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### IMPLEMENT THE 7C MODEL FOR TRANSFER EXACT COMMUNICATION IN AN ORGANIZATION

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#### ABSTRACT

Communication predates human civilization, when there was no language, humans used to communicate with their fellow beings using noises, signs, and gestures. With the development of human society, now the development of communication is also increasing. Communication has developed humanity into the most sophisticated, logical, and prosperous group. The 7Cs of Communication is a checklist that helps enhance professional communication skills and increase the likelihood that the message will be understood exactly as intended. Through this technology, there has been ease in the process of reaching communication with people. Despite the fact that this work has provided useful insights into the subject matter. Further study is needed to replicate these findings in other locales and among students of other ethnicities and nations.

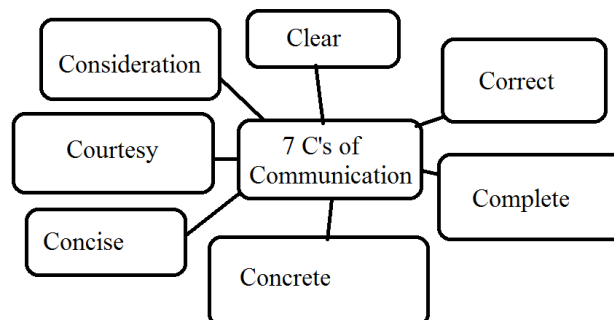
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### INTRODUCTION

Communication is a two-way process in which a message in the form of ideas, emotions, feelings, or views is transferred between two or more people with the goal of generating a common understanding. Simply said, communication is the process of communicating desired information and understanding from one person to another. Effective communication

occurs when the message transmitted by the sender is interpreted exactly as intended by the receiver. Communication is a dynamic process that begins with the sender thinking thoughts and then transmitting the message across a channel to the receiver, who subsequently provides response in the form of some message or signal within the time range specified proposed 7C's shown in fig 1.



**Fig 1** Concept for communication 7 C's

The 7 Cs give a checklist for ensuring that your meetings, emails, conference calls, reports, and presentations are well-constructed and clear so that your audience understands what you're saying [1]. Ongoing evaluation is extremely important nowadays, because teaching techniques are always developing and several tactics have been explored over the years [2]. Better survey responses on the 7Cs components indicate higher student achievement, engagement, and motivation, as well as success skills and attitudes [4]. There are seven Cs of good communication that apply to both written and oral communication. These are the following:

### **COMPLETENESS**

Complete communication is required. It should provide all of the information that the audience need. The communication's sender must consider the receiver's mental state and communicate the message properly. The following characteristics characterize perfect communication. Full communication builds and improves an organization's reputation.

Furthermore, they are cost effective since no critical information is lost and no further costs are required in delivering additional messages if the transmission is complete. Full communication allows the audience/readers/receivers of the message to make better decisions since they receive all necessary and relevant information.

### **CONCISENESS**

Conciseness implies wordiness, i.e. conveying what you want to say in as few words as possible while maintaining the other C's of communication. Effective communication requires conciseness. That saves both time and money. It emphasizes the core concept while avoiding superfluous and unnecessary words. Concise communication conveys a brief and vital message to the audience in a small number of words. A message that is concise is more enticing and understandable to the listener.

**CONSIDERATION:** Consideration entails putting oneself in the shoes of others. Good

communication must include the audience's points of view, background, mindset, education level, and so on. Make an effort to imagine your audience, their needs, emotions, and difficulties. Be certain that the audience's self-esteem and emotions are not jeopardized. Adapt your message's terms to meet the demands of the audience while keeping your message comprehensive. Demonstrate empathy for and interest in the audience. This will elicit a good response from the audience.

### **CLEAR OR CLARITY**

The message should be clear and simple for the receiver to grasp. Only the recipient will be certain of the communication's intent if it is obvious to the sender. The message should focus on a single aim at a time and should not include many concepts in a single line. Clarity indicates focusing on a single message or purpose at a time, rather than attempting to do too much at once. Clarity in communication includes the following characteristics:

- It facilitates comprehension.
- Full clarity of thoughts and ideas improves the message's significance.
- A precise, relevant, and specific statement is used.

### **CONCRETENESS**

Concrete communication entails being specific and explicit rather than vague and generic. Confidence is boosted by concreteness. It is backed up by precise facts and numbers. It uses straightforward language that enhances the reputation. Solid messages are not misconstrued.

### **COURTESY**

Courtesy in messaging suggests that the message should reflect the sender's expression as well as respect the recipient. The message's sender should be honestly courteous, prudent, contemplative, and enthusiastic. The following characteristics are included in a courteous message: Etiquette entails taking into account both the sender's and the receiver's points of view and sentiments. The message is uplifting and directed towards the audience. It employs phrases that demonstrate respect for the

message's recipient. That is completely objective.

### **CORRECTNESS**

Communication correctness indicates that there are no grammatical faults in communication. The message is precise, right, and timely. If the message is correct, it increases confidence. The impact of the correct message on the audience or readers is larger. It verifies the clarity and accuracy of the information and statistics used in the communication. The message has proper and correct wording. Being aware of these seven C's of communication makes you a more successful communicator.

### **EFFECTIVE COMMUNICATION**

An effective communication is one in which the intended message is successfully given, received, and comprehended by two or more people. In other words, communication is considered to be effective when all parties (sender and receiver) attach comparable meanings to the message and carefully listen to what has been said, making the sender feel heard and understood. Communication is effective in the business setting when the information communicated among firm personnel. Good communication in the workplace allows people to connect with others more deeply and improves cooperation, decision-making, and problem-solving abilities. Communication is an acquired ability, and an individual may improve his spontaneity by putting in extra effort and participating in more public dialogues.

Verbal communication is a sort of oral communication in which the message is conveyed via the use of spoken words. The sender conveys his feelings, thoughts, ideas, and opinions in the form of speeches, talks, presentations, and dialogues. The clarity of voice, loudness, pace, body language, and the quality of words used in the discussion all contribute to the success of verbal communication. In the case of verbal communication, feedback is immediate since the sender and receiver both transmit and receive the message at the same time. The sender must

maintain his speaking tone high and plainly heard to everybody, and the subject matter must be designed with the target audience in mind. The sender should always double-check with the receiver to verify that the message is interpreted exactly as intended. Such communication is more prone to mistakes since words alone do not always represent a person's sentiments and emotions. The success of verbal communication is dependent not only on an individual's speaking abilities, but also on his or her listening skills.

Nonverbal communication, as opposed to verbal communication, aids in the establishment and maintenance of interpersonal connections, whereas verbal communication merely aids in the transmission of external events. Nonverbals are used to communicate emotions and interpersonal attitudes, to undertake rituals such as greetings, and to showcase one's individuality. Nonverbal communication in the form of gestures and expressions adds significance to verbal communication and allows individuals to communicate more effectively. It also controls the flow of communication; for example, an individual can offer signals to indicate that he has stopped speaking or that he wishes to talk. Nonverbal communication can be a barrier to effective communication because the recipient may not comprehend what the sender is trying to convey or may perceive it incorrectly.

### **COMMUNICATION'S SIGNIFICANCE**

Human connections and the interchange of ideas, thoughts, and feelings drive society. Communication strengthens relationships. Lack of communication among members of society has a negative impact on social cohesion and cohabitation. If there is no efficient communication, progress and prosperity will stall. Communication is an important aspect in establishing and maintaining positive relationships. It allows individuals to communicate with one another. Communication is just as crucial and meaningful in one's personal life as it is in society. People develop friends, form relationships, and live a

meaningful social life through properly talking with their fellow humans.

Communication is required to define and distribute a corporate organization's goals. It is the smooth and unperturbed operation of a company. Communication assists the company in making critical choices. It is also very useful for planning and coordination. It is a fundamental instrument for motivation, and an improvement in staff morale is primarily dependent on communication efficacy. It assists a firm in achieving optimum output at the lowest possible cost by maintaining positive human relationships inside the organization. It serves as an effective link between distant sections of the business.

In the lack of efficient interpersonal communication among employees and between management and employees, a corporate organisation fails to maintain smooth operation and eventually drifts away from achieving its goals. Interpersonal communication skills are required conditions for increasing productivity and workforce continuity within a business.

### CONCLUSION

Many modes of communication exist. It might be either spoken or written words. The tone and pitch of the voice can have a role. Maintaining eye contact with the listener and speaking in a clear and good tone are essential during verbal communication. The action of transferring information is known as communication. Communication is typically a two-way street. It is more than merely passing on information or notifying someone. It also includes the receiver's perception of the information or signal. Human connections and the interchange of ideas, thoughts, and feelings drive society.

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