

# Mastering the 7 C's of Effective Communication: A Comprehensive Guide for Successful Communication in Professional and Personal Settings.

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**Abstract**—Are there times when you felt guilty about not communicating a message the way it was intended to be expressed or that the messages you transmit are not adequately communicated? If that is so, it is as a result of your awful communication abilities. This could be one of the reasons why one need to understand the principle of communication. In addition to the fundamentals, one should develop routines that can assist people communicate effectively as it will make them a productive and pleasant social being. This paper aims to emphasise on the seven Cs of communication, which serve as a useful foundation for effective communication.

**Index Terms**—Communication, 7 C's of communication

## INTRODUCTION

Communication is all about sharing and exchanging information between sender and receiver. Effective communication requires the ability to express ideas clearly and precisely, as well as the capability to actively listen and understand the message being conveyed by others. Good communication skills are essential for success in all areas of life, from personal relationships to professional endeavours. The essence of communication lies in the ability to connect with others, build rapport, and convey information in a way that is clearly understood and meaningful to the receiver.

Consider how frequently one interact with others per day. We write emails, organize sessions, take part in group discussions, prepare research, make presentations, have discussions with peers, and so on. The 7 Cs of communication are beneficial in this instance. The 7 Cs serve as a checklist to ensure that one's meetings, emails, conferences, reports, and presentations are well-made and understandable so that their audience will understand what sender are trying to say. Moreover, it ensures that messages are polite, consistent, comprehensive, correct, and clear. These rules will help you communicate more effectively, efficiently, and without misinterpretations. The use of the 7 Cs has advantages such as enhanced clarity, better understanding, and a higher chance of obtaining the intended result. The principles include clarity, completeness, conciseness, correctness, courtesy, consideration, and concreteness.

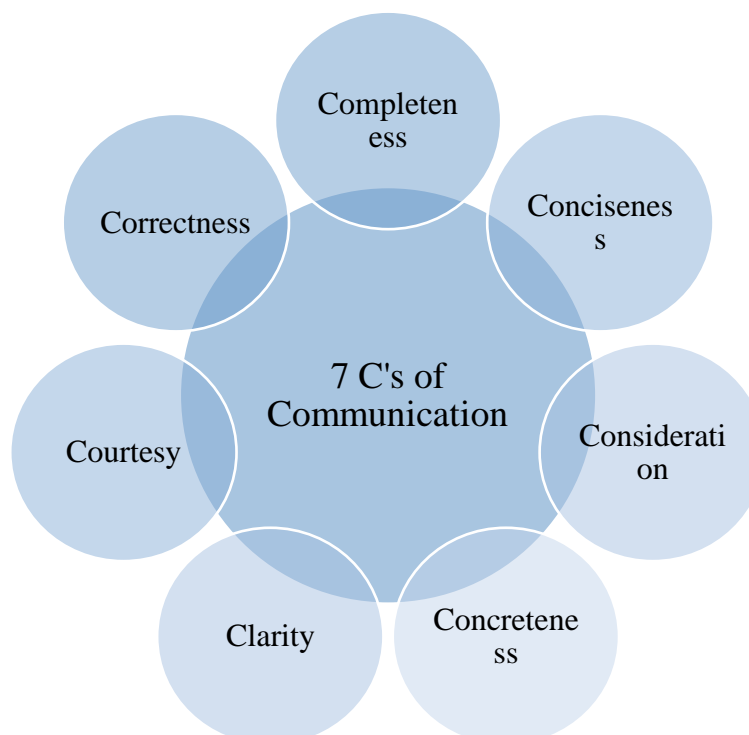


Fig 1: 7 C's of Communication

## COMMUNICATION

Communication is the process of exchanging information or ideas between two or more people via a range of channels, including verbal, and nonverbal methods. Effective communication requires active listening, clear messaging, and feedback to ensure understanding and avoid misunderstandings. Judy Pearson (2008) defined communication as the process of creating meaning via the use of messages. To communicate effectively one need to first understand the few important elements which makes up the communication process viz

- Sender: The individual or organisation that commences the message.
- Message: The data or information the sender intends the receiver to perceive.
- Encoding: The transformation of a message into a format suitable for transmission across a communication channel, such as a language or a set of symbols.
- Channel: The method by which a message is delivered, such as verbal communication, a telephone conversation, an article, or social media.
- Decoding: The act of the recipient comprehending the message.
- Receiver: The individual or entity who receives the message.
- Feedback: The response of the receiver to the message, which helps the sender to evaluate the effectiveness of their communication.
- Context: the environment in which the communication takes place.

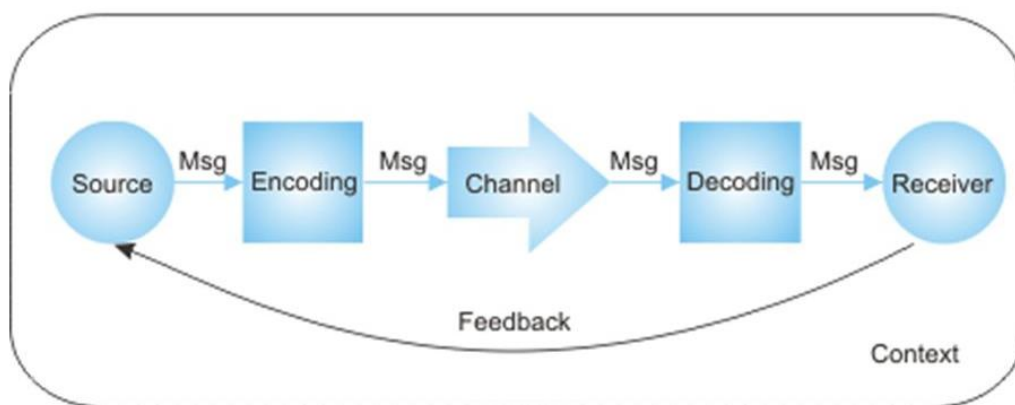


Fig 2: Communication Process

Source: <https://www.mbaknol.com/business-communication/process-of-communication/>

Communication is effective when the sender and the recipient are attentively engaged in the communication process. The recipient's hearing and reading skills must also be honed and improved, just as the sender's speaking and writing abilities must. The "7 Cs of Communication" are the communication attributes that the sender must possess.

## 7CS OF COMMUNICATION

What are the fundamental tenets of effective communication being one thing that comes to mind? These fundamental principles show us how ones' message can become effective for their intended audience. These principles also define the message's prominence and aesthetic. A collection of rules for efficient communication is known as the "7 Cs of communication." This includes clarity, completeness, conciseness, correctness, courtesy, consideration, and concreteness.

- Clarity:

Clarity refers to the ability of a message or idea to be readily grasped by the audience. To achieve clarity in your communication, use simple language, avoid jargon and difficult vocabulary, and maintain overall message focused on the core idea. Unambiguous and straightforward communication makes it simple for the audience to understand and respond to. Clarity is essential to good communication because it makes sure the intended message is delivered accurately and effectively.

- Completeness:

The message must contain all relevant information in order to adhere to the completeness principle. This helps to ensure that the audience has a full understanding of the message being communicated. The message's context must be taken into account in order to attain completeness. It is feasible to decide what details should be included in the message by taking into account these criteria. In addition to providing all of the necessary information, it is important to ensure that the message is well-organized and easy to follow. Use headings, bullet points, and other formatting tools to emphasise important points and strengthen the message.

- Conciseness:

Conciseness means expressing a message or idea using as few words as possible without losing the essence of the message. It involves being clear and direct while avoiding unnecessary details or information that may confuse or distract the audience. A concise message is more likely to be understood and remembered by the audience, making it an essential aspect of effective communication.

- Correctness:

Correctness in communication refers to using accurate and appropriate language, grammar, and punctuation. It involves making sure there are no flaws in the message, such as grammatical or spelling errors, typos, or factual inaccuracies. An incorrect message

can lead to confusion, misunderstandings, or even legal or financial consequences. Consequently, it is crucial to ensure that the message is accurate before delivering it to the intended audience.

- **Courtesy**

Communication that is courteous regards the audience with respect and consideration. It entails speaking politely, demonstrating empathy, and refraining from using language or acting in a disrespectful or insulting manner. The audience will feel respected and valued when their wants and feelings are honoured in a message. In circumstances when the audience may be sensitive or emotional, such as in customer service or crisis management, courtesy is crucial. A polite message can ease tensions, foster trust, and improve connections with the audience.

- **Consideration**

Consideration in communication entails recognising the needs, interests, and concerns of the audience by placing oneself in their position. It involves tailoring the message to the audience's expectations and preferences, making it relevant and engaging. A considerate message takes into account the audience's level of knowledge, cultural background, and communication style, among other factors. Consideration is crucial in building rapport and establishing a positive relationship with the audience, enhancing the chances of the message being received and acted upon.

- **Concreteness**

In order to be concrete, a message or idea must be supported with precise, actual examples or specifics. It involves avoiding ambiguous or abstract statements that may be difficult for the audience to understand. A concrete communication combines vivid language and illustrations to help the audience visualise the message, which increases its persuasiveness and memorability. In circumstances where the message may be complex or technical, concreteness is crucial since it aids in simplifying and making the audience understand the information.

## CONCLUSION

To sum, communication can be defined as the dissemination of thoughts and information across two or more individuals via a number of different means. Effective communication is governed by the seven principles of communication, or the seven Cs. People can communicate more effectively, prevent miscommunications, and forge better bonds with others by adhering to these principles. In the end, having excellent communication skills is crucial in both professional as well as personal contexts, and mastering the 7 Cs can assist individuals connect with one another more efficiently.

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