a broad but true sense, consideration underlies the other six C's : **You adapt your language and message content to your receiver's needs when you make your message complete, concise, concrete, clear, courteous, and correct.**

However, in two specific ways you can indicate you are considerate:

ÉShow reader benefit or **interest in reader perspective.**

ÉEmphasize **positive, pleasant facts.**



Speaking Activity # 5



Create a Conversation!

Each pair of students is required to create a one-minute conversation between:

1. A doctor and A patient.
2. A teacher and a parent.
3. You and a stranger at the coffeehouse.

Note: Incorporate Communication principles that you learned in this class!