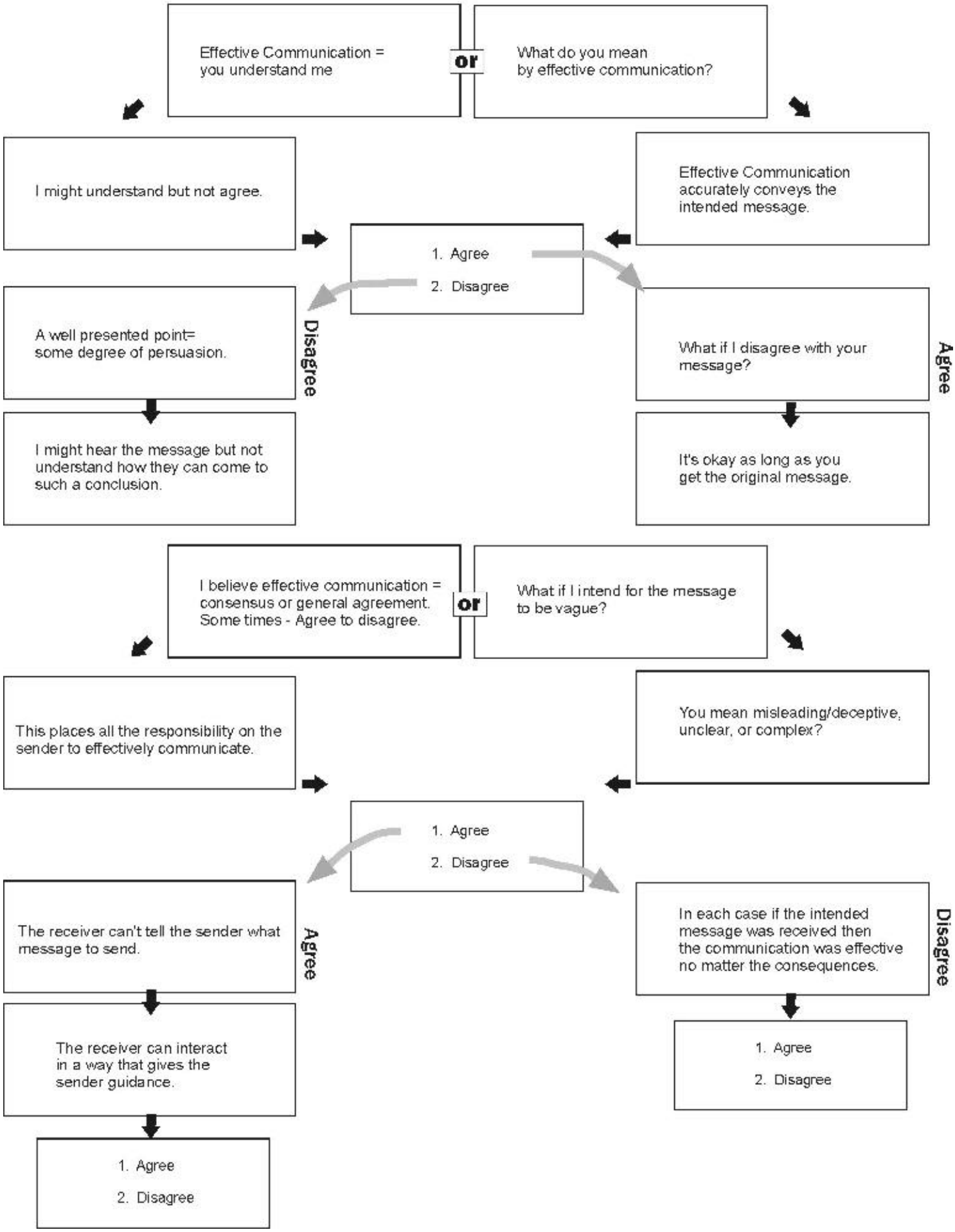What is effective communication?