

Principles of business communication/ characteristics of communication/qualities of good business message/ 7c's

The principles of effective communication are very important for us to become good communicators. We must apply these principles to compose effective messages. They provide guidelines for choice of content and style of our messages. These principles are also called 7 c's, as each begins with a "C". Following are the principles of good communication.



CONCISENESS

A good business message/letter must be concise and complete in all respects. The writer should write only what he wants to say. It is a very good quality because the men who are very busy cannot find time to read a long message/letter and reports and digest their contents.



CLEARNESS

A good business message/letter must be clear if the message is not clear, there will be a great problem for the reader to understand the meaning of it. The writer of the message/letter must write it clearly in conversation if the point is not clear, it is easy to explain it to the other person but this facility is not available in good business message/letter.



CORRECTNESS

A good business message/letter must be correct in form as well as in language. There should not be spelling and punctual mistake in a good business message/letter. It means that it should not have grammatical mistake. It should have graceful in appearance.



COHERENCE

Coherence mean link there should be link between the two sentences of the message/letter. A good business message/letter must be coherent. It means that each part of message/letter must be related to the other part of the message/letter and each paragraph must be connected to the other.



COMPLETENESS

A good business message/letter is one which is brief but at the same time covers all important points. A message/letter with an incomplete message will lead to unnecessary correspondence. If some essential points are left, the letter will be incomplete.

COURTESY

A good business message/letter must always be written politely courtesy cost nothing but win a reputation. Harsh word may be serious damage to business. A business message/letter should not be discourteous. We should use such words that indicate a polite attitude towards the other person.

CONSIDERATION

This is popularly known as your attitude. The you attitude means writing from the reader's point of view. It is the spirit of gentleness and friendship. A considerate businessman looks at his product from the customer's point of view.

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