

## Quiz # 2

Write brief on 3 point of 7 Cs of Communication.

**a. Completeness:**

The senders need to assess their message through the eyes of the receivers to be sure they have included all relevant information regarding the topic. One way to make your message complete is by asking five WHO questions that are Who, What, When, Where, Why, How. If you have unfavorable information, handle it with honesty and tact and List the needed detail from the inquirer on a reply form that the inquirer can fill out and return to you.

**b. Conciseness:**

Conciseness contributes to emphasis; by eliminating unnecessary words you let important ideas stand out. When combined with “you-view”, concise messages are more interesting to the recipients. Use single word substitute instead of phrases without changing meaning and at the last **Stick to the purpose of the message.**

**c. Consideration:**

Handle the matter from their point of view, called as “you-attitude” and Focus on “You” instead of “I” and “we” and Using “we” can be receiver oriented if ‘we’ includes the recipients of the message. But messages that use “you” can be insensitive in negative situations. Show how your receivers will benefit from the message. And at the last see your material from your readers point of view