

Effective ^{LU} Communication:-

1) When sender sends any information / message and receives a desired result from receiver.

Then communication is effective.

2) When receiver gives positive feedback to sender, then communication is effective.

Because receiver has a clear understanding of this communication.

3) Messages should be distortionless during communication process.

Effective
Communication

Desired
effect

Sender

Receiver

Message/
Information

Channel/
medium

Receiver

Feed
Back

Positive

Negative