

**SCHOOL OF STUDIES IN COMMERCE**

**VIKRAM UNIVERSITY, UJJAIN (M.P.)**

**CLASS: B.COM (HONS.), B.B.A. (HONS.), M.COM. (CBCS)**

**SUBJECT: BUSSINESS COMMUNICATION**

**TITLE OF LECTURE: 7CS OF EFFECTIVE COMMUNICATION**

**TEACHER'S NAME: DR KAYNAT TAWAR**

## **INTRODUCTION**

7cs of communication, which is also known as the principles of communication have utmost importance for business organization. Whenever, you talk about communication, the first thing that comes in our mind is the principles of communication or the 7cs of communication. With these principles, we come to know that how to make communication effective, so that it could be easy to understand for the targeted group of people. Communication must be effective because in business, individuals have to communicate with their workers, with customers, with buyers and sellers and so on. Therefore it is necessary to make communication effective that help the receivers to understand the message in the sense and with the meanings in which it was conveyed. The principles of communication tell us the meaning and style of the message. Thus, before making communication to every Individual, keep these principles or 7cs of communication in your mind.

### **There are following 7cs of communication:**

- 1. Completeness**
- 2. Conciseness**
- 3. Consideration**
- 4. Concreteness**
- 5. Clarity**
- 6. Courtesy**
- 7. Correctness**

### **Completeness**

Completeness refers to the fact that the information sent by the sender should be complete in every aspect, so that it will result in an effective communication. The sender should analyze the receiver's mind and send him that message according to his intellectual level. Firstly, the sender should send the message by considering all the facts and figures and should convey all the relevant information, and if he fails to do so he should answer every question of the receiver by providing extra details. Let's quote a simple example here. Suppose if you are working with a company and you are dealing the engineering area, one of you customer ask about the A.C mechanism. You are supposed to provide him extra details to make him satisfy this will result in effective communication. If you failed to provide the relevant information in a short period of time, it means the business communication between you and your customer has failed, and he might shift to some other company.

## **Conciseness**

Conciseness means providing accurate information in a short period time. As we know that businessman always have short time either he is a sender or a receiver. So conciseness saves the time of both of them. To achieve conciseness in the business, every individual has to avoid repetition of words during communication. He should not use lengthy explanations as it takes long time and also summaries the communication with relevant information. Besides, not consuming more time, this principle of communication helps to save money too. Remember that the basic aim of a business is to provide to the point information without using jumbo and repetitive words that takes time. For example, if your customer ask you to provide the details of your clients. You should provide him with the list of the names of the clients. Providing business and personal details are useless and just wastage of time. Always use abbreviations like I.T, W.H.O, to save the time too.

## **Consideration**

From business perspective, consideration means to consider receiver's

nature while compiling a message by keeping himself in receiver's place. Effective communication is the one, when the sender considers the mental level, education and background of the receiver before sending the message. Sender should make a mental picture of receiver's emotions and problems before sending him a message. He should make sure that he has maintained the self-respect of the receiver and his words should not harm him. Sender should Use "you" instead of using I or We. Sender should manifest interest in the target audience. Sender must emphasize positive words in order to produce positive response. Sender should always write the message in such a way that shows benefit of the targeted audience.

## **Concreteness**

Concreteness refers to be specific rather than to be general. General messages lead to misunderstandings that affect both the sender and the receiver. It is recommended that while communicating with the client, facts and figures should be used instead of general discussions. While communication, the words that build images should be preferred. For example, while writing a general message the sender will write "he is an intelligent boy and got first position in class" this is so confusing message. But if the sender writes "Ahmed got 78% marks in A – Level." This one is not only specific, but also build a good perception in the readers mind.

## **Clarity**

Clarity means to be clear in the goal rather than chasing too many goals at a specific time. In business communication the messages sent should be clear with exact wordings that are short to avoid misunderstandings. For effective communication, easy to understand words should be used. Easy wordings help in understanding the ideas and thinking of the sender. While communicating the sender should be clear of the purpose of communicating, if not so then the receiver will not understand his message. Receivers are not capable of assuming what the sender wants to say;

therefore it is necessary to make easy and precise messages.

## **Courtesy**

It means not only knowing the receiver ideas and thoughts, but also to know his feelings. It means that sender is sending the message by respecting the feelings of the receiver. Therefore, the sender should be polite and caring while writing a message. Courteous messages strengthen relations. Sender should use the words that show respect and care for the audience. He can use frequently “thank you” and “please” to show respect for the feelings of receiver.

## **Correctness**

In business, correctness means the correct use of grammar, punctuation and language during communication. The message should be written in right language with accurate figures and facts. The type of language used in business is often informal i.e. the words that are used during conversation are short while in written message always abbreviations are used.

## **CONCLUSION**

Business associates communicate all the day. The better they communicate (either verbally or non-verbally) the better the reliability they will have with their clients. Awareness to these 7CS of communication will make every businessman the best communicator, and the best use of these principles ensure good communication. Thus the last 7cs of communication have utmost importance.