

## The seven C's of Effective Communication

Communication principles providing guidelines for choice of content and style of presentation adapted to the purpose and receiver of your message

The 7 C's of Effective Communication are:

- |                                  |                             |
|----------------------------------|-----------------------------|
| 1. <i>Completeness</i> تکمیل شده | 5. <i>Clarity</i> فصاحت     |
| 2. <i>Conciseness</i> فشردهگی    | 6. <i>Courtesy</i> نزاکت    |
| 3. <i>Consideration</i> دقت      | 7. <i>Correctness</i> درستی |
| 4. <i>Concreteness</i> وضاحت     |                             |

### 1-Completeness:

Completeness offers numerous benefits:

- |   |   |
|---|---|
| 1. <i>Bring the desired results without the expense of additional messages</i>            | 3. <i>Can help avert costly lawsuits that may result if important information is missing.</i> |
| 2. <i>They can do a better job of building goodwill</i><br>(حسن نیت، خوش قلبی، حسن تفاهم) |   |

For achieving completeness:

- Provide all necessary information (Who? What? When? Where? Why? How?).
  - Answer all questions asked, look for questions, locate them and then answer precisely.
- In an organization we have two types of questions:

- Stated :**
- Implied:**

- Give something extra, when desirable<sup>1</sup>.

### 2-Conciseness:

What you have to say in the fewest possible words without sacrificing the other C qualities. A concise message is complete without being wordy.

- |  |   |
|--|---|
| 1. <i>Eliminate Wordy Expressions</i><br>Advantages:<br>To save the time of both sender and receiver   | <ul style="list-style-type: none"> <li>▪ <i>Omit information obvious to the receiver, if you feel it is important to remind the audience of known (familiar) information, subordinate the known information.</i></li> </ul>   |
| <ul style="list-style-type: none"> <li>▪ <i>At this time – Now</i></li> <li>▪ <i>Due to the fact that – because</i></li> <li>▪ <i>Have need for – need</i></li> </ul>  | 3. <i>Avoid unnecessary repetition</i>  |
| 2. <i>Include only Relevant material</i>   | <ul style="list-style-type: none"> <li>▪ <i>Use shorter name after you have mentioned the long one once</i></li> <li>▪ <i>Use pronouns or initials rather than repeat the long names</i></li> <li>▪ <i>Cut out all needless repetition of phrases and sentences.</i></li> </ul> |
| <ul style="list-style-type: none"> <li>▪ <i>Stick to the purpose of the message</i></li> <li>▪ <i>Delete irrelevant words and confused/rambling sentences</i></li> </ul>   | Wordy- <i>please find attached the list you requested.</i><br>Concise- <i>the request list is attached.</i>   |
| 4. <i>Omit unnecessary Expression:</i><br>Wordy- <i>please advice that your admission statement has been received.</i><br>Concise- <i>your admission statement has been received.</i><br>Wordy- <i>allow me to say hoe helpful your response was.</i><br>Concise- <i>your last response was helpful.</i> | 6. <i>Omit "which" and "that".</i><br>Wordy- <i>he bought desks that one of executive<sup>2</sup> type.</i><br>Concise- <i>he bought executive type of desks.</i>   |
| 5. <i>Omit wordy conventional statement with concise one.</i>  | 7. <i>Eliminate unnecessary prepositional phrases:</i><br>Wordy- <i>the issue of most relevance is team work.</i><br>Concise- <i>the most relevance issue is team work.</i>   |

8. *limit use of passive voice:*

*Wordy- the total balance due will be found on page 2 of this report.*

*Concise- total balance due is on page 2 of this report.*

<sup>1</sup>Example of a club meeting (welcome, Add, Extra information if needed)

<sup>2</sup>Very good in condition.

<sup>3</sup>Difficult words.

9. *Avoid long introduction unnecessary explanation excessive objective and proposition pompous<sup>3</sup> word and gushy politeness.*

**3-Consideration:**

*Consideration means preparing every message by keeping the receivers in mind:*

- *Put yourself in their place*
- *You are considerate, you do not lose your temper*
- *You do not accuse*
- *You can not charge them without facts.*

*By keeping in mind the above attributes you will develop "YOU" attitude (empathy, human touch).*

*You Attitude: keep in mind the receiver like and as well as unlike of the receiver. Your attitude play an important rule in business organization.*

1. *Focus on "you" instead of "I" and "we": to create considerate, audience oriented message, focus on how message receiver will benefit, what they will receive of what they want or need to know.*

- *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.*

*Exceptions do not use "you":*

1. *Sarcastic of negative information.*

**Tactless:** "You failed to enclose the check"      **More Tactful:** Apply passive voice "The check was not enclosed".

2. *Show audience benefit or interest in the receiver, audience may react positively when benefits are shown to them. Where ever possible are true, Show how your receiver will benefit from what ever the message ask or announces.*

- *Benefits must meet their needs, address their concerns, or offer them rewards.*

*Merely only inserting the word "you" does not ensure the "you" attitude.*

*For example: you will be glade to know that we now have walk up window open 7-9<sub>AM</sub> and 3-4<sub>PM</sub> every week.*

*You take care of your banking needs at our new walkup windows it is open with a capable teller to serve 7-8<sub>AM</sub> and 3-4<sub>PM</sub> you every week.*

3. *Emphasize positive, pleasant facts*

*Stress on what can be done instead of what can not be done.*

- *Negative unpleasant: We don't refund if the returned item is soiled and unassailable.*
- *Positive pleasant: We refund when the returned item is clean and resalable.*
- *Negative unpleasant: it is impossible to open for you an account today.*
- *Positive pleasant: as soon as we received your signature card, we will gladly open an account for you.*

*Negative unpleasant: when you travel on our company expense you will receive approval for first class fare.*

*Positive pleasant: when you travel on company expense approval fare is for tourist class.*

- *Positive words to which people react favorably are:*

*Benefit, cordial, happy, help, generous, loyal, pleasure, thanks, thoughtful.*

- *Words with negative connotation that often allow unfavorable reaction are:*

*Blame, complaint, failed, fault, negligence, regret, reject, trouble, unfair.*

- *As final note consideration is a result of integrity and ethics.*

*In broad but true sense, consideration underlines the other 6 C's quality.*

#### 4-**Concreteness:**

*Communicating concretely means being specific, definite, solid and vivid rather than vague*

- Often it means using denotative (direct, often dictionary based) rather than connotative words (ideas or notions suggested by or associated with a word or phrase).
- 3. Choose vivid, image-building words

*Advantages of concrete messages:*

- ❖ Save time for both.
- ❖ We required.
- Too many simple sentences, too many simplistic ideas gave the impressions of the writing of a first-year student.
  - Proposals submitted this quarter were uninteresting
  - It is along letter. (not concrete)
  - You send me a letter as long as you said it would be. (concrete)

#### **How to compose a concrete, convincing message (a guideline):**

1. Use specific facts and figurative i.e. (1979)
  - Not clear- Student GMAT score are higher.
  - Concrete- In 2000 students GMAT score are 13% average.

**Advantages:** No body can bring changes in your messages.

- When ever possible, use an exact precise statement at a figure in place of a general word to make your message more specified concrete.
  - Western Europe is making progress investments (not clear).
  - In 2011 investment in Eastern Europe were 40\$ million, today that figure is increased by 15%. (Concrete)

#### **Some exception not use figure.**

1. When it is not possible to be specific i.e. that is you may not have the precise figure or facts.
2. When you wish to be diplomatic (considerate)
  - You have missed three invitations to my office.
  - (Avoided) I have sent you several reminders to see me in the office.
- When exact figures are unimportant.
  - More then half of the committee was present.
- Put action in your verbs not infinitives and nouns.
  - He drinks.
- Use active voice rather then passive voice.
  - The tests were administered by professors.(P.V)
  - The professors administered the test.(A.V)

#### **Exception when we use passive rather than active voice.**

1. When you avoid personal, blunt, accusations or comments.
  - You failed to enclose the check. (A.V)
  - The check was not enclosed. (P.V)
2. When you want to stress the object of the action.
  - You are invited. (Active Voice)
  - We invite you. (Passive Voice)
3. When the doer is not important.
  - Three announcements were made before meeting started. (P.V)
  - Figures show. (A.V)
  - It is shown by figures. (P.V)

**Chose vivid and image building words:**

Business writing uses less figurative language than does the world of fiction devices to make the language more forceful and vivid.

1. Sensory appeal: concrete language often evokes a sensory response in people, it appeals to one or more of the five senses and such language is more descriptive than conversational business language.

For example: it was hot in the factory. (It is literal)

- Sweat trickled down the arms of the worker.

Sensory appeal very often used in market products.

2. Comparison: Analogies (same to same) either literal or figurative make unclear ideas clear and more vivid.

- Some women were stopped in their promotion. (Literal)
- Some women face “glass ceiling” in their promotion. (Figurative)
- Aslam is lion like. (Comparison)

**5-Clarity:**

Getting the meaning from your head into the head of your reader—accurately is the purpose of clarity. Of course, you know this is not simple. We all carry around our own unique interpretations, ideas, experiences associated with words

Clarity

1. Choose precise, concrete and familiar words

Familiar

About

After

Home

For example

Pay

Unfamiliar

Circa

Subsequent

Domicile

E.g.

Remunerations

Construct effective sentences and paragraphs:

At the core of clarity is the sentence. This grammatical statement, when clearly expressed, moves thoughts within a paragraph.

Important characteristics to consider are:

- Length: *Generally, short sentences are preferred. The suggested average sentence length should be about 17 to 20.*
- Unity: *in a sentence—whether simple, compound or complex—unity means that you have one main idea and any other ideas in the sentence must be closely related to it.*
- Coherence: *in a coherent sentence the words are correctly arranged so that the ideas clearly express the intended meaning.*
- Emphasis: *the quality that gives force to important parts of sentences and paragraphs is emphasis.*

**6-Courtesy:**

True courtesy involves being aware not only of the perspective of others, but also their feelings. Courtesy stems from a sincere you-attitude

- a) Be sincerely tactful, thoughtful, and appreciative
- **Tactless, Blunt:** *Stupid letter; I can't understand any of it.*
- **More Tactful:** *it's my understanding ...*
- b) Use expressions that show respect
- Omit irritating expressions.*
- Omit questionable humor.*

Note: 1. Offensive

*E.g. Hay man, what's this I hear about the good news? You sure pulled a fast one this past weekend and then didn't tell any of us about it.*

Note: 2. more courteous

E.g. Warm congratulations on your wedding!

Well, you certainly took us by surprise. In fact, just a few of us even suspected you were taking off to get married. But even though we didn't hear about it until later, we-my wife and I- wish you the best.

- Choose Non discriminatory Expressions:

Another requirement for courtesy is the use of nondiscriminatory language that reflects equal treatment of people regardless of gender, race, ethnic origin, and physical features.

➤ Sexist terms: "man" words

**Questionable**

Freshman

Manpower

Man-made

**More Desirable**

Entering students, first year students

Workers, employees, workforce, personnel

Manufactured, constructed, built

➤ Singular Pronouns

Questionable: Anyone who comes to class late will get his grade reduced.

More Desirable: students who come late to class will have their grade reduced.

➤ Names

**Undesirable**

Ted April and Ruth

**More Desirable**

Ted and Ruth April

7-Correctness:

At the core of correctness are proper grammar, punctuation and spelling.

- Use the right level of language

**More Formal**

Participate

Procure

Endeavor

Ascertain

**Less Formal**

Join

Get

Try

Find out

- Check accuracy of figures, facts and words

➤ Verify your statistical data

➤ Double-check your totals

➤ Have someone else read your message if the topic involves data

➤ Determine whether a "fact" has changed over time

- Maintain acceptable writing mechanics.

End.