

SUCCESSFUL COMMUNICATIONS

A good communicator,

KNOWS -

1. His objectives - has them specifically defined
His audience - needs, interests, abilities, pre-dispositions.
His message - content, validity, usefulness, importance.
Channels that will reach audience and their usefulness.
How to organize and treat his message.
His professional abilities and limitations.

2. IS INTERESTED in -

His audience and its welfare.
His message and how it can help people.
Results of communication and their evaluation.
Communication process (factors essential for success).
Communication channels. Their proper use and limitations.
How to improve his communication skill.

3. PREPARES -

A plan for communication - teaching plan.
Communication materials and equipment.
A plan for evaluation of results.

4. HAS SKILL in -

Selecting messages.
Treating messages
Expressing messages - verbal and written.
Selection and use of channels.
Understanding his audience.
Collecting evidence of results.

POOR COMMUNICATIONS -

- Fail to have ideas to present that are really useful to the audience.
- Fail to give the complete story and show its relation-ship to peoples problems.
- Forget that time and energy are needed to absorb the material presented.
- Feel they are always clearly understood.
- Refuse to adjust to 'closed' minds.
- Talk while others are not listening.
- Get too far ahead of audience understanding.
- Fail to recognise other view points - and develop presentation accordingly.
- Fail to recognise that communication is a 2 way process.
- Let their own biases over-influence the presentation.
- Fail to provide a permissive atmosphere.
- Disregard the values, customs, prejudices and habits of people with whom they attempt to communicate.
- Fail to start where people are with respect to knowledge, skill, interest and need.

A GOOD MESSAGE MUST BE,

- In line with the objective to be attained.
- Clear-understandable by the audience.
- In line with the mental, social, economic and physical capabilities of the audience.
- Significant-economically, socially or aesthetically to the needs, interests and values of audience.
- Specific - no irrelevant material.
- Simply stated - covers only one point at a time.
- Accurate - scientifically sound, factual and current.
- Timely - specially when seasonal factors are important and issues are current.
- Supported by factual material covering both sides of the argument.
- Appropriate to the channel selected.
- Appealing and attractive to the audience has utility and immediate use.
- Applicable-audience can apply recommendation.
- Adequate - combines principle and practice in effective proportion.
- Manageable - communicator can handle with high professional skill and within the limits imposed by time.