

## **7C'S Or Qualities Of Business Communication**

*There are 7 C's of effective communication which are applicable to both written as well as oral communication. These are as follows:*

### **Completeness**

*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.*

### **Conciseness**

*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.*

### **Consideration**

*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.*

### **Clarity**

*Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once.*

## **Concreteness**

*Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence. It makes use of words that are clear and that build the reputation.*

## **Courtesy**

*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.*

## **Correctness**

*- Correctness in communication implies that there are no grammatical errors in communication.*