Q. Which of Smith's 4 Cs of policy communication is most important? Why?

As explained in the video and reading for this week, I believe all 4 Cs are important when communicating on that level. All four of them are connected to each other in one way or another and a good communication will be a combination of all Cs. I believe, out of all four, conciseness is the most important. In public speaking, it is very important for people or whoever the policy is being suggested or explained to, to understand it and have the fundamental concepts clear. While explaining it to a lay man, word usage is very important. Maybe someone doesn’t know the meaning of a technical term that is used in the explanation, which can make them go against the proposed suggestion that you are trying to make or they might end up not understanding anything. Wordy documents or policies are also very time consuming and in these days, where people are always buys in their own schedules, it is hard for them to pay complete attention and to put in effort to understand the motive, when the policies are long.

The policies are, at the end of the day, made to help people and for the betterment of the country. Hence, it is very important to keep it on point while explaining it or making any suggestions on it because it is important that everyone gets why it is being created. If the speech or explanation is on point and contains very few words, then it is easier for people to understand it. At the same time, while making it concise, it needs to be made sure of that it doesn’t miss out on any important points. The author suggests that the usage of bullet points, different font styles, and different headings can be used to make it more attention grabbing and to highlight the most important points. Citing from the reading, “Information products must be coherent, concise, and to the point. Efficient communication is universally appreciated in policy making because working condition demands it. Public policy work is information overloaded. Especially in government and nonprofit organizations, time is scarce, schedules are nearly impossible, and attention is always fragmented. Rarely does anybody have patience for disorganized, wordy documents or talks without obvious and relevant purpose and authority”. The above quote sums it all up.