

## Seven C's of Communication

### 1. Communication: The Backbone of Business

Communication is a dynamic process which never stops. It is essential for all activities in this universe. All creatures including birds and beasts communicate their feelings to each other. For example, a dog barks and informs its master of the approach of a stranger. A bird chirps and expresses its excitement. A child cries and informs his mother that he is hungry, thirsty or uncomfortable. In such situations, communication does take place, but no language is used. Likewise certain gestures and postures can also be used for communication. But in order to communicate his higher feelings and ideas to his fellow human beings, to enhance his fund of knowledge by lecturing or discussing things with people around him or for singing, law making or for various other activities of the like nature, it becomes indispensable for man to know a language and also acquire a command over it. Thus, the role of communication is to link a man with other man. It can be called the integral part of our social living just as food is for our body. Moreover, it helps us to maintain our professional relationships. In brief, communication helps us in sharing our knowledge and experience with anybody else. Thus, communication plays a vital role in one's personal life as well as his professional life. Moreover, communication that is the life-blood of an organization serves many fold functions in business organization where through communication the top to bottom officials interact with one another. Communication, thus, can be called the backbone of an organization. It provides an opportunity to maintain relations in and out of an organization. It is the process by which the top officials react to their junior staff and likewise the junior staff also passes necessary information or sometimes suggestions to their seniors. Communicating business message becomes easier and also more meaningful if the senders use the following principles of effective communication.

### 2. Principles of Effective Business Communication

1. **Economy:** In an effective business message, a minimum energy, time and symbols are used to encode message. Condense information in concise style has a greater impact. Sometime use of too much words results in the loss of meaning and unnecessary confusion.
2. **Clarity:** Business messages frequently use tables, charts, diagrams etc. to clarify information. It also helps in clarifying the basic concept and emphasizing important information.
3. **Use of concrete language and specific details:** An effective business message uses concrete language and gives specific details. It gives information in clear, convincing and accurate style with hard evidence, presenting in concrete language all sides of an argument.
4. **Persuasiveness:** "Business messages frequently persuade employers, customers or clients to purchase a product or service or adopt a plan of action. To be effective, persuasive messages must show readers just how a product, service or idea will benefit them specially".
5. **Courtesy:** If the language used by the sender is harsh, such a message fails to make favorable appeal. It shows the attitude of the sender.

In such a situation, people misunderstand each other and misinterpret information. Ideas misfire and fail to gain attention.

#### 1. Compact.

### 3. Seven C's of Communication

Francis J. Bergin provides guidelines for effective presentation. He gives 'seven C's of communication' which if adopted by the communicator may make communicative message effective. These seven C's are:

1. **Completeness:** Every communication must be complete since the incomplete messages create misunderstanding. A complete message leads to desired results. If the communicators provide all necessary information to the people who need them for the effective working, the results are tremendously good. If a customer asks four questions and he gets answers to his two questions only, such will never bring the desired results.
2. **Conciseness:** Brevity is the soul of wit said Shakespeare. Relevant information should be conveyed briefly. A concise message saves time and energy of the sender as well as of the receiver. If unnecessary words and phrases are eliminated, the business messages become effective. Business messages can be concised if they are subjected to the following checklist:
  - (i) Delete unnecessary words and phrases.
  - (ii) Shorten long words and phrases.
  - (iii) Eliminate redundancies.
  - (iv) Avoid repetition.
  - (v) Organize message properly.
3. **Clarity:** It is well said that clarity prevents confusion. Sometimes the sentences are so cluttered that the reader can interpret them in any way. The readers, in such a situation fail to come out with the exact and correct meaning of them. Familiar words should be used in order to make the sentence more communicative because a clear sentence is no accident. Bovee et al give nine tips to attain clarity:
  - (i) **Break up overly long sentences**
  - (ii) **Rewrite hedging sentences**
  - (iii) **Impose parallelism:** Parallel construction should be used when there are two or more similar ideas.
  - (iv) **Correct dangling modifiers**
  - (v) **Reword long noun sequences**
  - (vi) **Replace camouflaged verbs:** Use verbs instead of noun phrases such as 'we analyzed' for 'we performed an analysis of'
  - (vii) **Clarify sentence structure:** Keep the subject and predicate of a sentence as close together as possible.
  - (viii) **Clarify awkward references:** The phrases like *above mentioned*, *as mentioned above*, *the former*, *the latter* and *respectively* should be avoided.
  - (ix) **Moderate your enthusiasm:** Too many adjectives and adverbs should not be used as they may ruin a message.
4. **Correctness:** Correct facts should be transmitted in correct language. After the preparation of the first draft, revision should take place. The sender revises in order to search the best way to say something and also probes for the right words. He tries to replace the previously written sentences by the alternative sentences. He judges the accuracy of facts, figures and words and removes the grammatical errors. Thus, the correct message should be communicated in correct language at the right moment, then only it can be effective and meaningful.

5. **Concreteness:** Another important thing for communication is that message should be definite and properly communicated. Bovee et al suggest to ask oneself the following questions for the concreteness of the message:

- (i) Is the information accurate?
- (ii) Is the information relevant to your audience?
- (iii) Have you provided enough information to satisfy your reader's needs?
- (iv) Is there a good balance between the general and the specific?

There are some more questions may be asked to review the organization of the content. Bovee et al write:

- (v) Have you covered all your points in the most logical order?
- (vi) Do the most important ideas receive the most space, and are they placed in the most prominent position?
- (vii) Would the message be more convincing if it were arranged in another sequence?
- (viii) Do you repeat yourself?
- (ix) Are details scattered that need to be grouped together?

The beginning and end of a message should be properly organized.

6. **Consideration:** The most important C in communication is that it should be reader oriented. It should be found out what the audience or receiver wants to know. The sender should focus on the needs, emotions and level of comprehension of the receiver. The following considerations should be kept in mind and practiced for effective and meaning communication.

- (i) Focus on 'you' and not on 'I' or 'we'.
- (ii) Positive points are to be emphasized.
- (iii) Positive and important facts should be considered.
- (iv) Try to consider the ways to achieve success. Appropriate channel and medium should be selected for the purpose.

7. **Courtesy:** Always establish good relationship with the audience. For this always true to yourself and be sincere. Avoid falseness. Try to use the "you" attitude i.e. don't be manipulative rather be sincere in your thinking about your audience. One important thing which a sender can do for this is to establish his credibility.

Today we talk of globalization when the entire world has come closer. Various countries of the world have developed business relations with one another. But in the business world, it is not always possible for people to meet and talk with their fellow employees or customers or clients or suppliers or employers who belong to different places. Hence they seek the help of different means of communication. Oral communication such as telephonic conversation do not always suffice the purpose of the listener or of the speaker. Moreover, people in business at their working places need permanent written records of what was said, to whom and on what topic. However, oral as well as written communication has become indispensable to modern business world. From phone message to faxes, letters, memorandums, notices, forms and reports— each document is used for different purposes in business. Effective letters are written to facilitate the smooth running of business relations.