**Djilali Bounaama University**

**Faculty of Social and Human Sciences**

**Social Science Department**

**Module: English Level: First Year Master Audio visual**

**Basic concepts about the principles of media and communication**

**What is effective communication?**

Effective communication is the bridge that connects individuals, enabling them to share information, build relationships, and collaborate with precision and empathy. It involves active listening, empathy, and choosing appropriate channels and language.

**The Principles of Communication**

Following principles of communication make it more effective; professionals in communication frequently mention to the Seven Principles of Communication:

**Effective:**

Every communication should have a clear purpose and should achieve that purpose to be effective. This includes what is said, how it is delivered, when it is sent/published and why people should take notice. You need to communicate your message in the fewest possible words, have the consistency of tone, voice, and content so that you can save time. Short, punchy statements are often more effective than rambling prose. Diagrams and images provide impact and clarity. Visual design should create a pleasant user experience, promote the message and brand, and make it simple for consumers to engage and identify the relevant elements. Each communication must conclude with a logical call to action.

#### **Comprehensive:**

People shouldn’t be left wondering if there is more to come. The information communicated should be adequate and complete. Where possible, it should fully address the purpose and provide enough that the recipients can take the required action without delay, confusion or a reduction in productivity or motivation. Where communication cannot be completed in a single message etc. then it should clearly indicate that there is more to follow, with requisite when and how. Links to supporting material are recommended

**Clarity**

Messages should have a clear goal and be written in such a way that the receiver knows what the sender is trying to say. Your team's communications should not be perplexing. Determine the format in which you wish to say it. Determine your objective or purpose. It is also critical that the receiver is familiar with the language, fundamental assumptions, and communication mechanisms. Sentences should be short and in the active voice, with significant aspects listed in distinct bullet points.

**Style and attention**

The receiver's attention is directed to the message in effective communication. People differ in their conduct, attention, emotions, and so on, so they may react differently to the message. This may need the creation of distinct communication formats for various jobs and grades. Senior management should be seen behaving in accordance with the messages, using messaging technologies, and supporting messaging processes. Formal communication is typically used to convey messages and other information; however, informal communication might be more effective in some situations. Informal communication might be useful for assessing staff reactions to various policies. Both types should embrace the spirit of the organisation, which is typically optimistic, honest, respectful, open, and polite.

#### **Coherency**

Communication often takes place across multiple tools/formats and over a period of time. It’s important that communication remains logical, well-planned, and self-reinforcing across these. There should be a good connection with the main topic and, often linked to company values, principles, and mission. Equally, communication should be consistent with the policies, plans, programs and objectives of the organization and not in conflict with them.

#### **Timeliness and Urgency**

Communication should be done at proper time and with the appropriate level of impact and urgency, to ensure that messages can be understood and acted upon to achieve their objective. It should be possible to differentiate Urgent and Import information and understand the time scale for any actions. There should be confidence that communication reaches their audience when intended.

#### **Importance of Feedback**

Feedback is very important to confirm that communication has been effective and to resolve questions, allow challenge, clarify actions etc. Sometimes there is a compliance requirement or monitoring function that needs to be addressed via feedback or a ‘read receipt’. There should be a feedback information from the recipient to know whether he has understood the message in the same sense in which the sender has meant it.