

Unit - 1Introduction to the essentials of Business Communication

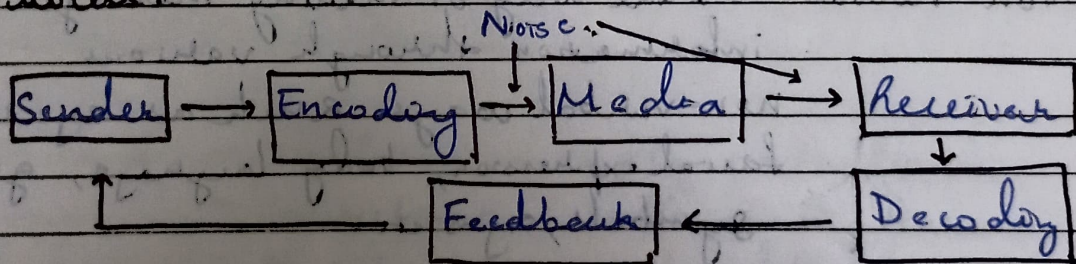
- **Meaning:** It is the process of exchanging information among two or more people in order to reach a common understanding. It can be done via speech, letter, mail etc.
- **Features:**
 - Minimum two persons are required, for communication to take place.
 - It is a pervasive function of management.
 - It is a two way process. Message to be conveyed is sent by sender and upon receiving and understanding receiver provides a feedback.
 - It is either in verbal (oral/written) or non-verbal form.
 - It's purpose is to reach a common understanding between the sender and the receiver.
- **Elements of Communication:**
 - **Sender:** The person who needs to share information with other people.
 - **Encoding:** The process of converting information to its ideas or thoughts into communication symbols.
 - **Communication Channel:** It is the medium through which encoded message is sent to the receiver.

- Receiver: The person who receives and decodes the message sent by the sender.
- Decoding: The process of converting communication symbols into understandable form.
- Feedback: Those actions which tell the sender, that the receiver has received and understood the message.
- Importance and Need:
 - It acts as basis of coordination among departments, activities and persons in the organisations.
 - It makes possible for the smooth and unrestricted working of the enterprise and all organisational interactions depend on it.
 - It provides needed information for decision making, in the absence of which meaningful decision making is impossible for managers.
 - It is essential for quick and effective performance of managerial functions and lubricates the entire organisation and keeps the organisation at work with efficiency.

* Medium of Communication :

- Verbal: It is the use of words to communicate information with others which can be both written or oral. eg: sounds, words, speech etc.
- Oral: Those communications which ~~are~~ are in the form of spoken words. There are comparatively fast and ~~cannot~~ be not ~~pressed~~ much emphasis is placed on vocabulary and spellings eg: video, speech, telephonic conversation etc.
- Written: Those communications which are in the written/printed form. Emphasis is placed on vocabulary and spellings. eg: notice, circulars, emails etc.
- Non-Verbal: It is the way of sharing messages or information through various non-verbal ways such as eye contact, facial expression, body language, gestures, symbols, signs etc.
- Face: smile, eye-contact, expressions, personal appearance etc.
- Posture: use of spinal cord (sit, stand, sleep)
- Gesture: use of hands

- Para language: pitch; voice module
- space: social space - class, public places
intimate space - friendship, relationship
- silence: depends on situation
- Proxemics: It is a kind of space and depends upon a situation such as:
- Purpose:
 - It's basic purpose is to share information
 - To convince the receiver about the sender's point of view and receiving feedback regarding it.
- Process:



* Channel of Communication:

These are mediums through which you can send a message to its intended audience. eg: phone calls, text messages, emails and social media.

Channels

Formal

- a set of command is followed
- time consuming
- properly recorded
- long chain of command
- inappropriate and slangs are prohibited

Informal

- no set of command is followed
- takes less time
- no record maintained
- no chain of command
- no check on slangs or kind of language used

* Direction of Communication:

- Downward:
 - to get work done
 - to prepare work force for challenges
 - to tackle misinformation
 - to transmit work and organizational culture
- Upward:
 - to forward employee-feedback
 - to report on official matters
 - to give voice on the difficulties, complaints of employees.
 - to invite suggestion, creativity and participation in problem solving.

- **Horizontal:**
 - conversation done at same level
 - create understanding and transparency
 - exchange official information
 - solve difficulties easily
 - save time when quick-decisions have to be made
 - also keep a check on grapevine

- **Diagonal:**
 - speeds up the flow of information
 - creates healthy work relationships
 - brings in proper coordination among different sections
 - makes problem solving easy
 - controls distortion and dilution of message because of direct, interleave communication

~~Effective Leadership: The process~~

- **Effective Communication:** The process of exchanging information in such a way that after communication is complete, both sender and receiver feel satisfied and the message is clearly understood.

- **Barrier:** It is anything that causes hindrance in sending, receiving and understanding the message properly.

* Types:

- **Semantic**: barriers concerned with hinderances in the process of encoding and decoding of a message into words. eg: faulty translations, badly expressed message etc.
- **Psychological**: A mental condition which may prevent a person from making a wise decision. eg: misperception, lack of attention, distrust etc.
- **Organisational**: Various factors such as structure of organisation, authority relationships, rules and regulations may act as barriers to effective communication.
- **Personal**: Personal factors which negatively affect effective communication. eg: lack of proper incentives, lack of confidence of superior.
- **Interactive Communication**: It is sharing information in such a way it is done in a smooth manner and feedback is obtained in real time. Also information can be shared by both sender and receiver.

- **Non-Interactive:** It refers to a communication in which there is no connection with receiver in real time. e.g. Speech.
- **Listening as a tool of communication:**
 - listening is the key to effective communication
 - good listening skills help in comprehending, hearing and responding appropriately.
 - It involves receiving sound, understanding the message conveyed in the sound form, evaluating it and providing a feedback.
- **Guidelines for Effective Communication:**

It is one of the most important aspect of any successful organization. Any communication should be free from any barriers in order to be effective.

- clarity of purpose
- Multiple channels of communication
- Proper utilisation of grapevine
- Modifying the message according to the audience.

* **Internal Communication:** Communication that takes place without following the formal lines of communication.

- Grapevine Network

- Glean information from unofficial sources
- single strand chain, gossip chain, probability chain and cluster chain
- Cluster chain is the most important
- fast spreading of information and news either positive or negative.

- Interpersonal Communication:

- exchange of information among two or more people.
- can be verbal or non-verbal

- Intrapersonal Communication:

- ~~Inter~~ It refers to communication with oneself, where both sender and receiver are same person
- eg: perception, expectation and thinking