

**Course Code: HSC102B**  
**Course Title: Business Communication and  
Presentation Skills**

**Course Leader:**

**Roopa Patil**

**[Roopa.tsld@msruas.ac.in](mailto:Roopa.tsld@msruas.ac.in)**

**Moderator:**

**Farhat Begum**

**[Farhatbegum.tsld@msruas.ac.in](mailto:Farhatbegum.tsld@msruas.ac.in)**

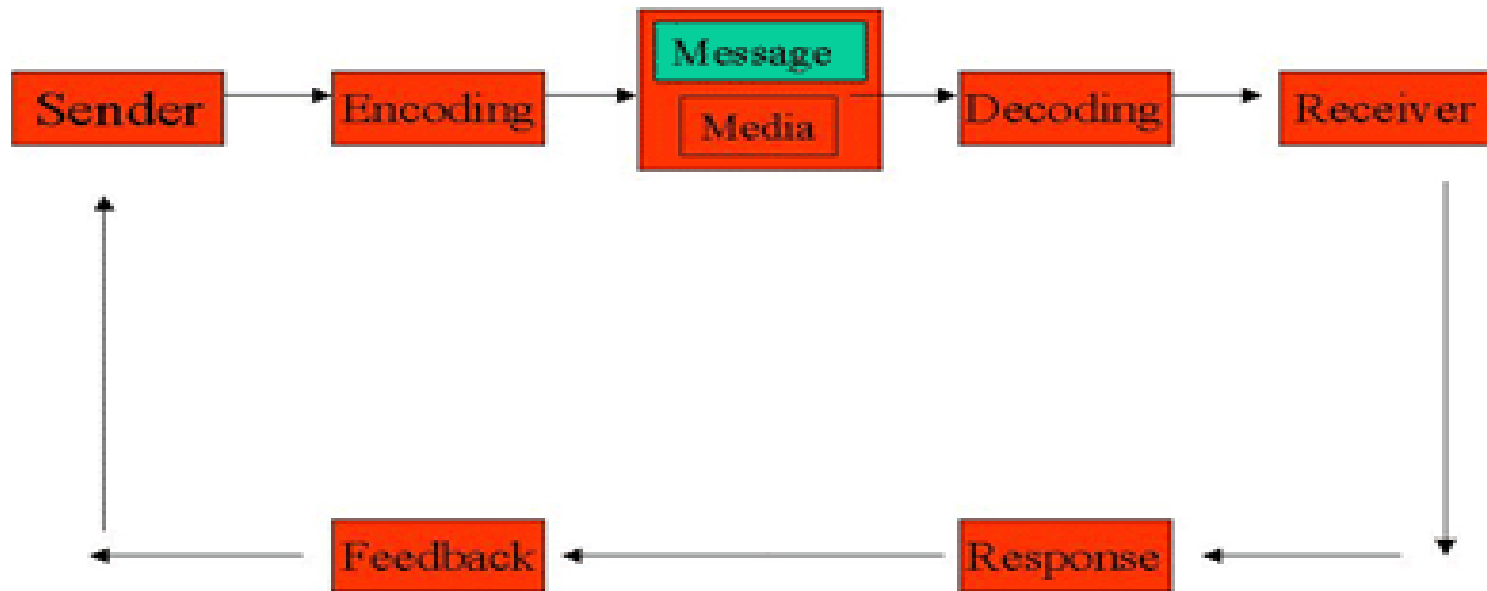
# Lecture No: 7,8

At the end of **Lecture** students should be able to:

- Explain the key terminologies of the communication process/loop
- Identify communication channels and their usage
- Explain different types of communication
- Discuss the styles of communication

# Communication Process

The goal of communication is to convey information—and the understanding of that information—from one person or group to another person or group. This communication process is divided into three basic components: A *sender* transmits a message through a *channel* to the *receiver*.



# Components of Communication Process

The components of communication process include:

- **Sender** is the one who sends a message
- **Message** is the information to be conveyed
- **Encode** the message, which is transforming thoughts of the information to be conveyed into a form that can be sent, such as words.

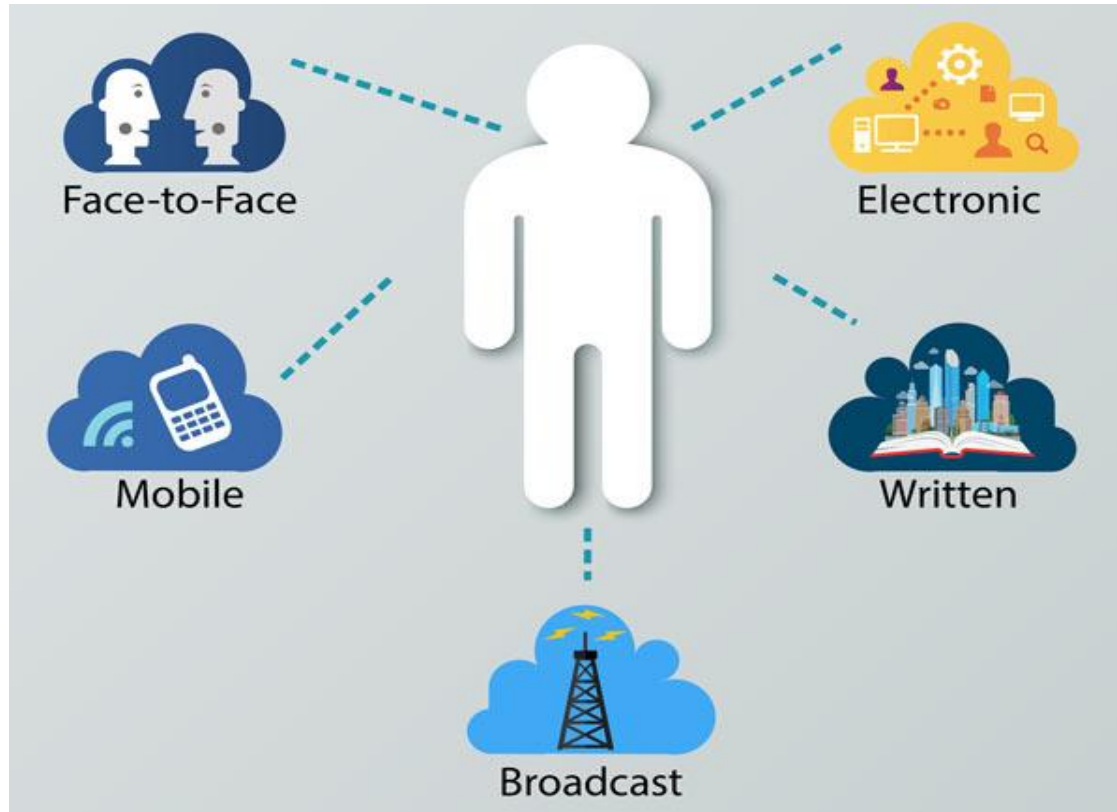


# Components of Communication Process(Contd.)

- **Channel of communication** must also be selected, which is the manner in which the message is sent.
- **Receiver** is the one to whom the message is sent
- Receiver must be able to **decode** the message, which means mentally processing the message into understanding
- Receiver will give the sender **feedback**, which is a message sent by the receiver either confirming or for seeking clarification

# Communication Channels

Communication channels refer to the information flow within the organization and with other organizations.



# Types of Communication Channels



# Channels of Business Communication

## 1. Formal channel of communication:

A formal channel of communication is the means of communication normally controlled by people in positions of authority in an organization.

All the reports, records and other forms that supply working information to various parts of an organisation are included in the formal channel of communication.

### Advantages:

- Effective
- Better monitoring

### Disadvantages:

- Deters free flow of information
- Time consuming
- Affects decision making



# Channels of Business Communication (Contd.)

## 2. Informal channel of communication:

A casual form of information sharing used in personal conversations with friends or family members. Within a business environment, informal communication might be observed occurring in conversations, electronic mails, text messages and phone calls between employees.

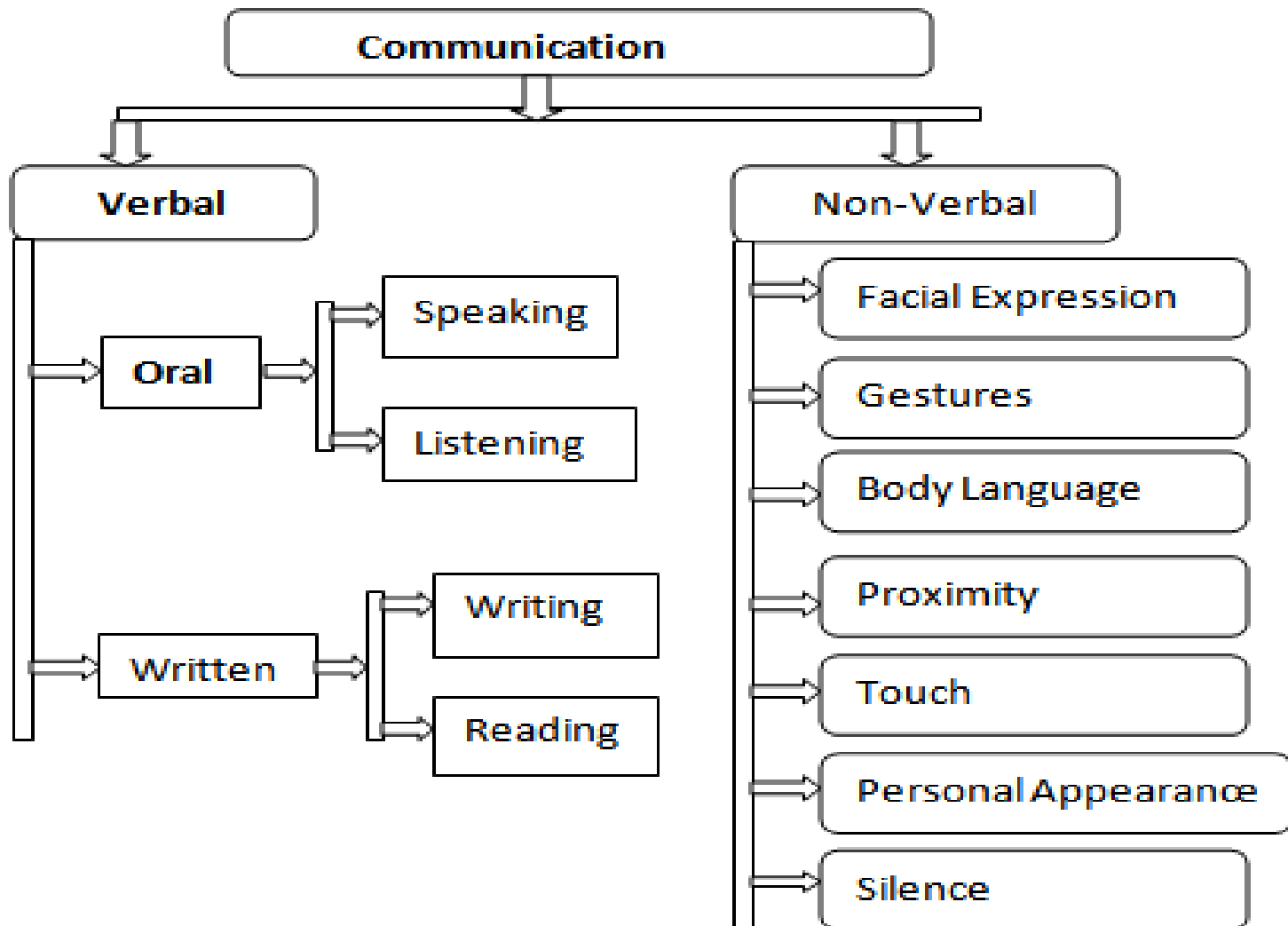
### Advantages:

- Speed
- Feedback

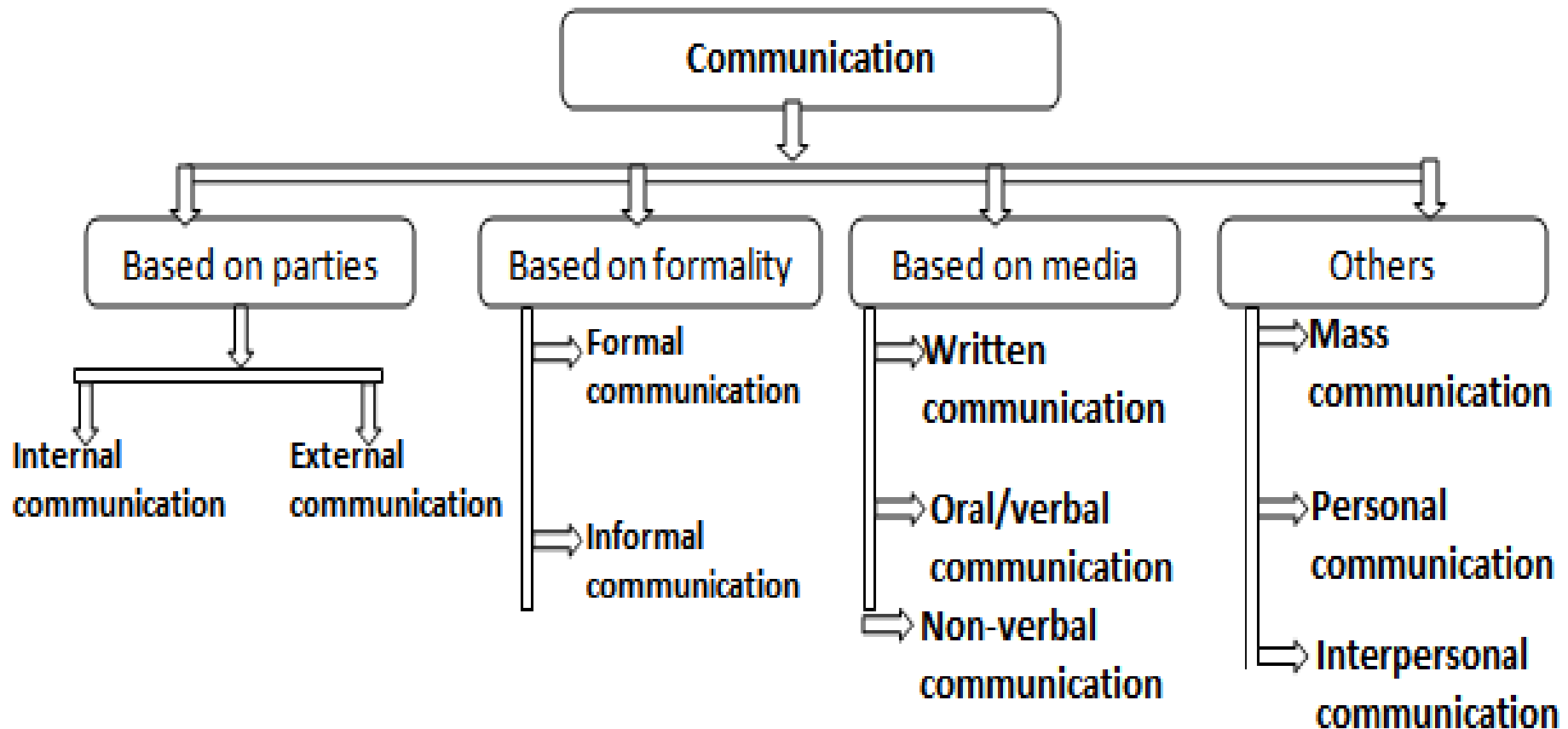
### Disadvantages:

- Creates trouble
- Leakage of information

# Types of Communication



# Types of Communication (Contd.)



# Types of Communication(Contd.)

## 1. Verbal Communication

The sharing of information between individuals/groups by using words

- **Oral communication** is the process of verbally transmitting information and ideas from one individual or group to another.
- **Written communication** involves any type of message that makes use of the written words.

## 2. Nonverbal communication

It is the process of sending and receiving messages without using words, either spoken or written

# Types of Communication (Contd.)

- **Formal Communication** is the exchange of information along the different levels of the organization and conforms to the prescribed professional rules, policy, standards, processes and regulations of the organization.
- **Informal Communication** is the casual and unofficial form of communication wherein the information is exchanged spontaneously without conforming the prescribed official rules, processes, system, formalities and chain of command.



# Oral Communication

## The advantages are:

- Gets quick response
- Builds credibility
- Easy correction of errors
- Builds rapport

## The disadvantages are:

- No record
- Mistaken perception
- May be inaccurate

# Written Communication

## The advantages are:

- Accuracy and accountability
- Permanent legal document
- Easy correction of errors
- Mass communication

## The disadvantages are:

- May consume time
- Late response/feedback

# Communication Styles

It is important to identify different communication styles and recognize which ones we use most often in our daily interactions with friends, family and colleagues.

## The Communication Styles are-

- Passive
- Aggressive
- Passive-Aggressive
- Assertive





# Communication Styles (Contd.)

**1. Passive Communication** is a style in which individuals have developed a pattern of avoiding expressing their opinions or feelings, protecting their rights, and identifying and meeting their needs.

Passive communicators will often:

- Fail to assert themselves
- Allow others to deliberately or inadvertently infringe on their rights
- Fail to express their feelings, needs, or opinions
- Tend to speak softly or apologetically
- Exhibit poor eye contact and slumped body posture

# Communication Styles (Contd.)

**2. Aggressive Communication** is a style in which individuals express their feelings and opinions and advocate their needs in a way that violates the rights of others. Thus, aggressive communicators are verbally and/or physically abusive.

Aggressive communicators will often:

- try to dominate others
- use humiliation to control others
- criticize, blame, or attack others
- be very impulsive
- have low frustration tolerance
- speak in a loud, demanding, and overbearing voice
- act threateningly and rudely
- not listen well
- interrupt frequently
- use “you” statements

# Communication Styles (Contd.)

**3.Passive-aggressive Communication** is a style in which individuals appear passive on the surface but are really acting out anger in a subtle, indirect, or behind-the-scenes way. People who develop a pattern of passive-aggressive communication usually feel powerless, stuck, and resentful –in other words, they feel incapable of dealing directly with the object of their resentments.

Passive-Aggressive communicators will often:

- mutter to themselves rather than confront the person or issue
- have difficulty acknowledging their anger
- use facial expressions that don't match how they feel -i.e., smiling when angry
- use sarcasm
- deny there is a problem
- appear cooperative while purposely doing things to annoy and disrupt
- use subtle sabotage to get even

# Communication Styles (Contd.)

**4. Assertive Communication** is a style in which individuals clearly state their opinions and feelings, and firmly advocate their rights and needs without violating the rights of others. These individuals value themselves, their time, and their emotional, spiritual, and physical needs and are strong advocates for themselves while being very respectful of the rights of others.

Assertive communicators will:

- state needs and wants clearly, appropriately, and respectfully
- use “I” statements
- listen well without interrupting
- feel in control of self
- speak in a calm and clear tone of voice
- feel connected to others
- not allow others to abuse or manipulate them
- stand up for their rights

# Summary

- Communication process is divided into three basic components: A *sender* transmits a message through a *channel* to the *receiver*
- The components of communication process includes Sender, Receiver, Channel/Medium and Message
- Channels of Communication: Formal and Informal Communication
- One should be able to choose between the various channels of communication to bring out the required response from the receiver
- Communication Styles are-
  - Assertive
  - Aggressive
  - Passive
  - Passive-aggressive

# References

- Hory Sankar Mukerjee,(2013),Business Communication, Oxford University Press, New Delhi
- Kavita Tyagi and Padma Misra, (2011), Professional Communication, PHI, New Delhi
- <http://www.yourarticlelibrary.com/business-communication/channels-of-business-communication-formal-and-informal-channels/27647/>
- [https://www.tutorialspoint.com/management\\_concepts/communication\\_channels.htm](https://www.tutorialspoint.com/management_concepts/communication_channels.htm)

# Disclaimer

All data and content provided in this presentation are taken from the reference books, internet – websites and links, for informational purposes only.