Lecture 7: Language – Our Thinking Medium

We think with words; when you read this, you are using language to 'connect' ideas.*

*Remember: Each sentence **connects** what we speak about (**Subject**) with what we say about the Subject (**Predicate**, or the **verb** with all the words that go with it).

Thinking is the ability of human brain (acquired _through_ λ!) to *connect* ideas. Our λ also makes it possible for us to communicate these 'connections.' Although our thoughts (i.e., the *connections* we make) are usually a mixture of our feelings and perceptions (images, memories, habits, attitudes and assumptions, etc.), thinking occurs *only* when we are able to ***verbalize*** them (put them into words = become conscious of them).

Therefore, λ plays a central role in our thinking. Our main focus today is to understand language, so that we can think better. Instead of linguistic terms such as *semantics, syntax,* and *pragmatics,* we will use common words such as *meaning, word order,* and *context.* We have already

- examined how language enables, structures, and limits our thinking,
- noted the formative influence of society/ environment on language,
- examined the fundamental, metaphorical nature of language , and looked at some of its limitations.

Today we will look more specifically at the history of the English language, at its word stock, at its capabilities of definitions, connotations, and word order; we will highlight the importance of context and clarity; and finally, we will look at some pitfalls to avoid such as vague generalizations, wordiness, illogicalness, redundancies, and clichés.

Analysis of the Use of Language in Thinking and Argument
Language is the indispensable tool used in formulating arguments. We are all familiar with the power of language in the writing of fine writers. But good writing can be equally effective when used in the construction of argumentative essays and other argumentative passages. The trouble is that language can also be used effectively in both fallacious and cogent / valid arguments, deceiving people into accepting arguments they should reject. What is it about language that allows us to manipulate words, and through them, others? Since words express thoughts, and thoughts embody our meanings, let us see if we can find an answer there. How do words express meaning?

Denotation vs. Connotation
Denotation is actually *reference*. The aural symbol (word) names an object or quality or action by a particular sequence of speech sounds.
Connotation is not so easy to equate with straightforward physical or even abstract concepts: it works through vague and sometimes even subconscious association of ideas, associations that are so vague they become indefinable.
Denotation is what makes a word a word. When do we, as babies, stop babbling, and say our first word? When we begin to *use* the sounds to *refer to* (*denote*) something!

We, humans, have many forms of communication – dance, music, art… Through them, we can express so many things, and feelings! But try to use art or music to pass across an abstract thought, like, "Attitudes drive human behaviour," or "I think, therefore, I am"! To express an abstract thought, we need *reference /denotation*.

Denotation is in some essential sense arbitrary. We don't know it automatically when we are born. We *learn* it through social and cultural interaction with people around us. Without words (assigned referents), we can *express* a great deal, but we cannot *say* anything.

Emotive Meaning
If the purpose of a sentence is to inform or state a fact, some of its words must refer to things, events, or properties of one kind or another. These words must thus have what is commonly called *semantic content*, or *cognitive meaning*.

But words may also have *emotive meaning*, i.e., they may have positive or negative overtones. What gives them those overtones? The attitudes and values we have 'soaked up' from our cultural and social environment! Past experiences provide the framework for associations to form in our minds. For example, the sight of a syringe and needle is likely to cause association with pain in your mind, provided you experienced it, either first-hand (when receiving an injection), or second-hand (through the accounts of painful experiences by others). Growing up, we are influenced by the attitudes and behaviors of people around us (*enculturation*). The 'filter' of our cultural lens (common cultural experience that we share with people around us) 'colours' some words of our language with negative or positive overtones. Compare, for example, the neutral term 'sex-worker' with the definitely pejorative 'whore' or 'hooker'; 'illegitimate child' and 'bastard'…

It is the 'colours' of words that allow for manipulation of our attitudes, desires and beliefs. Advertisers, politicians, and unscrupulous business people often deliberately use emotive arguments to influence people's reactions, feelings and, therefore, behaviours. One common way in which the emotive force of language can be used to con is to mask the odious nature of an institution or practice by giving it a nice name (*euphemism*), rather than using a more accurate, nasty one. Can you think of some examples here? Look at these *euphemisms*:

> *Collateral damage* (= civilian deaths)
> *A Third World* country (= a poor country)
> *Ethnic cleansing* (= mass murder and displacement of people)
> *A terminal episode* (= death, in American jargon)
> *The Final Solution* (= Nazi term for the extermination of the Jews)
> *She's a little confused* (= mad)
> *Enhanced Interrogation Techniques* (EITs) (= torture), etc.

In recent years, manipulative uses of language have been given emotively negative names, each with a slightly different connotation, including *doublespeak* (deliberately ambiguous or evasive language), *bureaucratese* (government doublespeak), *legalese* (lawyertalk), *bafflegab*, and jargon.

The meanings of words and expressions sometimes are changed, either to get around (or to take advantage of) laws, rules, or customs. Examples: Calling an employee a subcontractor, to avoid paying a minimum wage; or, "Social Security taxes" – does that make sense? ☺

But it isn't always easy to determine whether terms have been used *rightly* or *wrongly* (There is nothing that is either good or bad [right or wrong!] – but *thinking* makes them so!"). Example: Psychologists disagree about whether it makes good sense to use the expression *mental illness*, because they disagree about whether the implied analogy to physical illness is useful or accurate.

Language is involved in all aspects of our thinking: sensing, feeling, remembering, creating, organizing, reasoning, evaluating, deciding, persuading, and acting. As we improve our language skills, we will think better. If thinking is defined as "expressed thought", then language is both the container ('form') and the thought contained (*meaning*).

To communicate our thoughts more clearly (and therefore, > effectively), we must avoid using:

1. **The Wrong Words**
   a. **Jargon**
   b. **Clichés**
   c. **Slang**
2. **Ambiguity**
   a. **Lexical ambiguity**
   b. **Structural ambiguity**
3. **Emotive Language**
4. **Too Many Words**

1. Using the Wrong Words

Jargon is the use of technical terms which are hard for 'outsiders' to understand, i.e., the specialized vocabulary of a science, art, class, sect, trade or profession. The use of long words, circumlocution and other clumsiness is also often referred to (rather derogatively) as jargon. So *jargon* can refer to 2 kinds of language:

<u>First</u>, the *special terminology* that develops within any group: lawyers, social workers, computer staff, medics, pilots, and so on. The use of these technical vocabularies can be both irritating and incomprehensible to outsiders, but within the group they act as a kind of spoken shorthand, a concise and precise way of expressing a concept (i.e., *siblings, software, hardware, etc.)*

In a world of increasing specialization and technology, these technical vocabularies are not only defensible, but also necessary. Mathematicians, lawyers, systems analysts and accountants need the precision and brevity of their own 'languages.'

What is indefensible, however, is to use your special vocabulary on outsiders who are not familiar with your jargon. Not only will you fail to communicate, you will bore or antagonize your 'receivers.'

<u>Second,</u> the use of unnecessarily long words, and convoluted syntactic structures to deliberately obscure meaning in a fog of words. There is nothing intrinsically wrong with using long words (*circumlocution* is certainly one, but shorter than '*longwinded and roundabout ways of saying things*'!). However, too many long words do make it difficult to understand what we are reading or hearing.

Look, for example, at an extract from the letter which won a booby prize of two pounds of tripe from the Plain English Awards Committee:

> *We would advise that our policy does exclude as contingency consequent upon a condition which is receiving or awaiting treatment at the date of issue of the policy.*

The same letter ended ironically:

> *We hope this clarifies the situation.*

Pompous people seek to add weight to what they are saying by using long words (or too many words), for example:

Passengers are requested not to communicate with the driver while the vehicle is in motion.

Pompous writers habitually use such expressions as *in connection with* when *about* might be more appropriate. They *ameliorate, acquaint, terminate* and *assist* when they could *improve, tell, end,* and *help*! Shakespeare ridicules pomposity in the second act of Hamlet, where Lord Chamberlain Polonius is trying to tell the King and the Mother Queen that Hamlet is mad:

> Polonius.
> This business is well ended. -
> My Liege, and madam, - to expostulate
> What majesty should be, what duty is,
> Why day is day, night night, and time is time
> Were nothing but to waste night, day and time.
> Therefore, since brevity is the soul of wit,
> And tediousness the limbs and outward flourishes,
> I will be brief: - your noble son is mad:
> Mad call I it; for, to define true madness,
> What is't but to be nothing else but mad?
> But let that go.
>
> Queen.
> More matter, with less art.
>
> Polonius.

> Madam, I swear I use no art at all.
> That he is mad, 'tis true: 'tis true, 'tis pity,
> And pity 'tis 'tis true: a foolish figure;
> But farewell it, for I will use no art.
> Mad let us grant him, then: and now remains
> That we find out the cause of this effect, -
> Or rather say, the cause of this defect,
> For this effect defective comes by cause:
> Thus it remains, and the remainder thus.
> Perpend.
>   Shakespeare: *Hamlet*, Act II Scene II

This brilliant passage is a good example of how a lot of 'hot air' and 'beating around the bush' is deliberately used to obstruct communication.

Cliches are stereotyped, <u>overused</u> expressions or phrases. They often serve as 'windbag' fillers: George Orwell called them those "appropriate noises in the larynx" whose production does not require any brain involvement… ☺ <u>Clichés</u> may be <u>words</u> (*nice* is one example), <u>phrases</u> (*a wind of change*; *at this moment in time, in this day and age, part and parcel, for all intents and purposes, conspicuous by its absence, from time immemorial*), <u>figures of speech</u> (*come hell or high water, on his death bed, at death's door, thin end of the wedge, white elephant, old as the hills*, etc.) or <u>formulas</u> (Have a nice day, How do you do? Have a great weekend, etc.).
Context determines whether the use of clichés is justified or not, but generally they do not add much to memorable or valued thought. Oscar Wilde's wit, however, did make some "reversed" clichés memorable:

> *Nothing succeeds like excess.*
> *Work is the curse of the drinking classes.*
> *Her hair has gone quite gold with grief.*

Slang, the coded language of certain social groups, changes with fashion. How many slang words for money can you recall? *Dough, bread, cabbage…* any new ones?
Good English is what is <u>appropriate</u> to the circumstances, and slang has its place in familiar chat. It is out of place, though, in more formal/ business communication: it is obvious that too informal a choice of language in, say, a company report would not inspire confidence.

2. Ambiguity
Our speech (strings of aural symbols) can be ambiguous. If a message can be understood in more than one way, then it will confuse our receivers. When used intentionally (and that happens all the time!☺), ambiguity may become a rich source of humour as well as an effective tool for manipulating others. Poor language skills may also result in ambiguous messages; and these may become a major barrier to effective communication.

Ambiguity is particularly offensive in business writing, when content is often factual. *Smith told Jones he had been promoted* is an example of ambiguity caused by a careless use of pronouns. Other kinds of ambiguity may have a second meaning which is contradictory, i.e.:

> *Nothing acts faster than Panadol!* ☺

Lexical ambiguity occurs when two or more words have the same sound form, but different meanings, i.e., see: sea, bread: bred, hour: our, break: brake, etc.
This can make the whole sentence ambiguous, for example:

- Bush Wins on Budget, But More Lies Ahead
- Child's Stool Great for Use in Garden (newspaper ad)
- Stud Tires Out (American spelling)
- Iraqi Head Seeks Arms
- Queen Mary Having Bottom Scraped (HMS Queen Mary ☺)
- My son has grown another foot.

Strings of words can also be perceived in different ways by different people, for example: *euthanasia* : *youth in Asia*, or *it's late* : *its slate*, *it's sin* : *it's in*, etc.

Structural ambiguity (caused by how words are put together in the sentence) may make whole sentences ambiguous, i.e.:

- We Need More Honest Politicians
- Special cocktails for ladies with nuts (notice in a Tokyo bar)
- Ladies are requested not to have children in the bar (cocktail lounge, Norway).
- The Manager has personally passed all the water served here (Hotel, Acapulco).
- Customers who find our waitresses rude ought to see the Manager (Nairobi restaurant).
- Customers may have fits upstairs (in a tailor's shop in Hong Kong)
- Flying planes can be dangerous.

Are these sentences ambiguous? Why so, do you think?

Visiting relatives can be boring.
I saw the man with the binoculars.
Vegetarians don't know how good meat tastes.
Peter loves reading books on active volcanoes.

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3. Emotive Language
It is very difficult to convey information, ideas, and especially opinions, without 'coloring' them with some personal feeling or emotion. We usually betray our own

opinions and attitudes by our choice of words. It is not wrong to do this, but it may evoke an unfavorable reaction in other people and thus affect their acceptance or rejection of our communication. Consider the following statement, which highlights a typical lack of objectivity by the average human:

> *I am determined, you are obstinate, he is pig-headed.*

Politicians are expert at using emotive language; it is in their speeches that we so often find fact and reason clouded or lost in rhetoric. For example, the use of biblical imagery, *the journey through the wilderness, the pilgrimage* to their vision of *the New Jerusalem,* can lend an aura of sanctity, rightness, or inevitability to their policies and ideals. Have you noticed how selectively they use emotionally coloured words like the *Wall* (referring to the Berlin Wall) vs. the *Fence* (that the Israelis are building to shut out the Palestinians? Islamic terrorists (but have you heard of Judaic, or Christian terrorists, for that matter?), etc.

4. Too Many Words
Even if we have disciplined ourselves not to use technical jargon to the uninitiated, have avoided dishonestly using emotive language (rather than reason) to persuade, have used long words with discretion, avoided slang and cliché, there are still many pitfalls in the use of language.
Of these, one of the worst offences, particularly in business and commerce (as it wastes time), is to use more words than necessary to convey our meaning. For example:

> *Broadly speaking, this may have the ultimate effect of doubling in numbers the total of orders dispatched outwards in a single day.*

This sentence has many superfluous words. *‘Broadly speaking’* is surely implied in the rest of the sentence. How else can one double but in numbers? *‘Outwards’* is implied in the word *‘dispatched’*.

> NB **Tautology** is the technical word for expressions like these, when the meaning is repeated, i.e.: *This unique ornamental vase, the only one of its kind…* Such absurdities as *the true facts* only cast doubt on the truth of the facts presented.

A more economical version of the sentence above would read:

> *This may have the effect of doubling the number of orders dispatched in a single day.*

While the word *single* is implied in the expression *in a day*, it has been retained because it adds *force* to the sentence.

A major cause of ‘too many words’ or verbosity is the over-use of modifiers, i.e. adjectives and adverbs:

The complete implementation of this overall program will inevitably necessitate extensive demands on the available resources of the appropriate committees and other bodies concerned.

Remember: the surest way to bore people is to write, or say, too much.

Appendix 1: Just for Laughs ☺

Straight off the Press - *These are actual newspaper headlines:*

Something Went Wrong in Jet Crash, Expert Says
Police Begin Campaign to Run Down Jaywalkers
Safety Experts Say School Bus Passengers Should Be Belted
Drunk Gets Nine Months in Violin Case
Survivor of Siamese Twins Joins Parents
Iraqi Head Seeks Arms
Panda Mating Fails; Veterinarian Takes Over
British Left Waffles on Falkland Islands
Lung Cancer in Women Mushrooms Juvenile Court to Try Shooting Defendant
Stolen Painting Found by Tree
Two Soviet Ships Collide, One Dies
Two Sisters Reunited after 18 Years in Checkout Counter
Killer Sentenced to Die for Second Time in 10 Years
Eye Drops off Shelf
Plane Too Close to Ground, Crash Probe Told
Miners Refuse to Work after Death
Never Withhold Herpes Infection from Loved One
War Dims Hope for Peace
Cold Wave Linked to Temperatures
Red Tape Holds Up New Bridge
Typhoon Rips Through Cemetery; Hundreds Dead
Man Struck by Lightning Faces Battery Charge
Astronaut Takes Blame for Gas in Spacecraft
British Union Finds Dwarfs in Short Supply
New Vaccine May Contain Rabies
Man Minus Ear Waives Hearing
Deaf College Opens Doors to Hearing
Sex Education Delayed, Teachers Request Training
Include your Children when Baking Cookies

Panda
A Panda walks into a restaurant. The waiter takes the Panda's order.
When the order is ready, the waiter takes it to the Panda. The Panda eats the meal, pulls out a gun, shoots the waiter and runs out of the restaurant.
The owner of the restaurant goes running after the Panda. When the restaurant owner finally catches up to the Panda, he asks, "Why did you shoot the waiter?" The Panda tells the owner to look up 'Panda' in the dictionary.
The owner goes back to the restaurant and looks up 'Panda' in the dictionary. Under 'Panda' it says: Eats shoots and leaves.

See
A married man left work early one Friday afternoon. Instead of going home, however, he squandered the weekend (and his paycheck) partying with the boys.
When he finally returned home on Sunday night, he ran into his furious wife. After a couple of hours of nagging and berating, his wife asked, "How would you like it if you didn't see me for a couple of days!?!"
"That would suit me fine!!"
So, Monday went by, and the man didn't see his wife. Tuesday and Wednesday came and went with the same result. Come Thursday, the swelling went down a bit and he could see her a little, just out of the corner of his left eye.....

These are supposedly actual signs that have appeared at various locations.

Sign in the office of a Roman doctor: "Specialist in women and other diseases."

Sign in a Tokyo shop: "Our nylons cost more than common, but you'll find they are best in the long run."

Sign from a Japanese booklet about using a hotel air CONDITIONER: "COOLERS AND HEATERS: If you want just condition of warm in your room, please control yourself."

Sign at a Budapest zoo: "Please do not feed the animals. If you have any suitable food, give it to the guard on duty."

Sign from a translated sentence from a Russian chess book: "A lot of water has been passed under the bridge since this variation has been played."

Sign at a garage in Hertfordshire: "Please do not smoke near the pumps. If your life isn't worth anything - gas is!"

Sign on the menu of a Swiss restaurant: "Our wines leave you nothing to hope for."

Funny Signs: http://www.cyberis.net/~kn1ght/jokes/english.phtml

Here are some signs and notices written in English that were discovered throughout the world. You have to give the writers an 'E' for Effort. We hope you enjoy them.

In a Bucharest hotel lobby:

> The lift is being fixed for the next day. During that time we regret that you will be unbearable.

In a Paris hotel elevator:

> Please leave your values at the front desk.

In a hotel in Athens:

> Visitors are expected to complain at the office between the hours of 9 and 11 A.M. daily.

In a Yugoslavian hotel:

> The flattening of underwear with pleasure is the job of the chambermaid.

In a Japanese hotel:

> You are invited to take advantage of the chambermaid.

In the lobby of a Moscow hotel across from Russian Orthodox monastery:

> You are welcome to visit the cemetery where famous Russian and Soviet composers, artists, and writers are buried daily except Thursday.

On the menu of a Swiss restaurant:

> Our wines leave you nothing to hope for.

Outside a Hong Kong tailor shop:

> Ladies may have a fit upstairs.

In a Bangkok dry cleaners:

> Drop your trousers here for best results.

In a Rhodes tailor shop:

> Order your summer suit. Because is big rush we will execute customers in strict rotation.

From the Soviet Weekly:

> There will be a Moscow Exhibition of Arts by 150,000 Soviet Republic painters and sculptors. These were executed over the past two years.

A sign posted in Germany's Black Forest:

> It is strictly forbidden on our black forest camping site that people of different sex, for instance, men and women, live together in one tent unless they are married with each other for that purpose.

In a Zurich hotel:

> Because of the impropriety of entertaining guests of the opposite sex in the bedroom, it is suggested that the lobby be used for this purpose.

In an advertisement by a Hong Kong dentist:

> Teeth extracted by the latest Methodists.

In a Rome laundry:

> Ladies, leave your clothes here and spend the afternoon having a good time.

In a Czechoslovakin tourist agency:

> Take one of our horse-driven city tours - we guarantee no miscarriages.

Advertisement for donkey rides in Thailand:

> Would you like to ride on your own ass?

In a Swiss mountain inn:

> Special today – no ice cream.

In a Bangkok temple:

It is forbidden to enter a woman even a foreigner if dressed as a man.
In a Tokyo bar:
Special cocktails for the ladies with nuts.
In a Copenhagen airline ticket office:
We take your bags and send them in all directions.
In a Norwegian cocktail lounge:
Ladies are requested not to have children in the bar.
In a Budapest zoo:
Please do not feed the animals. If you have any suitable food, give it to the guard on duty.
In the office of a Roman doctor:
Specialist in women and other diseases.
In an Acapulco hotel:
The manager has personally passed all the water served here.
From a Japanese information booklet about using a hotel air conditioner:
Cooles and Heates: If you want just condition of warm in your room, please control yourself.
From a brochure of a car rental firm in Tokyo:
When passenger of foot heave in sight, tootle the horn. Trumpet him melodiously at first, but if he still obstacles your passage then tootle him with vigor.
Two signs from a Majorcan shop entrance:
- English well speaking
- Here speeching American.

Appendix 2

The English Language: A Brief Historical Overview
English has many more words than most other languages: for example, the *Concise Cambridge Dictionary* has 300 pages for Italian-English, but 500 pages for English-Italian. Why?
The wealth of vocabulary is the legacy of its history. The basis of the language is Anglo-Saxon, a relatively obscure Germanic dialect brought to England in the 5th century. The Norman Conquest in 1066 (the best-known date in English history) brought about the defining influence of Norman French: over the next 200 years Anglo-Saxon (the language of the peasants) absorbed a huge number of French words and became English. Thus, it gained a large number of words from the mainstream Romance languages descended from Latin.
By *high medieval times** English had become the common tongue of nobleman and peasant alike, but the languages of learning were still largely Greek and Latin. That is why English absorbed large numbers of often technical and scientific terms from these languages.

***Middle Ages**: period in European history between the fall of the Roman Empire in the 5th century and the Renaissance in the 15th. Among the period's distinctive features were the unity of W Europe with the Roman Catholic Church, the feudal organization of

political, social, and economic relations, and the use of art for largely religious purposes. It can be divided into 3 sub-periods:

The *early Middle Ages* (5th-11th centuries), when Europe was settled by pagan Germanic tribes who adopted the vestiges of Roman institutions and traditions, were converted to Christianity by the Church (which had preserved Latin culture after the fall of Rome), and who then founded feudal kingdoms;

The *high Middle Ages* (12th-13th centuries, which saw the consolidation of feudal states, the expansion of European influence during the Crusades, the flowering of scholasticism and monasteries, and the growth of population and trade;

The *later Middle Ages* (14th-15th centuries), when Europe was devastated by Black Death and incessant warfare, feudalism was transformed under the influence of incipient nation-states and new modes of social and economic organization, and the first voyages of discovery were made.

<div style="text-align:center">(Reference from The Wordsworth Encyclopedia, Helicon Publishing Ltd, 1995)</div>

Language Change

The spread of the British Empire gave English an influx of words from many languages. Some, like *char* (*dated Brit. infml.* for 'tea'), brought back from India by soldiers, remained colloquial, while others, like *bungalow* or *khaki* went directly or indirectly into standard usage.

However, the greatest modern influence has been American. Especially in the last 70 years, there has been a lease-lend of words which has helped maintain the vigour and versatility of the language. To it we owe hundreds of such useful expressions as *boom, slump, bulldoze, paperback, grapevine, commuter, breakeven*, etc.

English is the most widely used language in the world: 60% of the world's radio programs and 70% of the letters written every day are in English. It is the international language of air traffic and of the United Nations.

A vigorous language is constantly changing. New words come into use, new meanings evolve (i.e. *escalate*, in the Vietnam war). Some words become archaic and disappear – perhaps to reappear! *Obscene*, for example, was dismissed as somewhat archaic by the Oxford English Dictionary in 1933, but was restored to general use recently.

The structure of the language changes, too, and there is no good reason for clinging to rules of grammar which no longer reflect current usage. *The function of the structure* of *language is to support the meaning, not to restrict expression.*

The English language, like society, manners and fashion, has become more informal since the Second World War, and many words and constructions which would once have been unacceptable in standard English are now established. For example, *different to,* and *different than,* as well as *different from,* are now acceptable forms. The distinction between *due to* and *owing to* has disappeared, and the rules about *will* and *shall* are fast disappearing.

'Correct English' is, in short, whatever is widely acceptable in current usage. But 'Good English' is something else again. Despite the large vocabulary (the average vocabulary of

a person in Britain is 13,000 words), we still often have difficulty in expressing ourselves clearly. We use the wrong words – those that do not express what we mean, those which are not understood by our recipient, or which antagonize him. Sometimes we merely use so many words that the meaning is lost in them: we can't see the wood for the trees. To be aware of the many ways in which language can be misused is the first step towards using the language more effectively.

Appendix 3 ~ Principles of Effective Communication

Effective Communication. We communicate with other people around us from the day we are born until death. Most of our communication, however, will be ineffective if we do not understand the processes involved and acquire special communication skills in order to enhance our effectiveness.
What is *effective communication*? Human communication is effective, if *meaning* has been accurately transmitted, processed by the receiver, and if adequate feedback has been received by the source. Therefore,

> **Effective communication** signifies
> a most **accurate transmission of meaning**
> in the process of human interaction from the encoder (source) to the decoder (receiver)
> **that receives an adequate response (feedback).**

Remember:

1. Communication is a two-way process, and Feedback is the measure of its effectiveness.

2. **3 Cs**: Characteristics of effective communication – the
   a. Clarity
   b. Conciseness
   c. Coherence

3. **3 Ws**: in order to communicate effectively, you must know:
   a. What you want to say
   b. Why you want to say it (purpose of communication), and
   c. Who you want to say it to (your audience, their needs)