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Q.1 Write a note on the 7 Cs of Communication.

INTRODUCTION TO THE 'SEVEN C'S OF EFFECTIVE COMMUNICATION:

The seven C's are seven key principles that underpin effective communication. They can be applied to both oral and written communication

1. COMPLETENESS

“Having all the necessary or appropriate parts”

The communication must include all the necessary information to achieve the desired response. It should convey all the facts required by the receiver and also consider their mind-set. This will help pitch the style of the message in an appropriate manner. To help ensure the message is complete you could use the 5 W's checklist:

- Who?
- What?
- When?
- Where?
- Why?

A complete communication will demonstrate the following features:

- It provides all the necessary information to ensure that the receiver can interpret the message accurately.
- Complete communication develops and enhances the reputation of an organization and helps build goodwill.
- It addresses all the questions previously raised and attempts to pre-empt and address subsequent questions that may arise as a result of this communication. If you are replying to a business letter make sure you have thoroughly searched through the letter to identify all the questions raised.
- Costs are minimized as a complete communication reduces (if not eliminates) the need for subsequent communication which could otherwise be required to communicate missing information. In extreme circumstances it may also help avert costly lawsuits.
- A complete message is more likely to persuade the recipient.
- The more complete the communication the more capable it is of assisting better decision-making.

Example:

Below is a copy of an e-mail that Hajira sent to Laila: “*Send a copy of the report when convenient. Hajira*”

Consider the following missing information:

- What form should the report take – hard- or soft-copy?
- Exactly when should it be sent – is there an actual deadline or would it be ok to send it in a month's time?
- Who should the report be sent to – does Hajira mean for themselves, should this be going to the bank or maybe a customer?
- Where (physical address or e-email) should it be sent to?
- The 'why' question has not been answered which means that Laila has no context for sending the report. Depending on the 'why' she may need to attach supplementary information or explanation when sending the report.

A more appropriate message might have been:

*“Hi Laila, Please could you email a soft-copy pdf of last month’s sales report to Sobia . Sobia needs the report by the end of tomorrow so she can prepare an updated cash-flow forecast for her meeting with the bank next Monday.
Kind regards
Hajira”.*

2. **CONCISENESS**

“Giving a lot of information clearly and in a few words; brief but comprehensive”.
For business communications, conciseness means communicating what you want to convey in the least possible words without forgoing the other 7 C’s of communication. The message only contains information relating to the topic and excludes irrelevant information. Concise communication should therefore demonstrate the following:

- Wordy expressions are removed
- Use single-words instead of long words or phrases
- Bullet points are an effective tool to help achieve conciseness
- Avoiding excessive and needless words underlines and highlights the main messages
- Only relevant information should be included
- Stick to the point
- Delete irrelevant statements
- Avoid long introduction and unnecessary explanations
- Do not repeat the words or ideas unnecessarily
- Put the action in the verb

Example:

Below is an extract from a report that Rashida sent to management:

“We chose to implement option A having established improved results on profitability. Our results provide evidence that pre-tax profit increases by 8%. The analysis in Appendix A goes into more detail about profit by product line and provides support for the decision”.

This could have been written more concisely as:

“We implemented option A having established improved profitability. Our results suggest that pre-tax profit increases by 8%. Appendix A details profit by product line and supports the decision”.

3. **CONSIDERATION**

“Careful not to inconvenience or harm others”.

Taking into account such factors as the message recipient’s view point, mind-set, education level, mood, desires and needs. You should try to think of things from your recipient’s perspective. Modify the content and style of your message to suit the audience’s needs whilst still ensuring your message is complete.

The ‘you’ approach Business messages should focus on how the recipient will benefit,

Example: Creating a YOU attitude ‘We-attitude’

- I am delighted to announce that we will be maintaining prices at existing levels.
- ‘You-attitude’
- You will be able to benefit from the same prices as you paid last year.
- ‘We-attitude’
- I am delighted to announce that we will be extending our opening hours.
- You-attitude’
- You will be able to shop in the evenings and throughout the weekend due to extended opening hours.

Example: Avoiding YOU in sensitive cases Instead of saying:

- “You have not sent the report”. you could say
- “The report was not received”. Instead of saying:
- “You cannot return the items if they are soiled or not in a saleable condition”. you could say
- “Items may be returned if they are clean and in a saleable condition”.

4. CONCRETENESS

Concrete business communication means being particular, clear, vivid, explicit and specific. General, vague and obscure messages tend to be met with either no response or equally vague and general responses.

Concrete messages demonstrate the following:

- Concrete messages are supported with specific facts and figures.
- Use precise statements instead of vague words.
- Concrete messages tend not to be misinterpreted as they are so specific and clear.
- Concreteness strengthens the confidence of both the sender and receiver.
- Concrete messages convey professionalism and help towards building the reputation of the sender and the organization they represent.
- Using vivid and image-building words can help make the message more compelling and impactful.

Illustration:

Example:

Being precise Instead of saying:

“Sales have increased slightly”. you could say: “Sales have increased by 6% from \$50m to \$53m in the first six months of the year”.

Instead of saying “Profit has increased greatly

” you could say “Profit has tripled which beats your forecast by 120%”.

Instead of saying “The factory was idle whilst the generator was fixed” you could say “Two weeks of productivity equating to 300k gross profit was lost due to the generator break-down”.

5. CLARITY

“The quality of being clear”

Clarity in business communication requires emphasis on a particular message or goal rather than trying to achieve too much all at once:

- Total clarity of thought and ideas enhance the meaning of messages.
- Choose exact, concrete, familiar and appropriate words:
- Use simple and well-known words.
- State your purpose clearly.
- Construct effective sentences and paragraphs:
- Length – indicatively sentences maximum 15-20 words
- Unity – one main idea per paragraph
- Coherence – state clearly and be careful about the placement of subordinate clauses
- Emphasis – be clear on the single message you are focusing on
- Clear messages make interpretation and understanding easier.
- Clear messages stimulate the recipient into action.

Example:

Compare the following statements:

“Cybercrime, because of the widespread use of computers to store and process personal information, is increasing rapidly”, and “Cybercrime is increasing rapidly because of the widespread use of computers to store and process personal information”.

The second statement is clearer because the key message was not interrupted by a subordinate clause.

Therefore:

Do not interrupt the main clause with a subordinate clause if the interruption will cause confusion.

6. COURTESY

“The showing of politeness in one’s attitude and behavior towards others”

Courtesy in business messages implies that the message should show the sender’s expression as well as respecting the receiver and being considerate to their personality. The sender should be sincerely enthusiastic, polite, judicious and reflective.

Courteous messages will demonstrate the following:

- Be sincere and tactful, thoughtful and appreciative.
- Use expressions and terminology that show respect.
- Avoid irritating expressions and clichés
- Avoid using questionable humor and flippancy
- Use non-discriminatory expressions and ensure the message is unbiased.
- Use language that will not offend particular groups of people. For example be careful not to prejudice against culture, religion, sex, ethnic origin, age and physical features.
- Courteous messages take into consideration both viewpoints as well as feelings of the receiver.
- Courteous messages are positive and focused on the audience.
- Avoid communicating an assertion that the sender is right and the receiver is wrong – this will at best irritate and at worst offend. Phrases such as “You overlooked...”, “We must emphasize...” and “Contrary to your understanding...” will invariably alienate the receiver.

Example:

Courtesy – Lack of understanding of information received

Instead of saying:

“I can’t understand any of this confusing table”. You should draw out what you have understood:

“It is my understanding that....”

Courtesy – Lack of understanding of information sent

If the recipient misunderstood a previous point that you made then rather than being aggressive and inflammatory with such language as:

“You did not understand my message!” you should adopt a much softer approach such as:

“Sorry that the point I was making was not clear. Let me explain it a different way...”

7. CORRECTNESS

“Free from error; in accordance with fact or truth”

Correctness in business communication ultimately implies there is no grammatical, punctuation, spelling or other language errors in communication. Correctness also implies that the message is exact and well-timed.

_ Use appropriate and correct language

- Remember that Business communication is much more informal and uses simpler words than legal contracts, Government statements and academic papers.
- Avoid using substandard language for example use “is not” instead of “isn’t”, “should not” instead of “shouldn’t” and “will not” instead of “won’t”.
- Check the precision and accuracy of figures, facts and language
- Verify numerical data.
- Double-check totals.
- Ask an independent person to proof-read the message.
- If the communication is correct it boosts the confidence level of the recipient.
- Correct messages are more impactful on the recipient.

Example:

The following management commentary about last month’s sales contains a number of errors that need correcting:

“*Most outlet’s grow accept Faisalabed witch see dropping of 10%.*” Corrections needed include:

- ‘outlets’ not ‘outlet’s’ – remove the apostrophe
 - ‘grew’ not ‘grow’ – past tense
 - ‘except’ instead of ‘accept’ (meaning to receive, consent or agree)
 - Faisalabad not Faisalabed – spelling mistake
 - ‘which’ instead of ‘witch’ (a practitioner of witchcraft!)
 - ‘declined’ instead of ‘see dropping of’ – simplify
- The corrected commentary now reads:
“*Most outlets grew except Faisalabad which declined 10%.*”

Q2: Write a short note on positive and negative messages.

NEGATIVE MESSAGES:

It is inevitable in both business and personal communications that there are times when negative messages will need to be delivered. Examples might include refusing an employee's request for a pay rise, informing a client that the goods they ordered have been delayed, advising a manager that the report you prepared contains a significant error or announcing the late arrival of a flight.

The objective of a well-planned negative message is to convey the negative message clearly whilst retaining as much goodwill as possible in a constructive fashion.

The key points to consider in communicating a negative message are as follows:

USE A BUFFER:

A buffer is a neutral or positive statement designed to soften the impact of the negative message. A good buffer makes the reader more receptive to the negative message.

OFFER AN EXPLANATION:

Offering of a sound reason prepares the ground for the reader to accept the refusal. Explanation includes giving convincing reasons why the matter must be handled differently from the expectations of the reader.

AVOID EMPHASIZING THE REFUSAL:

The refusal message should not be over emphasized, although it should be clearly stated in the message.

PRESENT AN ALTERNATIVE OR COMPROMISE:

Offering an alternative option would give the reader a different perspective and create an impression that the sender cares about the reader and has a positive and helpful attitude.

END WITH A POSITIVE STATEMENT:

The ending of an unfavorable message should be on an assuring and positive note with a reader-friendly closing.

EXAMPLE:

The following announcement might be made at an airport for a delayed flight: "Ladies and gentlemen we hope you have enjoyed a magical visit to Hawaii and take with you many wonderful memories that will remain with you for life. It is with regret that we have to inform you that your flight has been delayed by seven hours. This is due to a security alert that has delayed all incoming aircraft.

Whilst the delay is hugely regrettable, passenger safety remains our highest priority and situations such as this do occur from time to time. Whilst such circumstances are completely outside our control we do strive to minimize the impact on you. Subsequently we are pleased to offer all passengers complimentary food and beverage vouchers which can be obtained from the helpdesk. Vouchers can be used in the many wonderful restaurants and bars in the airport and we hope that you are able to enjoy this unexpected extension to your time in Hawaii."

POSITIVE MESSAGES:

Positive messages include messages where the audience is expected to react in a neutral to positive manner.

Positive messages tend to consist of routine or good news. These messages might be items such as congratulations, confirmations, directions, simple credit requests, or credit approvals.

EXAMPLE:

A positive anti-smoking campaign would show kids doing well in school, looking healthy and happy and having lots of positive friends. A positive recycling message would talk about how many natural resources

are saved by recycling, what a positive thing it is for business finances and how recycling saves habitats for endangered species. Positive appeals emphasize the good and appeal to the listener's desire for good, happy emotions.

Q3: What is intercultural communication? What are the barriers of intercultural communication?

INTERCULTURAL COMMUNICATION:

Intercultural communication offers the ability to deal across cultures, which is increasingly important, as the world gets smaller. Getting smaller doesn't mean the world is becoming identical, it means having more and more contact with people who are culturally different. In intercultural communication, people of one culture try to know the information conveyed to them by other cultures.

EXAMPLES ON INTERCULTURAL COMMUNICATION

- A Christian converses with a Muslim.
- A woman receives an order from a man.
- An American and African share their views.
- A Chinese politician's discussion with an American leader.

BARRIERS OF INTERCULTURAL COMMUNICATION:

LANGUAGE (SEMANTIC):

Language is considered as the most crucial barrier in cross-cultural communication. Since verbal communication is important in every context, the understandings of the meaning of words are also important. The language barrier occurs not only because of differences in language but also in the forms of a variety of dialects.

The examples are of Chinese and Russian language where different dialects are used in several parts of the country. If one communicator is not aware of the exact meaning, it will create misunderstanding and lead to a conflict of ideas.

CULTURAL NORMS AND VALUES:

Each culture hold its own values, meaning and norms different from another. This difference is caused because of truth, belief and judgment through which they acquired knowledge about society and culture. For example, in eastern countries like India, Pakistan, Srilanka the meaning of physical proximity is different from that in western countries. In western culture, people share physical proximity or closeness only with the persons whom they know. This is the reason we can find a calm and quiet environment in public transportation in western countries. On contradictory, we can find a huge, crowded environment in Indian suburban and metro rail transports.

STEREOTYPES:

Stereotypes are any negative image or preconceived notions on a particular community and identity. These are created through mass media and their content agenda.

For example, the status of transgender is considered in the different level of standard in various cultures. Same like the role and respect for women also varies from culture to culture.

VALUES AND BELIEFS:

The differences in values and beliefs in cultures also create a barrier in communication. The difference in the level of acceptability in cultures is an example. The reasons behind these are influenced by religion, political environment or epistemology. Rokeach in his book "The Nature of Human Values" (1979) defines the value as 'a type of belief that is centrally located within one's total belief system'. Values tell us about people's behaviour. Values may be explicit (stated overtly in a value judgment) or implicitly (inferred from nonverbal behaviour), and they may be individually held or seen as a part of a cultural pattern or system.

Every country has numerous religions practiced by its people. so the differences in their values and beliefs are also an example of cultural barriers.

BODY LANGUAGE AND GESTURES:

Body language and gestures are another elements of the cultural barrier. It is impossible to communicate without body language and gestures. It provides meaning and justification for communication. In conservative societies like Arab and African countries, greeting opposite gender by shaking hands or hugging is considered as ill-manner or even moral crime. But in the western world it is common practice to shake hands while we meet people.

Q4: Write a business email to your team, informing them that the sales target for the 4th quarter has to be achieved before the 15th of August.

Dear Sales Team:

I am writing this Email to inform you about some changes in sales target of this quarter. First of all, I would like to appreciate you of handling the sales team in such a brilliant way. Performance of your sales team was impeccable and deserves all the appreciation. I am very happy to see that you have motivated your team to work and teamwork is your building block. Your last time performance has made us expecting better from your innovative mind.

We have decided that we are going to alter some of the policies of the products so sale of products can increase I am hoping it to be an easy accomplishment as your other targets were. Please go through the file in which I have sent you all the data, on which you can work to increase the sales. Sale target deadline is 15th August. I hope that you will do this before the time. Please come to my office if you need any assistance in this regard.

Please note down that sale target should be very high this time so we can secure the elitist company position.

I wish your team all the best.

Kind Regards,
Mr. XYZ,
Head of Sales Department.