

# Review of: "Incorporating 'Effort' into Communication Models: An Exploratory Study"

Seda Yusupova

**Potential competing interests:** No potential competing interests to declare.

The article deals with the place of effort in a communication process. The author suggests that effort influences the success of communication, the final result of it. Applying effort depends on the topic knowledge, communication skill. The theoretical and practical base is extensive. It is devoted to one of the actual topics in communication theory: incorporating "effort" into communication models. The novelty is that the article analyzes the dependence of communication success on human efforts. Such success factors stand out as: effort, knowledge, skills and cordiality. The negative and positive implications of the efforts are also emphasized. The positive ones include: expressiveness, preciseness / accuracy, questioningness. To the negative - aggressiveness, manipulateness refer. The antonymic concept of laziness is included into communication. If the speaker shows laziness and is perceived as lazy in conversation, then the listener adopts the manner. Effort is rewarded with effort and laziness with laziness. The article is written in a good scientific language, the references are new. As for recommendations, the structure, the theoretical base and results of the experiment could be more differentiated, accentuated and clearly presented. The abbreviated information in tables is difficult for comprehension.