

C's of Communication

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Completeness

The message must be complete and geared to the receiver's perception of the world. The message must be based on facts and a complex message needs additional information and/or explanation. A good subdivision of subjects will clarify the message as a result of which there will be a complete overview of what is said.

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.

A complete communication has following features:

- It persuades the audience.
- 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.
- A 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.

Concreteness

Concrete business communication is also about a clear message. This is often supported by factual material such as research data and figures. The words used as well as the sentence structure can be interpreted uni-vocally. Nothing is left to the imagination.

Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence.

Concrete message has following features:

- ➔ It is supported with specific facts and figures.
- ➔ It makes use of words that are clear and that build the reputation.
- ➔ Concrete messages are not misinterpreted.

Courtesy

In addition to considering the feelings and points of view of the target group, it is also important to approach the audience in a friendly and courteous manner. Use of terms that show respect for the receiver contribute towards effective communication. The same goes for the manner in which you address someone. Not everyone will be charmed if you use a familiar form of address and use of a formal address could come across as too distant. By using the word 'they' a larger audience is immediately addressed.

Courtesy in message implies 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 enthusiastic.

Courteous message has following features:

- ➔ Courtesy implies 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 showing respect for the receiver of message.
- ➔ It is not at all biased.

Correctness

A correct use of language has the preference. In written business communication, grammatical errors must be avoided and stylistic lapses or a wrong use of verbs are not sufficient either in verbal communication. A correct use of language increases trustworthiness and the receiver will feel that they are taken seriously.

Correctness in communication implies 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 impact on the audience/readers.
- It checks for the precision and accurateness of facts and figures used in the message.
- It makes use of appropriate and correct language in the message.

Clarity

Clear or plain language is characterized by explicitness, short sentences and concrete words. Fuzzy language is absolutely forbidden, as are formal language and cliché expressions. By avoiding parentheses and keeping to the point, the receiver will get a clear picture of the content of the message. Briefly-worded information emphasizes the essence of the message.

Clarity implies emphasizing on a specific 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.
- Clear message makes use of exact, appropriate and concrete words.
- Complete clarity of thoughts and ideas enhances the meaning of message.

Consideration

Communicating with the target group (Consideration). In order to communicate well, it is important to relate to the target group and be involved. By taking the audience into account, the message can be geared towards them. Factors that play a role in this are for example: professional knowledge, level of education, age and interests.

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 attempt to envisage 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. Modify your words in message to suit the audience’s needs while making your message complete.

Features of considerate communication are as follows:

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

Conciseness

A message is clear when the storyline is consistent and when this does not contain any inconsistencies. When facts are mentioned, it is important that there is consistent, supporting information. Systematically implementing a certain statement or notation also contributes to clear business communication. When statements are varied, they will confuse the receiver.

Conciseness means wordiness, i.e, communicating what you want to convey in least possible words without forgoing the other C’s of communication. Conciseness is a necessity for effective communication.

Concise communication has following features:

- ➔ The concise message is non-repetitive in nature, time saving and cost saving.
- ➔ It underlines and highlights the main message as it avoids using excessive and needless words.
- ➔ Concise communication provides short and essential message in limited words to the audience.
- ➔ Concise message is more appealing and comprehensible to the audience.

Variations Throughout the Years

The 7 C's of Effective Communication have two more variations that are often overlooked, namely **Creativity** and **Credibility**.

Creativity

A text will only be lively when the words and sentence structures are used creatively and when short sentences are alternated with longer sentences. Creativity is especially important in texts in which search words are used, it is essential that the search words are constantly used in a different setting.

Creativity is about a variation of the message. Use new verbiage, use metaphors, similes, & anecdotes

Creative messages have the following features:

- They have charisma, playfulness and a positive tone
- Variations in sentence structure such as short declarative sentences, direct questions and rhetorical questions with long and in depth answers

Credibility

By creating an atmosphere of trust in a conversation or text, you add credibility to the message. This can be achieved by a clear and striking 'tone', which indicates that the information you are discussing contains the right information.

Credibility is not established in one statement. You must be trustworthy to communicate credibility.

Credible messages have the following features:

- Facts, no speculation or opinion involved
- A confident and clear message delivery.