

COMMUNICATIONS SKILLS

Lecture # 03

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<http://web.uettaxila.edu.pk/CMS/AUT2010/cpComSbs/index.asp>

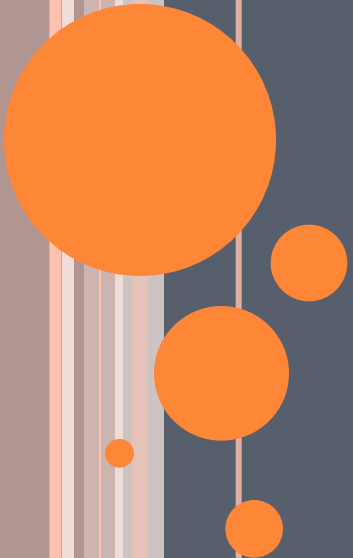
OVERVIEW

- Chapter # 02
- The Seven C's of Effective Communication
 - *Completeness*
 - *Conciseness*
 - *Consideration*
 - *Concreteness*
 - *Clarity*
 - *Courtesy*
 - *Correctness*





CLARITY



5. CLARITY

- Getting the meaning from your head *accurately* to the reader is the purpose of clarity.



GUIDELINES FOR CLARITY

- Keep the following guidelines in mind
 - *Choose precise, concrete and familiar words*
 - *Construct effective sentences and paragraphs*



CHOOSE PRECISE, CONCRETE AND FAMILIAR WORDS

- Balance between precise and familiar language
- Choose short/familiar/right word
- Choose words familiar to **“audience”**.
- Example:
 - *After* instead of **subsequent**
 - *Home* instead of **domicile**
- With the increased use of e-mail
 - tendency to be concise
 - but you must know the meaning of e-mail acronyms aiding conciseness.
 - For instance **IMO** means In my opinion, **FAQ** means frequently asked questions etc.



- Can use **business jargons** but visualize audience.
- For example
- A plumber wrote to NBS to tell them hydrochloric acid is good for leaning out clogged drains.
- Technical Expert:
 - *“The efficiency of hydrochloric acid is indisputable, but the corrosive residue is incompatible with metallic permanence”.*
- *Department manager:*
 - *Don't use hydrochloric acid. It eats hell out of pipes.*



- Example:
 - Unfamiliar
- After our perusal of pertinent data, the conclusion is that a lucrative market exists for subject property.
- Familiar
- *The data we studied show that your property is profitable and in high demand.*



CONSTRUCT EFFECTIVE SENTENCES AND PARAGRAPHS

- Sentences are at the core of clarity
- They make paragraphs
- Should have following considerations:
 - Length
 - Unity
 - Coherence
 - Emphasis
- **Length:**
 - 17→ 20 words
 - 3→ 30 words for variety
 - Not more than 40 words→ use more sentences
 - Not under 10 words on average → too simple



○ Unity:

- In a sentence, one main idea and other ideas closely related to it.
- *I like apples and Eiffel Tower is in Paris.*
- *I like apples and I can eat more than one at a time.*

○ Coherence:

- Words are arranged so that ideas clearly express the intended meaning.
- Unclear: *After planting 10,000 berry plants, the deer came into out botanist's farm and crushed them.*
- Clear: *After our botanists had planted 10,000 berry plants, the deer came into the farm and crushed them.*



○ Emphasis:

- Quality which gives force to important parts of sentences and paragraphs is emphasis.
- Put main ideas up front within a sentence.
- Writers must decide what needs emphasis, and then decide the correct sentence structure.

○ Example:

- Little emphasis: **The airplane finally approached the speed of sound, and it became very difficult to control.**
- Better emphasis: *As it approached the speed of sound, the airplane became very difficult to control.*





COURTESY

6. COURTESY

- True courtesy involves being aware not only of the perspectives of others, but also their feelings.
- Be aware of your message receiver/audience
- Stems from a sincere you-attitude.
- Not merely politeness with insertion of **'please'** and **'thank you'**, rather it is politeness that grows out of respect and concern for others.



GUIDELINES FOR COURTESY

- Observe the following suggestions.
 - *Be sincerely tactful, thoughtful and appreciative.*
 - *Use expressions that show respect.*
 - *Chose nondiscriminatory expressions.*



BE SINCERELY TACTFUL, THOUGHTFUL AND APPRECIATIVE

- **Tact**

- Abruptness or bluntness are a common cause of discourtesy.
- Sometimes they stem from a mistaken idea of conciseness, sometimes from negative personal attitudes etc.
- Example:
 - *I rewrote that letter three times; the point was clear*
 - *I'm sorry the point was not clear, here is another version.*



- More niceties to people outside your company
 - To a colleague: “Phil, give me the number of the reports you’re sending along to the VP”.
 - Outside the company: *“It was kind of you to write and extend holiday greetings. Thank you for your regards. As our company is receiving many reports form your company and others, we need the number of the report you sent in May. We need this in order to keep electronic files for future record.”*
- **Thoughtfulness and Appreciation:**
 - The traits help build goodwill.
 - Be generous in appreciating other’s good performances and congratulating for some applicable cause.



USE EXPRESSIONS THAT SHOW RESPECT

- No reader wants to receive message that offend.
- Such expressions are expressed in two groups
 - **Omit irritating Expressions:**
 - specially with ‘you’ or ‘your’.
 - “if you care”, “its your mistake”.
 - **Omit questionable humor:**
 - “Laughter to one is disgust for another”.
 - Be more formal when in doubt.



CHOOSE NON-DISCRIMINATORY EXPRESSIONS



- Use language reflecting equal treatment regardless of gender, race, ethnic origin and physical features.
- **Avoid ‘Man’ words:**
 - Example:
 - Use entering student, first year student than freshman.
 - Instead of manpower use employees, workers, personnel.
 - Man-made → constructed, manufactured
- **Singular pronouns:**
 - English lacks a neutral pronoun signifying ‘he’ or ‘she’
 - The trend to follow should be to avoid using ‘he’, ‘his’ or ‘him’ etc.



○ Example:

- Questionable: *Anyone who comes to class late will get his grade reduced.*
- More desirable: *Students who come to class late will get their grade reduced.*
- Questionable: *Each manager has a assigned parking space. He should park his car ...*
- More Desirable: *Each manager has been assigned a parking space. Each car should be parked in ...*

○ Names

- Treat each gender with respect.
- Use names in parallel form.
- Undesirable: *Mudassir Ali and Sonia*
- More desirable: *Mudassir and Sonia Ali*





CORRECTNESS

7. CORRECTNESS

- At the core of correctness is proper
 - Grammar
 - Punctuation
 - Spelling



GUIDELINES FOR CORRECTNESS

- The term correctness applied to business messages also means the following characteristics.
 - *Use the right level of language*
 - *Check accuracy of figures, facts and words*
 - *Maintain acceptable writing mechanics*



USE THE RIGHT LEVEL OF LANGUAGE

- There are three levels of language
 - Formal
 - Informal
 - Sub-standard
- **Formal Writing**
 - Often associated with scholarly writing.
 - E.g. doctoral dissertations, scholarly articles, top-level government agreements etc
 - Unconventional, impersonal and involves sentences
- **Informal Writing**
 - More characteristic in business writing
 - E.g. communications via E-mail, memos etc.



More Formal	Less Formal
Participate	Join
Procure	Get
Utilize	Use
Interrogate	question
Endeavor	try

○ Substandard:

- Using incorrect words, grammar, faulty pronunciation, in short inability to use good English.
- Avoid substandard language

Substandard	More Appropriate
Ain't	Isn't
Can't hardly	Can hardly
Aim at proving	Aim to prove
Stoled	Stolen
Irregardless	Regardless



CHECK ACCURACY OF FIGURES, FACTS AND WORDS

- Verify your statistical data.
- Double check your totals.
- Avoid guessing at Laws that have an impact on you.
- Have someone else read your message if the topic involves data.
- Determine whether a fact has changed overtime.



○ Words that confuse

- English language is constantly changing.
- Though dictionaries cannot keep up with rapid change, but still are the most useful resource for finding correct words.
- Example
- **a, an:** Use *a* before consonant. Use *an* before vowels or silent *h* sounds.
- **accept, except:** Accept is a verb that means receive. Except is a verb that relates to omitting out or leaving out.



MAINTAIN ACCEPTABLE WRITING MECHANICS

- All material relating to mechanics, word processing and appearance is relevant here.
- A careful attention to the mechanical part of every well-written document.



ANY QUESTIONS ?

