

Communication Skills For Professionals

Lecture Series by Dr. Mahim Sharma

Lecture 4:
7 C's & Ethics of
Communication

7 C's of Communication

Of Medium/
Channel
Selected

Of Thoughts,
Ideas and
Words

Clarity

Of Intent,
Tone and
Expression

Of Target
Audience/
Listener

7 C's of Communication

Of Being
Crisp and Apt

Of Sentence
Formation

Conciseness

Of Words
Being to the
Point

Of the Length
of
Presentation

7 C's of Communication

Of Being
Thorough

Of Facts,
Figures and
Data

Concreteness

Of Attaining
Desired
Result

Of Claims,
Opinions and
Perspectives

7 C's of Communication

Of Grammar
and
Vocabulary

Of Being
Accurate and
Honest

Correctness

Of Language
Sensitivity

Of Not Being
Subjective in
Opinion

7 C's of Communication

Of Purpose
and the
Message

Of Flow

Coherence

Of
Consistency
with Tone

Of Each Part
Being
Relevant

7 C's of Communication

Of the
Desired
Meaning

Of
Applicability

Completeness

Of Proper
Structure

Of Argument
and Reason

7 C's of Communication

Of Being
open to
Contradiction

Of Empathy
and
Compassion

Courteousness

Of Humility
and Regards

Of Honesty in
Opinion

Ethics of Communication



Ethics of Communication

- A matter of Integrity and Honesty
- Impactful Difference between Morals and Ethics
- Legality of Ideas should be adhered to like the issue of Copyright and Trademarks
- Betterment of Society and of Human Relations
- Key Ingredient in Maintaining the Quality of Work that is Expressed
- Promotes Professionalism
- Encourages a deep sense of Trust between the Sender and the Receiver

Plagiarism

01

Meaning

- To Steal Intellectual Property and Claim it as own
- Ignorance or Lack of Knowledge or Intentionally
- Harms the Originality of Ideas and Works

02

Types

- Word for Word
- Paraphrasing
- Infringements like Submitting same papers

03

How to Avoid

- Proper Citation of Quotes and Texts
- Consciously Checking Legal Rights of Sources
- Giving due Credit to the Authors

04

Softwares to Detect

- Turnitin
- Safeassign
- Grammarly

Language Sensitivity

01

Meaning

- To be Conscious of the Audience
- No Prejudice and Closed Mindedness
- Empathetic, Encouraging and Courteous
- Cautious while Reporting an Event

02

Types

- Gendered like Poetess, Actress, Male Nurse
- Professionalist like Sir, Ma'am, Dear
- Racial and Casteist Stereotypes
- Social Structures and Monetary Aspects

03

How to Avoid

- Awareness of Sensitivity and Sensibility
- Humility goes a long way
- Gender Neutral Titles like Police Officer, Humanity
- Plural Construction like Scientists and their Study

Thank You