

B. Com, Sem II MIC-2

Subject - Advertising Management

Need for Effective Communication

In our daily life, communication helps us build relationships by allowing us to share our experiences, and needs, and helps us connect to others. Effective communication helps us understand others, build relationships and work together. It can also help us resolve conflicts and avoid misunderstandings.

There are various aspects for which we need an effective communication:

A. Ethical Aspects: The ethical values such as honesty, quality, confidentiality, integrity and dignity are reflected directly in certain written and spoken messages. There are various ways to communicate the ethical standards of an organisation like ethical codes, public messages and policy statements. Ethical aspects include following principles —

- 1. Be truthful and honest
- 2. Active listening
- 3. speak Non-judgmentally
- 4. speak from your own experiences
- 5 strive to understand
- 6. Avoid a Negative tone.

B. Cultural Aspect: Cultural aspects of communication refers to having knowledge at different cultures in order to communication effectively with cross culture people, language is the most important tool of verbal communication and it is the area where cultural differences play its role.

~~is other words cultural aspects~~  
 it includes understanding and respecting different communication style based cultural backgrounds.

C. Legal Aspect: Legal aspect refers to the selection of words used in business communication so as to ensure their conformity with the rules and regulations laid by the country's law which may cause a person to be up against legal action.