



# Communication Skills

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# Agenda

- The 7 Cs of Communication
  - Clear
  - Concise
  - Concrete
  - Correct
  - Coherent
  - Complete
  - Courteous
- Effective Presentations



# The 7 Cs of Communication

➤ The 7 Cs provide a checklist for making sure that your meetings, emails, conference calls, reports, and presentations are well constructed and clear so your audience gets your message. According to the 7Cs, communication needs to be:

1. **Clear**
2. **Concise**
3. **Concrete**
4. **Correct**
5. **Coherent**
6. **Complete**
7. **Courteous**



# The 7 Cs of Communication

## 1. Clear

When writing or speaking to someone, be clear about your goal or message. What is your purpose in communicating with this person? If you are not sure, then your audience will not be sure either. **To be clear, try to minimize the number of ideas in each sentence.** Make sure that it is easy for your reader to understand your meaning



# The 7 Cs of Communication

## 2. Concise

Your audience does not want to read six sentences when you could communicate your message in three.

## 3. Concrete

When your message is concrete, then your audience has a clear picture of what you're telling them



# The 7 Cs of Communication

## 4. Correct

When your communication is correct, it fits your audience. And correct communication is also error free communication.

## 5. Coherent

When your communication is coherent, it's logical. All points are connected and relevant to the main topic, and the tone and flow of the text is consistent.



# The 7 Cs of Communication

## 6. Complete

In a complete message, the audience has everything they need to be informed so that your audience clearly knows what you want them to do.

## 7. Courteous

Courteous communication is friendly, open, and honest. You must always put yourself in the shoes of the person you are talking to and ask yourself how you would feel if you were to be addressed the way you are addressing your receiver.





# Effective Presentations

**1-Talk naturally to your audience** – although it may be appropriate to read short passages avoid reading from a script for the majority of your presentation.

**2-Stand, rather than sit**, and move around a little – but avoid pacing backwards and forwards.

**3-Vary the tone to add emphasis and maintain the audience's interest.**  
Aim to speak loudly and clearly while facing your audience. Avoid talking in a monotone voice or turning your back to the audience.





# Effective Presentations

**4-Make eye contact with your audience.** Do not stare at your feet, or the podium and avoid looking directly at any one person for more than a few seconds, gain eye contact with the individual members of the audience.

**5-Use visual aids where appropriate,** graphs and charts, diagrams, pictures and video – but don't overdo it. Visual aids should help to illustrate and strengthen your points not be a distraction from what you are saying.

**6-Rehearse your talk and check your timings.** Always aim to finish your talk in time remembering to allow time for questions if appropriate.



# Effective Presentations

**7-Prepare and structure your presentation carefully.** Introduce the subject – tell the audience what your talk is about. Explain the points you wish to convey. End with a summary of your points.

**8-Stay focused throughout your presentation** – avoid irrelevance and unnecessary detail.

Learn to channel any nervous energy, relax but stay alert.

**9-Answer any questions as honestly and concisely as you can.** If you don't know the answers then say so and offer to provide further information at a later date.



Thank you for  
your attention