

7. **Feedback:** Feedback provides proper understanding of the message to the receiver. It helpful in making a two-way communication process. The sender must try to ascertain whether or not receiver properly understood the message.
8. **Flexibility:** The communication system should be flexible enough to adjust to the changing requirements. It should absorb new techniques of communication with little resistance.

## 2.5 SEVEN Cs OF COMMUNICATION

### 2.5.1 Seven Cs of Written Communication

#### 1. Clarity

Clarity of thought: It comes from a careful consideration of the objective, content and medium of communication.

Clarity of Expression:

1. Use simple word, easy to understand words:

<b>Avoid them</b>	<b>Use them</b>
Compensate	Pay
Facilitate	Help
Utilise	Use

2. Use Single words for long phrases:

<b>Long Phrases</b>	<b>Single Words</b>
At all times	Always
For the purpose of	For
Previous to	Before
On account of	Because

3. Use verbs for nouns (its brings about simplicity and clarity):

<b>Using Nouns</b>	<b>Using Verbs</b>
(Difficult)	(Simple)
Come to a conclusion	Conclude
Make a decision	Decide
Submit a proposal	Propose
Take into consideration	Consider

4. Avoid double entry

<b>Double entry</b>	<b>Simple</b>
Actual fact	Fact
End result	Result
Period of one week	One week
Previous experience	Experience

5. Avoid ambiguity: If your message can mean more than one ambiguous. Faulty punctuation causes the ambiguity.

Go. slow work in progress  
Go slow. work in progress

6. Use short sentences: Use one sentence to express only one idea. If a sentence runs beyond 30 words, it is better to break it up into two sentences.

## 2. Completeness

While answering a letter or in communication with other make it sure that you have answered the all question.

Checking for the five w's questions.

- Who
- What
- When
- Where
- Why

## 3. Conciseness

- Include only relevant facts
- Avoid repetition
- Organise your message well.

## 4. Consideration

- Adopt the you-attitude

### We-attitude

I want to express my  
Sincere thanks for  
The good words.....

### You-attitude

Thank you for  
your kind words.

- Avoid gender bias

### Avoid

Chairman  
Policeman

### Use

Chair person  
Police Sir/Madam

## 5. Courtesy

In business we must create friendliness with all those to whom we write. Friendliness is inseparable from courtesy.

- Answer the letters promptly.
- Omit irritating expressions.  
(You neglected, you irresponsible, you are unaware).
- Apologise sincerely for an omission/thank enormously for a favour.

## 6. Correctness

- Give correct facts.
- Send your message at the correct time.
- Send your message in the correct style.

## 7. Concreteness

- Always use specific fact and figures.
- Message should be definite and vivid.
- Avoid exaggeration.

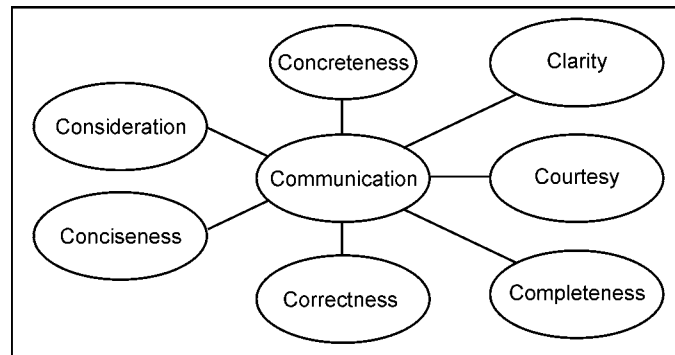


Fig. 2.5: 7 Cs of Written Communication

### 2.5.2 Seven Cs of Oral Communication

According to Francis J. Bergin, a person engaged in oral communication must remember seven Cs. And these are as follows:

1. **Clear:** An oral communication become effective when the message is clear for the audience or receiver as the sender wants to convey. Oral messages are often misunderstood because the speaker does not talk distinctly. So, for this purpose clear pronunciation is very much required. To minimize this kind of problem a speaker tries to workout on different, lengthy and unusual words for clear pronunciation.
2. **Concise:** Many people enjoy while talking and sometimes oral communication suffers from the problem of over communication. But when the speaker keeps on talking for long, his/her message will be distracted. So it will be advisable to speakers to try to keep the message as brief as possible without changing the real message.
3. **Complete:** Like written communication in oral communication also, completeness required. While communicating with other makes it sure that you have paid attention on below questions. Checking for the five w's questions.
  - Who
  - What
  - When
  - Where
  - Why
4. **Correct:** In oral communication correctness means the source of information or from where you get information is right or trustworthy source. Because if your source of information is correct than the others generate faith on the speakers and listen them carefully.
5. **Concrete:** For making oral communication effectively speakers should use specific fact and ideas and also avoid exaggerating of any information. They try to choose appropriate words which are not affecting a particular individual, society, culture or nation.
6. **Courtesy:** Courtesy involves you-attitude. Use polite words for oral communication. Tries to avoid irritating expression, sincerely apologies for any mistake, do not use any

discriminatory expressions which are related to individual people, race, ethics, origin, physical appearance etc.

7. **Candid:** When the speaker chooses the candid approaches, its mean that their message should be straight, open, frank, outspoken. But not hurting particular individual.

### Exercise –2

1. What are the different forms of communication? Write detailed notes on the importance, advantage and limitation of any two of them.
2. Define formal communication. Discuss its merits and demerits also.
3. What are the different types of formal communication? Briefly explain any two of them.
4. What are the merits and demerits of consensus?
5. Write a short note on informal communication.
6. What are the different forms of grapevine? Explain with examples.
7. Write notes on:
  - (i) Downward communication
  - (ii) Upward communication
  - (iii) Horizontal communication
  - (iv) Consensus
  - (v) Grapevine
8. Discuss the importance of informal communication in business organization.
9. Write explanatory notes on formal communication channel in business organization.
10. Distinguish between the upward and downward communication with examples.
11. What are the barriers to effective communication in an organization?
12. Discuss the semantic barriers to effective communication and how it will be overcome.
13. What are the different socio-psychological barriers to communication?
14. Explain how the wrong choice of a medium acts as a barrier to effective communication.
15. What physical factors cause barrier to communication?
16. Write brief notes on:
  - (i) Status consciousness
  - (ii) Attitude and opinions
  - (iii) Emotions
  - (iv) Close mind
  - (v) Poor retention
  - (vi) Faulty transmission
  - (vii) Source of information
17. Explain the general principles of effective communication.
18. Discuss the gateway of effective communication.
19. Explain the seven Cs of written communication.