



Fundamentals of Effective Communication

M.P. Sinha, Shravan Kumar, Harleen Kaur

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Communication refers to the activity of conveying information through the exchange of thoughts, messages, or meaningful information. Effective communication takes place when a desired effect results from intentional or unintentional information sharing, which is interpreted between multiple entities and acted on in a desired way. This effect also ensures that the message is not distorted during the communication process.

Effective communication should generate the desired effect and maintain the effect, with the potential to increase the effect of the message. Therefore, it serves the purpose for which it was planned or designed. Possible purposes might be to elicit change, generate action, create understanding, inform or communicate a certain idea or point of view.

Since the last decade of the twentieth century, the world has witnessed a tremendous growth in telecommunication. Computer, Internet and website have transformed the world into a big house where every room is connected with intercom. The world has become busier and communication faster after the Second World War. International relations and high growth of world trade have contributed immensely to the fastness of communication.

Professional communication is a special use of language which is plain, simple, matter-of-fact, precise and highly informative. Executives have to read and write a lot and discuss the new challenges almost daily with their subordinates. In all cases they use a language which is quite different from the language of everyday life and of literature. Developments in science and technology, trade and commerce have contributed to the growth of professional communication.

The book has been written to cater to the needs of a wide cross-section of people including students of management and engineering, for effective communication, and covers pertinent aspects like the sound system of English; the grammatical structure of English; building vocabulary; comprehension, including listening comprehension and close comprehension; writing skills, including précis and summary writing, letter and report writing; and speaking skills, like audience address, paper presentation, etc.

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