1. Discuss briefly, in proper sequence, the steps followed in planning an effective communication.

Ans: **PLANNING STEPS:**

* 1. Knowing the purpose of the message.
  2. Visualizing the reader (receiver).
  3. Choosing the ideas to be included.
  4. Getting all the facts to back up the ideas.
  5. Outlining and organizing the message.

#### Knowing the purpose of the message:

Purpose is the primary reason to write or speak. Its identification leads to determination of the contents of the message.

Each message must have a specific purpose e.g. asking for rebate on defective goods, announcing clearance sale, awakening inactive amount, making inquiry, seeking job etc. in addition to the specific purpose, the general purpose of every business message must be to establish good will and good relations. For example, the purpose of a collection letter should be two-fold i.e. asking for money and at the same time maintaining good relations with the customer.

#### Visualizing the Reader:

It is very important to adapt the message to the reader’s views. But writer often does not know much about the reader. However, attempt should be made to know about the following points.

* 1. What relationship is with the reader? Is the reader a customer or a supplier, a boss or a subordinate?
  2. What is position of the reader? Is reader an engineer or an accountant, a supervisor or an executive?
  3. What is reading level of the reader? It can be guessed by noting the educational qualification, technical training, professional status and experience of the reader.
  4. What are interests of the reader relating to job and social activities?
  5. How much reader knows about the subject matter and its background?
  6. Is the reader prejudiced or biased on religious, political and social issues?
  7. What are reader’s unspoken needs for information? This can be known by reading between the lines.

#### Choosing the Ideas:

The next step is to choose the ideas. The ideas to include depend upon the message being communicated. For example. A welcome letter to a customer, should include the following ideas:

1. Welcoming and tanking the reader for opening the account.
2. Stating the services and facilities offered to regular customers.
3. Mentioning the working hours.
4. Informing about the credit terms and discount rates.
5. Assuring to help in solving the customer’s problems.

#### Getting all the Facts:

The facts and figures to be stated in a message may be certain names, dates, address, percentages, statements etc. for some messages all the facts may be in the writer’s mind, but for others extensive primary and / or secondary research may be needed for collecting the required data.

#### Primary Research:

Primary research data may be collected by any of the following research methods.

1. **Experimental Research Method:** Which seeks to determine whether a change in one factor causes change in another.
2. **Observational Research Method:** Which involves either human or mechanical viewing of the actions or results of some-hearing, touching, smelling etc.
3. **Survey Research Method:** Which requires the researcher collect data from respondents through questionnaires.
4. **Combination of the Various Research Method:** May also be used when any one of the above methods is not appropriate.

#### Secondary Research:

Secondary research data may be collected from the following sources.

1. **Company Publications:** Newsletters, bulletins, brochures, pamphlets, handbooks, manuals and company records and reports.
2. **Books:** Relating to the topic under research.
3. **Periodicals:** Magazines, journals and newspapers published at regular intervals.
4. **Other Sources:** Radio and T.V. programmes, publications of other companies and professional association.

#### Outlining and Organizing the Message:

Before writing a message, it should be outlined and organized either on paper or mentally. There are four different organizational plans – the direct request, good news, bad news and persuasive request. The first two use the direct approach and the last two, the indirect approach.

#### Revising and Editing and Proof Reading:

The draft should be read paragraph by paragraph, sentence by sentence and word by word to check the continuity of ideas and grammatical, punctuation and spelling mistakes. While revising and editing the message it must be ensured that the message meets all the principles of good business communication.

7.

A careful proof reading is essential after the revised and edited message has been finally typewritten. Before it is mailed, it should be read by responsible and reliable person, because errors, if left un-corrected, may result in loss of goodwill, sales, income and even lives.

## Q. What are the direct and Indirect approaches?

#### Direct (Deductive) Approach:

The direct approach is used for Direct Request and Good News Plans, because the message is easily understandable and considered favourable or neutral. Under direct approach the message begins with the main idea or good news, and necessary explanatory details follows in one or several paragraphs. The message ends with an appropriate friendly paragraph. Thus a direct approach has three parts – main idea, explanation and friendly close.

#### Indirect (Inductive) Approach:

The indirect approach is used for Persuasive Requests and Bad News Plans, because the receiver is expected to resist and react unfavourably. Under indirect approach the message does not begin with the main idea or bad news. Instead it begins with some relevant pleasant or neutral statements followed by adequate explanations, before introducing the unpleasant idea. Here also the message ends with appropriate friendly or sympathetic words. Thus, an indirect approach has four parts – statements to “get in step” with the reader, explanations, main idea and friendly and courteous close.