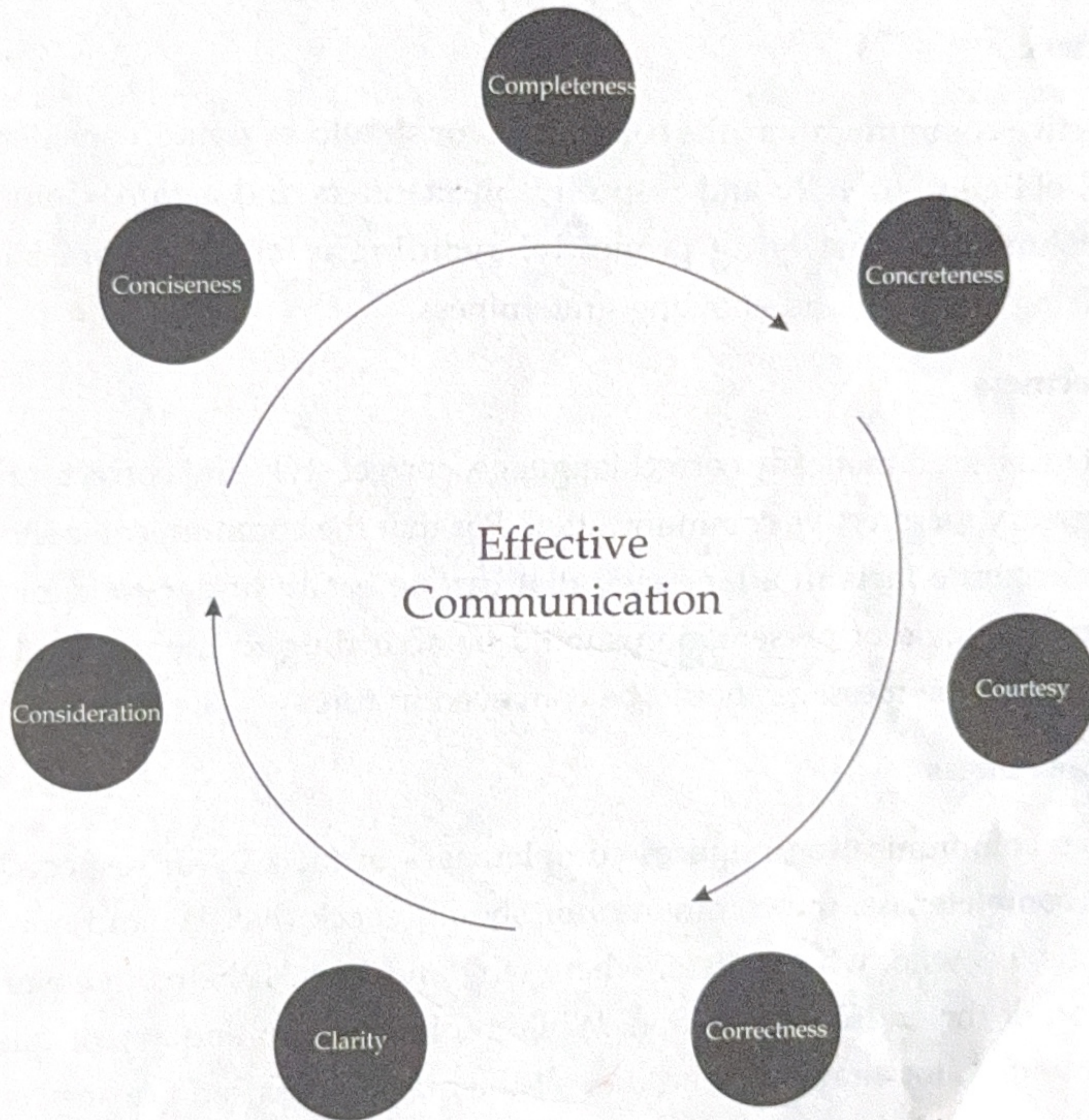


# 7 C's OF COMMUNICATION

---



SEVEN C'S OF COMMUNICATION

---

The following general rules, widely known as the 7 C's of communication, should be adhered to in order to make communication more effective:

### **1. Clarity**

The communicator must have clarity of thought and expression in order to make the communication effective. To have clarity of thought, the communicator should carefully consider the main purpose of communication, the contents of the message and the medium of communication. For clarity of expression, the communicator should use simple and easy words, short sentences and avoid technical jargons and ambiguous words.

### **2. Courtesy**

For effective communication, the communicator should be polite, considerate, helpful, obliging, friendly and respectful in manners and action. Courtesy can be shown by answering promptly, avoiding offensive expressions, apologizing sincerely and showing gratefulness.

### **3. Correctness**

Correct facts, grammatically correct language, correct style and correct timing are necessary for effective communication. For that the communicator should convey accurate facts in a language that can be easily understood by the receiver. The style of presentation should be according to the needs of the audience and the message should be conveyed in time.

### **4. Completeness**

Effective communication requires completeness of facts in all respects. To ensure completeness, the communicator should check five 'W' and one 'H' questions, i.e. who, what, where, when, why and how. It helps in ensuring inclusion of the entire information. While replying to an enquiry or query, the communicator should ensure that all the questions raised are answered.

### **5. Conciseness**

Concise and brief communication is always effective. For that, the communicator should properly organize the message by including only the relevant facts and avoiding repetitions.

## **6. Concreteness**

Concrete and specific expressions help in making the communication effective. The communicator should never make abstract or vague expressions.

## **7. Consideration**

When the communicator focuses on the needs of the audience and shows consideration for them, the communication becomes effective.