

# **COMMUNICATION & PRESENTATION SKILLS**

**SS-152**

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# **EFFECTIVE COMMUNICATION**

# **7 Cs OF COMMUNICATION**



# PRINCIPLES OF COMMUNICATION

When we talk about **Effective Communication**, one thing that comes in mind, what are the **basic principles of effective communication**.

These principles tell us how our message can become effective for our **target group** of people.

These principles also tell about **style** and **importance** of the message.

These principles commonly known as the **7 Cs of Effective Communication**.



# THE SEVEN Cs

- Completeness
- Conciseness
- Consideration
- Concreteness
- Clarity
- Courtesy
- Correctness



# 1. COMPLETENESS

Business message is complete when it contains all **facts** the reader or listener needs for the reaction you desire.

As you strive for completeness, keep the following guidelines in mind;

1. Provide all necessary information.

2. Answer all questions asked.

3. Give something extra when desirable.

## **Provide All Necessary Information**

Answering the five W's helps make messages clear: **Who**, **What**, **When**, **Where**, and **Why**.

## **Answer All the Questions Asked**

**Look for questions**, some may even appear buried within a paragraph. Locate them and then **answer precisely**.

## **Give Something Extra, When Desirable**

Use your **good judgment** in offering additional material if the sender's message was incomplete.

# **Exercise - 1**

**The following statement lacks completeness.  
Rewrite it providing the missing information.**

- The new admit cards can be collected from the Admin Block.



## Exercise - 2

- You are the president of an industry association and have received the following inquiry from an out of town member, “I think I would like to attend my first meeting of the association even though I am not acquainted with your city. Will you please tell me where the next meeting is being held?”
- How would you reply to this letter keeping in mind **Completeness** of the message?

## 2. CONCISENESS

Conciseness is saying what you want to say in the **fewest possible** words without sacrificing the other C qualities. A concise message is complete without being wordy.

To achieve conciseness, observe the following suggestions;

1. Eliminate wordy expressions.
2. Include only relevant material.
3. Avoid unnecessary repetition.

## Eliminate Wordy Expressions

- Use **single words** in place of phrases.
- Example:

Wordy: At this time

Concise: Now

Wordy: Due to the fact that

Concise: Because

## Include Only Relevant Material

- Example:

**Wordy:** We hereby wish to let you know that our company is pleased with the confidence you have respond in us.

**Concise:** We appreciate your confidence.

# Exercise - 1

**Find single word substitutes for the given phrases:**

- Along the same lines
- At this time
- Consensus of opinion
- Date of policy
- Due to the fact that
- During the time of the day
- During the year of
- Few and far between
- For a price of



# Exercise - 2

**Make the following statements concise.**

- On account of the continuous and perpetual marches and rallies, the government has taken the decision to remove the clause that provides support to the public to express dissatisfaction and anger by protests.
- The students were tired and exhausted and requested and urged to be given a break to refresh and relax.

### 3. CONSIDERATION

Consideration means preparing every message with the message receivers in mind; try to **put** yourself in their place.

You are considerate, you do not lose your temper, you do not accuse and you do not charge them without facts.

The thoughtful consideration is also called “**you-attitude**”

1. Focus on “You” instead of “I” and “We”.

2. Show Audience Benefit or Interest in the Receiver.

3. Emphasize positive, pleasant facts.

# Focus on “You” Instead of “I” or “We”

- Using “you” does help project a you-attitude. But overuse can lead to a negative reaction.
- Example We-Attitude: I am delighted to announce that we will be extending our hours to make shopping more convenient.
- You-Attitude: You will be able to shop till evenings with the extended hours.

# **Show Audience Benefit or Interest in the Receiver**

- Reader may react positively when benefits are shown to them.
- Benefits must meet recipients needs, address their concerns, or offer them rewards.
- Most importantly, they must be perceived as benefits by the receivers.



# Exercise - 1

**Write with a 'you' attitude, it shows consideration**

☉ I want to send my congratulations for --

☉ We will ship soon the goods for your May 4 order--

☉ We pay eight percent interest on -----

## Exercise - 2

**Write with a 'you' attitude, it shows consideration (Cont.)**

◎ May I take this opportunity to express my thanks for the account you recently opened with our store. We are pleased to furnish a wide variety of products for the home of the individual customer. We want you to take full advantage of the store services, for we have the largest store in the city. Also we make deliveries for our customer free of charge within a 30 miles radius of our store. We welcome you to Ebony. If we can be of additional help please let us know .

## **Exercise - 3**

**Avoid negative – unpleasant words to show consideration**

- It is impossible to open an account for you today.
- We don't refund if the returned item is soiled and unusable.
- When you travel on company expense, you will not receive approval for first class fare.

## Exercise - 4

**Show reader benefit or interest in the reader in the letter from an insurance company to policy holders.**

- ◎ Because we have not written to you in sometime, please help us bring our record by filling and returning the other half of the card .



# 4. CONCRETENESS

Communicating **concretely** means being specific, definite, and vivid rather than vague and general.

Often it means using **denotative** (direct, explicit, often dictionary based) rather than **connotative** words (ideas or notions suggested by or associated with a word or phrase).

The following guidelines should help you compose concrete, convincing message;

1. Use specific facts and figures.

2. Put action in your verbs.

3. Choose vivid, image building words.

# Use Specific Facts and Figures

- It is desirable to be precise and concrete in both **written** and **oral** communication.

- Example

1. CSS Students success rate is very low. [Vague, General, Indefinite]
2. The CSS result in 2019 is only 2.56%. [Concrete, Precise]

# Put Action in Your Verbs

- Verbs can activate other words and help make your sentences alive, more vigorous.
- Use active rather than passive verbs.
- Put action in your verbs rather than nouns and infinitives.

## Choose Vivid, Image-Building Words

**Business** and **Academic writing** uses less figurative language than does the world of fiction.

Bland Image:

This is a long letter.

More Vivid Image:

This letter is three times as long as you said it would.

# Exercise - 1

**Rewrite the following in concrete form as the sentences are too general and vague.**

⦿ This computer reproduces campaign letters fast.

⦿ Our product has won several prizes.

⦿ These brakes stop a car within a short distance.



## Exercise - 2

**Put action into the words by using active instead of passive voice.**

- Tests were made by us.
- A full report will be sent to you by the supervisor.
- The contract had a requirement ....
- Mr. Kamran will give consideration to the report ....

## **Exercise - 3**

**Use vivid image building words – adjectives and adverbs ,  
and use less of abstract nouns.**

- The camera has a system that gives good pictures.

# 5. CLARITY

Getting the meaning from your head to the head of your reader (accurately) is the purpose of clarity.

Of course you know it is not simple. We all carry around our own unique interpretations, ideas, experiences **associated with words**.

1. Choose precise, concrete and familiar words.

2. Construct effective sentences and paragraphs.

# Choose Precise, Concrete, and Familiar Words

Clarity is achieved in part through a balance between precise language and familiar language. Precise words need not be pretentious.

## Familiar

- About
- After
- Home
- For example

## Unfamiliar

- Circa (L)
- Subsequent
- Domicile
- e.g. (L)



# Construct Effective Sentences and Paragraphs

- At the core of clarity is the sentences. This grammatical statement, when clearly expressed, moves thoughts within a paragraph. Important characteristics to consider are:
- **Length:** Generally short sentences are preferred.
- **Unity:** Main idea and other ideas must be closely related.
- **Coherence:** Words are correctly arranged so that the ideas clearly express the intended meaning.
- **Emphasis:** The quality that gives force to important parts of sentences and paragraphs.

## 6. COURTESY

True courtesy involves being aware not only of the **perspective** of others, but also about their **feelings**.

Courtesy stems from a sincere **you-attitude**.

The following are suggestions for generating a **courteous tone**;

1. Be sincerely tactful, thoughtful, and appreciative.

2. Use expressions that show respect.

3. Choose non-discriminatory expressions.

# Be Sincerely Tactful, Thoughtful, and Appreciative

- Though few people are intentionally abrupt or blunt, these negative traits are a common cause of discourtesy.
- **Tactless, Blunt**     }  
                                      }  
                                      }     Stupid letter, I can't understand any of it.  
                                      }     Clearly, you did not read my latest fax.
- **More Tactful**     }  
                                      }  
                                      }     It's my understanding...  
                                      }     Sometimes, my wording is not precise, let me try again.

# **Use Expressions that Show Respect**

- No reader wants to receive message that offend.

- **Skip Irritating Expressions**

**You are delinquent**

**You failed to**

**Contrary to your inference**

**Inexcusable**

**Simply nonsense**



# Choose Non-Discriminatory Expressions

- Another requirement for courtesy is the use of non-discriminatory language that reflects equal treatment of people regardless of gender, race, ethnic origin, and physical features.

## • Questionable

Freshman

Man-made

Manpower

He / she

## More Desirable

Entering students, first year students

Manufactured, constructed, built

Workers, employees, workforce, personnel

They

# Exercise - 1

**Show courtesy by avoiding tactless & blunt language.**

- Your letter is not clear at all.
- Obviously, if you would read your policy carefully you will be able to answer these questions yourself.
- Apparently you already forgotten what I wrote you two weeks ago.

# Exercise - 2

## Use gender friendly substitutes

- Mankind
- The best man for the job
- Businessman
- Motherland
- Salesman
- Chairman
- Sportsman

## **Exercise – 2 (Cont.)**

- You guys should all be concerned about the issue.
- Each manager has an assigned place – he should park his car on it.
- Each customer will have change noted on his bill.



# 7. CORRECTNESS

At the core of correctness is proper **grammar, punctuation, and spelling**.

The correctness, as applied to business and academic messages, also means the following three characteristics:

1. Use the right level of **language**.

2. Check **accuracy** of figures, facts, and words.

3. Maintain **acceptable** writing mechanics.

# Use the Right Level of Language

- Use formal writing while writing an email, letter, or a report.

(E.g: ~~join~~ **participate**; ~~get~~ **procure**; ~~try~~ **endeavor**; ~~find out~~ **ascertain**; etc.)

## Check Accuracy of Data

- Verify statistical data
- Double-check your totals
- Have someone else read your message if the topic involves data.
- Determine whether a “**fact**” has changed over time.

# THANK YOU!

**Communication is only  
effective when we  
communicate in a way that is  
meaningful to the recipient,  
not ourselves.  
- Rich Simmonds**

