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In order to make communication effective, the receiver's attention should be drawn towards message. People are different in behaviour, attention, emotions etc. so they may respond differently to the message. Subordinates should act similarly as per the contents of the message.

7 Principles of Communication - Explained!

COMMUNICATION Principles for a Lifetime Seventh Edition Steven A. Beebe Texas State University Susan J. Beebe Texas State University Diana K. Ivy Texas A&M University-Corpus Christi A01_BEEB3528_07_SE_FM.indd 3 10/26/17 6:21 PM

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