EFFECTIVE COMMUNICATION IN 6 STEPS

Communicate to achieve your goals and fulfil your plans

Quality of life depends primarily on how one communicates with others. This particular skill is the ultimate determinant in whether we succeed or fail. Studies have revealed that effective communication can solve nearly all of our daily problems, enhance clarity, and resolve disputes.

Effective communication is a key factor in successful leadership and it determines how well or poorly a team performs. It is always wise to ask a few questions in order to challenge yourself — whether or not you are doing the right thing. Let us consider the following approach in making our communication all the more effective.

Why communicate
It is of utmost importance to set the right tone of communication. We need to understand why the "communication" is taking place, in the first place If we are unsure about the context of the communication, there is every possibility that we may send out the wrong signals and/or to the wrong recipients. So, the communicator must be sure of the purpose and context for which the communication is taking place.
And so, we have to ask: *How necessary is the communication*?

What will be communicated
After setting the right tone, it is now time to design and develop the content. Based on the "why" we should communicate, we will now determine the "what" to be communicated.
Content that will be communicated needs to be "SMART" in nature: Simple, meaningful, appealing, realistic, and truthful.

The content should be developed by keeping a sharp focus on "where" and to "whom" it will be communicated to ensure success of the planned communication.
So, it comes down to: *How SMART is the content being sent out to the target audience?*

Where the communication will take place
The medium to be used for conveying the content of the communication largely depends on organizational arrangement.

To that end, any communications planing requires keeping up with financial and budgetary needs of the company and/or business. The type of medium needs to be selected based on the content and context.

It's important to remember that using expensive mediums is not necessarily the most effective way to ensure successful communication, instead, strategic and tactical use of any given medium of communication will make it effective in reaching the highest number of a specific target audience.

Thus, effective communication relies on: *How efficiently the medium is chosen to convey the message.*

When to communicate

Selection of time and situation is critical as it relates to the state of the mind of the individual/group being communicated to.

There is a possibility that the same message might be interpreted differently due to the situational circumstances of a particular target audience — and thus, it may dilute the essence of the content and the context.

So, during the preparation of the communication plan, please do consider the situation, and determine a suitable time to transmit the message.

Therefore, it is really about considering: *How circumstances impact the acceptance of the communication.*

Who to communicate with
Again, the same message might have different meanings to different segments of the audience — even at the same time and place. So, you must decide who is the right recipient of the message, relevant to time and place.

Selecting the wrong target audience might dilute the essence of the message, as the audience might not be interested in the content of the information.

Therefore, it is of utmost importance to decide on the right target audience while deciding the content, because it determines: *How selecting the target audience impacts the success of the communication.*

Whether there are alternative ways of communication
Challenge yourself and find out about some alternative ways to communicate, in order to confirm that the final communication method chosen is the most cost-effective and efficient way to reach the target audience.

It is crucial to consider how we can challenge ourselves to find the most effective way of communication.

Which leaves us with: *How to challenge yourself for finding out the most effective way of communicating message.*

Finally, how we plan to implement the overall communication method is the most critical factor of effective communication.

That's where a communication plan plays the vital role in ensuring the accountability of the message.

Selecting the right "W"s powered by the right "H"s can help ensure effective communication in achieving your goals.

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HISTORY OF COMMUNICATION

Since prehistoric times, significant changes in communication technologies (media and appropriate inscription tools) have evolved in tandem with shifts in political and economic systems, and by extension, systems of power. Communication can range from very subtle processes of exchange, to full conversations and mass communication. Human communication was revolutionized with the origin of speech approximately 500,000 years ago. Symbols were developed about 30,000 years ago. The imperfection of speech, which nonetheless allowed easier dissemination of ideas and stimulated inventions, eventually resulted in the creation of new forms of communications, improving both the range at which people could communicate and the longevity of the information. All of those inventions were based on the key concept of the symbol.

The oldest known symbols created for the purpose of communication were cave paintings, a form of rock art, dating to the Upper Paleolithic age. The oldest known cave painting is located within Chauvet Cave, dated to around 30,000 BC. These paintings contained increasing amounts of information: people may have created the first calendar as far back as 15,000 years ago. The connection between drawing and writing is further shown by linguistics: in Ancient Egypt and Ancient Greece the concepts and words of drawing and writing were one and the same

Petroglyphs
The next advancement in the history of communications came with the production of petroglyphs, carvings into a rock surface. It took about 20,000 years for homo sapiens to move from the first cave paintings to the first petroglyphs, which are dated to around 10,000BC.

It is possible that humans of that time used some other forms of communication, often for mnemonic purposes - specially arranged stones, symbols carved in wood or earth, quipu-like ropes, tattoos, but little other than the most durable carved stones has survived to modern times and we can only speculate about their existence based on our observation of still existing 'hunter-gatherer' cultures such as those of Africa or Oceania.

Pictograms
A pictogram (pictograph) is a symbol representing a concept, object, activity, place or event by illustration. Pictography is a form of proto-writing whereby ideas are transmitted through drawing. Pictographs were the next step in the evolution of communication: the most important difference between petroglyphs and pictograms is that petroglyphs are simply showing an event, but pictograms are telling a story about the event, thus they can for example be ordered chronologically

Pictograms were used by various ancient cultures all over the world since around 9000 BC, when tokens marked with simple pictures began to be used to label basic farm produce, and become increasingly popular around 6000-5000 BC.

Ideograms
Pictograms, in turn, evolved into ideograms, graphical symbols that represent an idea. Their ancestors, the pictograms, could represent only something resembling their form: therefore a pictogram of a circle could represent a sun, but not concepts like 'heat', 'light', 'day' or 'Great

God of the Sun'. Ideograms, on the other hand, could convey more abstract concepts, so that for example an ideogram of two sticks can mean not only 'legs' but also a verb 'to walk. Because some ideas are universal, many different cultures developed similar ideograms. For example, an eye with a tear means 'sadness' in Native American ideograms in California, as it does for the Aztecs, the early Chinese and the Egyptians

Ideograms were precursors of logographic writing systems such as Egyptian hieroglyphs and Chinese characters.

Examples of ideographical proto-writing systems, thought not to contain language-specific information, include the Vinca script (see also Tărtăria tablets) and the early Indus script. In both cases there are claims of decipherment of linguistic content, without wide acceptance.

Writing
The oldest-known forms of writing were primarily logographic in nature, based on pictographic and ideographic elements. Most writing systems can be broadly divided into three categories: *logographic*, *syllabic* and *alphabetic* (or *segmental*); however, all three may be found in any given writing system in varying proportions, often making it difficult to categorise a system uniquely. The invention of the first writing systems is roughly contemporary in with the beginning of the Bronze Age in the late Neolithic of the late 4000 BC. The first writing system is generally believed to have been invented in pre-historic Sumer and developed by the late 3000's BC into cuneiform. Egyptian hieroglyphs, and the undeciphered Proto-Elamite writing system and Indus Valley script also date to this era, though a few scholars have questioned the Indus Valley script's status as a writing system. The original Sumerian writing system was derived from a system of clay tokens used to represent commodities.

By the end of the 4th millennium BC, this had evolved into a method of keeping accounts, using a round-shaped stylus impressed into soft clay at different angles for recording numbers. This was gradually augmented with pictographic writing using a sharp stylus to indicate what was being counted. Round-stylus and sharp-stylus writing was gradually replaced about 2700-2000 BC by writing using a wedge-shaped stylus (hence the term cuneiform), at first only for logograms, but developed to include phonetic elements by the 2800 BC. About 2600 BC cuneiform began to represent syllables of spoken Sumerian language.

Finally, cuneiform writing became a general purpose writing system for logograms, syllables, and numbers. By the 26th century BC, this script had been adapted to another Mesopotamian language, Akkadian, and from there to others such as Hurrian, and Hittite. Scripts similar in appearance to this writing system include those for Ugaritic and Old Persian. The Chinese script may have originated independently of the Middle Eastern scripts, around the 16th century BC (early Shang Dynasty), out of a late neolithic Chinese system of proto-writing dating back to c. 6000 BC. The pre-Columbian writing systems of the Americas, including Olmec and Mayan, are also generally believed to have had independent origins.

Alphabet
The first pure alphabets (properly, "abjads", mapping single symbols to single phonemes, but not necessarily each phoneme to a symbol) emerged around 2000 BC in Ancient Egypt, but by then alphabetic principles had already been incorporated into Egyptian hieroglyphs for a millennium (see Middle Bronze Age alphabets).

By 2700 BC Egyptian writing had a set of some 22 hieroglyphs to represent syllables that begin with a single consonant of their language, plus a vowel (or no vowel) to be supplied by the native speaker. These glyphs were used as pronunciation guides for logograms, to write grammatical inflections, and, later, to transcribe loan words and foreign names.

However, although seemingly alphabetic in nature, the original Egyptian uni-literals were not a system and were never used by themselves to encode Egyptian speech. In the Middle Bronze Age an apparently "alphabetic" system is thought by some to have been developed in central Egypt around 1700 BC for or by Semitic workers, but we cannot read these early writings and their exact nature remains open to interpretation.

Over the next five centuries this Semitic "alphabet" (really a syllabary like Phoenician writing) seems to have spread north. All subsequent alphabets around the world with the sole exception of Korean Hangul have either descended from it, or been inspired by one of its descendants.

Source : https://en.wikipedia.org/wiki/History_of_communication

ESSENTIALS OF CORPORATE COMMUNICATION

Corporate Communication is practiced primarily on the basis of technological applications and innovative strategies. The advanced communication technologies have replaced the traditional interpersonal communication channels in the corporate houses. In the age of globalization, modern corporations often encounter problems with language and cultural barriers. Multilingualism in an organization naturally causes serious problems if the corporate communicators struggle to communicate due to language or cultural differences. The big and complex corporations also pose certain threats to communication and the messages get altered as they are passed down the chain of command from one level to another. The salient facts might be left out and the messages might be totally misunderstood by the receivers of communication.

Experts have also pointed out that corporate communication is the key vehicle to setting the tone and messages for corporations through several channels of communication. The selection of media and development of contents are undertaken by the corporate communicators on the basis of systematic assessment and consultation with experts in the subjects concerned. In the age of globalization, corporate communication assumes great communication which is the cornerstone function of every organization to build up its status in the corporate world as well as its stakeholders.

Corporate communication is one of the most important links between an organization and various publics. Corporate communication is the key factor in the creation, implementation, monitoring and reporting on all corporate activities. It also provides opportunities to feel the pulse of various stakeholders and bring about suitable changes and modifications in the business and communication approaches. The field of corporate communication has undergone radical developments over the years and has become a full-fledged career option in the new millennium.

Modern corporate houses have undoubtedly accorded highest importance to corporate communication in order to achieve their business objectives. Corporate communication experts are the advocates for organizations in managing the complex communication that take places between organizations and their external and internal audiences. There is enormous scope for corporate communication in the world. Modern business houses and industrial organizations are expanding their networks and operations. They have also recognized the importance of establishing rapport with various stakeholders who matter most from business management point of view. The corporate communication is managed through various media and mechanisms to build and sustain the reputation of modern corporations according to the experts concerned.

The corporate communicators are primarily responsible for the enhancement of brand knowledge and maximization of the brand performance within a marketing environment which is practically beyond their control. The corporate communication is a substantial organizational activity which enables the corporate leaders to establish sound identity and reputation in the society. In reality, corporate communication is a challenging task which is responsible for influencing the behaviors of the consumers and other stakeholders in favor of the corporate house, goods and services especially in a competitive business environment. Scholars have also examined the role of corporate communication in the enhancement of corporate image and reputation over a period of time. Other studies have also primarily dealt with the investment made by the corporate houses on corporate communication management.

The corporate communicators are also required to treat the corporate business environment as an exogenous factor on the basis of certain models which are related to conceptualization and practical implementation of corporate communication. These models also enable the corporate communicators to integrate relevant research concepts taken from the marketing, psychology, and consumer behavior literatures and derive several testable propositions which practically benefit the corporate houses. Experts have suggested certain norms and guidelines which enhance the success of corporate communication. They have suggested that corporate houses should develop the communication system and organize suitable campaigns to build reputation consciously.

Source : http://gifre.org/library/upload/volume/134-140-vol-2-4-13-gjcmp.pdf