' The seven (7) C's of communication are a list of principles for written and spoken communication to ensure that they are effective. It is a guidline that ensures effective communication by functioning as a checklist.'

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'Principles of Effective Communication'

1- Clarity   4- Consideration

2- Completeness   5- Correctness

3- Conciseness   6- Concreteness

functioning as a checklist.'

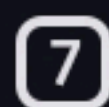## 'Principles of Effective Communication'

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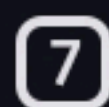5- Correctness

6- Concreteness

7- Courtesy.

1. **Clearness**: Make sure your message is easy to understand. Use simple language and avoid jargon or ambiguous terms.

2. **Conciseness**: Keep your message brief and to the point. Avoid unnecessary details or filler words that can distract from the main point.

3. **Concreteness**: Use specific facts, examples, and details to support your message. This makes your communication more tangible and credible.

4. **Consideration**: Take into account the needs, perspectives, and feelings of your audience. Tailor your message to resonate with them and address their concerns.

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needs, perspectives, and feelings of your audience. Tailor your message to resonate with them and address their concerns.

5. **Courtesy**: Maintain a respectful and polite tone in your communication. Use words like "please" and "thank you" to show appreciation.

6. **Correctness**: Ensure your message is grammatically correct and free of errors. Mistakes can undermine your credibility and the effectiveness of your communication.

7. **Completeness**: Provide all necessary information for the recipient to understand your message fully. Avoid leaving out important details that could lead to confu ↓ or misunderstanding.

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