

EW: Assignment 1			
Topic	7 Cs of communication		Section
Group members			

Scenario:

SecureTech Solutions, a leading software company, recently experienced a **data breach** that may have exposed customer information. The company released the following **public statement** on its website and social media:

"Dear Customers,

We recently became aware of an issue affecting some of our systems. As part of our ongoing commitment to security, we are investigating this matter. If you are concerned, please visit our help center. We will provide updates as necessary. Thank you for your patience."

Task I: Analyze the given statement based on the 7 C's of Communication. Answer the following to assess its effectiveness and suggest improvements. [6 marks]

1. Which "C" is MOST violated in the given statement due to its lack of specific details?

- A. Clarity
- B. Concreteness
- C. **Completeness**
- D. Consideration

2. The phrase "an issue affecting some of our systems" is an example of a violation of which principle?

- A. Courtesy
- B. **Concreteness**
- C. Correctness
- D. Conciseness

3. Which revision improves the statement's clarity?

- A. **A cybersecurity incident has occurred, and we are working to resolve it.**
- B. There might be something affecting customer data, and we are looking into it.
- C. A potential event has been detected and will be handled appropriately.
- D. We are aware of some problems, but details are unavailable.

4. Which "C" is sustained in the sentence: "We appreciate your patience"?

- A. Completeness
- B. **Courtesy**
- C. Clarity
- D. Consideration

5. Which of the following revisions BEST improves the conciseness of the message?

- A. **We recently detected a cybersecurity breach and are investigating. Affected customers will be notified directly.**
- B. In light of a possible cybersecurity event, we are presently undergoing an evaluation of our security framework to determine appropriate steps.
- C. At this moment in time, we have noticed an event that may or may not impact certain individuals and will update later.
- D. An issue has been detected. Stay tuned for updates as they come.

6. Why does the phrase "If you are concerned, please visit our help center" potentially violate consideration?

- A. It assumes customers are responsible for finding solutions.
- B. It is too direct and forceful.
- C. It includes unnecessary technical jargon.
- D. It is grammatically incorrect.

Task II: Identify the problem in the following E-mail. Mention which 'C' has been missed in particular and rewrite the message into an effective version. [5 marks]

Dear Sarah,

I need to discuss (discuss how and when?) the financial report that the accounting team reviewed last week. I may need John's input (John's input is needed, why?) from your department.

Best,

Ahmed

'C' of completeness is missing in particular.

Possible answer

Dear Sara,

I would like to schedule a meeting with you on Friday at 9 am in my office. I want to discuss the financial report that accounting team reviewed last week. I believe John's expertise from your department would be helpful for a thorough discussion. Could you please confirm his availability for our meeting at the mentioned time and date?

Best regards,

Ahmed

Task III: Eliminate unclear wording to make sentences clear, direct, and straightforward. [4 marks]

1. After she completed the research paper, Sarah felt a sense of accomplishment, even though it had taken longer than she initially thought it would.
After finishing the research paper, Sara felt accomplished, despite the extra time it took.
2. The company has plans in place to consider the current financial situation, which will determine whether the proposed changes will be approved or not.
The company will assess the current financial situation to decide whether to approve the proposed changes or not.
3. The employee's performance improved, but the manager was still unsure if the changes made were enough to meet the company's goals.
The employee's performance improved, but the manager was unsure if it met the company's goals or not.
4. While driving to the meeting, Jim started thinking about the things he had to do, and he realized he had forgotten some important documents at home.
While driving to the meeting, Jim realized he had forgotten important documents at home.

Task IV: Revise the following sentences to make them more concrete and specific. [4 marks]

1. We spent some time at the party
We spent three hours at Ayesha's birthday party.
2. I picked up some things at the store
I picked up bread, milk, and a box of cereal at the store.
3. We're looking for an experienced Computer engineer.
We're looking for an experienced Computer engineer with at least five years of experience in software development.
4. The student enjoyed the class.
The student enjoyed the community service class.