Business Communication

**What is communication?**

* The exchanging or act of conveying information, thoughts or ideas by speaking, writing, or using some other medium to a person or group to another.

**Why communication?**

* It is difficult to communicate effectively in negotiations to ensure you achieve your goals.
* Communication is also important within the business. Effective communication can help in developing good working relationship between you and your staff, which can in turn improve morale and efficiency.
* Effective Communication is significant for managers in the organization so as to perform the basic functions of management, i.e., Planning, Organizing, Leading and Controlling.
* Communications help manager to perform their jobs and responsibilities.
* Communication serves as a foundation for planning.
* For the information gathering and sending, expressing emotions or ideas , building relationships and entertainment.

**Who are the best Communicators?**

* Best communicators are the leaders or the persons who have vast knowledge about their areas of expertise and those who have clarity in their speaking, writing.
* Narendra Modi, Barack Obama, Hitler, Subhas Chandra Bose etc. are the best communicators

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**Let’s Draw: Bug Activity**

* We were to sketch a bug as per the descriptions oriented by our mentor. The drawing which was made at last by us shows how we interpreted from our listening and what creative we have made.
* Moreover it tells us that everyone has different thought process as everyone has made different drawings and different understandings.

**Communication is omnipresent?**

This tells us that as every living organism has different way to communicate. The same is with the animals they also communicate or expresses their feelings through making their own sounds. We performed a sound activity in which each groups have to make a sounds of different animals which teaches us that everyone has different sound and expressions.

**Component of communication?**

* Communication process is made up of four components .These components include encoding, medium of transmission, decoding and feedback. Sender and receiver are also part of it.

Sender Message Receiver

Feedback

**What is Channel?**

* Channel is anything which sends across a message to you. This include people, written document, voice, video etc.

**Mode of Communication?**

Some of the modes of Communication are listed below:

* Posters
* Email
* Telephone
* Letters
* Memos
* Handbooks
* Events/Presentations
* Videos
* Grapevine

**Major media of Communication?**

There are three major media of communication-

* Data (email, text)
* Voice
* Video

**Data**

Advantages of Data Communication-

* We can deliver mails to large no of people at a time in bulk.
* We can have backup of that communication.
* Best formal way of communicating.

Disadvantages of Data Communication-

* Lacking the personal touch.
* Misunderstandings
* Information can be overloaded

**Voice**

Advantages of Voice Communication-

* Easy and very fast way to communicate.
* Easy and available means of communication.
* Less expensive as compared to other means of communication.

Disadvantages of Voice Communication-

* Lacking the personal touch.
* Impossible to preserve the message for future.
* Network problem can be an issue.

**Video**

Advantages of Video Communication-

* Easy and very fast way to communicate and can be expressed behavioural.
* Easy and available means of communication to record and send.
* Can be used to communicate to large no of people at a time.

Disadvantages of Video Communication-

* Network problem
* Lack of stability of securing confidential data
* Requires effective body language for communication.

**Situations**

1. You need to invite your friends to your Sister’s wedding. How will you send out the invites to your friends, relatives and colleagues?

I will invite my friends by texting them or just by calling only , invite relatives by meeting personally with card if possible and can also call them once and can invite colleagues in office or giving one single card to all the office members.

1. The server is going to be down after 5pm on a particular working day. If you were the server administrator, how will you communicate this to all the employee in your organization?

We can share the bulk mail to all the employees. Moreover, we can contact our supervisor so that he can share the information quickly and effectively.

1. Your parents have seen a boy/girl for you, you need to take this forward. How you will go about with this?

Direct meeting with the person would be preferred so that we can get to know about each other. This will help to bring both of them together and build relationships.

**Observations and learning-**

* + - The best way of communication is by face to face. This is the most effective way to communicate. As we have already discussed the pros and cons of different media. Now mapping these to 2\*2 matrix and you need to carefully choose a medium which has maximum impact in a given situation and the feasibility of using that medium.

Face to face

Video call

Preferences

Audio call

Data

Low High

Media

**Impact according to frequency of usage of Media**

Impact/Preferences

Frequency of usage

* Thus Face to face is the best way of communication where we can express our feelings very clearly.