

## 7 C's of COMMUNICATION -

- (1). **Completeness** - Every communication must be complete & adequate. Incomplete messages keep the receiver guessing, create misunderstanding and delay action.
- (2). **Conciseness** - It means that in business communication you should be brief and be able to say whatever you have to say in fewest possible words.
- (3). **Clarity** - The message must be put in simple terms to ensure clarity.
- (4). **Correctness** - The term correctness as applied to business messages means bright level of language & accuracy of facts, figures and words. If the information is not correctly conveyed, the sender will lose credibility.
- (5). **Consideration** - Consideration means to be ~~spe~~ preparing the message with the intended reader in mind. In order to communicate effectively, the sender should think from the receiver's angle.
- (6). **Concreteness** - It means to be specific, definite & vivid (clear) rather than vague (not clear) and general.
- (7). **Courtesy** - Courtesy or politeness stems from a sincere youth attitude. It is not merely politeness, rather it is politeness that grows out of respect and concern for others.

## • VERBAL AND NON VERBAL COMMUNICATION -

### (1) VERBAL COMMUNICATION -

Verbal communication is a type of oral communication wherein the message is transmitted through spoken words.

### (2) METHODS OF ORAL COMMUNICATION -

- ① **face to face contact** - face to face conversation is the most natural way of transmitting the message. eg, lectures, face to face interview, social gatherings etc.
- ② **Through mechanical devices** - eg telephone, teleconferencing, intercom systems, cellular phones.

### (3) TYPES OF ORAL COMMUNICATION -

- ① **LISTENING** - Listening & speaking go hand in hand. No oral communication can be effective without proper listening.
- ② **PRESENTING** - Along with listening skills, ability to present one's viewpoint is also important for effective oral communication.

### (4) GOALS OF ORAL COMMUNICATION -

- ① To inform the listener.
- ② To persuade the listener.
- ③ To build good will.

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#### (d) ADVANTAGES OF ORAL COMMUNICATION -

- (1). Oral communication is more effective because of direct contact.
- (2). Spontaneous.
- (3). Midway correction is possible.
- (4). Helps in getting quick response.
- (5). It is faster as compared to written communication.

#### NON VERBAL COMMUNICATION -

By non verbal communication, we mean all communication that involved neither written nor spoken words but occurs without the use of words.

##### Types of Non-Verbal Communication -

① Kinesics (Body language) - Kinesics means the study of body language i.e. the study of role of body movements such as nodding.

eg. nodding head up and down conveys agreement.

Elements of body language - personal appearance, facial expressions, posture or body positions, eye contact.

② Proxemics (space language) - It is the space language which deals with the way people use physical space to communicate.

(i) Intimate : physical contact to 18 inches.

(ii) Personal : 18 inches to 4 feet.

(iii) Social : 4 feet to 12 feet.

(iv) Public : 12 feet to the range of eye sight & hearing.

③ Chronemics (time language) - It involves the meaning & given to time dimensions when we are communicating it to someone.

④ Haptics (touch language) - It is a study of how physical contact or touch is used to communicate the ideas and feelings.

Modes: Stroking, hitting, patting, shaking hands etc.

(5). Para language (like language) - Paralanguage is the study that how the speaker verbalizes. It shows how the words are spoken or uttered. Vocal tones indicate meaning to others such that we are happy, sad, excited, nervous and so on.

Para language can be studied under two heads -

(i) Voice - It refers to quality of voice.

(a) Pitch

(b) Speed

(c) Pronunciation

(ii) Word stress - Meaning conveyed by the verbal

- of any organization.
- (b) External - operational - All work related communication that an organization does with other organizations or dealers is classified as external operational communication.
- (c) Personal - Any sort of communication that takes place without the intention of business or communication not related to organization is known as personal communication.

L-S-R-W [Listening - Speaking - Reading - Writing] skills -  
L-S-R-W is the four skills of language learning, a set of four capabilities that allow an individual to comprehend and produce spoken language for proper and effective inter-personal communication. These skills are listening, speaking, reading and writing.

Listening Skills - Listening has been defined as a "thoughtful attention one pays to what is heard". We hear sounds and make out a meaning out of them and create a response.

Speaking Skills - We utter something and it gets a response, we make sounds, in a defined or accepted language and the receiver is able to pay "thoughtful attention", the activity of speaking gets done. Oral communication is another name for spoken communication.

Reading Skills - Reading gives you an immense amount of knowledge.  
Our reading must be fluent and we should get the meaning of what we read.

Writing Skills - When you put your thoughts, knowledge in written words, it makes you an exact communicator. Accuracy, brevity and clarity (of thoughts and expressions) is vital for impressive writing skills.

## Comparison Chart

BASIS FOR COMMUNICATION	ORAL COMMUNICATION	WRITTEN COMMUNICATION
Meaning	Exchange of ideas, information and message through spoken words is Oral Communication.	Interchange of message, opinions and information in written or printed form is Written Communication.
What is it?	Communication with the help of words of mouth.	Communication with the help of text.

Literacy	Not required at all.	Necessary for communication.
Transmission of message	Speedy	Slow
Proof	No record of communication is there.	Proper records of communication are present.
Feedback	Immediate feedback can be given	Feedback takes time.
Revision before delivering the	Not possible	Possible

Revision before delivering the message?	Not possible	Possible
Receipt of nonverbal cues	Yes	No
Probability of misunderstanding	Very high	Quite less

# Definition of Oral Communication

Oral Communication is the process of conveying or receiving messages with the use of spoken words. This mode of communication is highly used across the world because of rapid transmission of information and prompt reply.

Oral communication can either be in the form of direct conversation between two or more persons like face to face communication, lectures, meetings, seminars, group discussion, conferences, etc. or indirect conversation, i.e. the form of communication in which a medium is used for interchange of information



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like telephonic conversation, video call, voice call, etc.

The best thing about this mode of communication is that the parties to communication, i.e. sender or receiver, can notice nonverbal cues like the body language, facial expression, tone of voice and pitch, etc. This makes the communication between the parties more effective. However, this mode is backed with some limitation like the words once spoken can never be taken back.



# Definition of Written Communication

The communication in which the message is transmitted in written or printed form is known as Written Communication. It is the most reliable mode of communication, and it is highly preferred in the business world because of its formal and sophisticated nature. The various channels of written communication are letters, e-mails, journals, magazines, newspapers, text messages, reports, etc. There are a number of advantages of written communication which are as under:

- Referring the message in the future will be easy.
- Before transmitting the message, one can revise or rewrite it in an organised way.
- The chances of misinterpretation of message are very less because the words are carefully chosen.
- The communication is planned.
- Legal evidence is available due to the safekeeping of records.

But as we all know that everything has two aspects, same is the case with written communication as the communication is a time consuming one. Moreover, the sender will never know that the receiver has read the message or not. The sender has to wait for the responses of the

receiver. A lot of paperwork is there, in this mode of communication.

## **Key Differences Between Oral Communication and Written Communication**

The following are the major differences between oral communication and written communication:

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2. The pre-condition in written communication is that the participants must be literate whereas there is no such condition in case of oral communication.
3. Proper records are there in Written Communication, which is just opposite in the case of Oral Communication.
4. Oral Communication is faster than Written Communication.
5. The words once uttered cannot be reversed in the case of Oral Communication. On the other hand, editing of the original message is possible in Written Communication.

7. In oral communication, instant feedback is received from the recipient which is not possible in Written Communication.



Effective communication involves knowing how to listen attentively. It's the ability to offer empathy, open-mindedness, and helpful feedback based on what you hear. Also, a friendly demeanor, confidence, and quality nonverbal communication will also help you, as a manager, develop good relationships with the members of your team.

Let's explore some benefits of effective communication you will see in- and outside your office when you take the time to nurture these skills.

# 1. Building trust

Effective communication fosters trust with others. Your ability to listen attentively and embrace different points of view helps others trust that you are making optimal decisions for everyone in the group. As you serve as a role model, this trust will extend to your team and they will feel as though they can trust their teammates to fulfill their duties and responsibilities.



## **2. Preventing or resolving problems**

The ability to communicate effectively plays a large role in resolving conflicts and preventing potential ones from arising. The key is to remain calm, make sure all parties are heard and find a solution that is ideal for everyone involved.

## **3. Providing clarity and direction**

With effective communication skills, you're able to deliver clear expectations and objectives for your team. This involves finding constructive ways to point out when something isn't working as well as providing helpful feedback to get people back on track. They will understand their specific tasks and responsibilities, as well as those of their teammates, which will help eliminate conflicts and confusion.

## 4. Creates better relationships

Good communication also improves relationships, both with employees and in your personal life with friends and family members. Listening carefully and offering quality feedback helps people to feel heard and understood. This, in turn, nurtures mutual respect.

## 5. Increases engagement

With people feeling more confident in their work and in their understanding of what they need to do, they become more engaged with their work as a whole. According to a [recent study](#) exploring the psychology of employee engagement, only 15% of adult employees are engaged with their employers. By prioritizing effective communication, you can increase engagement, and thus boost satisfaction, among your team members.

## **6. Improves productivity**

When team members understand their roles, the roles of others and your expectations, they can focus more on their work and less on workplace issues. With effective communication, conflicts are resolved quickly, employees can better manage their workload and distractions are minimized. These benefits contribute to greater productivity for you and your team.

## **7. Promotes team building**

With improved communication, team members will be better able to rely on each other. You will not have one team member feel as though they have to carry the entire group. This improved division of labor will encourage positive feelings and relationships between the team members, which leads to improved morale and work experiences.

Good communication skills can play an important role in nurturing positive work experiences for your entire team. As people feel listened to and understood by you, you naturally improve your work environment. If you want to learn more about how to improve your leadership skills, including your communication

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Good communication skills can play an important role in nurturing positive work experiences for your entire team. As people feel listened to and understood by you, you naturally improve your work environment. If you want to learn more about how to improve your leadership skills, including your communication strategies, take a look at our [Effective Communication](#) workshop at PCC. This condensed workshop will demonstrate the impact communication skills have on other people, at work and in life.