7 C’s of Communication

The 7C’s of communication are :

1. Consideration
2. Courtesy
3. Clarity
4. Conciseness
5. Concreteness
6. Correctness
7. Completeness

**1. Consideration**

When we talk of communication in corporate / education / government sector we need to use certain words that exude respect. The following are examples:

1. This is to bring to your **kind** notice that………..
2. I would like to draw your **kind** attention towards the fact that………
3. I wish to inform your **kind** self that…………
4. **Most respectfully / Most Humbly** I wish to state that……….
5. Use **Sir / Madam** in addressing the other person if you do not know the person’s gender (this happens in written communication)

What is that person’s gender (not sex) ?

**2. Courtesy**

Courtesy also means respect. When we are talking to some one we need to keep the other persons feelings in mind. There are many ways in which we can show courtesy.

1. Developing a “You” attitude
2. Using gender neutral / free words
3. Use positive words
4. Respond to messages promptly

Words of courtesy “Excuse me”, “thanks “ , “sorry”, “no problem”

“doesn't matter”, “don’t mention it please” , ”welcome”

Person slightly on the heavier side / dark complexioned / short statured

**a) Developing a “you” attitude**

Empathy – means imagining yourself in the receiver’s position. Even in written communication, apply the same tact that you would use if you were talking directly to the receiver.

I / We attitude You / Your attitude

We will issue a ₹ 50000 credit to You will receive a ₹ 50000 credit once

you once we receive the papers. you submit the papers.

We will provide free event shirts for All volunteers can expect to get free

volunteers to wear at the race. event shirts at the race.

We require a ₹ 3000 minimum balance You need to maintain a minimum

in order to issue the cheque book. balance of ₹ 3000 for the cheque

book to be issued.

We will not give you hostel accommodation You can expect to get hostel

If you do not score A grade. accommodation if you score A

grade.

We will not make the payment if the goods With your timely supply you can expect

are not received on time. payment on time.

Sometimes you cannot avoid using “We” as in case of annual report of the company.

**b) Use Gender neutral / free words**

Gender free terms grant both genders status and respect. Terminology that stereotypes or indicates bias against either men or women is called sexist language. The words that stereotype people may offend readers and lessen opportunities to create goodwill.

Sexist Gender Neutral

policeman police officer

bellman customer service assistant

craftsman craft worker

fireman fire fighter

foreman supervisor

mailman mail carrier

waitress server

Chairman Chairperson

Man-made Human- made

Mankind Humanity

Businessman Businessperson

Stewardess Flight attendant

Use Ms for communication with ladies and not Mrs or Miss

We can also use gender-free pronoun

Sexist Gender –Free

The doctor should listen to his The doctor should listen to their

patients patients

Treat the customer courteously so she Treat customers courteously so they

will continue to shop in our store. will continue to shop in our store.

**c) Use positive words**

Courtesy messages use positive words. Positive words show respect for the reader and reflect the you attitude. Both word choice and sentence structure can change a negative tone into a positive tone. Structure the sentences to state what can be done rather than what cannot be done.

Negative Tone Positive Tone

Never allow customers to shop Always greet customers as

without first greeting them. soon as they arrive.

We do not make exchanges With your receipt, you may

for purchases without receipts. exchange any purchase.

You cannot succeed if you do not Only hard work will bring

word hard. success for you.

It is impossible to repair your laptop Your laptop can be ready by

today. tomorrow.

**d) Respond to messages promptly**

Corporate etiquettes require that you respond promptly to business communication. If you receive a communication from your client regarding defective components supplied by you then you need to take action at your end. You also need to acknowledge the email or letter so that the client is assured that you have received the communication and are taking action. If you are not the right person to whom communication has been addressed that you need to inform the sender.

**3. Clarity**

Clarity means writing easy to understand and easy to read messages. The message should focus on expressing a thought and not on impressing the reader.

The following are the ways to bring clarity in your communication:

1. Select proper words
2. Place words in an orderly sequence
3. Position phrases correctly
4. Position clauses correctly
5. Keep sentence short

**a) Select proper words**

Word Meaning Example

a lot many , much He had a lot of anxiety

alot not acceptable usage

(allot means to grant something / give something)

to in the direction of Move your chair to the right

too very The holidays ended too quickly

accept to take or receive She agreed to accept the trophy.

except to leave out Read all the notes except those

on page 22.

affect to influence Changing chairs did affect his

posture.

effect to result We cannot see any effect of the

new medicine

advise / advice

Please advise us, we look forward to your advice. (advise – verb , advice – noun)

**b) Place words in proper order**

Unclear word order Clear word order

Enclosed is your cheque. Your cheque is enclosed.

Burned was the toast. The toast was burned.

Felix called his agent while he was While Felix was reading the script , he

reading the script. called his agent.

( who was actually reading the script ?)

Pronouns should not be used in Definitions containing pronouns may

definitions because they may have have unclear meanings.

unclear meaning.

(They could refer to pronouns or to

definitions)

**c) Position phrases properly**

Incorrect positioning Correct positioning

Victor ordered rugs for the new Victor ordered rugs of various

apartment of various colours. colours for the new apartment.

Dr Zayas wrote the letter while flying While flying from Mumbai to

from Mumbai to New Delhi on the back New Delhi , Dr Zayas wrote the

of an envelope. letter on the back of an envelope.

Dr Zayas wrote the letter on the

back of an envelope while flying

from Mumbai to New Delhi.

**d) Position the clauses correctly**

The words which and that frequently introduce the clause.

Incorrect positioning Correct positioning

Please place your donation in the jar, Please place your donation, which is

which is appreciated. appreciated ,in the jar.

Julia returned the support cast for her Julia returned the support cast that

injured leg that she had bought. she had bought for her injured leg.

Other examples ( the correct version is in red font)

There is a large fountain at the end of the garden carved in marble.

There is a large fountain carved in marble, at the end of the garden.

I gave a table to my uncle made of wooden legs.

I gave a table made of wooded legs to my uncle.

Flitting gaily from flower to flower , the wrestler watched the bee.

The wrestler watched the bee flitting gaily from flower to flower.

As a kid I used to live with my grandfather. At the age of eight, my grandfather died.

As a kid I used to live with my grandfather. When I was eight, my grandfather

died.

Having eaten my meal , the waiter gave me the bill.

After I had eaten my meal, the waiter gave me the bill.

The car was finally sold by my father which is old and rusty.

The car which is old and rusty was finally sold by my father.

Blown away by the tornado, the family could not find the roof of the house.

The family could not find the roof of the house blown away by the tornado.

The policeman found a child crying for his mother who was forty years old.

The policeman , who was forty years old, found a child crying for his mother.

**4. Conciseness**

Conciseness means saying what needs to be said in as few words as possible.

1. **Eliminate unnecessary words**

Wordy Concise

You will quickly come to the conclusion that Communication consistency

unless you communicate in a consistent manner, builds trust with coworkers

you will jeopardize your relationship with your /subordinates.

coworkers / subordinates.

The wordy version contains 23 words. The concise version eliminated unnecessary

words and reduced the word count to six words.

You cannot be concise with Business Proposals and in exams

**b) Use necessary modifiers**

Select a word or phrase only when it serves a purpose. Avoid unnecessary modifiers and doublet phrases- phrases that say the same thing twice such as

“ the honest truth “

Unnecessary Modifiers Revisions

Follow the road west in direction until Follow the road west until you see

you see our facility on the right. our facility on the right.

The team leader suggested a very unique The team leader suggested a unique

solution. solution.

Unique means rare

**c) Write in active voice**

Passive construction add unnecessary words, usually in the form of prepositional phrases. Changing from passive to active voice makes the messages more concise.

Passive voice Active voice

The old car was painted by the The technicians painted the old car.

technician.

The overgrown trees were trimmed The power company trimmed the

by the power company. overgrown trees.

Make an impact with few words and make it effective

**5. Concreteness**

Vague modifiers Precise Expressions

Our storage facility offers large Our storage facility offers 15 x 15x 20 foot

Climate controlled units. climate controlled units.

Our new product will arrive soon. Our new product arrives October 1

Take advantage of the very lowest Take advantage of the 50% discount off

prices you’ll ever find anywhere. our regular prices.

Many companies offered big salary Average salary needs to be mentioned

packages to our students.

Our faculty is highly qualified. 80% have PhD, 15% are doing PhD……

**6. Correctness**

Correctness means the details of the message are accurate.

1. Verify spelling
2. Select correct words or phrases
3. Check punctuation
4. Check dates, salutation, places and amounts

It is better to write Ms rather than Mrs.

**b) Select correct words and phrases**

Take care of the homonyms, homophones and the homographs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Meaning | Spelling | Pronunciation | Example |
| Homonyms | Different | Same | Same | bank / bank |
| Homophones | Different | Different | Same | blue / blew |
| Homographs | Different | Same | Different | minute / minute |

**c) Insert appropriate punctuation**

No punctuation Proper punctuation

Sprouted grain bread said the “Sprouted grain bread”, said the

Nutritionist can be traced to Nutritionist , “ can be traced to

ancient times. ancient times”.

For her research, Celia consulted with It appears that Celia consulted 5 people

the architect, Corrine, Mr Jeffries, the

builder and Stacy, the interior designer.

For her research, Celia consulted with Celia actually consulted 3 people.

the architect, Corrine ; Mr. Jeffries, the

builder; and Stacy , the interior designer.

**7. Completeness**

A complete message uses sentences to answer the questions who, what, where,

why and how.

Who ? Who is the intended receiver ? Is the content appropriate for

the intended receiver ?

What ? What is your objective ? Will the reader know what to do ?

When ? When should the reader respond? Have you included complete,

accurate details ? (Report to be submitted to GM ..when)

Where ? Where should the reader respond ? Have you identified names,

postal and electronic addresses, telephone and fax numbers ?

Why ? Why should the reader respond ? Have you stated the benefit

for the reader ?

How ? Have you encouraged a positive response ? Does your message

promote goodwill ?