The Third C

Consideration:

- •Consideration means preparing every message with the message receiver in mind, which means you should be aware of their problems and circumstances.
- •This thoughtful consideration is also called "the you-attitude", empathy, the human touch, understanding of human nature.
- •There are three specific ways to indicate consideration:



- •To create considerate, audience oriented messages, focus on how message receiver will benefit, what they will receive, what they want or need to know.eg
- •We attitude: I am delighted to announce that we will be extending our hours to make shopping more convenient.
- •Messages that use "you" can be insensitive in negative situations.
- •It can be avoided by using the passive voice, making the receiver part of the group or depersonalizing the situation, eg
- •Insensitive: You failed to enclose you check in the envelope.

Show Audience Benefit or Interest in the Receiver:

- Readers may react positively when benefits are shown to them.
- Receivers will be more likely to react favorably and do what you suggest if you show that benefits are worth the effort and cost you ask of them.
- Whether you are writing to one person or large numbers, try to personalize the reader's benefits, instead of stating them in a general way.

Emphasize Positive, Pleasant Facts:

- •A third way to show consideration for your receivers is to accent the positive.
- •This means stressing what can be done instead of what cannot be done.eg
- •Negative: It is impossible to open an account for you today.
- •Because of past connection with words, readers will react positively or negatively to certain words.

Concreteness:

- •Communicating concretely mean being specific, definite and vivid rather than vague and general.
- •It means using denotative rather than connotative words.
- •The benefits to business professionals of using concrete facts and figures are obvious.
- •The following guidelines should help you compose concrete, convincing messages.

Use Specific Facts and Figures:

- It is desirable to be precise and concrete in both oral and written communication.
- Whenever possible, use an exact, precise statement or figure in place of a general word to make your message more concrete.eg

Vague, general, indefinite: she's a brain or students GMAT scores are higher.

- The vague words are opinion words.
- As we say that we have given different perceptions and experiences to certain words, which might lead the receiver to confusion.

- The words which lead to confusion can possibly be used in exceptional cases for example:
- Mhen it is not possible to be specific.
- 2. When you wish to be diplomatic.
- 3. When exact figures are unimportant.

Put Actions in your Verbs:

- Verbs can activate other words and help make your sentences alive, more vigorous.
- Use the Active Voice: when a subject performs the action described by the verb, the verb in said to be in active voice.
- One should not use the passive voice in a sentence unless it is required.



- 1. The subject does not do the acting in the sentence.
- 2. The verb consists of two or more words whish is in some form of to be.
- 3. The word by is expressed or implied.
- Change the following into Active Voice:
- 1. The tests were administered by the professor.
- 2. This drama was performed by the actors guild.



- Active verbs help make your sentences:
- 1. <u>Specific</u>
- 2. Personal
- 3. Concise
- 4. Emphatic
 - Avoid Active and be Passive when:
- 1. When you want to avoid personal, blunt accusations or comments.
- 2. When you want to stress the object of the action.
- 3. When the doer is not important in the sentence.



- Verbs propel thought; they move ideas in place of slower-moving nouns.
- Seven verbs: be, give, have, hold, make, put and take (in any tense) might be designated as "deadly". When the action they introduce is hidden in a "quiet noun".
- The example below show how a deadly verb with a noun and a preposition, can be change to an action verb that shortens the sentence: the function of this office is the collection of payments and the compilation of statements, this office collects payments and compiles statements.



Change the following nouns into verbs;

- . Consider
- 2. <u>Collect</u>
- 3. <u>Compile</u>
- 4. <u>Require</u>

Put Actions in Verbs, Not in Infinitives:

The duty of a secretary is to check all incoming mail and to record it.

A secretary checks and records all incoming mail.

Choose Vivid, Image building Words:

Among the devices you can use to make your message forceful, vivid and specific are sensory appeal, comparisons, figurative language, concrete nouns, and well chosen adjectives and adverbs.

•Sensory Appeal:

•Concrete language often evokes a sensory response in people; it appeals to the 5 senses – such language tend to be more descriptive.

•Comparisons:

•Analogies (figurative and literal) can make an unclear idea clear.

• Figurative Language:

•Use these with caution as they are culture specific.