**7 C’s OF COMMUNICATION**

1. **Completeness**
* A message is complete when it contains all the information.
* A sender should keep in mind the receiver’s background, needs and attitude.
* A complete message will create a relation of goodwill between the sender and receiver.

In order to make the message complete the following guidelines should be kept in mind

* Provide all the necessary information by answering all the ‘Wh’ Questions (what, when, which, why, who)
* Give some new ideas if necessary, sometimes new information create a good image on the mind of decoder.
1. **Correctness**
* All facts and figures given in message must be correct.
* And there should be no errors and irrelevant materials.
* Even unintentional mistakes are not excused.
* Correction is as much necessary for a message as manners for a gentle man.

Corrections have following characteristics:

* AV aids such as graphs and charts must be given a complete eye if necessary.
* Checking accuracy of spelling, grammar, facts and figures.
1. **Conciseness**

In order to get to the point and to achieve conciseness the following points must be followed necessarily:

* Include relevant materials.
* Avoid unnecessary repetitions, otherwise the message will become boring.
* Organise your message well.
* Write and say something to the point.

**4. Concreteness:**

* Being specific, dynamic, definite and vivid instead of being vague and general.
* Every sentence should be so clear so that it creates a complete picture on the reader’s mind.
* Through concreteness the message becomes more vivid and interesting and exaggerations must be avoided.
* Exact and precise statements should be used.

**5. Courtesy:**

* There should be friendliness along respect in your communication.
* We should use courtesy words throughout our communication where needed. Such as sorry, please, thank you etc.

Courtesy can be shown through following ways i.e.

* Answer your letters, emails on time.
* Omit irritating expressions.
* Don’t blame people directly.
* Courtesy vanishes anger from a personality and win hearts of people.
* What if we don’t use courtesy, we may lose our friends and other people in our surroundings.

**6. Clarity:**

1. Clarity in communication is achieved by using simple words instead of using technical words.
2. Similarly short words should be preferred to the longer ones. Phrases and complex sentences move over synonyms should be used carefully so that no confusion should occur.

**7. Consideration:**

1. Include non-biased gender language i-e instead of using policeman, use police officer for both the genders.
2. Avoid stepping into shoes of others.(interference in other’s matters). Effective communication must take the audience into consideration, i.e. the audience’s viewpoints, background, mind-set, education level, etc. Make an attempt to know your audience, their requirements, emotions as well as problems. Ensure that the self-respect of the audience is maintained and their emotions are not at harm.

