**Important facts about communication**

**1. Communication Is Related To Every Human Activity**

Communication is closely linked to every sphere of human life. It is essential in leading a meaningful human life.

Enjoying a peaceful life, developing person-to-person relationships, building a prosperous state, etc. is not possible without communication.

**2. Communication Involves Two or More Parties**

At least, two parties are involved in any communication process. The party who sends information is called the sender and the party who receives the information is called a receiver.

However, in some cases, a sender can send the message to a large number of receivers.

**3. Communication May Be One-Way or Two-Way Process**

Communication can take the shape of the two-way or one-way process. In two-way communication, the receiver sends his feedback to the sender after receiving the message.

One-way communication refers to the flow of information from a sender to the receiver only. In this process of communication, the receiver does not convey his reaction to the sender.

**4. The success of Communication Depends on Proper Understanding of the Parties Involved**

Effective communication occurs when the receiver perceives the message in a way the sender sends it.

If the receiver does not send his reaction to the sender, the sender will not understand the receiver’s view. In this case, communication will be ineffective.

Therefore, to make the communication successful both the sender and receiver must know the reactions of each other.

**5. Communication in Organization Flows in Various Patterns**

In an organization, information flows in various directions, such as upward direction, downward direction, horizontal direction, etc.

**6. Communication Is Media or Channel Based**

Every human communication occurs by using a particular medium. The media may be written, oral and non-verbal or a combination of verbal and non-verbal media.

**Business report**

A business report is an evaluation of a particular issue, set of circumstances, or financial operations that relate to the performance of a business. ... It is often written in response to an executive of the company, and often takes the form of a memo with the report attached.

## ****Types of Business Reports****

## 1) Formal Business Reports

These reports are prepared in a given format and they are presented to the authorities in an already established manner. They are submitted to committees and bodies or heads of various departments or organizations. Since the report talks only about business in a formal way they are termed as, formal business reports.

Formal reports of other classified into the statutory report and non-statutory report.

## 2) Informal Business Reports

These reports are prepared in a convenient format which is convenient to the reporter and presented to the required person immediately after [demand](https://www.marketing91.com/types-of-demand-2/). These reports can also be presented in the form of a memorandum or a Business Letter. Since there is no fixed format for these reports it is termed as informal reports.

## 3) Informative Business Report

These are types of Business reports which are prepared with the intention of providing information in a descriptive way which address is a particular issue or situation or a problem. They provide information in an exhaustive and detailed manner which is used for the by the authorities to gain an insight on the matter that is why they are termed as informative reports.

## 4) Interpretative Business Report:

Unlike informative report which contains only information, the interpretative report contains facts opinions views or numbers which help to interpret a certain information situation or a problem. The interpretative report may also contain reasons for a certain issue as to why a certain [event](https://www.marketing91.com/event-marketing-brand-equity/) or an issue occurred and what would be the course of action along with a recommendation for the same.

## 5) Verbation Business Reports

The report which is prepared by secretaries or any other [individual](https://www.marketing91.com/individual-marketing/) which record word to word discussions that are made in the meeting are called verbatim reports. For example, in case of auditor appointment resolution has passed in the meeting and that reservation is recorded as word to word as Verbation report. Also, in the case of voting where joint votes of different members are taken into consideration, the verbation reports include names and manners of voting along with the results. These types of business report should not be confused with minutes of the meeting which is a record of proceedings and decisions a summary of the meeting.

## 6) Summarized Business Reports

The report that is made with the assistance of important details that have been discussed in the meeting is called a summarized report. These types of business reports are made with the intention of sending it for the press release or for the shareholders of the company or a member of the certain institution.

## 7) Problem Solving Business Report

As the name suggests, problem-solving business report help to solve a problem by suggesting or recommending a plan of action regarding a certain situation. The report also contains causes of such problems and the conclusion is done in various ways that can be adopted to solve the problem. The report also contains ways in which that problem can be avoided in the future by implementing certain steps.

## 8) Fact Finding Business Report

There are numerous situations in an organization where a finding of a fact is required. For example, the breakdown of machinery in factory premises or rivalry between associate and the manager. The situations require in-depth reasoning for the situation that has arisen. In those cases, the fact-finding report comes in handy which present facts in the report from a third person view. These reports are presented to the top management based on which they can take action about the situation at hand.

### 9) Performance report:

 The management likes to know the performances of each department on a regular basis. Not only that but also about the newly opened branch, newly appointed employee or even the [performance](https://www.marketing91.com/performance-based-marketing/) of existing employees who are due for promotion are analyzed by the management for which the performance report is generated. These reports are important for the management to arrive at a decision and hence these reports are prepared by the seniors of the respective [people](https://www.marketing91.com/people-marketing-mix/).

## 10) Technical Business Reports

[Technology](https://www.marketing91.com/how-to-make-your-business-more-efficient-by-upgrading-technology/) is advancing faster than the speed of light and that is the reason why companies upgrade themselves with new technology is from time to time. Whenever such a monumental change and Technology is taking place in an organization a Technical Business Report is prepared to assess the level of Technology. These reports include a detailed way to undergo the change including time and money that will cost, which helps the top management to take a decision.

## 11) Standing Committee Report

A committee which is appointed for a specific reason is called standing. The reason may be financial assessment, employee Assessment, or departmental assessment, the standing committee is expected to submit a detailed analysis of these things. The report submitted by the committee is known as a standing committee report. In many organizations please reports are submitted at frequent intervals.

## 12) Ad-hoc Committee Report

Adhoc reports are also termed as special committee reports. As the name suggests special committee is appointed to deal with the investigation and that committee is dissolved as soon as the report is presented. Special communities are found in special cases like fire in factory premises are employee accidents during work.

## 13) Minority Report

A team of the special committee is appointed to submit a report which will be based on an investigation of a special subject. 3 members may be selected to form the committee one of each is the chairman of the said committee. If members have a difference of opinion on the subject the other members may submit the report separately. This separate report submitted by dissentient members is called minority report.

## 14) Majority Report

The members of a committee which including the chairman, usually have unanimous decision amongst them. In such cases, only one report is prepared and presented to the official committee. If that is not the case then the majority of the member from their own report and submitted to the examining authority. Such a report is termed as majority report.

## 15) Annual Report

A yearly report, which consists of the yearly processes of the business including the sales profits and the turnovers, is called the annual report. Such a report generated only once a year and is submitted to the corporate heads for studying the business year in detail. Majority of crucial decisions like investments, [product](https://www.marketing91.com/what-is-a-product/) [portfolio](https://www.marketing91.com/product-portfolio/) changes, marketing strategies, marketing campaigns etc. are planned on the basis of the Annual report. Pre-decided plans may be modified or changed based on Annual reports.

**Parts of a Business Report**

## Title Page

Begin most business reports with a title page that contains the full title of the report, the name of the author or compiler, the name of the intended audience and the date of submission. A title page may also include the name of the organization for which the report has been prepared.

## Abstract or Executive Summary

Highlight the main purpose and the primary points of a business report with a 200- to 250-word "abstract" or a one-page or shorter “executive summary.” Abstracts and executive summaries usually follow the title page on a separate page and highlight the purpose, methods, scope, findings, conclusions and recommendations of the report.

## Table of Contents

List the contents of a business report on a separate “Table of Contents” page. The table of contents page may precede or follow the abstract and should identify each primary section of the report by page number and in order of appearance.

## List of Figures, Tables, Abbreviations or Symbols

If you include more than five figures or tables, list these items by page number on a “List of Figures” or “List of Tables” page following the table of contents. If the report uses several abbreviations or symbols, identify these as well on a separate “List of Abbreviations” or “List of Symbols” page.

## Introduction

Begin the body of your report with an introduction that presents the purpose and scope of the report. Any background information or research necessary for understanding the rest of the report should be presented here.

## Body

Identify primary sections of the body of the report with appropriate headings. These sections will cover the central content of the report, whether you are reporting on a current problem, a potential solution or some other subject of interest to your audience. Compliment this material, where appropriate, with illustrations and tables as well as with research and sources.

## Conclusions and Recommendations

At the end of the body of the report, present your concluding ideas and arguments in the “Conclusions” section. If appropriate, state you’re “Recommendations” as well, indicating the course of action you suggest in light of your arguments in the body of the report.

## Endnotes or Explanatory Notes

If you do not include footnotes in the body of the report, you may find it helpful to include “Endnotes” or “Explanatory Notes” after your conclusions section. These notes provide additional helpful information for your readers that may be distracting if it were included in the body of the report.

## Bibliography, References or Works Cited

List the references that you use either to prepare your report or to support the argument and ideas in your report on a separate “Bibliography,” References” or “Works Cited” page after the endnotes section. Include any research sources, such as websites, books or interviews that you used during your research or referenced directly in the text of your report.

## Appendix and Glossary

If helpful for your readers, you may also want to include an “Appendix” or a “Glossary” at the end of your report. An “Appendix” provides information that is too detailed or involved to be included in the body of the report, but that may be helpful as additional reading. A “Glossary” alphabetically lists specialized terminology with definitions.

**Business writing principles**

### Completeness

The message must be complete and geared to the receiver’s perception of the world. The message must be based on facts and a complex message needs additional information and / or explanation. A good subdivision of subjects will clarify the message as a result of which there will be a complete overview of what is said.

### Concreteness

Concrete business communication is also about a clear message. This is often supported by factual material such as research data and figures. The words used as well as the sentence structure can be interpreted uni-vocally. Nothing is left to the imagination.

### Courtesy

In addition to considering the feelings and points of view of the target group, it is also important to approach the audience in a friendly and courteous manner. Uses of terms that show respect for the receiver contribute towards effective communication. The same goes for the manner in which you address someone. Not everyone will be charmed if you use a familiar form of address and use of a formal address could come across as too distant. By using the word ‘they’ a larger audience is immediately addressed.

### Correctness

A correct use of language has the preference. In written business communication, grammatical errors must be avoided and stylistic lapses or a wrong use of verbs are not sufficient either in verbal communication. A correct use of language increases trustworthiness and the receiver will feel that they are taken seriously.

### Clarity

Clear or plain language is characterized by explicitness, short sentences and concrete words. Fuzzy language is absolutely forbidden, as are formal language and cliché expressions. By avoiding parentheses and keeping to the point, the receiver will get a clear picture of the content of the message. Briefly-worded information emphasizes the essence of the message.

### Consideration

Communicating with the target group (Consideration). In order to communicate well, it is important to relate to the target group and be involved. By taking the audience into account, the message can be geared towards them. Factors that play a role in this are for example: professional knowledge, level of education, age and interests.

### Conciseness

A message is clear when the storyline is consistent and when this does not contain any inconsistencies. When facts are mentioned, it is important that there is consistent, supporting information. Systematically implementing a certain statement or notation also contributes to clear [business communication](https://www.toolshero.com/communication-skills/active-listening/). When statements are varied, they will confuse the receiver.

**Business writing problems**

## ****1. Typos, poor punctuation and grammatical errors****

Avoid careless mistakes at all costs. They say, ‘This person can’t write’ or, ‘This person doesn’t care enough to check what they’ve written’. And often they result in a client questioning how much care you will take with their business. Read through everything. Check and then recheck and then ask a colleague to check again. Sub editing is difficult and another set of eyes often spots something that you haven’t.

## ****2. Management speak and buzz words****

People are tired of reading about ‘synergy’ and ‘high performance’. ‘Cutting edge’ or ‘innovative’ products and services are two-a-penny these days, so these words are a real turn off. Create jargon-free documents that are useful and speak directly to your reader. Explain any acronyms and outline any terms. It is a myth that a reader feels patronized by explanations – readers feel empowered by the reiteration of terms they may already know.

## ****3. Forgetting the reader****

Rather than just focusing on ‘getting it written’, spare a thought for the poor reader first. What information do they want; in what form; with how much detail? What is the main message to leave them with? Plan and structure your document based on what the client needs. Only then should you begin to write it.

## ****4. Long words and elaborate phrases****

These are not a sign of intellect and your readers are far too busy to spend time deciphering them. Who wants to translate complicated words and phrases before they can start to understand the main message? Clear and concise content gets a message across. Be blunt, keep your work simple and stick to the point. Intellectual doesn’t have to mean incomprehensible.

## 5. Complex sentences

People do not give business documents their undivided attention. Chances are they will have other things on their mind, so help them out by avoiding long complicated sentences that they have to keep re-reading. Write clear and straight forward sentences and avoid unnecessary punctuation, which may trip the reader up.

## ****6. Poor planning****

It doesn’t matter how tight the deadlines are, time spent planning is never wasted. The temptation to start writing immediately may be strong, but the result is often lengthy and muddled content that may quickly be discarded. Decide what information is essential, what information is desirable and what information is not necessary. Then prioritize your work in that order.

## ****7. Failing to make an impression****

A strong introduction will grab the reader’s attention; a good conclusion will leave a lasting impact. Many people start their document in the middle, promising themselves that they will write the introduction later. Even more absurdly, conclusions are often left out completely. The introduction and the conclusion are the most crucial parts of any document: don’t ignore them.

## ****8. Too much text****

White space is good; it makes a document appear easier to read. Ideally a document should be 50 per cent text and 50 per cent images or white space. Too much text, a bad choice of fonts and font size as well as insufficient line spacing can prevent a reader from reading content. Like the content, the font and overall look of a document should make it as easy-to-read as possible. San serif fonts such as Arial, for example, make larger bodies of text easier to read.

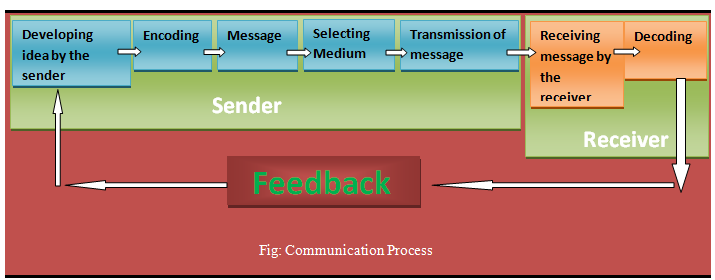
## ****9. Abbreviations****

Certain abbreviations and acronyms may be acceptable and common knowledge within an organization, but don’t take it for granted that anyone outside the organization will understand them. Many writers worry about patronizing their clients. Clarity and explanation is not patronizing – it is both empowering and makes a document easier and more enjoyable to read.

## ****10. being vague****

Quantify statements wherever possible. Don’t make claims like, ‘It is widely understood that…’ Say who understands it. Specify how much money a company has made. Vague statements lack impact and are open to misinterpretation.

**Steps for transmission of a message**

The following diagram represents the communication process

Thus, it is clear that communication process is the set of some sequential steps involved in transferring messages as well as feedback. The process requires a sender who transmits message through a channel to the receiver. Then the receiver decodes the message and sends back some type of signal or feedback.

**Elements of communication process**

The communication process refers to the steps through which communication takes place between the sender and the receiver. This process starts with conceptualizing an idea or message by the sender and ends with the feedback from the receiver. In details, communication process consists of the following eight steps:

1. **Developing idea by the sender:** In the first step, the communicator develops or conceptualizes an idea to be sent. It is also known as the planning stage since in this stage the communicator plans the subject matter of communication.
2. **Encoding:** Encoding means converting or translation the idea into a perceivable form that can be communicated to others.
3. **Developing the message:** After encoding the sender gets a message that can be transmitted to the receiver. The message can be oral, written, symbolic or nonverbal. For example, when people talk, speech is the message; when people write a letter, the words and sentences are the message; when people cries, the crying is the message.
4. **Selecting the medium:** Medium is the channel or means of transmitting the message to the receiver. Once the sender has encoded his into a message, the next step is to select a suitable medium for transmitting it to the receiver. The medium of communication can be speaking, writing, signaling, gesturing etc.
5. **Transmission of message:** In this step, the sender actually transmits the message through chosen medium. In the communication cycle, the tasks of the sender end with the transmission of the message.
6. **Receiving the message by receiver:** This stage simply involves the reception of sender’s message by the receiver. The message can be received in the form of hearing, seeing, feeling and so on.
7. **Decoding**: Decoding is the receiver’s interpretation of the sender’s message. Here the receiver converts the message into thoughts and tries to analyze and understand it. Effective communication can occur only when both the sender and the receiver assign the same or similar meanings to the message.
8. **Feedback:** The final step of communication process is feedback. Feedback means receiver’s response to sender’s message. It increases the effectiveness of communication. It ensures that the receiver has correctly understood the message. Feedback is the essence of two-way communication.

**Difference between formal and informal language**

We use formal language in situations that are serious or that involve people we don’t know well. Informal language is more commonly used in situations that are more relaxed and involve people we know well.

Formal language is more common when we write; informal language is more common when we speak. However, there are times where writing can be very informal, for example, when writing postcards or letters to friends, emails or text messages. There are also examples where spoken English can be very formal, for example, in a speech or a lecture. Most uses of English are neutral; that is, they are neither formal nor informal.

Formal language and informal language are associated with particular choices of grammar and vocabulary.

Contractions, relative clauses without a relative pronoun and ellipsis are more common in informal language.

Compare

|  |  |
| --- | --- |
| She has decided to accept the job. | formal |
| She’s decided to accept the job. | informal: She’s = contraction |

Compare

|  |  |
| --- | --- |
| The girl whom I met in Singapore was interested in working in Australia. | formal |
| The girl I met in Singapore was interested in working in Australia. | informal: relative clause without the relative pronoun whom |

Compare

|  |  |
| --- | --- |
| We went to Barcelona for the weekend. We have a lot of things to tell you. | Formal |
| Went to Barcelona for the weekend. Lots to tell you. | Informal: ellipsis (more likely to be written or texted than spoken) |

More formal vocabulary commonly involves longer words or words with origins in Latin and Greek. More informal vocabulary commonly involves shorter words, or words with origins in Anglo-Saxon. Most dictionaries indicate very informal and/or formal words.

| formal | informal |
| --- | --- |
| commence | start |
| terminate | end |
| Endeavour | try |

We often choose to use certain modal verbs to be more formal and polite:

Can I suggest you try this new model? (Neutral)

May I suggest you try this new model? (More formal)

Might I suggest you try this new model? (Very formal)