



Institute of Sciences, Humanities & Liberal Studies

Department of Languages

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Business Environment & Communication

Economic Liberalization: Pre-Era

- More approvals mandatory from govt.agencies
- Production regulated by govt.
- Lack of employment opportunity, concept of life-long employment
- Job opportunities on experience & degrees
- Cost of products & services incredibly high, more options
- Communication Factor – Not so Critical
- Absence of Diversity – No Team Culture

Post-liberalization era

- Liberated economy - Reduction in red tape
- Free Market economy – No restriction on production
- Plethora of opportunities, No concept of lifelong employment

- Jobs no more on degrees, but skills across domains and industry verticals

- Costs of products & services is lower
- Communication – A Key to Success
- Diversity everywhere – Teamwork indispensable

Result of Liberalization in India

- Significant changes in Business – social, political, economic & financial fronts
- More challenges, Better Technology, Newer Avenues to do Business
- More job opportunities for graduates & post-graduates
- Competition No more Local – Gone Global
- Companies seek liaison/ base with foreign nations

Expectations from ‘Talent Pool’

- ‘Stronger & Better’ capabilities than your competition, as individual, a team, or a company
- Pre-requisites: Diverse Teams & Cross-cultural working environments
- Indispensable: Quality Communication Skills for organizational success

Major Entrepreneurial Success

- Start-up India: New Ideas – New Venture – Easier
 - Funding – Many venture capitalists supporting New Ideas
 - Emergence of Consultants – Run by an individual or team of experts – Deal with grey areas and bottleneck issues
 - Parallel career tracks – To write, research, teach, provide corporate training & consulting on weekends
 - More Social work projects, Development programs of the state or country
 - Business Start-ups by Business School graduates: Naukri.com, Makemytrip.com, Give India, CLINCK – uses empty desktop space for Ads
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Business Communication

Advantages Effective Communication

- Better Interpersonal relations**
- Better Information Availability**
- Better Decision Making**
- Better Company Image**
- Recognizing Bottlenecks**
- Improved productivity**
- High Employee Satisfaction**

Process of Communication - 6 Stages

- 1. Ideation – Generation of an Idea (Sender)**
- 2. Encoding – Shaping of a message**
- 3. Channel – Medium**

4. **Decoding – Understanding the message**
5. **Response – Generation of an Idea (Receiver)**
6. **Feedback – Response reaching Sender**

Levels of Communication

- Extra personal: Humans & Other Species**
- Intra personal: With self**
- Inter personal: Between other humans**
- Organizational: within or across organizations**
- Mass: with large mass of people (Ads, pamphlets etc)**

Flow of Communication

- Downward : Senior – Junior**
- Upward: Junior – Senior**
- Horizontal: among members of a same group/level**
- Cross-wise: Flow from all directions(Subordinate from a departments talks to authority of other dept.)**
- Grapevine: Flows in all directions. Informal in nature. More of Rumor.**

Barriers to Communication

- Physical Barrier: Noise, Distance, Physical discomfort, environmental condition. It occurs from the outside.**
- Semantic/ Linguistic Barrier: Idiomatic language, Homophones, Syntax error, Technical jargons**
- Interpersonal Barrier: Receiver's attitude towards the speaker improper. Lack of self-confidence, use of inappropriate language can create this**
- Psychological: Your emotions (Fear, Anxiety, Extreme happiness, personal prejudices)**
- Organizational: Information overload due to size of an organization, there is loss of**

- Mechanical: Faulty channel/medium causes breakdown**
- Socio-Cultural: Class conflict, Nonverbal clues and beliefs specific to a culture must be kept in mind**

Challenges to Growth

- Organization Structure & Outlook**
 - Many hierarchical levels – Distorted communication**
 - Age-old structures are passe now**
- Environment of Mistrust**
 - Hierarchy – Discrimination**
 - Freedom - Non-existent**
 - Top Managers Hide Relevant Information**
 - Due Credit is not communicated**
- Wrong Medium & Time**
 - Time of Information Over-load**
 - Auto-forwarded to Junk Mail**
 - Choose right Time & Medium to give Good or Bad News**
- Issues of Ethics**
 - Biggest Barrier to Growth - Poor Internal & External Communication**
 - False propaganda – Misrepresentation of Facts**
 - Line blurred – Tactfulness & Ethics**

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Process of Communication:

Since ancient times, communication has been natural to all the living beings. There have always been different modes, methods and styles of communication. But with the development of language and awareness about mediums, the process of communication has been systematized. This has enhanced social interaction and relationship.

The word communication has been derived from the Latin word *Communicare* which means to impart or to share knowledge/information.

The process of communication is divided into 5 important stages. They are

1) Ideation**2) Encoding****3) Transmission****4) Decoding****5) Feedback**

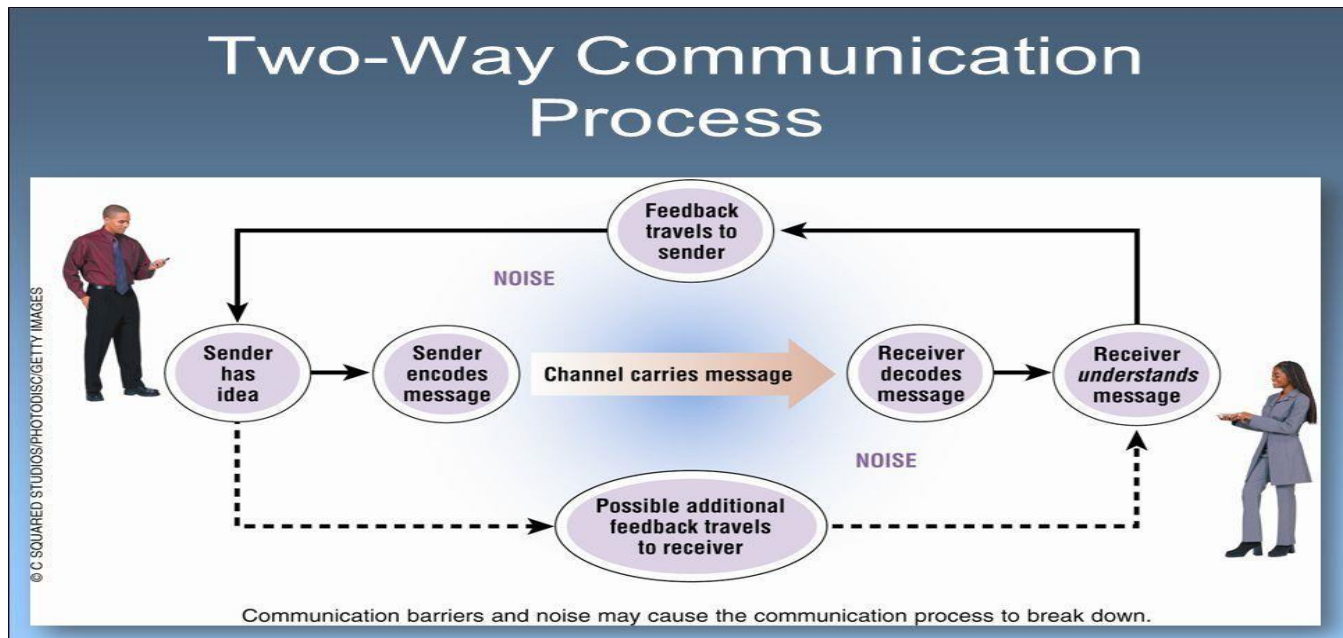


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1) Ideation-

The process of communication begins with an idea. The process of ideation itself refers to the formation of a particular idea or the information that is selected to be communicated. The content of the message is dependent on the knowledge and experiences of the sender. The content of the message is either logical or emotional. Logical content consists of factual information and data. On the other hand, emotional messages are filled with feelings and emotions. It may also be a combination of two.

2) Encoding-

Encoding is the second stage in the process of communication. It is the step where in the idea or the information chosen to be communicated during the first step is transformed into a logically coded message. The process of encoding is based on the purpose of communication and is determined according to the relation between the sender and the receiver.

In the formal set-up, the process of encoding involves following points,

(a) Selecting a language

Language plays an integral role in the process of communication. Selecting a common language in the process is extremely important as it will enable the receiver to decode and understand the message.

(b) Selecting a right medium:

Selection of a medium for giving information determines the effectiveness encoding. Making a right choice about the medium is the first milestone of effective communication. There have been three basic options for sending interpersonal messages, they are speech, text and non-verbal signs/symbols.

(c) Selecting an appropriate communication form:

Which form of communication is opted for is determined on the basis of the relationship between sender and receiver. The choice of the form also depends upon the need, purpose and urgency of the communication.

3) Transmission

Transmission refers to the transfer of message via chosen channel of communication. It is a major aspect of the process because it demands the sender to choose proper time, proper place and proper way of communicating a message.

4) Decoding

Decoding is the process wherein the sender's message is translated and interpreted by the receiver. This involves understanding, interpreting and analyzing the message. Proper decoding is very important in the process as misinterpretation of the message may result into breakdown of communication process. **5) Response:**

Response is the fifth stage of the process. It is concerned with the reaction of the receiver to the sender's message. Ability to give proper response will also determine the effectiveness of the communication.

Flow of Communication:

Each and every organization is divided into certain levels for ensuring efficient working. The direction in which the communication will flow is also determined on the hierarchical establishment of the organization. The pyramid of power and position in the organization is demonstrated below:



Image source: <https://images.app.goo.gl/FNGb3SRKfWoSW7xR8>

Based on the above pyramid of power, four formal channels of communication have been enlisted. They are Downward communication, Upward Communication, Horizontal Communication and Diagonal Communication.

1) Downward communication: targets.

The major function of downward communication is giving directions. Here the communication takes place from the upper body of management, flows to the middle body and finally received by the lower body. It increases staff awareness as they are communicated about their duties, roles, work and



Image source:

<https://images.app.goo.gl/uGabsomm6EwWmqQz6>

2) Upward Communication:



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As the name suggests, upward communication takes place from the lower level to the middle level and then to the upper level. This also enhances employees’ involvement in the process of decision making. It is also the duty of the people working at the lower management to give feedback and draw middle and upper level’s attention towards the minute issues that can be out of the league for the upper level.

3) Horizontal Communication:

Horizontal communication refers to the communication taking place among the employees belonging to the same level of management. It promotes team work and group co-ordination in an organization. Horizontal communication is comparatively less formal and less structured than the downward and upward communication. It may also occur in an informal fashion via telephones or routine meetings, etc.

An instance of Horizontal communication is as follows.

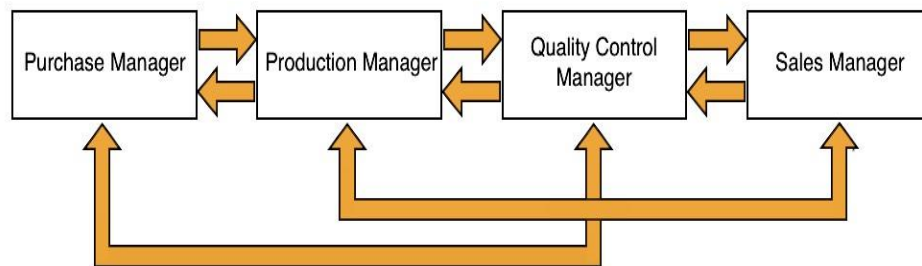


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4) Diagonal Communication:

Diagonal communication does not follow rigid norms and protocols concerning communication process. It is a result of realization about equality in the organization structure.

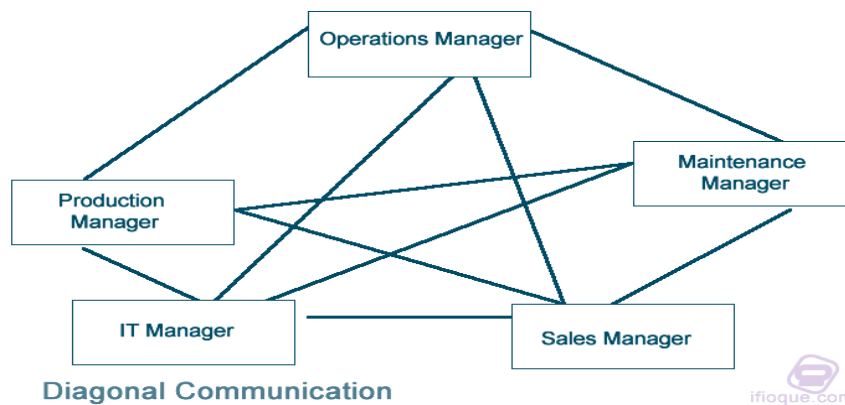


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5) Grapevine communication:

Grapevine communication refers to the informal nature of communication happening in an organization. It spreads rapidly among employees belonging to each and every level of management. It is in form of gossip.

Grapevine Communication



Image source: <https://images.app.goo.gl/T9Zb3HjcdV9RWom9>

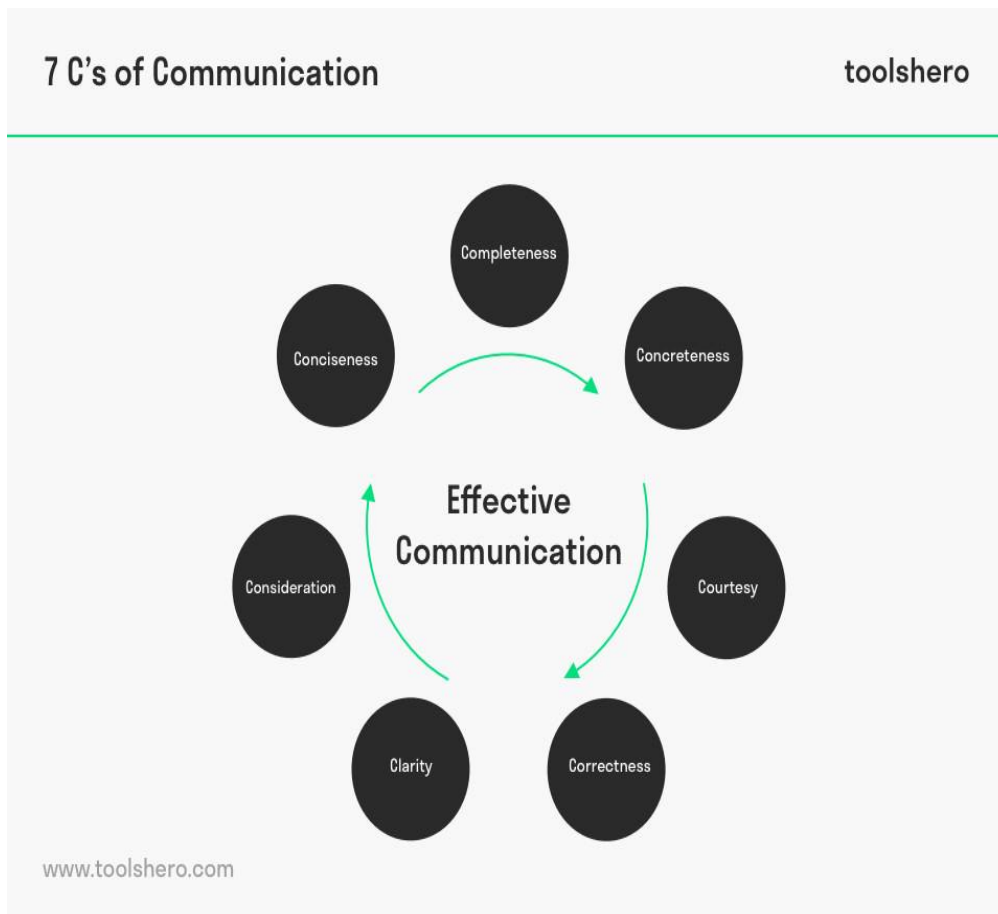


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Seven C's of Effective Communication



There are **7 C's of effective communication** which are applicable to both written as well as oral communication. These are as follows:

1. **Completeness** - The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly. A complete communication has following features:
 - A. Complete communication develops and enhances reputation of an organization.
 - B. Moreover, they are cost saving as no crucial information is missing and no additional cost is incurred in conveying extra message if the communication is complete.
 - C. A complete communication always gives additional information wherever required. It leaves no questions in the mind of receiver.
 - D. Complete communication helps in better decision-making by the audience/readers/receivers of message as they get all desired and crucial information.
 - E. It persuades the audience.

2. **Conciseness** - Conciseness means wordiness, i.e, communicating what you want to convey in least possible words without forgoing the other C's of communication. Conciseness is a necessity for effective communication. Concise communication has following features:
 1. It is both time-saving as well as cost-saving.
 2. It underlines and highlights the main message as it avoids using excessive and needless words.
 3. Concise communication provides short and essential message in limited words to the audience.
 4. Concise message is more appealing and comprehensible to the audience.
 5. Concise message is non-repetitive in nature.

3. **Consideration** - Consideration implies "stepping into the shoes of others". Effective communication must take the audience into consideration, i.e, the audience's view points, background, mind-set, education level, etc. Make an attempt to envisage your audience, their requirements, emotions as well as problems. Ensure that the self-respect of the audience is maintained and their emotions are not at harm. Modify your words in message to suit the audience's needs while making your message complete. Features of considerate communication are as follows:
 - A. Emphasize on "you" approach.
 - B. Empathize with the audience and exhibit interest in the audience. This will stimulate a positive reaction from the audience.
 - C. Show optimism towards your audience.
 - D. Emphasize on "what is possible" rather than "what is impossible".

- E. Lay stress on positive words such as jovial, committed, thanks, warm, healthy, help, etc.
4. **Clarity** - Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once. Clarity in communication has following features:
- A. It makes understanding easier.
 - B. Complete clarity of thoughts and ideas enhances the meaning of message.
 - C. Clear message makes use of exact, appropriate and concrete words.
5. **Concreteness** - Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence. Concrete message has following features:
- A. It is supported with specific facts and figures.
 - B. It makes use of words that are clear and that build the reputation.
 - C. Concrete messages are not misinterpreted.
6. **Courtesy** - Courtesy in message implies the message should show the sender's expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic. Courteous message has following features:
- A. Courtesy implies taking into consideration both viewpoints as well as feelings of the receiver of the message.
 - B. Courteous message is positive and focused at the audience.
 - C. It makes use of terms showing respect for the receiver of message.
 - D. It is not at all biased.
7. **Correctness** - Correctness in communication implies that there are no grammatical errors in communication. Correct communication has following features:
- A. The message is exact, correct and well-timed.
 - B. If the communication is correct, it boosts up the confidence level.
 - C. Correct message has greater impact on the audience/readers.
 - D. It checks for the precision and accurateness of facts and figures used in the message.
 - E. It makes use of appropriate and correct language in the message.

Awareness of these 7 C's of communication makes you an effective communicator