

7 C's for Effective Communication

Communication skills I

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History of 7 C'S

- 7 C's of communication was first introduced in the field of public relation. It was first mentioned in a book named "effective public relations, 1952" by two professors Scott M. Cutlip and Allen H. Center of the university of Wisconsin.

INTRODUCTION

- **Effective Communication:** A communication between two or more persons in which the message is successfully delivered, received and understood.
- Instead of using words, the effective communication also covers several other skills like, non-verbal communication, including emotions, tone of voice, gestures, postures body language and eye - contacts.

Characteristics of Effective Communication

- Following 7 C's can play a vital role in making communication effective.
- 1. Clarity
- 2. Correctness
- 3. Conciseness
- 4. Completeness
- 5. Courtesy
- 6. Concreteness
- 7. Consideration

CLARITY

- Clarity: Clear message makes use of exact, appropriate and concrete words.
- 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.

CORRECTNESS

- Correctness: Correctness in communication implies that there are no grammatical errors in communication.

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

- o Check accuracy of figures, facts and words

“A woman without her man is nothing” (punctuation)

CONCISENESS

- Conciseness: Concise message is more appealing and comprehensible to the audience. It should be short and crisp.
- What you have to say in the fewest possible words without sacrificing the other C qualities. A concise message is complete without being wordy

COMPLETENESS

- Completeness: The communication must be complete. It should convey all facts required by the audience
- Completeness offers numerous benefits:
 1. Bring the desired results without the expense of additional messages
 2. They can do a better job of building goodwill
 3. Can help avert costly lawsuits that may result if important information is missing.

COURTESY

- Courtesy: Courtesy in message implies the message should show the sender's expression as well as should respect the receiver.
- True courtesy involves being aware not only of the perspective of others, but also their feelings. Courtesy stems from a sincere you-attitude

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).
- Choose vivid, image-building words

CONSIDERATION

- Consideration: Emphasize on “you” approach.
- 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.

THANK YOU