

## **THE 7CS OF COMMUNICATION WITH EXAMPLES**

Writing skills vary from person to person. The style of writing of a person is different from others. Yet, there are certain principles which a student of business communication should keep in mind and commonly known as **the 7Cs of communication**.

These principles of communication are nothing but guidelines for action. They apply to both oral and written messages.

The main objective of communication is to exchange messages effectively. This objective can be better attained by adhering to the general principles of writings.

### **The 7Cs of Communication with Examples**

The principles of 7 Cs of Communication are usually followed to make business communication effective and purposeful. The Seven Cs of communication are:

1. Completeness
2. Conciseness
3. Consideration
4. Concreteness

5. Clarity
6. Courtesy
7. Correctness

### 1. Completeness

Completeness means that the message sent is complete in respect of its form, contents, attitude, style, and language.

It is necessary to bring to the sender the desired result and help maintain the goodwill. A message is complete when it contains all the facts which the receiver needs to make a favorable reply.

It is imperative for the writer that as a prewriting step. He considers carefully just how much information is enough for each reader.

We should remember that readers of messages differ each other in mental filters. They are invariably influenced by their background, viewpoints, and needs.

Completeness refers to the following aspects:

- Answer all questions
- Provide all necessary information

Give something extra, if necessary

Check for the Five “W’s” and “H” i.e. Who? What? When? Where?  
Why? And how?

Completeness is required because

- It brings the desired results
- It serves the purpose of goodwill
- It saves from costly lawsuits which may result in an account of omission of important information.

## **2. Conciseness**

Conciseness suggests that the message sent be concise and to the point. A good business message does not have room for any irrelevant details.

It should, therefore, contain neither less nor more. A concise and to the point message is not only direct in its approach but it also saves time and expense of both the sender and the receiver.

It does not mean that the message is so precise that it fails to convey the desired idea. It, on the other hand, does not refer to brevity but amputees with an emphasis on the main points.

Conciseness means the following:

- Edirect
- Avoid wordy expression
- Include relevant statements
- Avoid unnecessary repetition of words and ideas.

### **3. Consideration**

Consideration is an essential requirement of a good business message. Consideration means that the writer of the message should not look for his interest and benefit only.

He must have adequate consideration for the reader as well. He should visualize the readers and their desires, problems, circumstances and probable reaction to his request.

This thoughtful consideration for the readers of messages is also called “You Attitude”.

It stems from an understanding of human nature which, in turn, asks for a pleasant and positive approach.

This, however, does not mean that the writer should overlook the interest of his organization. One may remain watchful of one's interest and yet be considerate of others.

Chief aspects of consideration are:

- He should focus on “You” instead of “I” and,
- He should show interest in mutual benefit i.e. the benefit of the writer and the reader,
- He should emphasize positive and pleasant facts,
- He should apply integrity to his message.

#### **4. Concreteness**

It is seen that sometimes a letter fails to convey the exact sense of the message.

This occurs when the message is not concrete enough to evoke a clear picture of its contents in the mind of the reader. Concreteness, in fact, refers to the pictorial quality of a message.

To make the communication concrete, the writer should be specific, definite and vivid rather than vague and general in his expression a good choice of nouns, verbs, adjectives, and adverbs can solve this problem.

In the case when some facts and figures are to be mentioned, the writer should be

exact and definite instead of vague and abstract.

The following guidelines should be followed to compose concrete and convincing messages:

- Be definite and clear
- Use specific facts and figures
- Choose vivid, image-building vocabulary
- Put force of action in the verbs

### 5. Clarity

Clarity refers to simple expression and clear thinking. Vague and unclear messages are likely to result in misunderstanding.

Messages should be so clearly written that the receivers have no problem in understanding them.

For successful communication is essential that the reader of a message interprets the words with the same meaning which the weather has in mind.

Clarity in writing comes from clear thinking. It is very vital that the writer knows what he wants to say and how he should say it.

Following are the specific suggestions to make messages clear:

- Think in advance to plan the message e Choose, short, familiar and conversational words
- Construct plain, effective sentences
- Divide the message into appropriate paragraphs
- Include illustrations when and where desirable.

### **6. Courtesy**

Like consideration, courtesy also stems from sincere “You Attitude”.

None of the qualities of a good business message is so important as the principle of Courtesy.

Courtesy lies in using such words and phrases and adopting such mental attitude as can win the sympathy, confidence, and favor of the reader.

A courteous message not only pleases the reader but also strengthens an existing business relationship.

It must be remembered that courtesy is not merely politeness of tone and promptness of messages. It is something beyond these aspects of the message.

It is the reflection of a specific mental attitude that aims at writing the message from the reader's point of view.

The following guidelines can be helpful to make courteous messages:

- Express "You Attitude" of Use polite and pleasing language e Answer the mail promptly e Omit expressions and ideas that may hurt or belittle the reader.
- Be sincerely tactful, thoughtful and appreciative.

## **7. Correctness**

It is said that there are many letters that are understood but, there are quite a few letters that can be misunderstood.



A correct message is that which cannot be misunderstood. Some people have a distorted notion of the principle of correctness.

They think it comprises only grammar, punctuation and spelling. The truth is that a message may be correct grammatically and mechanically and yet it may lack correctness.

Correctness is, in fact, the sum total of all the good principles of communication. The message sent has to be correct in all respects.

Its format, vocabulary, spelling, composition, ideas, information, every aspect be error-free. It is then can cause a good, favorable and fruitful impression on the reader.

The message is required to keep in mind the following guidelines to write a real correct letter:

- Select the acceptable format of writing
- Use error-free words and standard language
- Construct correct, meaningful sentences
- Include only accurate facts, figures and information
- Choose non-discriminatory expressions
- Apply all other pertinent I”C” qualities