

## I Business Communication

- A blow with a word strikes deeper than a blow with a sword.(Robert Burton)
- **Definition of communication:** Communication originates from the Latin word *communico* or *communicare*, which means to share. It is also defined as the transfer of ideas, feelings, plans, messages or information from one person to another
- It is considered effective only when it gets the desired action or response.
- **Process of Communication:** It is a process whereby information is encoded, channelled, and sent by a sender to a receiver via a medium.
- The receiver thus then decodes the message and gives the sender a feedback.
- All forms of communication requires a sender, a channel, a message, a receiver and the feedback that effectively winds up the process.
- Communication requires both the sender and the receiver and an area of communicative commonality.
- Sometimes there occurs a hindrance in the communication process, which is called noise.

### Differences between general and professional communication.

	General Communication	Professional Communication
Content		General communication
Nature	Informal in style and approach.	Mostly formal and objective.
Structure	No set pattern of communication.	Follows a set pattern such as sequence of elements in a report.
Method	Mostly oral	Both oral and written.
Audience	Not always for a specific audience.	Always for a specific audience eg., customers, banks, etc.
Language	Does not usually involve the use of technical vocabulary, graphics, etc.	Frequently involves jargon, graphics, etc. for achieving professional purpose.

### Features of successful professional communication.

- Communication is a two way process by which information is transmitted between individuals and/ or organisations so that an understanding may develop among them
- It is a continuous process of meaningful interaction among persons in an organisation that results in meanings being perceived and understood in a desired way.
- The role of the receiver and the sender keeps changing in the entire communication activity.
- Communication broadly involves both verbal and non verbal forms. Therefore, it also includes lip reading, finger spelling, sign language, and body language used in face to face communication
- It is a process which transmits and disseminates important ideas, thoughts, feelings, plans, etc
- Communication skills are generally understood to be an art or technique of persuasion through the use of oral, written and non verbal features.

- **Importance of Communication**
- Growth: Growth of the entire business.
- Complexity: Different activities by different department.
- Competitiveness: Salesmanship and advertisement.
- Harmony: Relation between trade unions and management is maintained.
- Understanding and co-operation: between management and employees.
- **Purpose of professional communication**
- Advising, counselling, giving orders, providing instructions, marketing, persuasion, giving warnings, raising morales, staffing, projecting image, preparing advertisement, making decisions, getting feedback, etc.
- **Different forms of communication**
- **Verbal Communication:** oral and written communication.
- **Non-verbal communication:** (Body language) personal appearance, gestures, facial expression, hand movement, posture, eye contact.
- (Paralinguistic features) person's voice, volume, pitch, rate, pause, articulation, voice modulation, etc.
- **Intra personal Communication:** Individual reflection, contemplation and meditation.
- **Inter personal Communication:** direct, written or oral communication that occurs between two or more people.
- **Extra personal Communication:** Communication with non-human entities, such as animals, birds, etc.
- **Mass Communication:** Modern mass media which includes books, the press, the cinema, television, radio, the internet, etc.
- **Media Communication:** Communication with the help of electronic media, such as computer, cell phone, LCD, video, television, etc.
- **Different types of communication flow.**
- **Horizontal:** among people of the same rank.
- **Vertical(upward and downward):** (downward) Production manager to the workers or supervisors.
- (upward) supervisor reports to the production manager.
- **Spiral:** Management circulates a copy of new bonus and incentive scheme among all employees.
- **Diagonal:** Communication flow between persons who belong to different levels of hierarchy and who have no direct reporting relationship.
- **Grapevine:** Informal communication also permeates the personal and professional lives of employees. This informal flow of communication is called grapevine
- **Barriers in communication.**
- **Verbal barriers:** Lack of proper planning, selection of a wrong variety of language, badly encoded or wrongly decoded message, semantic gap, differences in perception of a message, variation in language.
- **Eg., Sidewalk in the US**
- **Pavement in Britain**
- **Apartment in the US**
- **Flat in Britain.**
- **Bombastic:** High sounding but with little meaning.

- **Britain:** To table a proposal means to act on it.
- **America:** To table a proposal means to postpone.
- Semantic gap: We sell for less. Less than what?
- **Wrongly decoded message:**
- Manager : Your report is bombastic.
- Trainee: Thank you.
- **Barriers in communication.**
- **Non-verbal barriers:** Listening barriers, premature evaluation of message, information overload, distrust, threat and fear, less time for orientation and adjustment to change, emotional reaction, rigid attitude, etc.
- **Reference:**
- Sanjay Kumar and Puspa Lata, Communication Skills, Oxford university Press, 2013.

## II Using the Language

- The basis of the language is Anglo-Saxon, a relatively obscure Germanic dialect brought to England in the 5<sup>th</sup> century.
- The Norman conquest in 1066 brought about the defining influence of Norman French ; over the next 200 years Anglo-Saxon (the language of the peasants) absorbed a huge number of French words and became English.
- Thus, it gained a large number of words from the mainstream Romance languages descended from Latin

### Middle age

- A period in European history between the fall of the Roman empire in the 5<sup>th</sup> century and the Renaissance in the 15<sup>th</sup> century
- This period is marked by unity of Western Europe with Roman Catholic Church
- Feudal organisation of political, social and economic relations.
- Use of art for largely religious purpose.
- The early middle ages(5<sup>th</sup> -11<sup>th</sup> century)
- The high middle ages(12<sup>th</sup>-13<sup>th</sup> century)
- The later middle ages(14<sup>th</sup> -15<sup>th</sup> century)
- The spread of British Empire gave English an influx of words from many languages. Words like bungalow or khaki (brought back from India by soldiers) went directly or indirectly into standard usage.
- While char(dated Brit. For tea) remained colloquial.
- The greatest modern influence has been American. Especially in the last 70 years, there has been lease-lend of words which helped maintain vigour and versatility of the language. E.g., boom, slump, bulldoze, paperback, grapevine, commuter, breakeven, etc.
- English is the most widely used language in the world: 60% of the world's radio programmes and 70% of the letters written everyday are in English. It is the international language of air traffic and of the united nations.
- A vigorous language is constantly changing. New words come into use, new meanings evolve. E.g., escalate in the Vietnam war. Obscene was dismissed in 1933 by the Oxford English dictionary but was restored to general use recently.
- The structure of the language changes and there is no use of clinging to rules of grammar which no longer reflect current usage.
- The function of the structure of language is to support the meaning, not to restrict expression.
- English language like society, manners and fashion has become informal since the second world war.
- For example: different to, different from, different than are now acceptable forms. The distinction between due to and owing to has disappeared and the rules about will and shall are fast disappearing.
- Correct English is, in short, whatever is widely acceptable in current usage
- Average vocabulary of a person in Britain is 13000 words.
- We can't see the woods for the trees.

### Wrong words

- Jargons: Talk that is considered both ugly sounding and hard to understand ; applied especially to the sectional vocabulary of sciences, art, class, sect, trade or profession, full of technical terms ... the use of long words, circumlocutions and other clumsiness.
- Two types of Jargon:
  - (a) Special terminology that develops within any group: lawyers, social workers, computer staff, medics, pilots, and so on. Within the group, they act as a kind of spoken shorthand, a concise and precise way of expressing a concept but outside it can be both irritating and incomprehensible.

- (b) Second variety as defined by Fowler is the use of long words, circumlocution or other clumsiness.
- **Cliches:** are those expressions which due to their original popularity, have been overused and have lost force and vigour as a consequence.
- Harold Macmillan's expression, a wind of change which originally referred to a new direction in African politics, but is now applied to minor events. At this moment in time and in this day and as for now are particularly irritating.
- Cliches: Think outside the box/Every dog has its day/But at the end of the day/Like a kid in a candy store.

### Slangs

- Slang: like cliches changes with fashion. Slang has its place in familiar chat and is out of place in most business communication.
- Slang examples:
- "Bob's your uncle" means "your success is guaranteed". In 1887, British prime minister Robert Gascoyne-Cecil appointed his nephew Arthur James Balfour as minister of Ireland. Arthur referred to the PM as 'Uncle Bob'
- Kudos—respect, recognition.
- Budge up—when you want people to move and make space for you
- Full of beans—lots of energy.
- To botch something up or to do a botch job—clumsy workmanship.
- **Pompous:** People seek to add weight (at the expense of losing the point) by using long words and too many words.
- **Negative expressions:** often cause an emotive response from the recipients, and need to be used with care, i.e.: (w) we cannot deliver in three weeks. (r) Can you give us five weeks for delivery.
- **Emotive language:** fact and reason clouded in rhetoric.
- **Tautology:** too many words (verbosity). Example: This unique ornamental vase, the only one of its kind.

### The Fog Index

- The Fog Index: One method to measure the readability of written language. Readability is affected by:
- Average length of the sentences, in words.
- The percentage of simple words.
- The percentage of verbs expressing forceful action.
- The proportion of familiar words.
- The proportion of abstract words.
- The proportion of personal references.
- The proportion of long words.
- The Fog Index is based on the count of the number of words of 3 or more syllables in a hundred-word sample of the passage being checked, as well as of the average sentence length.
- To determine the reading difficulty of a passage you will need to:
- *Select samples of 100 words each.*
- *Calculate the average number of words in the sentences of your sample by counting the number of complete sentences and dividing that into the number of words.*
- *Count the number of words of three or more syllables, excluding words with a capital letter, compounds such as bookkeeper and words ending in -es or -ed.*

- Add the average number of words per sentence and the number of words of three syllables or more, and multiply by 0.4.
- This gives the Fog index, which is graded as follows.

#### Fog Index

Index	Reading Level
Less than 10	Easy reading.
11-12	The top 20% of 12 year olds.
13	The top 20% of 16 year olds.
14-16	First year university students.
17	University graduate.

- This index can usefully be used in checking company communications, for example, to ensure that they are comprehensible to the workers.
- Some recent American research found that
- Only 4% of readers will understand a sentence of 27 words.
- But 75% of readers will understand a sentence of 17 words.
- And 95% of readers will understand a sentence of 8 words.

#### *The Right Words*

- Use simple words.
- Use shorter expressions.
- Prune modifiers(adjectives/adverbs).
- Use active verbs.
- Generally use personal pronouns.
- Try to be positive, not negative.
- Be flexible and keep an open mind.
- Sometimes passives in personal form may be useful too.
- **Style and Tone**
- Style is the combination of choice of words, characteristics and structure of language.

- **Tone:** Pitch, modulation or inflexion of the voice expressing... affirmation, interrogation, hesitation, decision and some feeling and emotion.

### **Sentence Structure**

- In Elizabethan(16<sup>th</sup> century) England sentences were about 45 words long.
- In Victorian(19<sup>th</sup> century) England they were about 30 words long.
- Modern sentences average 20 words or less.
- **Basic Sentence Pattern**
- S/V/C
- Compliment may be made up of: Zero Compliment/Predicate Adjective(PA)/Predicate Noun(PN)/Direct or indirect Object(DO/IO)
- Difference between phrases and subordinate clauses: Clauses contain at least one finite verb whereas phrases do not.
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