

7 C'S
OF
COMMUNICATION

WHAT ARE 7C'S OF COMMUNICATION

- Completeness
- Conciseness
- Consideration
- Concreteness
- Clarity
- Courtesy
- Correctness

COMPLETENESS

- Message is *complete* when it contains all facts the reader or listener needs for the reaction you desire.
- Communication senders need to assess their message through the eyes of the receivers to be sure they have included all relevant information.
- Provide all necessary information.
- Answer all questions asked.
- Give something extra when desirable.

PROVIDE ALL NECESSARY INFORMATION

- Give all detail which is necessary for complete and accurate understanding.
- One way to make your message complete is by asking five W questions;
 - Who?
 - What?
 - When?
 - Where?
 - Why?
- And other essentials as How?
These are useful for making requests, announcements, or other informative messages.

EXAMPLE

- To reserve a hotel banquet room, specify the accommodation needed (What), location (Where), Sponsoring organization (Who), date and time (when), event (why), and other necessary detail (How).

ANSWER ALL QUESTIONS ASKED

- Whenever you reply to an inquiry, try to answer all questions.
- A colleague or a customer's reaction to an incomplete reply may leave a bad impression.
- “Omissions cast suspicions”
- If you don't have particular information, say so clearly.
- If you have unfavorable information, handle it with honesty and tact.

EXAMPLE

- A Software distributor, when replying to a dealer's letter, answered only four of seven questions. Because the original questions were unnumbered and somewhat buried in five long paragraphs, so the respondent overlooked or disregarded three of them. The reply, unfriendly and incomplete, caused the distributor to lose the business and goodwill of a potential customer.

SOLUTION

- List the needed detail from the inquirer on a reply form that the inquirer can fill out and return to you. In this way both your answer and that of your respondent will be complete.

GIVE EXTRA DETAIL WHEN DESIRABLE

- Do more than answer the specific questions pointed out by the customer.
- As, they may not know what they need, or there question may be inadequate.

EXAMPLE

- **Incomplete Question**

How come my request for an interview letter did not receive a response?

- **Extra detail**

When was letter sent? Who sent it? To whom was it sent?

You need to inquire all the information to give proper reply for the inquiry.

CHECKLIST FOR COMPLETENESS

- Remember the five W's
- Answer all questions
- Give extra information when desirable.

CONCISENESS

- Conciseness is saying what you have to say in fewest possible words without sacrificing other C qualities. A concise message is complete without being wordy.

CONTINUED

- A concise message saves time and expense for both sender and receiver.
- Conciseness contributes to emphasis; by eliminating unnecessary words you let important ideas stand out.
- When combined with “you-view”, concise messages are more interesting to the recipients.
- Conciseness includes;
 - eliminate wordy expression
 - Include only relevant material
 - Avoid unnecessary repetition

ELIMINATE WORDY EXPRESSION

- Use single word substitute instead of phrases without changing meaning.

EXAMPLE

- **Wordy:** In due course
Concise: Soon
- **Wordy:** please find attached the list you requested.
Concise: The list you requested is attached.
- **Wordy:** She bought desks that are of the executive type.
Concise: She bought executive- type desks.

INCLUDE ONLY RELEVANT MATERIAL

- Stick to the purpose of the message
- Delete irrelevant words and sentences.
- Omit information obvious to the receiver.
- Avoid long introductions, unnecessary explanations, excessive preposition and adjectives etc.
- Get to the important point concisely.

EXAMPLE

- **Wordy :** We hereby wish to let you know that our company is pleased with the confidence you have reposed in us.
- **Concise:** We appreciate your confidence.
- **Wordy:** At this time I am writing to you to enclose an interview card, which has been post-paid, for the purpose of arranging a convenient time when we might get together for a personal interview.
- **Concise:** Please return the enclosed interview card to setup a convenient time for an interview.

AVOID UNNECESSARY REPETITION

- Use shorter name after u have used long one once. Instead of using “North Central Company” use “North Central”.
- Use pronouns or initials rather than repeating long names. Instead of using “ American Association of Technical Analysts” again and again, use “it” or “they” or AATA.
- Cut out all needless repetition of phrases and sentences. Sometimes it is possible to combine two or even more sentences by using conjunctions etc.

EXAMPLE

- **Wordy:** Will you ship up this time, anytime during the month of October would be fine, or even November if you are rushed (November would suit us just as well, in fact a little bit better) 300 of the regular 3 by 15 inches blue armbands with white sewn letters in the center. Thank you in advance by sending this along to us by parcel post and not express, as express is too expensive.
- **Concise:** Please ship parcel post, before the end of November, 300 regular 3 by 15 inch blue felt armbands with white sewn letters in the centers.

CHECKLIST FOR CONCISENESS

- Use one word in place of phrases; one sentence in place of two. Readout loud to listen wordiness.
- Omit wordiness and outdated expressions.
- Ask yourself: Is the material relevant?
- Look for unnecessary repetition: Does the same word or idea repeat too often?

CONSIDERATION

- Consideration means preparing every message with the message receivers in mind: put yourself at their place; being aware of their ideas, emotions, attitudes, desires, circumstances and probable reactions to your point.
- Handle the matter from their point of view, called as “you-attitude”

SPECIFIC WAYS TO INDICATE CONSIDERATION

- Focus on “You” instead of “I” and “we”
- Show audience’s benefit and interest in the receiver.
- Emphasize positive, pleasant facts.

FOCUS ON “YOU” INSTEAD OF “I” AND “WE”

- To create considerate, audience-oriented messages, focus on how receivers will benefit, what they will receive, and what they want or need to know.

EXAMPLE

We-Attitude: I am delighted to announce that we will be extending our hours to make shopping more convenient.

You-Attitude: You will be able to shop evenings with the extended hours.

CONTINUED

- Using “we” can be receiver oriented if ‘we’ includes the recipients of the message. But messages that use “you” can be insensitive in negative situations.

EXAMPLE

Insensitive: You failed to enclose your cheque in the envelope.

Considerate: The cheque was not enclosed.

SHOW AUDIENCE BENEFIT OR INTEREST IN THE RECEIVER

- Show how your receivers will benefit from the message.
- Benefits must meet recipient needs, address their concern and offer them rewards, means they must be perceived as benefits by the receivers.
- Tell legitimate benefits of your policy and products and put yourself in receiver's place to assess their perspectives.

EXAMPLE

- only inserting word “you” does not ensure “You-attitude” As;

“You will be glad to know that we now have a walkup window open 7-9am and 3-8pm every weekday”

Some readers wonder, “so what?”

So, it should be like;

“You can now take care of your banking needs at our new Walk-up Window. It is open with a capable teller to serve you 7-9am and 3-8pm, Monday through Friday”

EMPHASIZE POSITIVE, PLEASANT FACTS

- A third way to show consideration for your receiver is to accent the positive. This means stressing what can be done instead of what cannot be done, and focusing on words your recipient can consider favorably.
- **Negative-Unpleasant:**
It is impossible to open an account for you today.
- **Positive-Pleasant:**
As soon as your signature card reaches us, we will gladly open an account for you.

CHECKLIST FOR CONSIDERATION

- See your material from your readers point of view.
- “You” is more desirable than “I” and “We”.
- Readers like to see benefits. Be sure benefits are a prominent part of the message.
- Consciously use positive words; readers will react more favorably.

CONCRETENESS

- Communicating concretely means being specific, definite and vivid rather than vague and general.
- Use denotative words (dictionary based, direct) rather than connotative words (ideas, notions suggested by or associated with a word”.

BENEFITS

- Receivers know exactly what is required or desired.
- Increase the chances that the message will be interpreted the way sender intended.
- More vivid and interesting.

SPECIFIC WAYS TO INDICATE CONCRETENESS

- Use specific facts and figures
- Put action in your verbs
- Choose vivid, image building words.

USE SPECIFIC FACTS AND FIGURES

- Use exact and precise statement or a figure instead of a general word to make your message more concrete.

EXAMPLE

Vague, General, Indefinite:

Student GMAT scores are higher.

Concrete, Precise:

In 1999 the GMAT scores averaged 600; by 1997 they had risen to 610.

WHEN NOT TO USE SPECIFIC DETAILS

- When it is not possible to be specific: you may not have the precise figures or facts.
- When you wish to be diplomatic: “You have missed three invitations to my office” is harsh; you may be more tactful in saying, “I’ve sent you several reminders to see me in my office”.
- When exact figures are unimportant as in; “ more than half the committee was present.”

PUT ACTION IN YOUR VERBS

- Use active rather than passive voice because it shows life in a sentence when a subject acts.
- Active verbs are;
 - **More specific** as “A dean decided” than “**a decision has been made by**”
 - **Personal** as “You will note” rather than “**it will be noted**”
 - **Concise** as “Figures show” rather than “**it is shown by figures**”
 - **Emphatic** as “Students held a contest” rather than “**A contest was held by the students**”.

USE PASSIVE VOICE WHEN

- **When you want to avoid personal comments** as in “The October cheque was not included” is better than “**you failed to include the October cheque**” OR “Attendance at the meeting is required” is less harsh than “**you must attend the meeting**”.
- **When you want to stress the object of action.** As “You are invited” is more suitable than , “**we invite you**”
- **When the doer is not important.** As “Three announcements were made before the meeting started” the announcer is not important.

CHOOSE VIVID IMAGE BUILDING WORDS

- Use sensory words, comparisons, figurative language, concrete nouns, well chosen adjectives and adverbs.

BUT...

With caution as business writing uses fewer descriptors than does a magazine article or fiction writing.

SENSORY APPEAL

- words which appeal the senses...

EXAMPLE

Instead of: *“It was hot in the factory”*

Use: *“Sweat trickled down the arms of the line workers”*

COMPARISONS

- Comparisons can make an idea more clear and vivid.

Unclear Image:

“This is a long letter.”

Clear Image:

“This letter is three times as long as you said it would be”

FIGURATIVE LANGUAGE

- Use figures of speech with caution as they do make idea more clear.

EXAMPLE

Literal: Her work in groups was exemplary.

Figurative: She could be called “the spark plug” of the group.

CHECKLIST FOR CONCRETENESS

- Precise in presenting facts and figures.
- Use active voice more than the passive.
- Use action verbs to make idea clear.
- Use of image building words where necessary.

CLARITY

- Getting the meaning from your head into the head of your reader – *accurately* – is the purpose of *clarity*.

WAYS TO INDICATE CLARITY

- Choose precise, concrete and familiar words.
- Construct effective sentences and paragraphs.

CHOOSE PRECISE, CONCRETE AND FAMILIAR WORDS

- Clarity is achieved in part through a balance between precise language and familiar words.
- Precise language means selecting exactly the right word to convey meaning.
- Familiar language comprises words of one's personal repertoire, familiar to the audience and appropriate for the situation.

EXAMPLE

FAMILIAR WORDS

- After
- Home
- For example
- invoice

PRETENTIOUS WORDS

- Subsequent
- Domicile
- E.g.
- Statement for payment

EXAMPLE

UNFAMILIAR

- After our perusal of pertinent data, the conclusion is that a lucrative market exists for the subject property.

FAMILIAR

- The data we studied show that your property is profitable and in high demand.

USE BUSINESS JARGON

- Use business language and technical terms in professional situations.
- Avoid when communicating to a person not acquainted with the terminology.
- Even then if you must use the terms, explain briefly and clearly for proper understanding.

USE EFFECTIVE SENTENCES AND PARAGRAPHS

- At the core of clarity is the sentence.
- Grammatical statement when clearly expressed moves thoughts within a paragraph.
- Important characteristics to consider while making effective sentences and paragraphs are;
 - Length
 - Unity
 - Coherence
 - Emphasis

LENGTH

- Short sentences are preferred.
- Suggested average sentence length should be 17- 20 words or it could be from 3- 30 words or so. But more than 40 words sentence should be rewritten to reduce length.

UNITY

- Keep one main idea and other ideas must be related to the main idea.

EXAMPLE

Wrong: I like Jim, and the Eiffel Tower is in Paris.

Correct: Mr. James is in his late sixties. His hands trembles when he eats.

COHERENCE

- Words are correctly arranged so that ideas correctly convey the intended meaning.

EXAMPLE

UNCLEAR: Being an excellent lawyer, I am sure you can help us.

CLEAR:

As you are an excellent lawyer, I am sure you can help us.

EMPHASIS

- The quality that gives force to important parts of sentences and paragraphs is emphasis.
- Writer needs to understand what should be emphasized.
- In a complex sentence, main idea should be placed in the main clause and less important points are to be placed in a subordinate clause.

EXAMPLE

- Little Emphasis:

The airplane finally approached the speed of sound, and it became very difficult to control.

- Better Emphasis:

As it finally approached the speed of sound, the airplane became very difficult to control.

OTHER WAYS TO SHOW EMPHASIS

- Use of ;
- Headings
- Tabulations
- Pie charts
- Graphs
- Underlining
- Italics
- Colored fonts etc...

CHECKLIST FOR CLARITY

- Choose precise or as concrete a word as possible.
- Select words that have a high sense of appropriateness for the reader.
- Go for the familiar words.
- Limit average length of a sentence is 17- 20 words.
- Insert no more than one main idea in a sentence.
- Arrange words so that the main idea occurs early in a sentence.

COURTESY

- Courtesy means not only aware of others perspective but feelings.
- Courtesy stems from a sincere “you-attitude”
- show respect and concern for others .
- Consider your audience.

GUIDELINES FOR GENERATING COURTESY

- Be sincerely tactful, thoughtful and appreciative.
- Use expressions that show respect.
- Choose nondiscriminatory expressions.

BE SINCERELY TACTFUL, THOUGHTFUL AN APPRECIATIVE

- Be tactful keeping in mind audience culture, feelings and respect.
- Avoid being blunt or abrupt as negative feelings arise from personal negative attitude or when a person does not know the culture of a country ...

EXAMPLE

Tactless , Blunt

- Stupid letter; I can't understand any of it.
- Clearly, you did not read my latest fax.
- I rewrote that letter three times; the point was clear.

More Tactful

- It's my understanding that I did not get what u mean.
- Sometimes my wording is not precise; let me try again.
- I'm sorry the point was not clear; here is another version.

THOUGHTFULNESS AND APPRECIATION

- Be polite and courteous when communicating with your audience as it help building goodwill.
- Goodwill is worth thousands for an organization which can be achieved by sending cordial, courteous messages of appreciation.

USE EXPRESSIONS THAT SHOW RESPECT

- No reader wants to receive messages that offend.

EXAMPLE

OFFENSIVE: Hey man, what's this I hear about your wedding? You didn't tell any of us about it. Give my regards to the lady and wish her the best.

COURTEOUS: Warm congratulations on your wedding! Well, you certainly took us by surprise. In fact, just a few of us suspected you were taking off to get married. But even though we didn't hear about it until later. We wish you the best.

CHOOSE NONDISCRIMINATORY EXPRESSION

- Nondiscriminatory language reflects equal treatment of people regardless of gender, race, ethnic origin and physical features.

EXAMPLE

In the past, 'man' was used to denote not only male persons but also humanity at large. Today, many people connect 'man' with a 'male human being'. Thus, English language use alternative expressions for man that are neuter in form.

EXAMPLE

Questionable

- Freshman
- Manpower
- Man made

More Desirable

- Entering students, first year students
- Workers, employees, work force.
- Manufactured, constructed, built

CHECKLIST FOR COURTESY

- Communication should have you-attitude.
- Have someone review your statement to avoid disrespect.
- Be careful in using language. Be aware of gender, race, color, creed etc.

CORRECTNESS

- Use of proper grammar, punctuation and spellings.
- Some message though grammatically and mechanically complete and perfect may insult or lose a customer .

SO

- Use the right level of language
- Check accuracy of figures, facts and words.
- Maintain acceptable writing mechanics.

USE THE RIGHT LEVEL OF LANGUAGE

- There are three levels of language
 - Formal
 - Informal
 - Substandard

So writing style for each level is different.

FORMAL LANGUAGE

- Formal writing is often associated with scholarly writing:

- Doctoral dissertations
- Scholarly articles
- Legal documents
- Government agreements

and other materials where formality of language is demanded.

STYLE: Style is non-conversational, usually impersonal and often contains long sentences.

INFORMAL LANGUAGE

- Informal writing is more characteristic of business writing as words are short, well-known and conversational... As,

MORE FORMAL

Participate

Procure

Endeavor

Edifice

Deem

LESS FORMAL

join

get

try

building

think

POEM

Colleges are not schools,
They are learning institutions;
Problems don't have answers,
They have viable solutions.
People don't spend money,
They re-allocate resources.
Speakers don't make speeches,
They give oral presentations.
Bosses don't set quotas,
They just indicate objectives.

Workers don't take orders,
Though they implement directives.
Machinery can't breakdown ,
But components can malfunction.
A court does not command
It just issues an injunction.
Programs don't have failures,
They have qualified successes.
And jargon doesn't hurt you—
It just constantly distresses!

Enid C. Stickel

SUBSTANDARD LANGUAGE

- Avoid using incorrect words, incorrect grammar, faulty pronunciation, all suggest an inability to use good English.

SUBSTANDARD

- Ain't
- Can't hardly
- Aim at proving
- Irregardless
- Brung
- Should of

MORE ACCEPTABLE

isn't, aren't
can hardly
aim to prove
regardless
brought
should have

CHECK ACCURACY OF FIGURES, FACTS AND WORDS

- Data and information should be correct, check and double check the accuracy of facts and figures.
- Verify statistical data.
- Double check your totals.
- Avoid guessing at laws that have an impact on you, the sender and the receiver.
- Have someone else read your message if the topic involves data.
- Determine whether a “fact” has changed over time.

WORDS THAT CONFUSE

- Our English language is constantly changing...In fact even dictionaries cannot keep up with the rapid change in our language. But the dictionary is still a major source for locating correct words and their intended meanings.

LIST INCLUDES WORDS OFTEN CONFUSED IN USAGE

- Accept, except
 - Accept is a verb and means to receive.
 - Except is a verb or a preposition means omitting or leaving out.
- Between and Among
 - Between involves two people or groups.
 - Among involves three or more.

MAINTAIN ACCEPTABLE WRITING MECHANICS

- Message should be correct grammatically.
- Computers provide spell and grammar check to make editing easy.
- Every message should be carefully written.

CHECKLIST FOR CORRECTNESS

- Select the right level of language for communication; either formal or informal.
- Realize that informal language is used in business communication.
- Check your accuracy of facts and figures by making other person read your material.



THANK YOU