

## **Q1-Communication Flow**

Business communication involves the exchange of information within members of an organization and from the organization to outside parties. These patterns of communication are called **flows**, these flows can occur in multiple directions of interaction.

### **1. Upward communication**

Like the name suggests, upward communication deals with any interaction that travels up the hierarchy of your business. The most common example is when a direct report communicates to a supervisor or manager. Another instance is when a manager reaches out to directors or high-level executives.

#### **Examples of upward communication:**

Direct report to manager

Manager to high-level executive

### **2. Downward communication**

Downward communication refers to the exchange of information from the top of an organization to lower levels of the organizational hierarchy. Although the direction is the opposite of upward communication, these two types often work hand in hand.

#### **Examples of upward communication:**

- Direct report to manager
- Manager to high-level executive

### **3. Lateral or Horizontal Communication**

When employees communicate across departments or with peers of equal rank in the organization, this is considered lateral or horizontal communication. Lateral communication examples include a coworker calling another coworker or a team of managers deliberating a potential new hire.

#### **Examples of upward communication:**

- Direct report to manager
- Manager to high-level executive

### **4. Diagonal Communication:**

Diagonal communication is when a manager works with employees from another department or work group. This is utilized in instances like when a manager is creating a training module and works with employees from various departments to ensure that the

training is accurate, or when a project spans across multiple departments. Effective diagonal communication leads to uniformity across an organization, and helps prevent any misunderstanding that may occur through the communication chain.

## **5. External communication**

External communication deals with the exchange of information from within the organization to parties outside of the organization. For example, a team within your company may send over a proposal for an [outreach campaign](#) to a client or your organization may issue a press release to promote a new product or service.

Recipients of external communication include customers, lawmakers, suppliers, and other community stakeholders. Annual reports, press releases, product promotions, financial reports are examples of external communication.

### **Examples of external communication:**

- Organization A to Organization B
- Website to consumer

This is the way how communication flows in every direction in an organization.

## **Q2-Communication Process:**

Communication is the process of conveying information between two or more people. The communication process is the steps we take in order to achieve a successful communication.

**Sender:** The communication process begins with the conceptualizing of ideas by the sender who then transmits the message through a channel to the **receiver**.

**Receiver:** who in return gives the feedback in the form of some message or signal.

### **Steps in the Communication Process**

The five steps—also known as components of the communication process are:

The first three steps of the communications process—idea formation, encoding, and channel selection—are the sender's responsibility. Decoding and feedback are then up to the receiver.

**Idea formation:** As the name implies, idea formation is the step in which an idea is formulated. The sender might have an idea for a new product or a behaviour they want their customers, stakeholders, or constituents to adopt.

**Encoding:** Next comes the encoding step. The sender must consider language that will be understood by, appeal to, and influence the receiver. The idea is then put into words and/or images that are relevant to that language. This step may take significant research to ensure the information will be received as the sender hopes.

**Channel selection:** In the step of channel selection. The sender chooses the communications vehicle by which they believe the message will have the most impact. In business communication, channels include speaking, writing, video transmission, audio transmission, electronic transmission through emails, text messages and faxes and even nonverbal communication, such as body language.

**Decoding:** The receiver must be able to decode the message, which means mentally processing the message into understanding. If you can't decode, the message fails. For example, sending a message in a foreign language that is not understood by the receiver probably will result in decoding failure. The communication process continues with the decoding step, which is under the receiver's control.

**Feedback:** Sometimes, a receiver will give the sender feedback, which is a message sent by the receiver back to the sender. For example, a member of Lindsey's team may provide feedback in the form of a question to clarify some information received in Lindsey's message.

### **Q3-Message Distortion:**

How we message one another can be interpreted in many ways Much like a game of telephone, where a whispered message mutates as it passes from person to person, messages can lose their original intent. So “**Message distortion is the alteration or misinterpretation of information during communication.**”

**Factors of message distortion:** It occurs due to many factors that can interfere with the accurate transmission of messages.

These factors include noise, cultural differences, psychological biases, language barriers, and individual interpretation.

**1-Physical Noise:** is a common source of message distortion. Physical noise, such as loud background sounds or poor audio quality, can make it difficult for the receiver to hear the message clearly.

**2- Psychological noise,** like distractions or preoccupations, can impede our ability to fully comprehend the message. Psychological noises occurs as a result of personal attitudes, assumptions, and biases. People have particular perspectives and world views; communication noise occurs when content, language, and perceived attitudes of the communicator and the audience do not mesh.

**3-Cultural differences** play a significant role in message distortion. Different cultures possess unique values, norms, and communication styles, which can lead to misunderstandings. What may be considered appropriate or polite in one culture might be perceived as offensive or inappropriate in another. These cultural nuances can create barriers and distort the intended meaning of the message.

**4-Language barriers** are another contributor to message distortion. Translating ideas from one language to another is a complex process, often resulting in subtle shifts in meaning. Words and phrases with rich connotations in one language may not be equivalent in another, leading to the loss or alteration of intended messages during translation.

### **5-Interpretation:**

Lastly, our unique ability to apply our interpretation to any message is perhaps the most subjective element of message distortion. Each person brings unique experiences, beliefs, and biases to interpret a message. This filters can affect how we perceive and understand information, leading to varying degrees of distortion.

#### **Q4-Effects of Message Distortion**

The consequences of message distortion can be far-reaching, impacting interactions of all kinds.

**In the workplace**, the impact is magnified, especially within those teams who do not communicate well with each other, even on their good days. In such environments, misunderstandings arising from message distortion can breed conflict and erode trust, with misinterpreted words or actions leading to hurt feelings and damaged friendships.

**In the business world**, message distortion can hinder productivity and efficiency. Inaccurate or incomplete communication can lead to mistakes, delays, and misaligned objectives.

Poorly communicated instructions can result in errors, costly rework, and frustrated employees. Additionally, distorted messages within an organization can impede collaboration and hinder innovation.

Many disasters have been attributed to poor communication. On the morning of April 25, 1980, 146 people died onboard [Dan-Air Flight 1008](#) as a result of a single misheard word.

Therefore, eliminating message distortion is vital.

## **What is Communication?**

**Communication is sharing information between two or more people to reach a common understanding.**

**Two Way Process:** It is a two-way process. It needs a sender or a speaker and a receiver or listener. The speaker roll is to speak clearly and listener roll is to pay attention to the speaker.

## **What is Business Communication?**

Business communication is the exchange of information and ideas within an organization, as well as with customers, partners, and other external stakeholders.

## **Importance of Communication:**

Communication is the basis of all relationships. We communicate with others for many reasons. We communicate others to share our joys and sorrows with them. We talk to our co-workers to share our ideas, exchange information and seek help from them. People want to be heard, to be appreciated. They also desire to complete tasks and achieve goals. Purposes of communication include to give, to get, to persuade and influence and to ensure understanding. And also to Establish and enhance friendship.

### **Q5-Purpose of communication in business:(long question)**

Purposes of communication include to give, to get, to persuade and influence and to ensure understanding. And also to establish and enhance friendship.

The purpose of the communication can be summed up into the following:

#### **The flow of information:**

The relevant information must flow continuously from top to bottom and vice versa. The staff of all levels must be kept informed about organizational objectives and other development taking place in an organization. A care should be taken that nobody should be misinformed. The information should reach in the language he or she can understand better. The right information should reach the right person, at right time through the right person.

#### **Co-ordination:**

It is through communication the efforts of all the staff working in the organisation can be coordinated for the accomplishment of the organisational goals. The coordination of all personnel's and their efforts is the essence of management which can be attained through effective communication.

#### **Learning Management Skills:**

The communication facilitates flow of information, ideas, beliefs, perception, advice, opinion, orders and instructions etc. Both ways enable the managers and other supervisory staff to learn managerial skills through experience of others.

#### **Preparing People to Accept Change:**

The proper and effective communication is an important tool in the hands of management of any organisation to bring about overall change in the organisational policies, procedures and work style and make the staff to accept and respond positively.

#### **Developing Good Human Relations:**

Managers and workers and other staff exchange their ideas, thoughts and perceptions with each other through communication. This helps them to understand each other better. They realize the difficulties faced by their colleagues at the workplace. This leads to the promotion of good human relations in the organisation.

#### **Ideas of Subordinates Encouraged:**

The communication facilitates inviting and encouraging the ideas from subordinates on certain occasions on any task. This will develop creative thinking. Honouring subordinates' ideas will further motivate them for hard work and a sense of belonging to

the organisation will be developed. It will provide them with the encouragement to share information with their superiors without hesitation.

#### **Q6-What is Non-verbal communication:**

**“Non-verbal communication is the sharing of information between two individuals not using words.”** Nodding, facial expressions, leaning toward the speaker to show interest—all of those are forms of nonverbal communication.

#### **Gestures:**

Deliberate movements and signals are an important way to communicate meaning without words. Common gestures include waving, pointing, and giving a "thumbs up" sign. Other gestures related to culture. For example, in the U.S., putting the index and middle finger in the shape of a "V" with your palm facing out is often considered to be a sign of peace or victory. Yet, in Britain, Australia, and other parts of the world, this gesture can be considered an insult.

#### **Paralinguistics:**

Paralinguistics refers to **vocal communication** that is separate from actual language. This form of nonverbal communication includes factors such as tone of voice, loudness, and pitch.

#### **Facial Expressions:**

It's amazing how much you can say with your face without ever uttering a word. **Facial expressions** are responsible for a huge proportion of nonverbal communication. Consider how much information can be conveyed with a smile or a frown. The look on a person's face is often the first thing we see, even before hearing what they say. Sometimes, a raised brow or slight smirk can say more than a whole conversation.

#### **Proxemics or personal space:**

When people get too close, we often start to feel a little bit (or a lot) of discomfort. This is known as proxemics and is another important type of nonverbal communication. How close you are to your audience when you speak sends a nonverbal message. If you leave a very small distance between you and your listener, it will be a bit threatening. On the other hand, giving someone too much space is an awkward nonverbal communication that might confuse your listener.

**Eye contact:** Making and maintaining eye contact with an audience when you're verbally communicating or listening communicates to the other party that you're



interested and engaged in the conversation. Good eye contact often conveys the trait of honesty to the other party.

### **Haptics(touch):**

Shaking an audience member's hand, putting your hand on his shoulder: these are nonverbal cues that can affect the success of your message. Touch communicates affection, but it also communicates power. You can think about what kind of messages a job applicant may send through a weak handshake versus a firm one after having a job interview.

### **Appearance:**

Our choice of clothing, hairstyle, and other appearance factors are also considered a means of nonverbal communication. Appearance can also alter physiological reactions, judgments, and interpretations.

### **Artifacts:**

Objects and images are also tools that can be used to communicate nonverbally. On an online forum, for example, you might select an avatar to represent your identity and to communicate information about who you are and the things you like. Uniforms, for example, can be used to transmit a tremendous amount of information about a person. A police officer will wear a specific uniform, and a doctor will wear a white lab coat.