**Business communication**

**Unit-I**

**Communication meaning:**

“ Communication is the process by which information is transmitted between individuals and organizations so that an understanding response results.”

 **objectives of Communication:**

**1)** **Information**: One of the most important objectives of communication is passing or receiving information about a particular fact or circumstance.

**2)** **Advice:** Advice is an important objective of communication as it involves personal opinions and is likely to be subjective. Advice is given to influence his/her opinion or behavior.

**3) Order:** Order is an authoritative communication. The downward flow of information is dominated by orders. Orders may be written or oral, general or specific, procedural or operational, mandatory or discretionary.

**4) Suggestion:** Suggestion enjoys great advantage over other means of communication like advice or order. Suggestion is supposed to be very mild and subtle form of communication.

**5) Persuasion:** It is an important objective of communication. In the office or the factory, the lazy, the incompetent and the disgruntled workers have o be persuaded to do their work.

**6) Education:** Education is a very conscious process of communication. The main purpose of education is to widen knowledge as well as to improve skills.

**7) Warning:** Warning is a forceful means of communication as it demands immediate action. If employees do not abide by the norms of the organization, or violate the rules and regulations, it may become necessary to warn them.

**8) Raising Morale:** Morale boosting is only possible through communication. High morale results in better performance.

**9) Motivation:** Motivation energizes and activates a person and channelizes his behavior towards the attainment of desired goals. Thus, motivation as a form of communication is very crucial in handling human behavior.

**Types of communication:**

**Informal**

**Grapwine**

**Formal**

**Downword**

**Upword**

**Horizontal**

**Formal communication:**

1. **Downward Communication:**

 Downward communication flows from a superior to the subordinate staff.

Its objectives are:—

* To give directions about some job.
* To explain policies and procedures.
* To convey assessment of performance.
* To explain the rationale of the job.

Its limitations are:—

* Under communication or over communication.
* Delay.
* Loss of information.
* Distortion.
* Resentment by subordinate staff.

To make it effective:—

* Managers should be adequately informed.
* Managers should be clear how much to communicate.
* Information should be passed on to the correct person.
1. **Upward Communication:**

Upward communication moves from the subordinate staff to the superiors.

Its importance is:—

* Provides feedback to the superiors.
* Releases the pent up emotions of the subordinate staff.
* Provides the superiors with useful suggestions.
* Promote harmony.

Its limitations are:—

* Employees are reluctant to express themselves.
* Employees fear that their criticism may be interpreted as a sign of their personal weakness.
* Great possibility of distortion.
* Bypassed superiors feel insulted.
* Resentment by subordinate staff.

To make it effective:—

* Superiors should take initiative to get close to the subordinate staff.
* Keep the lie of communication short.
1. **Horizontal Communication:**
* It flows between people at the same level.
* It is important for promoting understanding and coordination among various people or departments.
* It is carried on through face to face discussion, telephonic talk, periodical meetings & memos.

**Informal Communication (Grapevine):**

 It is an informal channel of communication. Primarily a channel of communication of horizontal communication, it can flow even vertically and diagonally.

It is of 4 types:—

* Single strand: Flows like a chain.
* Gossip: One person tells everyone else.
* Probability: Information may move from anybody to anybody.
* Cluster: Moves through selected group.

 Importance:—

* Emotional relief.
* Harmony and cohesiveness in the organization.
* Fast channel.
* Provides feedback.

Demerits:—

* Distortion of information.
* May transmit incomplete information.
* Travels with destructive swiftness.
* Keep an eye on rumor-managers.
* Use it primarily for feedback.
* Contradict rumors promptly

**Barriers to communication:**

 Each communication must be transmitted through an appropriate medium. An unsuitable medium is one of the biggest barriers to communication.

**Physical Barriers:**

* **Noise:** Noise in a factory, external disturbance in telecom facilities, poor writing, bad photocopies etc.
* **Time and Distance:** It can also act as a barrier to communication.

**Semantic Barriers: Interpretation of Words**:

It is quite possible that the receiver of a message does not assign the same meaning to a word as the transmitter had intended. This may lead to miscommunication. Words carry different meanings, shades or flavors to the transmitter and receiver.

**Barriers caused by different comprehensions of reality:** Abstracting means picking up few details and leaving out others. Slanting means giving a particular bias or slant to the reality. Inferring means drawing inferences from observation.

**Socio-Psychological barriers:**

* **Attitude and Opinions:** We react favorable or are hostile according to our personal benefit. Emotions: We cannot transmit nor receive anything correctly if our mind is agitated.
* **Closed Mind:** We hold our opinion so rigidly that we just refuse to listen. The Source of Communication: We react according to the trust we have in the source of communication.
* **Inattentiveness:** We unconsciously become inattentive if communication contains new idea or if we don‘t like an idea.
* **Faulty transmission:** Part of the message is last in transmission and can also act as a barrier.
* **Poor Retention:** Oral messages in particular are lost due to poor human retention. Status
* **Consciousness:** We are over-conscious of our lower or higher rank and do not express ourselves candidly.

**Unit-II**

**7’c of communication:**

* **Completeness:** The communication must be complete. It should convey all facts required by the audience.
* **Conciseness:** Concise message is more appealing and comprehensible to the audience. It should be short and crisp.
* **Consideration**: Emphasize on “you” approach.
* **Clarity**: Clear message makes use of exact, appropriate and concrete words.
* **Concreteness:** Concrete communication implies being particular and clear rather than fuzzy and general.
* **Courtesy:** Courtesy in message implies the message should show the sender’s expression as well as should respect the receiver.
* **Correctness:** Correctness in communication implies that there are no grammatical errors in communication

**Listening Skills:**

 “Listening is a fundamental language skill, but it is often ignored by foreign and second language teachers “

**LISTENING LEVELS:**

**Factual:** conveyed through an accounting of information and facts

**Perceptive:** a conveyance of beliefs and thoughts, with or without regard to facts

**Emotive:** feelings and emotions conveyed through verbal, vocal, or visual channels

**Mixed:** conveyed through sarcasm, cliché, or humor

**Reasons of poor listening skills:**

* Most of the educational institutions provide adequate practice of listening skills.
* Inappropriate syllabus and insufficient logistic support do not permit teachers to practice listening skills in the classrooms. So, language teachers hardly give attention towards this skill.
* Lack of exposure to listening due to limited resources. And if there is exposure through Audio-Visual aids, the source is in foreign accent which makes the students hard to understand the foreign accent.
* Teachers do not focus on the local materials; instead, focus on foreign culture-accent. While contextual background is necessary for understanding, lack of schematic knowledge dispels the learners’ interest and participation and as a result language learning does not progress.
* Sometimes the a audio of a listening source may not be clear, as a result ,the student gets bored and loses interest.
* Lack of proper equipment updated software hinders the process of learning.
* Listening activities need to be practiced through argumentative and authentic topics.

**Ways to improve listening skills:**

1. **Focus on using inviting body language**, such as making eye contact, uncrossing your arms, and turning your shoulders so you’re facing the person speaking. Use your body to show your interest and concern such as nodding ourhead.

2. **Avoid thinking** about what you’re going to say next. Try not to get ahead of the speaker by finishing his or her thoughts in your mind before the person is finished speaking

3. Participate in active listening by **encouraging the speaker** with nods and affirmative words.

4. Paraphrase and repeat what you heard when it’s your turn to talk. **Don’t interrupt** – If you’re interrupting the person speaking to get your point across, you’re not listening

5. **Ask questions** or request examples for clarification and to get a better understanding of what is being said.

6. **Stop doing other things** — fidgeting, texting, reading, etc., — while someone is speaking to you.

7. **Focus on content, not delivery**. If you find yourself counting the number of times someone clears their throat, touches their nose or says uh, your attention is not on the subject matter and you need to refocus more on the message.

8. **Ask open ended questions**. Closed questions close the door to further conversation by giving a yes or no answer. Whereas, open questions allow for access to further dialogue. For example, the speaker might say,

9. **Pay close attention to a speaker’s body language** – posture, eye movement and facial expressions. This will give you cues to the meaning behind the words being spoken and what he or she is really trying to convey.

**Unit-III**

**Verbal communication:**

 *“Verbal communication is the expression of information through language which is composed of words and grammar.”*

**Oral Communication**: It happens when we communicate with the help of spoken words. In this way, we can say that the conversations, meetings, conferences, interviews, training sessions, speeches, public announcements, radio speeches, telephone talk, public speaking, are all forms of oral communication.

It can be used effectively to inform, satisfy, praise, criticize, please, inquire and for many other purposes.

 **Advantages** :

* Oral Communication saves time
* There is immediate feedback.
* Oral communication saves money
* In Oral communication, there is less formality

**Disadvantages** :

* Oral Communication can be misunderstood more easily compared to written communication.
* If we consider the legal point of view, oral communication has little value as there is no permanent record or proof of what has been said.
* Oral Communication requires a good speaker otherwise it will not be meaningful.

**Written communication:** With the help of writing, we express ourselves. The human language is expressed by means of visible signs. Since long, letter writing is considered the only reliable means of communication. Far a long time in the business world, it was believed that sending letters, memorandum and notices was the only proper way for businessmen to communicate.

**Advantages :**

* Written messages are less likely to be misunderstood and the doubts can be removed by reading it again.
* Written communication is best for legal or financial matters. It acts as a proof.

**Disadvantage :**

* Written communication is slow and time consuming
* There is no immediate feedback.
* Written communication needs stationary and many equipment.
* Written communication is formal. It is only for literate people.

**Business presentation guideline:**

**Focus**—clearly define the problem or issue that is at the heart of the presentation so everyone understands what this presentation is about

**Audience**—keep the audience's needs, interests, concerns, and attention foremost

**Importance**—establish the importance or urgency of the issue so the audience knows why they should care

**Authority**—establish your credibility on the topic

**Validation**—cite third-party studies, research, data, and references that reinforce your message

**Experience**—cite real life examples, case studies, and testimonials that illustrate your message

**Interaction**—find opportunities to directly engage the audience in the presentation

**Graphics**—include charts, images, diagrams, media to amplify and clarify your message points

**Response**—direct the audience members on what they can or should do next in regard to the subject of the presentation

**Unit-IV**

**Non-Verbal communication:**

 *“Communication without using words is non-verbal communication. Kinesics Communication”*

**Kinesics:** It’s a message conveyed through non-verbal acts in the form of body movements such as gestures, winking, smiling, style of dressing and grooming. This type of communication transmits the unstated feelings, attitude and hidden intentions of the speaker.

**Meta Communication:** Meta communication includes a message communicated not through words, but along with words. It conveys an implied meaning by the slection and tone of words.

**COMPONENTS /FORM OF NON-VERBAL COMMUNICATION** inesics) **Facial Expressions :** It is normally observed that the people from all over the world, even if they speak different languages, use a common pattern of facial expression to show emotions. Facial expressions are a complex matter and include eye contact. Smiling, frowning, raising eye-brows, etc. are universal in their nature and application. The facial expressions are used to show the following emotions: happiness, surprise, fear, anger, sadness, determination etc. facial expressions have to be understood in proper manner by the receiver of the message.

**Gestures :** A gesture is the movement of the hand, head or body to indicate an idea or a feeling. Gestures are similar to facial expressions as they also help to know the feelings of the other person. Gestures convey emotions and also convey definite messages or information. There are some common gestures which are used by us in day to day life like, waving the hand to greet goodbye, upraised hand to request to remain silent, wagging the index finger, for scolding, pointing the index finger, to show the direction, moving the hand sideway to show refusal etc.

**Body Language :** Posture is an important element in body language as it often gives idea of the personality of the person and tells us a great deal about him or her. From the posture or the way a person holds himself we can know whether he is confident, diffident; old, young weak or strong. Body movements and postures appropriate for one person may not be considered suitable for another. The style of walking and moving that we admire in a dancer may be unsuitable for a school teacher. The occupation and work of a person can affect his posture and body movements.

**Silence :** Silence has its own unique language. A person can convey his ideas even with the help of silence. Sometimes, we are overcome by emotions that we cannot speak - our silence tells the other person of our strong feelings. Every good speaker knows the importance of the pause which is a short period of silence between words or sentences. The student, if he remains silent before answering, it means he is thinking about the answer.

**Signs and signals** : Signs and signals become very important means of communication ion when the communicants do not have a common language. The language of signs and signals has a universal nature and they are being understood all over the world. Signals are different from signs and symbols in the sense that they are dynamic and require some movement. Thus, a traffic signal flashes green, telling motorists and pedestrians to move on. Coloured bulbs are used in most offices to show that room are occupied or that the peon is being summoned by the officer.

**Graphs, maps and charts** : Graphs, maps and charts are other types of visual, but non-verbal communication. People in business communicate messages more quickly and more accurately by using graphs, charts and maps than by long wordy explanation. The chief advantage of this mode of communication is that information can be gathered at a glance. A graph is a diagram consisting of lines to show the variation of two quantities. A map is a drawing on paper that shows the position and size of countries, towns, rivers etc. A chart is normally used by teachers especially at the primary school level. Charts are. also used by workers and at the managerial level.

**Colours :** Colour plays an important role in our lives , we use them as symbols. Colours are used to convey direct messages. Traffic lights turn red and green and in an operation theatre a red bulb is used to show that the theatre is in use. Christians use black clothes to show that there has been a death in the family. A while flag is used in the army to show that the troops have surrendered.

**Para Language :** It is often observed that sometimes our body language says something else and we speak something else. For example, when an unexpected guest arrives at our house, we have to smile and say, " I am very happy to see you", but our body language does not mention so. This is the use of para language.

**Sign Language :** Sign language is normally used for deaf and dumb when they do not understand our language. Their teachers make effective use of such language. Sign language is also found when sign boards are fixed on the roads, near schools, near hospitals etc. they are the way of communicating with people. A board of the hospital will give us the idea that silence is to be observed near the area. Similarly, the idea of having a school around, will give us the idea to drive slowly.