

## 1.6 7 Cs OF GOOD COMMUNICATION

There are 7 Cs of effective communication which are relevant to both written as well as oral communication. These are as follows:

### Completeness

The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly. Complete communication has following features:

- ❑ Complete communication develops and enhances reputation of an organization.
- ❑ Moreover, they are cost saving as no crucial information is missing and no additional cost is incurred in conveying extra message if the communication is complete.
- ❑ Complete communication always gives additional information wherever required. It leaves no questions in the mind of receiver.
- ❑ Complete communication helps in better decision-making by the audience/readers/receivers of message as they get all desired and crucial information.
- ❑ It persuades the audience.

### Conciseness

Conciseness means communicating what you want to express in least possible words without forgoing the other C's of communication. Conciseness is a requirement for effective communication. Concise communication has following features:

- ❑ It is both time-saving as well as cost-saving.
- ❑ It underlines and highlights the main message as it avoids using excessive and needless words.
- ❑ Concise communication provides short and necessary message in limited words to the audience.
- ❑ Concise message is more likeable and comprehensible to the audience.
- ❑ Concise message is non-repetitive in nature.

### Consideration

Consideration implies "stepping into the shoes of others". Effective communication must take the audience into consideration, i.e., the audience's view points, background, mind-set, education level, etc. Make an effort to imagine your audience, their requirements, emotions as well as problems. Ensure that the self-respect of the audience is maintained and their emotions are not harmed. Alter your words in message to suit the audience's needs while making your message complete.

**N O T E S**

Features of kind communication are as follows:

- ❑ Emphasize on “you” approach.
- ❑ Empathize with the audience and display interest in the audience. This will stimulate a positive reaction from the audience.
- ❑ Show optimism towards your audience. Stress on “what is possible” rather than “what is impossible”. Lay stress on positive words such as jovial, committed, thanks, warm, healthy, help, etc.

**Clarity**

Clarity implies stressing on a particular message or goal at a time, rather than trying to achieve too much at once. Clarity in communication has following features:

- ❑ It makes understanding easier.
- ❑ Complete clarity of thoughts and ideas heightens the meaning of message.
- ❑ Clear message makes use of exact, reserve and concrete words.

**Concreteness**

Concrete communication means being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence. Concrete message has following features:

- ❑ It is backed with specific facts and figures.
- ❑ It makes use of words that are clear and that build the reputation.
- ❑ Concrete messages are not misunderstood.

**Courtesy**

Courtesy in message entails the message should show the sender’s expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, reflective and keen. Courteous message has following features:

- ❑ Courtesy means taking into consideration both viewpoints as well as feelings of the receiver of the message.
- ❑ Courteous message is positive and focused at the audience.
- ❑ It makes use of terms expressing respect for the receiver of message.
- ❑ It is not at all biased.

**Correctness**

Correctness in communication means that there are no grammatical errors in communication. Correct communication has following features:

- ❑ The message is exact, correct and well-timed.
- ❑ If the communication is correct, it boosts up the confidence level.

- ☐ Correct message has greater effect on the audience/readers.
- ☐ It checks for the preciseness and accuracy of facts and figures used in the message.
- ☐ It makes use of appropriate and correct language in the message.



#### SELF ASSESSMENT QUESTIONS

State whether the following statements are true/false:

16. The 7 Cs of effective communication are not relevant to both written as well as oral communication.
17. Conciseness does not underline and highlight the main message as it uses excessive and needless words.
18. Courtesy in message entails the message should not show the sender's expression as well as should respect the receiver.



#### ACTIVITY

Write about any topic that interests you.

Assess checklist for Concreteness:

- ☐ Were you precise in using facts and figures wherever possible?
- ☐ Did you use the active voice more than the passive?
- ☐ Is there action in verbs rather than nouns or infinitives?
- ☐ Did you try to occasionally use vivid, image-building words?

## 1.7 BARRIERS TO COMMUNICATION

The roadblocks to communication are anything that interferes in the communication process as a consequence of which the message may not be received by the receiver as was intended by the sender. The barriers may also be defined as obstructions or blockades or hurdles, stoppages and bottlenecks in effective system of communication. The figure below shows the concept of obstacle to communication.

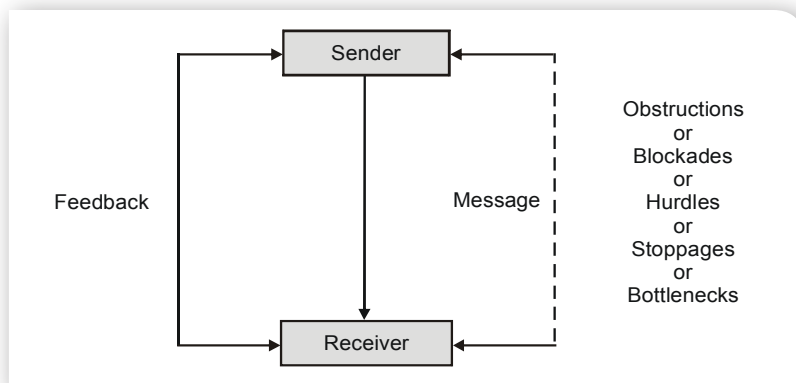


Figure 1.4: Concepts of Barrier