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# Oral Communication



**MS. SUHA JAWABREH**

**LECTURE # 6**

# Outline



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

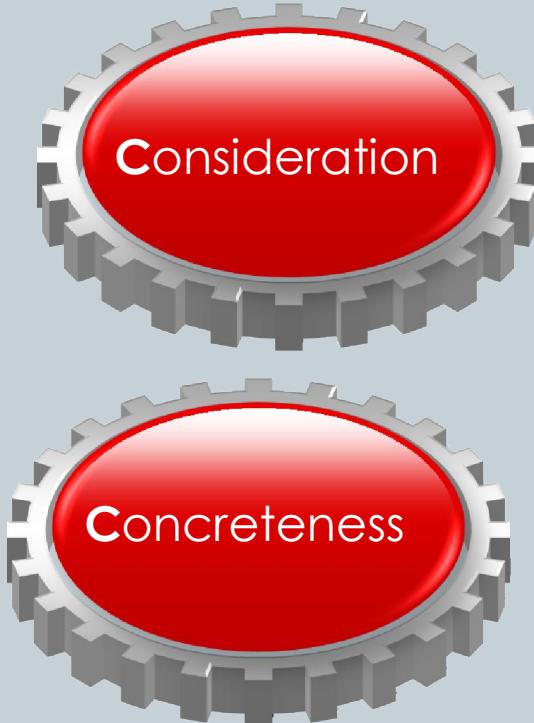
## Review # 3



1. What are the types and levels of communication?
2. Speaking activity # 4:  
Analyzing and Commenting on a video

# Principles of Communication

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



# 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.**

### 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

## 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.

## peaking 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!