

Communicative English

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The Seven C of Communications

Clarity: Clarity in communication means simple straight forward point to point, precise presentation of information depending on the requirement of the organisation.

Conciseness: Conciseness in communication refers to compact, brief and required presentation of the information for the valuable output.

Correctness: Correctness in communication is considered as authentic logically laid out data of proper value for the communicator and organisation.

Concreteness: Concreteness in communication can be defined as the real base or proof of the data of the information that can prove the real existence of the information.

Coherence: Coherence in communication means the welfare point and logical correction among the communicator and organisation in order to provide maximum and appropriate outcome.

Courtesy: Courtesy in communication refers to respectful attitude and approach of the communicator regarding the information, organisation and to their own potential.

Creativity: Creativity in communication is defined as the unique talent of communicator that puts them apart from others regarding performance and achieving organisational goals.