**THE FOUR C´s OF COMMUNICATION**

1. Clear
2. Complete
3. Correct
4. Climate

**CORRECTNESS**

Grammar, spelling and accurate information plays a vital role in order to have a communication that is correct.

Instead of too much of information, be clear with the grammar, sentences, punctuations and capital letters.

**CLARITY**

There are various components which contribute immensely in making verbal and written communication more clear like structuring, tone, choice of words, intonation(voice modulation, speed).

**COMPLETENESS**

Various channels of communication, active reading, active listening, probing techniques etc. completes the communication including paraphrasing.

**CLIMATE**

For any actions that takes place, there is one dominant skill and some hidden skills that are important.

**ARCHITECTURE OF COMMUNICATION**

* Culture
* Impression management
* Professional behavior
* Building relationships
* Assertiveness
* Interpersonal skills
* Positive self-talk
* Energy level
* Body language(hand gesture, leg position, eye contact, expressions, smile)

Respected sir,

I am the elected student body president of our college. I would like to throw some light on the topic that our college being one of the most prestigious and reputed college in the state and it is running from last 10 years but till now we do not have any annual cultural fest in our college. All the nearby colleges have their cultural fest every year and it is very disheartening to see that our college have no cultural enthusiasm. It is important for the overall development of the students.

We do have different societies for sports, technology etc. but the only area where we are lacking is the cultural part. I am aware that you are worried about the budget part but nowadays it is easy to get sponsored and that too there are many good companies that would be willing to give us funds in return of a little promotion that we would do. Rest everything will, be managed because we can form a well-managed team with active members who are genuinely willing to give their time towards the cultural activities.

Also I promise you that discipline and behavior of all the participating and non-participating students will be managed by our team. We will form separate department in the committee just for managing the proper decorum of the college. So you can be stress free for that part.

In the past also we have organized many technical and sports fests in our college and all of them have been always appreciated by all. So we will try to deliver the same kind of performance here as well. The events will be decent and we will have proper codes for every event and all of that will be managed properly by our team as we have thought of making a bigger team for the cultural fest. We will not disappoint you sir. Kindly look into the issue and give us a chance to show the talent and caliber that our students are having in this field as well. You have always supported us and the students need your support here as well.

Thanking you

Yours faithfully

Sowrasree banerjee