

PERSUASIVE STRATEGIES OF EFFECTIVE COMMUNICATION

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Abstract : *Man has been using language as a tool of communication for centuries. It has enabled him to interact with the environment and to regulate his social behaviour. Though there is a number of means of communication, language is the most widely used instrument. Communication has a symbolic nature. It is an act of sharing one's ideas, emotions, attitudes, or perceptions with another person or group of persons through words. Both the sender and the receiver play a role in making communication effective. To be effective, a sentence should consist of some qualities such as correctness, unity, clarity, coherence and emphasis. This research paper is an attempt to expose the guidelines for writing and speaking in general the effective sentences in communication. This includes sentences containing only one idea or single idea, explaining one complete thought, sentences should be grammatically correct and concise. Moreover the sentences should be varied in length and in structure. To communicate effectively, it is not enough to have well organized ideas expressed in complete and coherent sentences and paragraphs. One must also think about the audience and the readers too.*

Keywords : *Communication, Construction, Structure, Audience, Integrity.*

Introduction :

Communication is the process of exchanging information, usually through a common system of symbols. It takes a wide variety of forms – from two people having a face-to-face conversation to hand signals to messages sent over the global tele-communication networks. The process of communication facilitates interaction among people; without it, we would be unable to share our knowledge or experiences with anybody else. Common forms of communication include speaking, writing, gesturing, and broadcasting.

The word ‘communication’ has a rich history. The term communication comes from the Latin word ‘communicare’ that entered the English language in the fourteenth and fifteenth century. It is difficult to define communication. The Latin root word communicare has three possible meanings, which are as follows :

- * ‘to make common’,
- * cum+munus, i.e., having gifts to share in a mutual donation
- * cum+muniere, i.e., building together a defense, like the walls of a city.

Therefore, communication means to inform, tell, show, or spread information. When a person communicates, he/she establishes a common ground of understanding. Communication depends on the interpretation of a message by the listener. Shared understanding evolves through detection and correction of misunderstandings. The understanding created through one communication cycle can never be absolute or complete. It is an interactive and ongoing process in which common ground, i.e. assumed mutual beliefs and mutual knowledge, is accumulated and updated.

A speaker should know the material, what it means, and what its implications are. If it is done then he/she will speak with spontaneity and abandon. The speaker will not be troubled with having to think of what to say next. The audience likes the conduct on the platform to be in good taste, friendly, courteous, and well mannered. They like to see the speaker poised and dignified/exhibiting mastery of and of the situation and showing confidence in success, but not giving impressions of overconfidence, smugness, or conceit. Audiences like a speaker who is actively interested, energetic, and excitedly alive, but not tense and nervous; who is rather relaxed and comfortable, but not unconcerned or careless. They want to hear and understand easily. They will, if the voice is pleasing and sufficiently loud, but not so loud as to call attention to itself. They want prolongation to be sufficiently correct to be acceptable and sufficiently distinct to be easily understood the language, in addition to expressing ideas clearly, in good taste; the bodily activity integrated with the thought and feeling as is expressed and appropriate to the situation, not full of distracting random movements.

Communication skill may be defined as the ability to employ language in ways that will most efficiently and effectively transfer ideas from one person to another. The emphasis, is on clarity is a quality verbal discourse that should transcend every element into which a given message can be analysed. The authors meaning in a sentence is by far the most important consideration of the sentence. In fact, it is the only important thing about the sentence. Every aspect of the sentence should somehow contribute to this meaning. In written discourse it is customary to avoid sentence fragments except as they appear in conversational sequences such as the one quoted above. But since the time of demarcation between the spoken word and the written word is gradually becoming less distinct, more and more sentence fragments appear in written essays. He is an example of a sentence fragment which appeals in the writing.

When elements in a sentence are of equal weight, one can show the equality by placing them in parallel structure, or by linking them together with coordinate conjunctions. In the familiar statement attributed to Juleius Caesar. "I came, I saw, I conquered" – the equality is established by parallelism. Part of the meaning is, of course, obtained from the chronological and climatic arrangement of items. Whenever it is possible, the words, phrases or clauses that make up the sentence should be arranged climatically. Use balanced sentences, in which similar or opposite ideas are "set off" against one another. Secure emphasis by separating an especially important idea from others and placing it in a sentence by itself.

Always vary the construction of sentence by using declarative, imperative, and interrogative sentences. Use the rhetorical question, in which the answer is implied, with audience supplying it mentally, if not actually. Use the direct question, the answer to which must be introduced. Use variety in the length and complexity of your sentences more frequently than long ones. Too many consecutive short sentences, however, make for a broken, choppy effect. Use simply constructed sentences more frequently than compound or complex ones.

One should try to use acceptable grammar in the formation of sentences. Acceptable grammar is that used by the majority of educated people. Avoid certain errors of sentence structure, such as incomplete sentences, choppy sentences. Avoid excessive coordination of sentences. Do not string thoughts unit together with ‘and for, “because”, “but”. Eliminate these connectives. Try to avoid long and involved sentences.

Avoid unusual sequence, order, and arrangement in sentence structure, avoid curing verbs which do not agree with the subject – “They was (were) going home”. Avoid using the incorrect verb form in relation to the tense (past, present, future). Avoid using incorrect sequences of tenses – “It is him” (he). Avoid using incorrect concretions– “He don’t” (doesn’t). Avoid using adjectives for adverbs – “He did goods (will) as an athlete”. The more skillfully words are selected the clear the translation of thought is likely to be choose words for the expression of ideas which are instantly intelligible to the audience to insure comprehension and prevent misunderstanding. Choose words with specific and exact meanings to insure correct and clear understanding by the listeners. Specific words stimulate the listener’s imagination to a full realization of the meaning more quickly than general and abstract words so. Choose vivid, colourful words in stating the thought, which will instantly stimulate the imagination of the thought, which will instantly stimulate the imagination of the audience and help them to visualize the idea in complete detail. Avoid annoying the audience by word choice. For example, avoid unfamiliar words. Avoid using words and phrases that exaggerate your ideas in an unwarranted manner, such as “absolutely” or “beyond a shadow of a doubt”. Avoid using common, hackneyed, meaningless expression – ‘that thing’, “and every thing else”, “an something else”, “and so forth”, “what-you-may-call-it”. Be sure to know the meaning of the words used. Keep a dictionary and a thesaurus close at hand for frequent reference. Avoid using too many words and inserting needless words. Finally try to avoid the omission of words necessary to the complete expression of idea.

Effective sentences are sentences which produce precisely the responses their author desires. Audience gain impressions from the moment the speaker first appear until he/she retire. To be communicative, be conversational, but let the speaking manner be that of amplified conversation. Make to a point to talk to the audience, not at them. Speak each idea directly to them as if it were a personal matter – look at them. Face them keep direct eye contact with them. Avoid a contact “looking about” from side to side to floor, to ceiling, to speaker’s stand while speaking. To please the audience, do well to adapt the speech, style of presenting it, the behavior and manner to changing conditions in the situation. Speak loudly enough so that all may hear easily. If the audience is extremely fatigued, listless, or uncomfortable, shorten the speech rather than continue at length under such circumstances.

Audiences are affected by disturbing factors. When things happen audience will respond favourably. After getting the evidence of complete control of the situation, the irritation and upsetness is gone or upset. If the audience evidences coldness, prejudice, or enmity try to win them, if possible, by a direct appeal for fair play and open mindedness. If errors or incorrect statements trouble in getting under way or in saying what is meant, make the correction. Perhaps beg the pardon of the audience or make some other appropriate comment, and proceed. The audience will like it if given an impression that what is done and the way it has done arises naturally out of the situation, ideas, feelings, and their reactions. This is the key to effective communication with an audience. It takes energy. It is characteristic of enthusiasm. It gets and holds attention. It is one of the first and most important speaking habits to be acquired good posture is equally important. The position of body, standing or sitting, should allow the muscles to function normally and with ease. The posture should facilitate a free and easy functioning of breathing mechanism and facilitate free and easy bodily movements in walking about the platform and in gesturing. Some textbook writers defend the notion that sentences should be restricted to fourteen to twenty words. Others argue that the length of sentences should vary so as to avoid monotony. Sentence length is a matter of individual style: some authors write long sentences, others short ones. Under normal conditions, in simple speaking, situations where ordinary conversation occurs, bodily activity is natural in the act of speaking and is adequate. In public speaking situations, however, it must be kept under constant control and used objectively and purposefully. Though bodily action is naturally involved in projection to the audience, it is important in speech making warrants its emphasis as separate technique in the total process of stimulating an adequate audience response. Hence, control of bodily activity is treated here separately as an essential of speech making. Use bodily activity freely from the very beginning of practice in speech making. Use it with abandon. Have little concern, for a time, about "how you look" or whether the action is appropriate – just use it. Lose all of inhibitions and self consciousness as soon as possible.

Conclusion :

From this discussion it can be said that the effective communication plays a vital role in the smooth functioning of communicating ideas, expressing, oneself and reaching the minds of listener's. Now a days the need to impart communication skill has assumed greater importance. In brief we can say that in any type of communication whether it may be oral, written, executive, management, technical communications and specially to make it effective by using different tools, precaution one can overcome the defects and enhance the effectiveness of his/her communication successfully to reach the domain.

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