



7Cs OF EFFECTIVE COMMUNICATION

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LEARNING OBJECTIVES

After going through this content you will be able to:

- Understand the skill of effective communication. barriers in an organization.
- Gain knowledge about the principles of effective communication which are also known as 7 Cs of effective communication.

INTRODUCTION

- The 7 C's of effective communication would help you to attain your goal. These are certain principles of communication.

They are called 7 C's because each of these principles begins with the alphabet "C".

Clarity

Correctness

Conciseness

Courtesy

Concreteness

Consideration

Completeness

7Cs of Effective Communication

- The ability to communicate effectively with others is considered a good quality of successful people. So in order to compose an effective oral speech or written message, you just need to understand psychology of your clients, your organization, and the community. The 7 C's of effective communication combined with principles would help you to attain your goal, follow certain principles.
- Communication skills are important that plays in professional life from understanding your client to make a perfect problem solving approach. Different studies showed that it is an important skill that helps to generate more leads.

1.Clarity

- Clarity is the soul of a message. It means the accurate transfer of ideas from the sender's side to the receiver. Every message should be conveyed in a clear manner. Clarity comes through clear thinking. A good message shows the idea directly and clearly.
- A writer should not start the message unless he knows how (use of language) and what (central idea) he wants to say. A message written in the simple and ordinary language is always natural and appreciable.
- **To achieve clarity, keep in mind the following points:**
 - Use common and simple language.
 - Construct effective sentences and short paragraphs.
 - Use concrete words instead of abstract words.
 - Avoid unnecessary information.

2. Correctness

- Language experts say that writing is art but difficult. There is no shortcut to being a good writer. It is learned through consistent practice and constant struggle. The message being communicated must be correct. Correctness refers to correct grammar, punctuation, and spelling. Though mistakes are never intentional yet they spoil the image.
- To achieve correctness, follow these guidelines:
 - Check the accuracy of facts and figures.
 - Check mistakes in punctuation, grammar, and capitalization.
 - Check misspelled words.
 - Use the right level of language.

3. Conciseness

- The beauty of diction lies in its conciseness. Conciseness means brief and complete. Be as brief as possible. But it must not be so brief as to be discourteous.
- Conciseness is a pre-requisite to effective messages. A concise message saves time and expense for both sender and receiver.
- To achieve conciseness, observe the following suggestions:
 - Remove the wordy expressions.
 - Include only relevant material.
 - Avoid unnecessary repetition.

4.Courtesy

- Courtesy is the most important quality of the messenger. “Everyone gains where courtesy reigns” is an old but wise saying. Courtesy means politeness. It is an attitude that shows respect for others. It helps in building goodwill.
- It is not enough to use polite expressions like “thank you”, “kindly”, “we appreciate”, “please” etc but the whole letter must have a courteous tone.
- To achieve courtesy, keep in mind the following points:
 - Be sincere.
 - Use expressions that show respect.
 - Be thoughtful and appreciative of the receiver’s point of view.
 - Avoid humor.
 - Avoid discriminatory language i.e., race, color, gender, creed etc.

5. Concreteness

- Communicating concretely means being specific, meaningful and clear. Vague and general messages result in no response. It helps the receiver to understand the exact idea. Concrete use of available facts and figures adds to the authenticity of the message.
- To achieve concreteness, consider the following ways:
 - Use clear and image building words.
 - Use specific facts and figures.
 - Use active voice than passive voice.

6.Consideration

- Consideration is to put you in the place of the receiver. It means preparing every message with the message receiver in mind. This mode of consideration is called "you attitude".
- When you are truly considerate, you try to show sincere regard for his interests and benefits. To be considerate, the following points should be kept in mind:
 - See your material from your reader's point of view.
 - Focus on "you" instead of "we" e.g.,
 - Be sure about the benefits of the receiver.
 - Consider the needs and problems of the receiver.
 - Use positive and optimistic

7. Completeness

- A message should be complete to bring the desired result. A complete message contains all the facts required by the receiver. The receiver's reaction to an incomplete message is often unfavorable. An incomplete message shows negligence and carelessness of the writer.
- For completeness follow these guidelines:
 - Remember the five W's (what, when, where, why, who) and how.
 - Provide all the necessary information.
 - Answer all the questions asked.
 - Include additional information, if desired.
- **It can be said that awareness of these 7 C's of effective communication makes you a good communicator.**

7 Cs as Key to Effective Communication

It can be said that awareness of seven C's discussed in the previous slides are the key to effective communication and make you a good communicator

Summary

Communication skills are important that plays in professional life from understanding your client to make a perfect problem solving approach. The **seven C's of communication** are a list of principles for written and spoken communications to ensure that they are effective. The **seven C's** are: **clarity, correctness, conciseness, courtesy, concreteness, consideration and completeness.**

SUGGESTED READINGS

1. Sengupta Sailesh;(2011), Business and Managerial Communication, PHI Learning Pvt. Ltd., Delhi.
2. Ganguli Siddharth;(2014), Business Communication, Platinum Publishers, Kolkata.
3. Kumar S. and Lata P.; (2015) Communication Skills. Oxford Univ. Press, N.Delhi.

CHECK YOUR PROGRESS

1. What is meant by the effective communication ?
2. Write down the 7 Cs of effective communication in an organization .
3. Describe the principle of clarity for effective communication.
4. Write down short notes on following:
 - (i) Principle of correctness
 - (ii) Principle of consideration

References

- 1. Sengupta Sailesh;(2011), Business and Managerial Communication, PHI Learning Pvt. Ltd., Delhi.
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