2. **Purpose:** state the purpose of each communication, obtain information, initiate action, and change another person's attitude.
3. **Physical and human setting:** be sensitive to the total setting in communication .Sometimes, meaning and intent and conveyed through gestures rather through words.
4. **Participation:** invite others to participate in planning a communication .participation helps to bring additional insight and objectivity to your message.
5. **Word choice and body language:** select simple words and use them carefully so that they do not take on different meanings to different people.
6. **Empathy:** empathy is the ability to identify with the various feelings and thoughts of another person.
7. **Actions:** managers should support communication through good supervisory efforts, clear assignments of duties, fair rewards for effort, sound policy enforcement etc.
8. **Use of feedback:** the manger should provide feedback, which provides an open channel, so that he can check on how the messages are being perceived.
9. **Communicate for tomorrow as well as today:** communication must be planned with past in mined so as to support company policies consistently.
10. **Be a good listener:** we should not only concentrate on the explicit meaning that another person is expressing but also on the implicit meanings, unspoken words etc.

CHECK YOUR PROGRESS



Q6: Define informal communication.

.....

.....

Q7: What is semantic barriers?

.....

.....