



COMMUNICATING WITH CLARITY



Zoom in, read the following sentences carefully and then drag the correct word related to the 5 C's of communication: Clarity, Cohesion, Completeness, Conciseness, and Concreteness into the correct box.

Clarity	Cohesion	Concreteness	Cohesion
Completeness	Conciseness	Completeness	

1. The speaker's presentation lacked _____, as the main points were buried in excessive jargon and technical terms.
2. To ensure _____, the project manager provided a detailed timeline with specific deadlines for each task.
3. The essay's arguments were presented in a logical order, demonstrating strong _____.
4. The editor's feedback focused on making the article more _____ by eliminating unnecessary words and phrases.
5. The use of vivid examples and clear language contributed to the _____ of the speech, leaving a lasting impression on the audience.
6. The instructions were confusing and incomplete, highlighting a lack of _____.
7. The marketing team's presentation was praised for its _____, as it stayed focused on the key message throughout.