

**Djilali Bounaama University**

**Faculty of Social and Human Sciences**

**Social Science Department**

**Module: English**

**Level: First Year Master (All groups)**

### **Improving communication effectiveness and argumentation**

- 1. Effective communication; التواصل الفعال** There are 7 C's of effective communication which are applicable to both written as well as oral communication. These are as follows:

**Clarity** - Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once. Clarity in communication has the following features:

- ♣ It makes understanding easier.
- ♣ Complete clarity of thoughts and ideas enhances the meaning of the message.
- ♣ A clear message makes use of exact, appropriate and concrete words.

**Conciseness** - Conciseness means wordiness, i.e., conveying your message in the least possible words without forgoing the other C's of communication. It is both time-saving and cost-saving.

- ♣ It underlines and highlights the main message as it avoids using excessive and needless words.
- ♣ Concise communication provides short and essential message in limited words to the audience.
- ♣ Concise message is more appealing and comprehensible to the audience.

**Concreteness** - Concrete communication implies being particular and clear. Concreteness strengthens confidence. A concrete message has the following features:

- ♣ It is supported by specific facts and figures.
- ♣ It makes use of words that are clear and build reputation.
- ♣ Concrete messages are not misinterpreted.

**Correctness** - Correctness in communication implies that there are no grammatical errors in communication. Correct communication has the following features:

- Use the right level of language
- Correct use of grammar, spelling and punctuation
- Accuracy in stating facts and figures.

**Coherence** - Consideration implies "stepping into the shoes of others". Effective communication must take the audience into consideration, i.e. the audience's viewpoints, background, mind-set, education level, etc.

**Completeness** - The message must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mindset and convey the message accordingly. A complete message has the following features:

- ♣ It develops and enhances the sender's reputation

♣ It always gives additional information wherever required; it leaves no questions in the mind of the recipient

♣ It helps in better decision-making

**Courtesy** - Courtesy in a message implies that the sender expresses not only his thoughts but also respect for the recipient. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic.

## 2. **Argumentation:** الحجج/الجدال

There are three types of argumentation or reasoning:

**Objective (factual) arguments:** True, authentic specific examples that confirm the validity of the thesis proclaimed. The listener treats them as evidence. There can be no doubt; it is difficult to disprove the thesis. Examples:

- Numbers e.g. statistical data, research results, summarizing statements
- Statements of reputable scientists
- Quotes from scientific publications; historical documents
- Literal quotations, statements of authorities

**Logical arguments:** Drawing conclusions from true or probable grounds. Examples:

- Analogies: inference of similarities.
- Induction: gathering detailed information in order to make generalizations. The sender collects facts in order to reach an accurate conclusion. From specific to general.
- Deduction: reverse reasoning from induction. From general to specific.
- Dilemma: two conditions of mutually excluding nature that lead to the need to choose one of them. A dilemma correctly constructed is irreversible.

**Emotional arguments:** They appeal to the feelings of the audience or the speaker. The sender is trying to build his argument on sympathy, fear, resentment, pity, compassion, etc. It is the weakest way of argumentation and should rather be used for coloring statements or giving them specific individual characteristics (such as individual style, pathos or being moved). In official statements this type of argument is rather unwelcome.