

Lecture 11

The Seven C's of Effective Communication

❖ Correctness

At the core of correctness is proper

- Grammar
- Punctuation
- Spelling

The term correctness applied to business messages also means the following characteristics.

- 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
- Sub-standard

Formal Writing

Formal writing is often associated with scholarly writing.

Examples

doctoral dissertations, scholarly articles, top-level government agreements etc

The style unconventional, usually impersonal, and contains long and involved sentences.

Informal Writing

This style of writing is more characteristic in business writing.

An example is the communications via E-mail, memos etc.

More Formal	Less Formal
Participate	Join
Procure	Get
Utilize	Use
Interrogate	question
Endeavor	try

Reminder

- Avoid substandard language.
- Using incorrect words, incorrect grammar, faulty pronunciation all suggest inability to use good English.

Substandard	More Appropriate
Ain't	Isn't
Can't hardly	Can hardly
Aim at proving	Aim to prove
Stoled	Stolen
Irregardless	Regardless

Check accuracy of figures, facts and words

- It is impossible to convey the meaning of the words precisely, through words, from the head of the sender to the receiver.
- Our goal is to be as precise as possible.

A good check of data is to have another person read and comment on the validity of the material.

Figures and Facts

- Verify your statistical data.
- Double check your totals.
- Avoid guessing at Laws that have an impact on you.
- Have someone else read your message if the topic involves data.
- Determine whether a fact has changed overtime.

Words that confuse

English language is constantly changing.

Though dictionaries cannot keep up with rapid change, but still are the most useful resource for finding correct words.

Example

a, an

Use *a* before consonant and consonant sounds or a long *a* sound. Use *an* before vowels or silent *h* sounds.

Example

accept, except

Accept is a verb that means receive. Except is a verb that relates to omitting out or leaving out.

Example

Between, Among

Between involves two people, among, three or more.

Example

Farther, further

Farther is used to express more distance in space, further for distance in time, quality or degree.

Example

Biannually, biennially

Biannually mean two time a year,
biennially means every two years.

Maintain Acceptable Writing Mechanics

All material relating to mechanics, word processing and appearance is relevant here.

A careful attention to the mechanical part of every well-written document.

Revision of the seven C's of effective communication

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

Completeness

Your message is complete when it contains all the facts, readers or listeners need for the reaction you desire.

Communication senders need to assess their message from eyes of the receivers to be sure they have included all the relevant information.

Benefits of Completeness

- Complete messages are more likely to bring the desired results.
- They do a better job at building goodwill.
- Communication that seems inconsequential can become very important if information that contain is complete and effective.

Keep the following guidelines in mind

- Provide all necessary information
- Answer all questions asked
- Give something extra, when desired

Provide all the necessary information

Answer the five Ws that make the message clear.

- Who
- What
- When
- Where
- Why

Example

- When requesting a merchandise, make sure
- What you want ?
- When you need it?
- To whom and where it is to be sent ?
- And how the payment would be made ?

Credibility

•**Competence**

-Does the audience perceive the message sender as communicating honestly ?

•**Character**

•**Composure** Does the sender of the message know his or her message ?

-Does the sender give the impression of being calm and collected ?

•**Sociability**

-Does the sender come across as a likable individual ?

•**Extroversion**

-Does the source exhibit outgoing tendencies rather than timidity?

Example

You are the president of a Community welfare center, and receive the following message

I'm new to the city and would like to consider joining your welfare center. As I will be visiting the center within the next month, will you please tell me where the next meeting will be held ?

If you answered only this question your letter would be incomplete.

You should added information about a welcome message, information about parking space, date, day and time of meeting.

Your message will then have something extra that the reader really needs and appreciates.

Example

Fax 1 Incomplete Question

Please fax me the in return the departures from Lahore to Karachi on 8 May.

In reply to the fax you would have to “give something extra”, as to times of day, airline flying that route, costs and departure and arrival times.

Consideration

Consideration means preparing every message with the message receiver in mind.

- Don't lose your temper.
- Don't accuse.
- Don't charge them without facts.

Consideration

- You are foremost aware of their desires, problems, circumstances, emotions and probable reaction to your thoughts.
- Handle the matter from their point of view.
- This thoughtful consideration is also called the ‘you-attitude’, the human touch or understanding human nature.

Three specific ways to indicate consideration.

Focus on ‘you’ instead of ‘I’ or ‘we’.
Show audience benefit or interest in the receiver.
Emphasize positive, pleasant facts.

Focus on ‘you’ instead of ‘I’ or ‘we’

- Using ‘you’ does help project a you-attitude.
- Overuse can lead to negative reaction.
- To create considerate, audience-oriented messages, focus on how message receivers will benefit, what they will receive, and what they want or need to know.
- In some cases this can be accomplished by emphasis; you may downplay your own feelings to make a point

Concreteness

Communicating concretely means being specific, definite and vivid rather than vague and general.

Misunderstanding of words have produced tragedies both in war and in peace, in business and non-business situations.

Concreteness

- Communicating concretely means being specific, definite, and vivid rather than vague and general.
- Often it means using denotative (direct, explicit, often dictionary-based) rather than connotative words.

- The benefits to business professionals of using concrete facts and figures are
 - Your receivers know exactly what is desired
 - When you supply specifics for the reader you increase the likelihood of that you message will be interpreted the way you intended.

The following guidelines should be followed to compose concrete, convincing messages.

- Use specific and figures.
- Put action to words
- Use vivid image building words.

Use specific facts and figures

It is desirable to be precise and concrete both in written and oral technical communications.

Vague : Students' GMAT scores are higher.

Concrete : In 1996 the GMAT scores averaged 600; by 1997 they had risen to 610.

Clarity

Getting the meaning from your head *accurately* to the reader is the purpose if clarity.

Remember

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

Choose Precise, Concrete and Familiar words

- Clarity is achieved through a balance between precise language and familiar language
- When you have the choice between a long word and a short word, choose the short familiar word

Golden Rule

- When in doubt, use the more familiar words; audience will understand them better.
- For example
 you must use *pay* instead of remuneration and *invoice* instead of *statement of payment*

Example

- Unfamiliar

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

- Familiar

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

Courtesy

- True courtesy involves being aware not only of the perspectives of others, but also their feelings.
- Knowing your audience allows you to use statements of courtesy.
- Be aware of your message receiver
- Courtesy stems from a sincere you-attitude.
- It is not merely politeness with mechanical insertion of 'please' and 'thank you', although applying socially accepted manners is a form of courtesy.
- Rather it is politeness that grows out of respect and concern for others.

Be sincerely tactful, thoughtful and appreciative

- Tact

Though very few people are intentionally abrupt or blunt, these negative traits are a common cause of discourtesy.

Sometimes they stem from a mistaken idea of conciseness, sometimes from negative personal attitudes etc.

Example

- Tactless, blunt

Stupid letter; I did not understand any of it.

- More tactful

It's my understanding.....
