

Business Communication

Communication :-

The term communication is derived from a Latin word. 'communis' means common. This means establishing a common ground. Now whatever is common is shared by all. What is that which is shared by all in communication. Communication is something so simple and different that we can never put in simple words.

Nature of Communication :-

1. Communication involves at least two persons :-

Communication involves at least two persons the sender and the receiving. The sender sends the messages and is known as the communicator. The receiver receives the message and is known as communicate.

2. Communication is a Two way process :-

Communication is essentially a two way process. It does not merely means sending and receiving messages. It is not complete unless and until the message has been understood by the receiver in same sense.

Communication is a Dynamic Process :-

Communication is influenced by the mood and thinking of the sender and receiver. The way

A message is accepted depends upon the fact that which of the five sensory organs of the receiver is active at that time.

4. Form of Communication :-

Communication may be take several form e.g. order, instruction, report, queries etc. It may be verbal or written. It may be formal or informal.

5. To Plan :-

Planning decides what is to be done in future. All the Information and data which are required to make a plan for business can be obtained or gathered through.

Functions / Scope of Communication :-

1. Social Communication :-

In the changing business environment, every organization is to keep close touch with different social organizations and citizens action group order to run the business. communication helps the organization and establishing social relationship with various quarters.

2. Making Decision :-

In the volatile business world, businessmen are to take decisions in different areas and proper decision making requires exact information. Business communication helps to business people to take proper decision by supplying right

information to the people at the right time.

Sharing of Information :-

This means the act of conveying, distributing, or exchanging data, facts, or knowledge power between the individuals, groups, or systems to promote understanding, collaboration and informed decision making.

Feedback :-

It means that the information or comments about something that you have done which tells you how good or bad it is.

Group Construction :-

It refers to a collective of companies or professionals working together on a construction project, or it can refer to a group of building on a single plot of land, depending on the context.

Elements of Communication :-

Sender :-

The person who conveys his thoughts message or ideas to the receiver is known as the sender. He is at the starting point of the communication system and represents the source of communication.

2. Message :-

The subject matter of communication is termed as messages. It includes ideas, feeling, order etc.

3. Decoding :-

The process of translating the encoded message into an effective language, which can be understood by the receiver is known as Decoding.

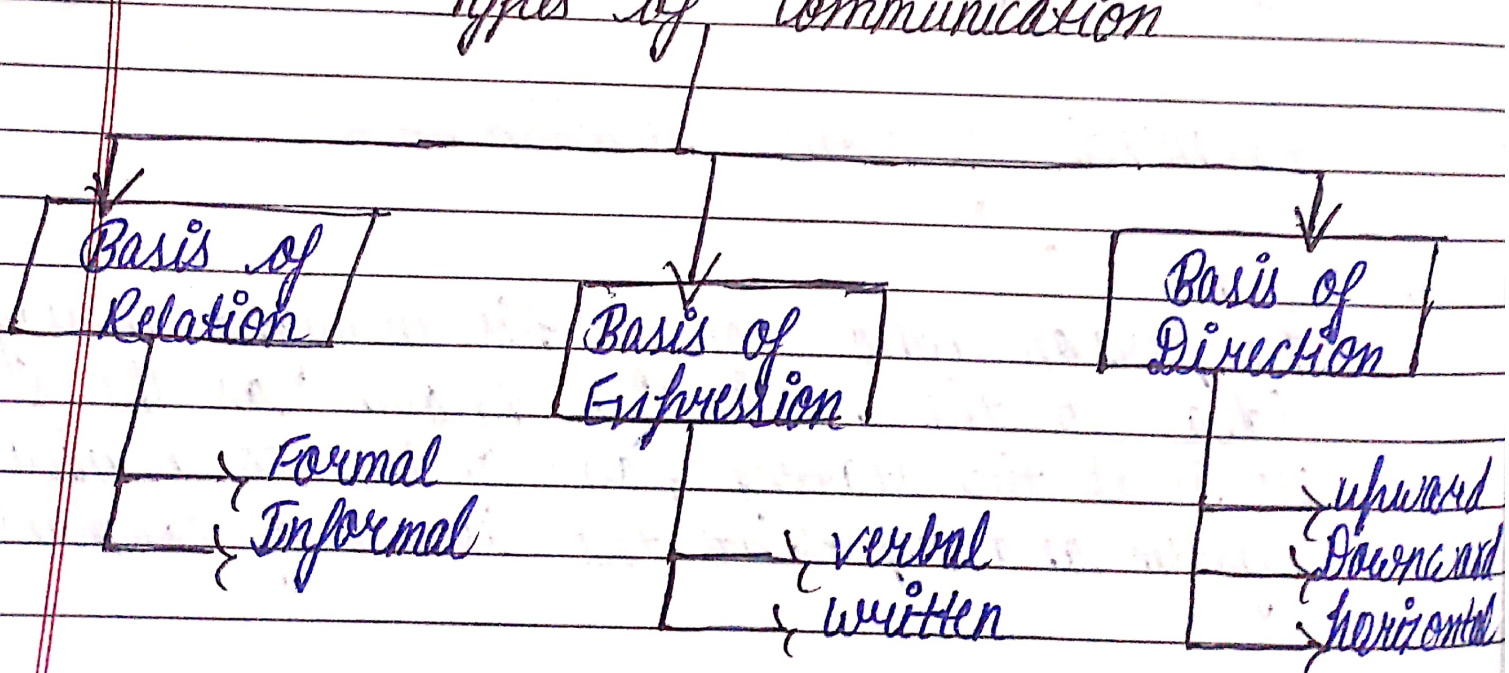
4. Media :-

The Path, Channel or medium through which encoded message is transmitted to the receiver is known as media.

5. Feedback :-

In order to complete the process of communication, feedback is essential.

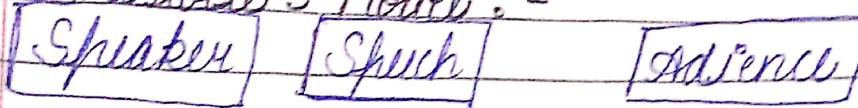
Types of Communication



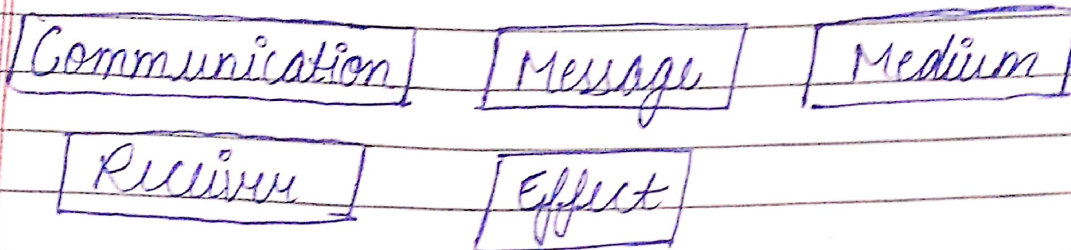
A Formal relationship is based on official roles, rules, and authority in an organization

Communication Model

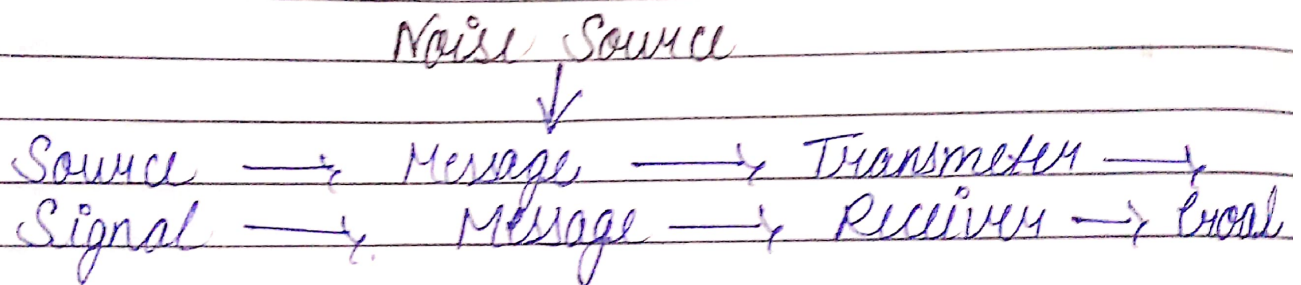
1. Aristotle's Model :-



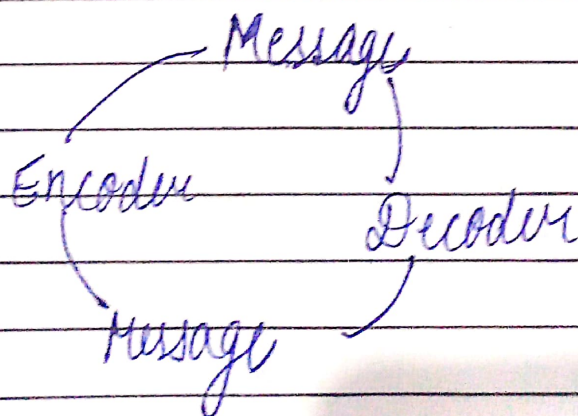
2. Lasswell Model - 1948



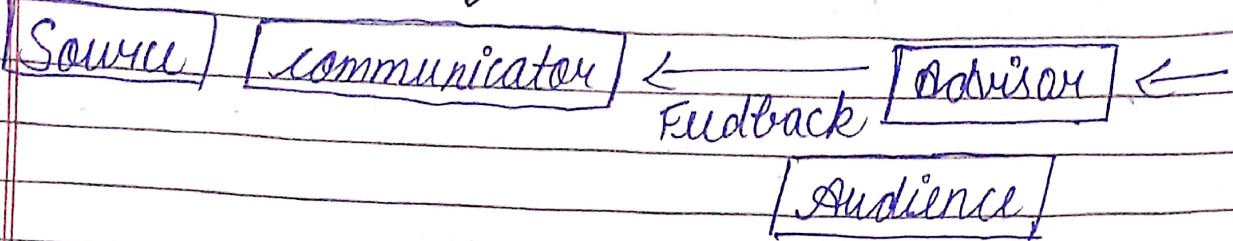
3. Shannon and Weaver's Model 1949



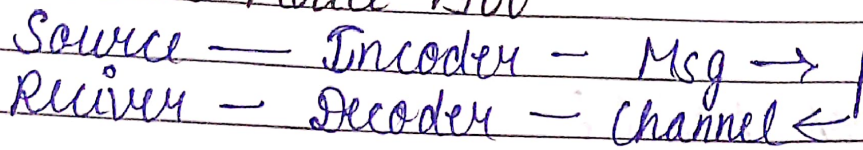
4. Osgood and Schram's Model 1954



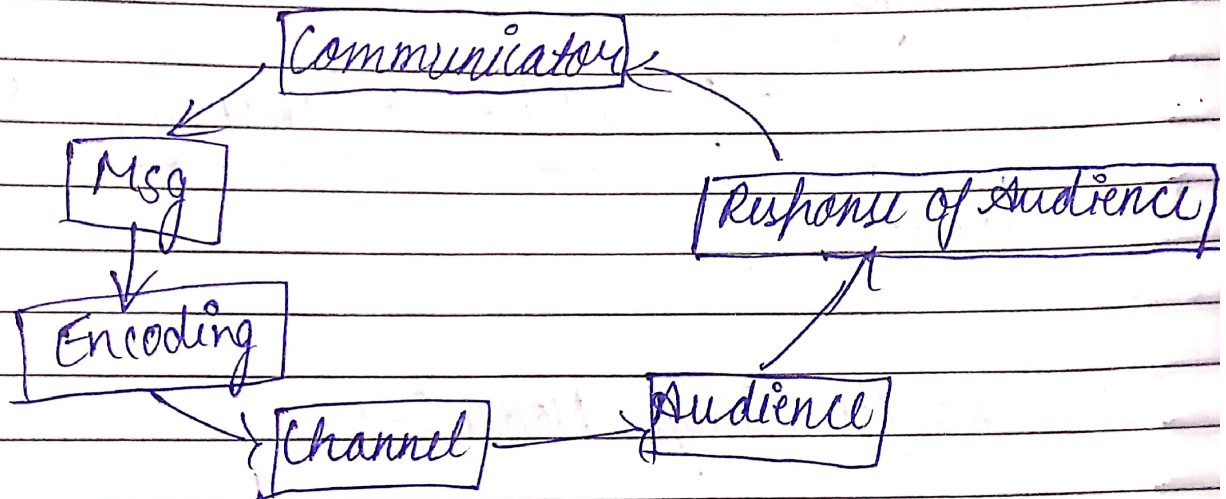
5. Bruce H. Westley and M.S. Maclean's Model 1957



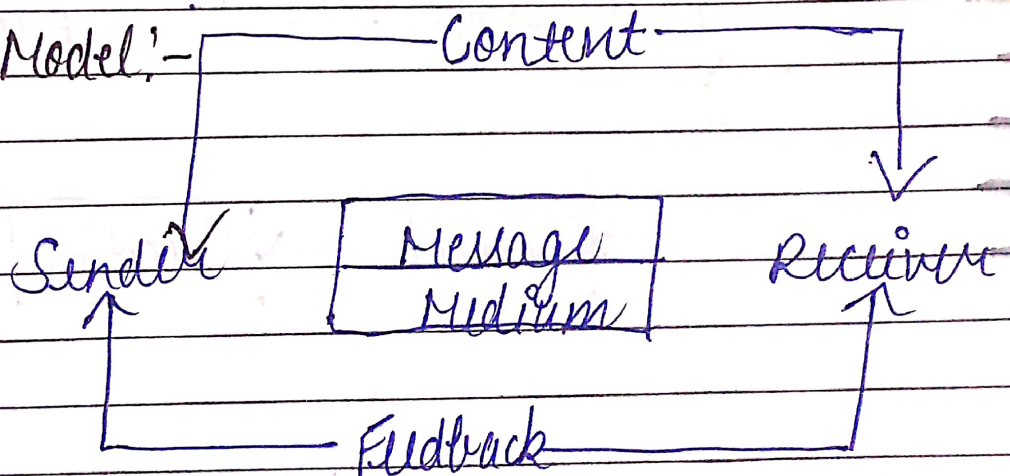
6. Berlo's Model 1960



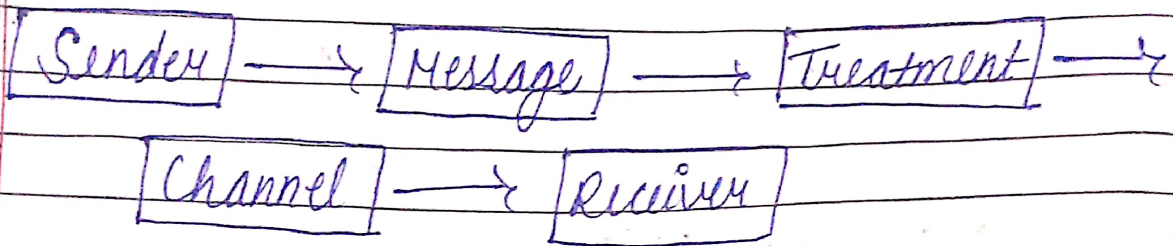
7. Lagans Circular Model



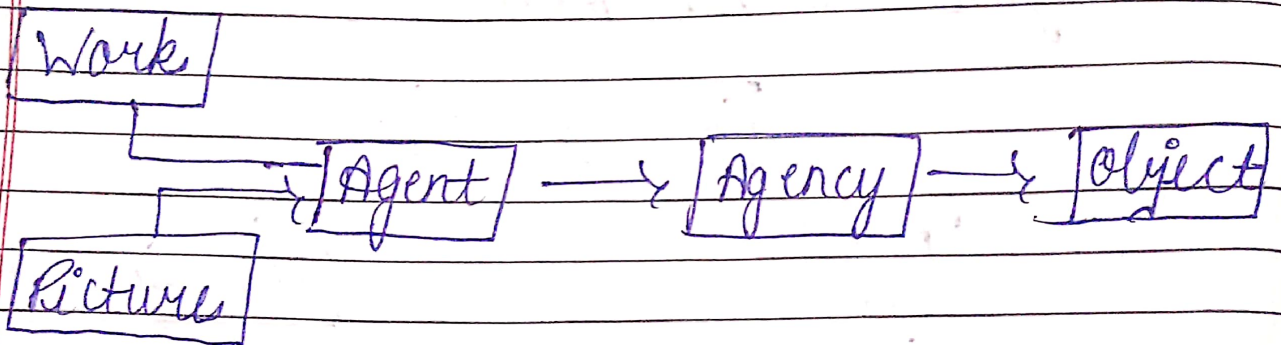
8. Murphy's Model:-



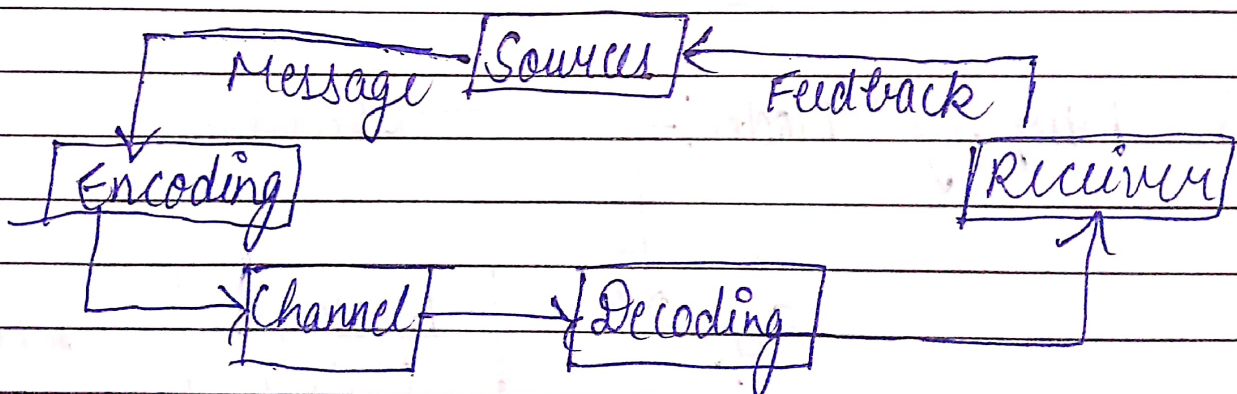
9. Dahama Model :-



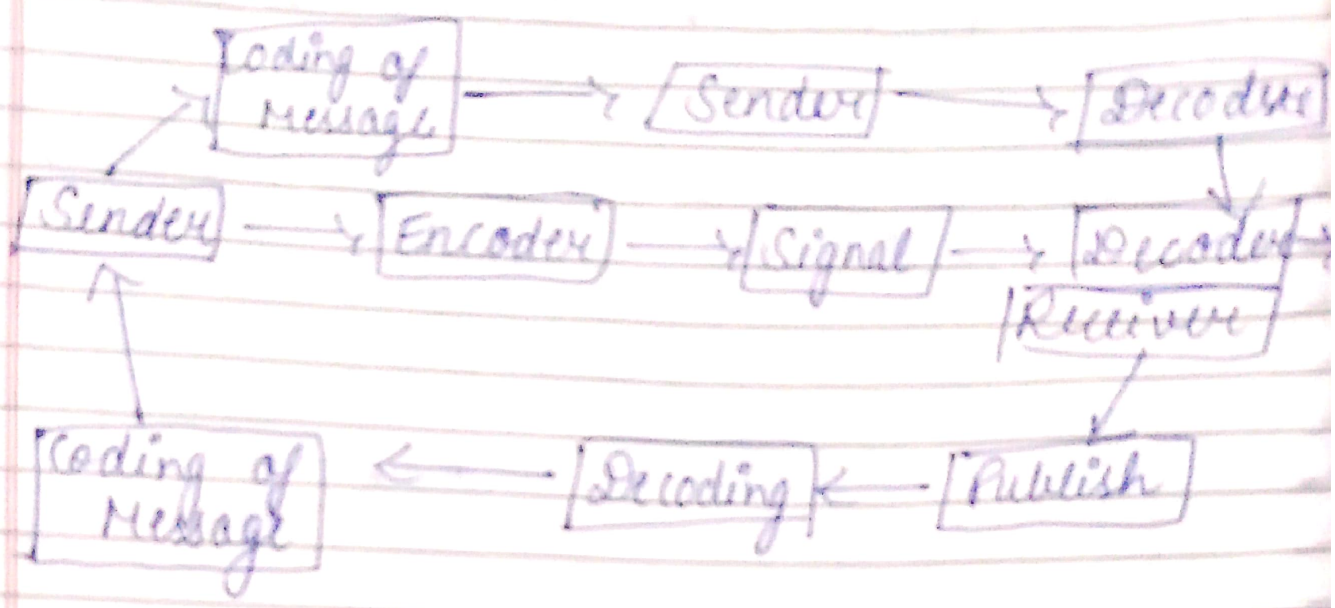
10. Kennethbrook Model :-



11. Ranjit Singh Model :-

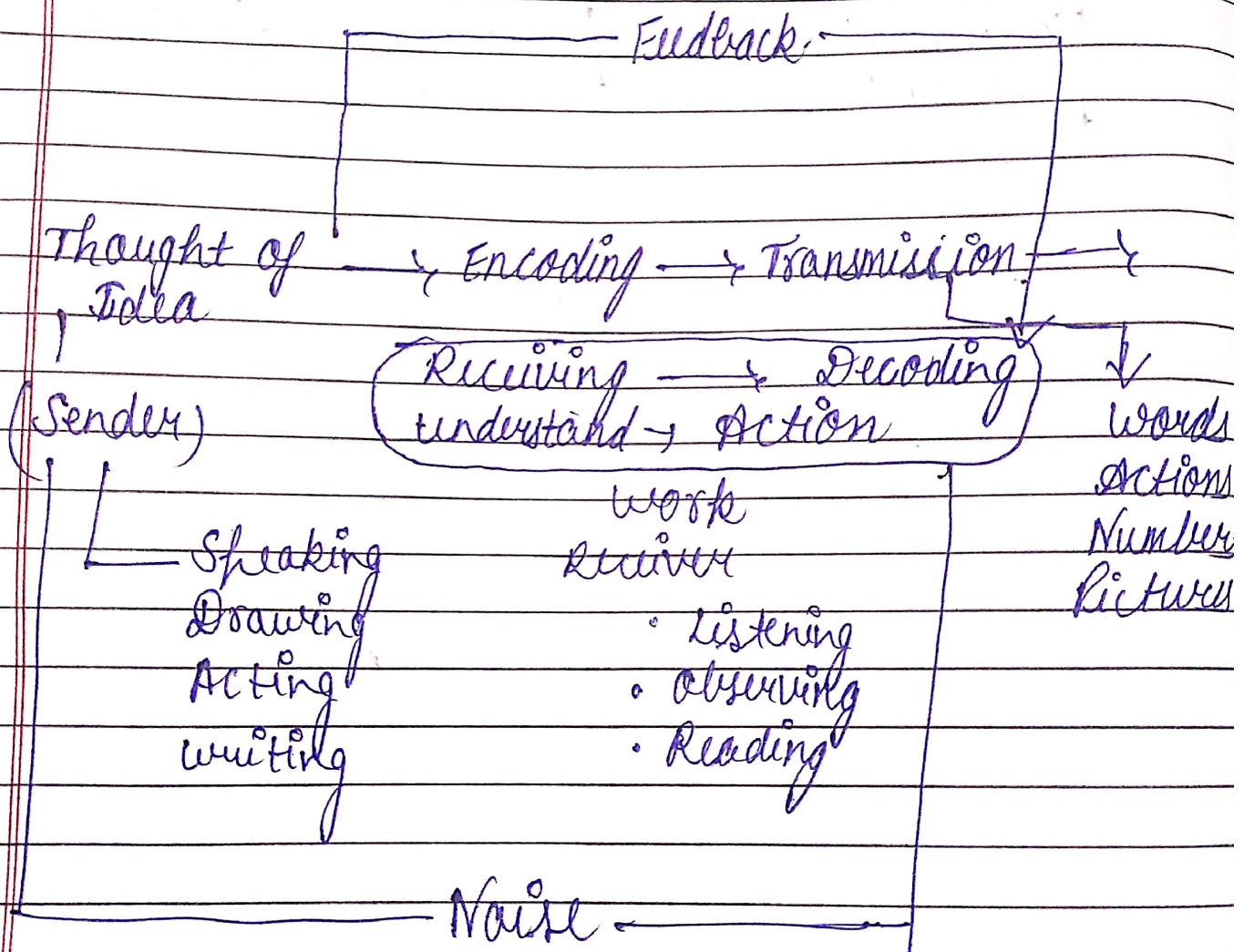


21. Rhoda Doctor and Aspi Doctor Model :-

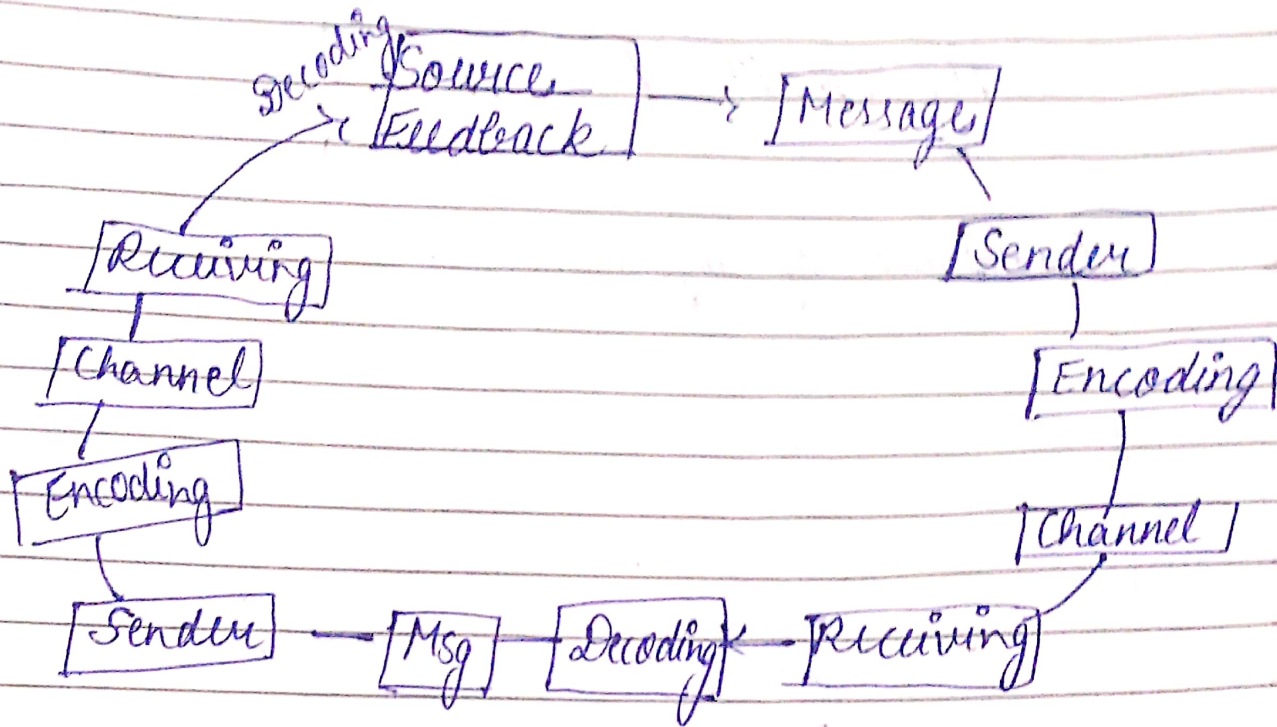


Communication Process

Sender — Message — Language — Medium —
Receiver



Feedback :-



How to improve feedback

- Help
- Descriptive
- Specific
- Time
- Specific Behaviour
- Goal oriented
- Control

Information Theory

Characters of Information

Madd of Information :-

Business point of view
Education and Research
Growth of Population
Standard of living
Growth of nation

Theory of Information :-

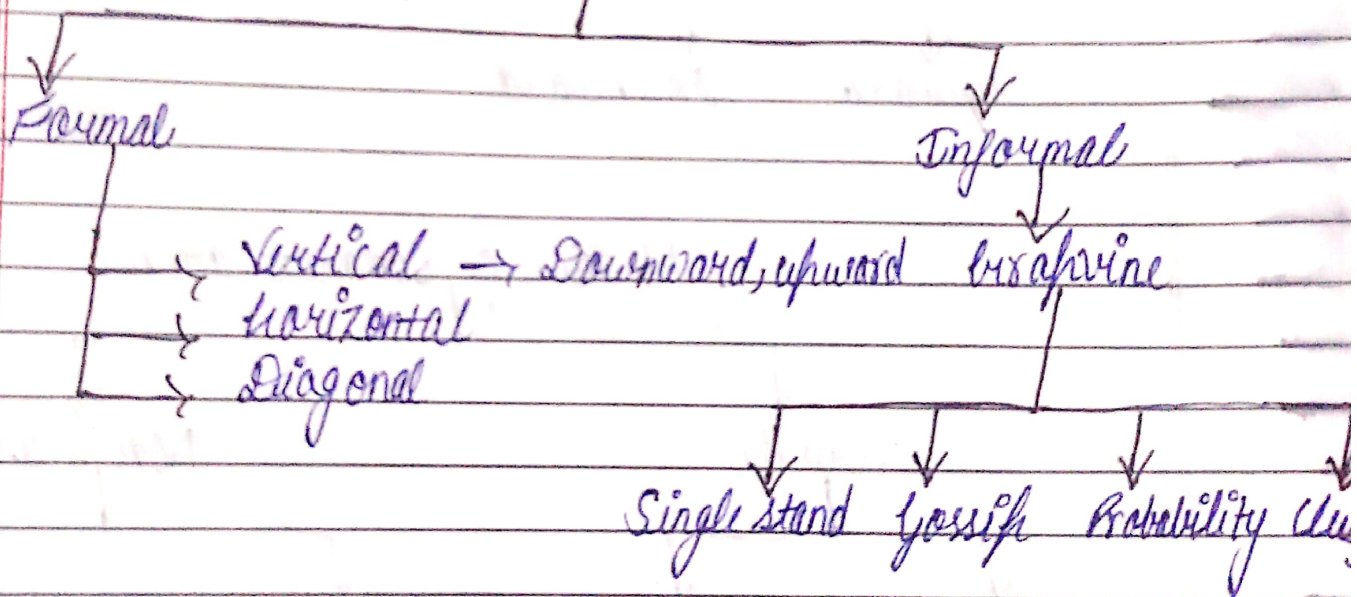
Mathematical Theory of information
Semantic Theory of information
Decision Theory of information
Brooks Theory of information.

Transaction Theory of information.

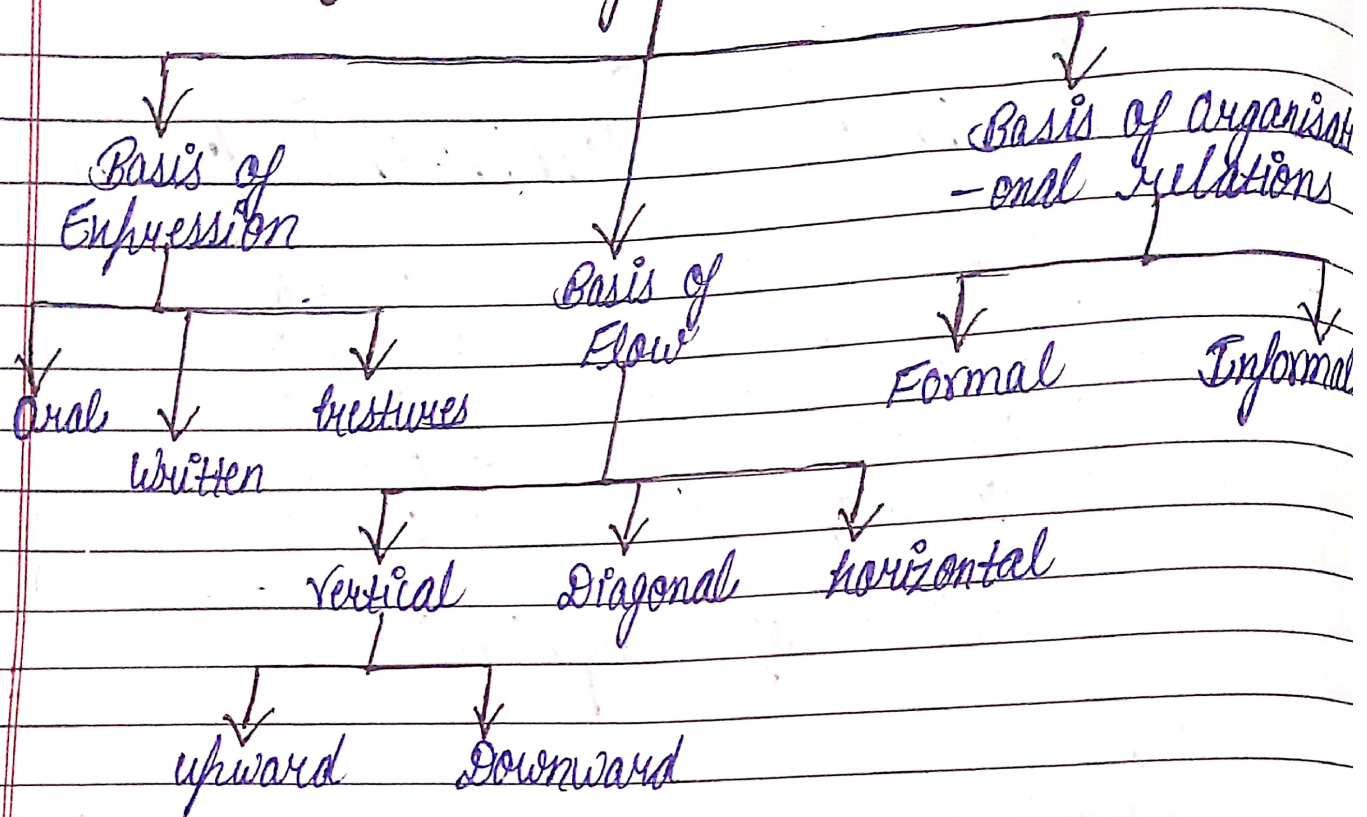
Formal Communication

- Board of Director → Level A
- Managing Director → Level B
- Departmental managers → Level C
- Supervisors → Level D
- Clerks & operatives → Level E

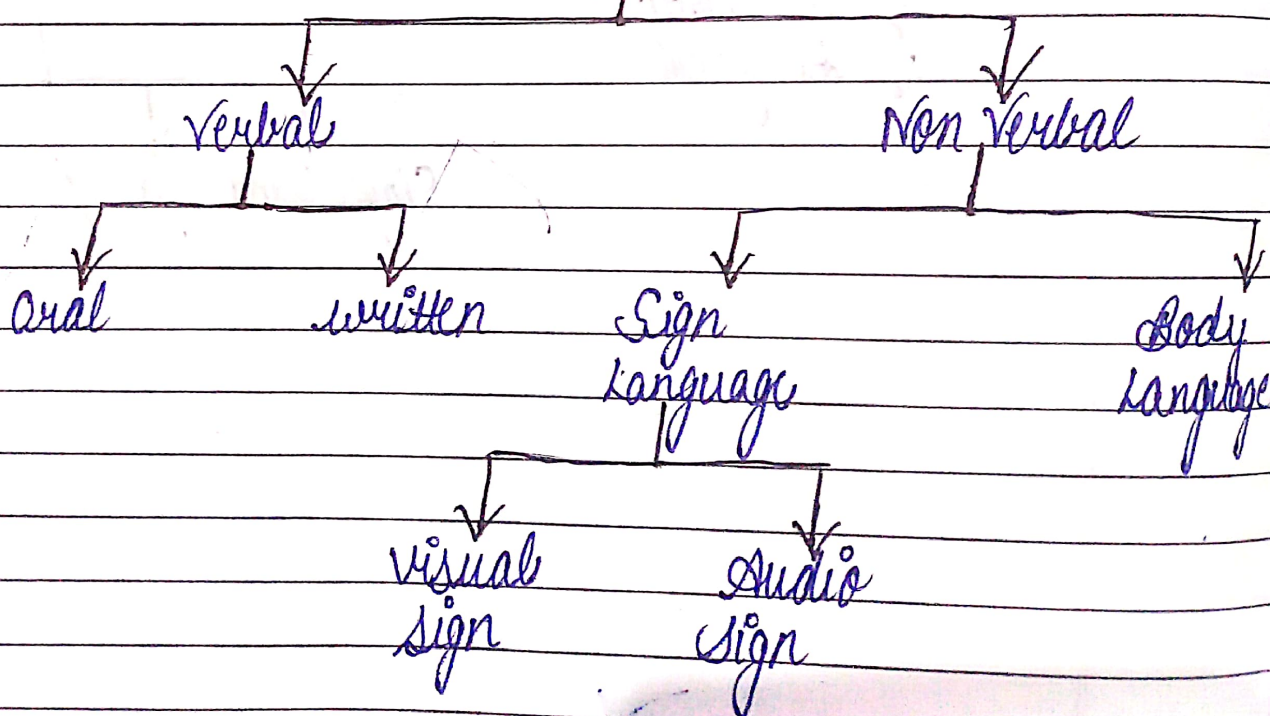
Directions of Communication



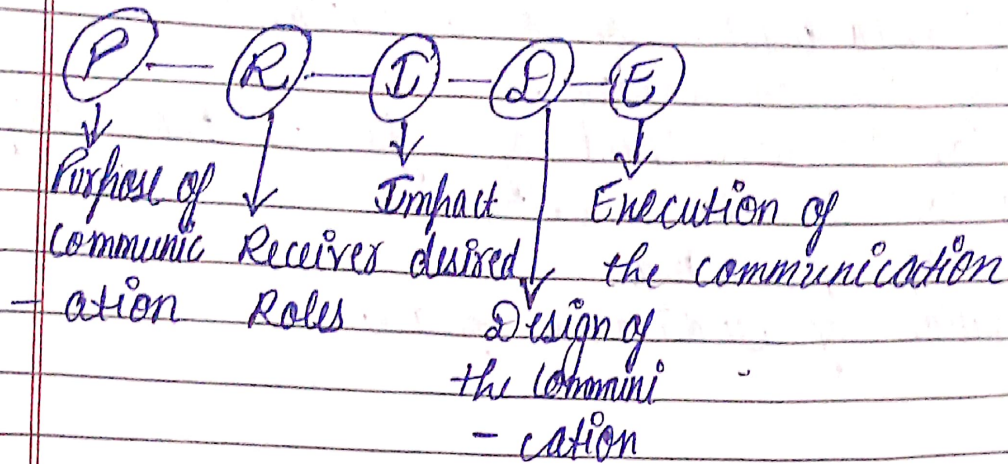
Channels of Communication



Medium of Communication



Effective Communication



Limitations

1. Perception
2. Precision
3. Credibility
4. Control
5. Congeniality

Principles of Effective Communication

- Clarity
- completeness
- conciseness
- consideration
- courtesy
- correctness
- Integrity
- consciousness

Importance of Effective Communication

1. Life blood of any business.
2. Development of human relations

3. Basis of Improvement of organisation Image
4. Basis of Increasing in managerial efficiency
5. Basis of Establishment of co-ordination
6. Basis of effective control.
7. Basis of Establishment of effective leadership
8. Basis of Decision making.
9. Basis of planning.
10. Promotion of Industrial peace.

Audience analysis

Who is Audience?

- Initial Audience Test Receiver + Audience
- Watchkeeper
- Primary Audience
- Secondary Audience
- Watchdog Audience

Self Development

Self-development refers to the intentional process enhancing one's skills, knowledge, character, and overall well-being to achieve personal and professional fulfillment. It involves self-reflection, learning, action aimed at overcoming limitations and maximizing potential.

7 C of Communication

- Clarity
- Correctness
- Courtesy
- Confidence
- Consideration
- Completeness
- Conciseness

Barriers of Communication

1. Language Barriers

- wrongly expressed message
- Faulty Translation
- unclarified assumptions
- use of Technical language

2. Organization Barriers

- organisational regulatory policies.
- complicated organisational structure.
- organisational facilities.
- Regulatory Relation.
- Bad Maintenance of communication objects.

3. Emotional Barriers

- Immature Evaluation
- Emotional Attitude
- Distrust on communication.
- Selective attitude.
- Less grasping power.

Physical barriers :-

- Noise / Time & Distance
- literary expression
- mis effect.
- wealth / finance related obstacles.

Personal barriers :-

- Body language.
- Serious & other related obstacles (a) attitude (b) Fear
- (c) Proper medium (d) race time (e) lack of interest.
- (a) Lack of interest in communication
- (b) Lack of inspiration

Other barriers :-

- Modern Mechanical Equipment.
- over - load of information.
- Diversification of social and cultural background.
- Problems due to government Publication.

How to remove barriers to communication?

- Clear objective.
- General idea about audience.
- Use of easy & clear language.
- effective listening.
- Total control over emotions.
- Lessen the noise.
- complete of msg.
- effective use of body language.
- proper use of feedback.

Clarity:- Clarity is the means being clear, simple, and easy to understand while communicating.

Conciseness

Cultural diversity enriches innovation but demands adaptability. Business that embrace these differences reach a competitive edge in global markets.

Facsimile (FAX):- Many organisations are now going in for facsimile (fax) transmission facilities. The fax machine is very useful for transmitting visual material such as diagrams, illustrations, photographs or copies of documents, etc. All that we need for it is the fax machine with a connected telephone. As the document to be transmitted is fed through the machine, it is electronically scanned and signals are transmitted to the receiving end where an identical copy of the document is reproduced and a blank sheet of paper by the receiving machine.

The fax machine has made it possible to send copies of important documents including certificates, degrees, testimonials, agreements and contracts from one place to another at the speed of a telephone call. That is why it is being used almost universally now.

Form - Demand', - Form on Demand or FOD is an automated FAX retrieval system by which an organisation can receive requests for information and respond to them request per information and respond 7 days per week without ever touching the telephone. Organisation during of using this mode of communication should have access to satellite links, an organisation can create of variety documents like its corporate profiles information about the products, the latest catalogue etc. These documents lie store in the computer with specific code numbers assigned to them. A customer can automatically access any of these documents via a satellite link. On using the code number of the document, he will get it immediately forwarded to him. If he is satisfied when. And if he encloses his credit card information along with the order, the organisation can receive payment by FAX. FOD is a quick mode of communication needing a high degree of sophistication and skills.

The internet may be defined conceptual skills are related to concepts and mental conception framework intended to development of new product and are ideas since conceptual skills are in the form of imagination - Commercial fantasy, national or vision, & culture has called these as soft skills and are hardly visible in a person. In the context of every person