

# Definition

**“The transmission of information within the business environment. The information may be transmitted - sent and received - between or among individuals, that is performed for the commercial benefit of organization”**

**“Business communication differs from other types of communication, not by its means of communicating but by its objectives.”**

**What is business communication?**

**Communication means (संचार)**

- The exchanging of information by speaking, writing, or using some other medium.
- Act of transferring information from one place, person or group to another.

**The word Communication has been derived from**

- Latin word
- “Communis” (Noun) means common
- “Communicare” (verb) means to sharing, informing, spreading i.e. making common

**Business Communication means**

- Business communication is a process in which one person express their thoughts, opinion, ideas etc. to another person in business organization for carrying out business activities.
- Process of sharing information between people within and outside company.
- Employees and management interaction to reach organizational goals.
- Communication relating to business activity.
- Effective communication in any business setting ensures consistency, conciseness, and honesty to maintain smooth functioning of organization.
- Its purpose is to improve organizational practices and reduce errors.

## Chapter 2: Business Communication

- **What is communication?**
- The word ‘Communication’ is derived from the Latin word ‘Comunis’ which means ‘sharing’.
- According to Keith, “Communication is the process of passing the information and understanding from one person to another.”
- Communication is the act or process of sharing, imparting or exchanging information or to express your ideas, feelings, emotions, thoughts etc. to someone else by speaking, writing or using some other medium.
- Basic process of sending and receiving messages.
- Communication becomes effective only when it stimulates action or encourages the receiver to think in new ways.
- Ability to communicate effectively increases individual productivity.

### What is Business Communication?

- Business communication is a process in which one person express his/her thoughts, opinions, ideas etc. to another person in business organization for carrying out business activities.

- **Importance of business communication**

- 1. **Exchange Information**

- Exchange information between two or more persons
  - Exchange information with internal and external parties
  - Bring dynamism in organizational activities

- 2. **Solving Problem**

- 3. **Reduce chances of conflicts**

- 4. **Boost the efficiency of employees**

- 5. **Help in measuring productivity**

- 6. **Making decisions**

- 7. **Publicity of goods and services**

- 8. **Enhancing employee satisfaction**

- Mutual understanding between management and worker

- 9. **Removing controversies**

- 10. **Facilitate innovation in business**

- 11. **Achieving goals**

- 12. **Preparing plans and policies**

- 13. **Proper functioning of different departments**

- 14. **Help in increasing customers.**

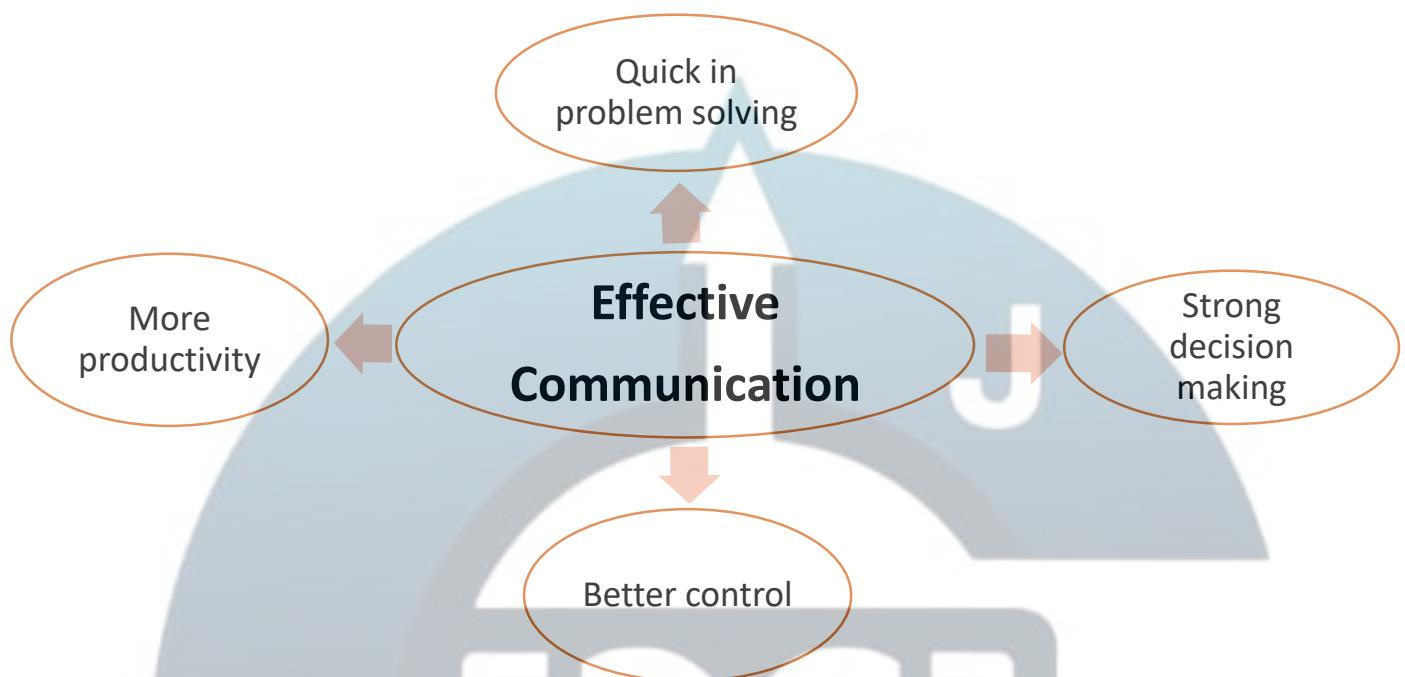
### 1. Rules of Good writing

#### Modern Business Communication

Communication is key component of modern business. Both verbal and written communication is equally important to establish good relation with internal and external parties of a business

company. This unit basically focus on written communication. The secret of good writing is to use plain language in a friendly and informal style to ensure effective communication.

## Benefits of Effective Communication



## Characteristics of Effective Business Communication

- **Practical:** message includes only the useful information to the recipients.(Provide practical information).
- **Concise:** message is to respect others time to increase the chance of positive response. (State precise responsibilities).
- **Factual:** message uses concrete language with specific details and information that is accurate and ethical. (Give facts rather than impression).
- **Clear:** message uses clear unambiguous language. (Pass unambiguous information)
- **Persuasive:** message oblige the recipients realize how they benefit from responding the message in a way you want them to respond. (Persuade others and offer recommendations).

## Features of Good Writing

A good writing must focus on the following feature of writing:

- Structure
- Formality
- Based on evidence
- Critical
- Discipline specific, and
- Grammatically correct

# Five Key Rule of Good Writing for 21<sup>st</sup> Century

## 1. Come straight to the point/Save readers time and be courteous(respectful)

Examples from the text book:

- Please be informed that our monthly management meeting will be held on Tuesday 28 August 2022 in Training Room A.
- Please note that the fire alarms throughout the company will be tested next Tuesday 14 July 2022
- I wish to advise you that Mrs. Manita Thing Green is no longer with this department.
- Would you be so kind as to let me know when these goods can be delivered?
- I would like to remind you that petty cash claims should now be submitted to Alvin in Accounts Department.
- I am writing to inform you that our company's Annual Dinner and Dance will be held on Friday 28 December 2022..

## 2. Remember the KISS principle

- K= keep
- I= it
- S= short (sentence)
- S= simple (word)
- Don't try to impress your reader by using complex, big and long words.
- Don't push your reader to consult a dictionary to be an impressive.
- Choose short, simple and one word instead of long words and phrase.

### Don't...

- Commence
- Utilise
- Terminate
- Purchase
- Despatch
- Asertain
- Come to a decision
- In the event that

### DO....

- |          |
|----------|
| start    |
| use      |
| end      |
| buy      |
| send     |
| sure     |
| decide   |
| whenever |

- Give consideration to                                  consider
- Despite the fact that                                  though
- In the near future                                      soon
- At the present moment in time                      now

### 3. Use active not passive voice

- Better to use active voice as it is clearer and gives more information quite easily.
- **Passive:** The study was completed by the director.
- **Active:** The director completed the study.

Change these sentences from passive to active voice.

1. Your goods will be sent by us within the next 14 days.
  2. The violin was played by Tim
  3. The faulty wiring was fixed by the electrician.
  4. The business writing workshop will be conducted by Shirley Taylor.
  5. The investigation has been concluded by our client and the paperwork has been signed.
- In some occasion it would be more appropriate to use passive.
  - To give extra emphasis.
  - To focus on action rather than actor.
  - To hide something.

### 4. Use the Right Tone

- Here tone/voice refers to “**the way a person is speaking to someone.**”
- While writing one should use the polite, friendly tone, the wrong tone in a written communication could cause offence to the reader.
- Don’t use emotive tone/voice in written communication.
- Here are some examples of wrong tone:
  - a. You have deliberately failed to reply my letter. (too emotive)
  - b. We can’t do anything about your problem. Try calling a plumber (too abrupt)
  - c. Your interview will be held on Wednesday 28 August at 1400. (too bossy)
  - d. The problem would not have happened if you had connected the wires properly in the first place. (too condescending)
  - e. Your computer’s guarantee has expired so you will have to pay for it to be repaired. (too blunt)



- f. It's not our fault that curtains faded. You obviously didn't read the instructions about dry cleaning only. (too sarcastic)

## 5. Use modern language

- The main rule of writing today is to write as you speak. If you find yourself writing something that you would not say to the person if you were having a conversation, then you should not be writing it either.
- Do not use old language. Use modern and frequently used simple and clear language.

Examples:

### Old English

1. Apothecary
2. Thy
3. Thou
4. Telecon (informal)

### Modern English

- Doctor  
You  
Your  
Teleconference

Replace these sentences with modern business language

1. The above-mentioned goods will be despatched to you today.

These goods will be sent to you today.

2. Please find enclosed herewith a copy of our new catalogue.

I enclosed a copy of our new catalogue.

3. Following my telecon with your goodself this morning.

As we talked on the telephone this morning....

4. I should be grateful if you would be good enough to advise me....

Please advice me.....

5. I am afraid that we are unable to accede to your request due to the fact that your contract has lapsed.

Unfortunately, we received your request after the contract has expired.

## What's wrong?

Dear Sirs,

We have received your letter dated 27th March 200-

We are extremely distressed to learn that an error was made pertaining to your esteemed order. Please be informed that the cause of your complaint has been investigated and it actually appears that the error occurred in our packing section and it was not discerned before this order was dispatched to your goodself.

Arrangements have been made for a repeat order to be dispatched to you immediately and this should leave our warehouse later today. It is our sincere hope that you will have no cause for further complaint with this replacement order.

Once again we offer our humblest apologies for the unnecessary inconvenience that you have been caused in this instance.

Please find enclosed herewith a copy of our new catalogue for your reference perusal.

Kindly contact the undersigned if you require any further clarifications.

Very truly yours,

Zachariah Creep & Partners

### Corrected Version

Dear Mr. Tan,

**YOUR ORDER NUMBER TH 2457**

**Thank you for your letter dated 27 March.**

**I am sorry to hear about the mistake made with your order. I have looked into this and the error happened in the packing section. Unfortunately, it was not discovered before the goods were sent to you.**

**I have arranged for a repeat order to be sent to you today, and I hope this meets your requirements**

**Once again, please accept my apologies.**

**Please give me a call on 2358272 if you have any questions.**

**Yours sincerely**

**Jargon Or Gobbledgook**

- **Jargon**

Jargon is a special words or expressions used by a profession or group that are difficult for others to understand. It is profession or group restricted i.e. the words are only understood among the people of same profession or group.

Examples

- Doctors can comfortably use **medical jargon** with one another, but they must speak differently to patients.
- The computer repair guy tried to explain the problem with a lot of **technical jargon**, so I didn't understand him.
- I was hesitant to sign the contract because I didn't understand all of the **legal jargon**.

### Medical Jargon

**Acute:** a condition that comes on suddenly

**Atypical:** something that isn't completely normal.

### Business Jargon

**Core competency:** basic strength of a group of a company.

**Drill down:** to look at a problem in detail.

**Low hanging fruit:** the easiest problem to fix

### Police Jargon

**Wolf pack:** a group of patrol cars traveling together.

**Code Eight:** term that means officer needs help immediately.

**10-4(radio jargon):** Okay or I understand.

- Slang
- Slang is informal language. It is more common in speech than in writing and is typically restricted to particular group or society.
- Slang is vocabulary that is used between people who belong to the same social group and who know each other well. It can offend people.

#### Examples

Cop, Suddo, Langlang, Dallai etc.

#### • **Gobbledgook**

It is unintelligible nonsense often a bunch of big words that you can't understand. Gobbledgook is essentially meaningless to the person listening to or reading it.

We should avoid using jargon, slang and gobbledegook in business communication.

## Jargon Or Gobbledgook

Jargon can seriously get in the way of business if no-one understands what people are talking about, or what they are writing about! I'm sure you have often come across messages that leave you feeling very confused, right? This problem happens when people use pompous or long-winded wording and phrasing to try to impress rather than to communicate. Yet really, the end result is that they do neither of these things!

Abbreviations are another thing. I read an article about someone who was making a speech and he mentioned HE (Higher Education). A member of the audience (a qualified engineer) asked 'Why are you talking about High Explosives?' Sure, the context often helps to explain the correct meaning of such abbreviations, but it shouldn't be relied on. So as a general rule, always explain abbreviations when you first use them.

Using jargon can result in one of two things - the reader will get bored and stop reading, or will spend a great deal of time trying to figure out what you meant four sentences ago!

Do you know any writers who sometimes concentrate so hard on what they want to say that they become absorbed in their impressive flow of wonderful words instead of talking in everyday language that the reader will understand? Take a look at these before and after examples found on the [www.plainenglish.co.uk](http://www.plainenglish.co.uk) website:

**Before** If there are any points on which you required explanation or further particulars we shall be glad to furnish such additional details as may be required by telephone.

**After** If you have any questions please call.

**Before** High-quality learning environments are a necessary pre condition for facilitation and enhancement of the ongoing learning process.

**After** Children need good schools if they are to learn properly.

**Before** It is important that you shall read the notes, advice and information detailed opposite then complete the form overleaf (all sections) prior to its immediate return to the Council by way of the envelope provided.

**After** Please read the notes opposite before you fill in the form. Then send it back to us as soon as possible in the envelope provided.

### Effective proof reading

- Avoid distraction.
- Read the work out aloud.
- Concentrate on reading one word at a time.
- Be methodical.
- Take a break occasionally.
- See the inconsistency in style and presentation.
- Leave a decent period of time between writing and proofreading.
- Print out a hard copy for final proofreading.
- Grammar and punctuation.
- Ask someone for final check
- Decide whether the following statements are true or false.

When a statement is false, discuss what is correct.

1. Long words should be used in letter-writing. **False** (short/simple word)
2. 'Yours sincerely' should be used when beginning 'Dear Sir'.

**False** (Dear + Sir/Madam/Post= 'Yours faithfully')

3. AB/FTR is a postal code in the UK. **True**
4. Continuation sheets should show the page number. **True**
5. Unnecessary information should not be included in business letter. **True**
6. Long sentences are preferable because they make things clearer. **False**
7. A letter that begins 'Dear Mary' will end 'Yours faithfully'.

**False** (Dear + Name= 'Yours Sincerely')

8. pp is used when you forget something and have to add it at the end of the letter.

**False** (pp = per procurationem/signing a letter on someone's behalf).

9. Ms. is used when you are writing to more than one woman.

**False** (unmarried woman or whose marital status is unknown)

10. CC means carbon copy. **True**

## Composing Letters – Key points to Remember

- Use short sentence.
- Choose simple words.
- Avoid wordiness (**using more words than necessary within a sentence**).
- Use an appropriate tone.
- Be precise (**long enough to serve its purpose but not longer**).
- Ensure accuracy.
- Check consistency.
- Use your initiative (**state a day and date, instead of 'next week' etc.**)
- Use active voice.
- Write as you would speak.

### Common errors

- Do not write 'Thank you for your letter dated on...' write 'Thank you for your letter dated....' Or 'Thank you for your letter of....'
- Do not write 'I want to discuss about....' just write 'I want to discuss...'
- A wordy expression 'Due to the fact that...' can be replaced by 'As' or 'Since' or 'Because'

### Help Yourself

**Identify and correct the errors in these sentences.**

1. The new catalogue, that was published last month, shows details of all our new models.

Ans: **The new catalogue, which was published last month, shows details of all our new models.**

2. Mr. John Tan, our Sales Manager will visit you next Monday.

Ans: **Mr. John Tan, our Sales Manager, will visit you next Monday.**

3. We have five different models all with their own special features.

Ans: **We have five different models, all with their own special features.**

4. Although I agree with your points in general, but there are a few points I would like you to explain.

Ans: **Although I agree with your points in general, there are a few points I would like you to explain.**

5. I would like to see you, however I am busy in meetings tomorrow.

Ans: **I would like to see you. However I am busy in meetings tomorrow.**

6 Thank you for your lunch yesterday, it was great to see you again.

Ans: Thank you for your lunch yesterday. It was great to see you again.

7. As per our discussion I would need 15 minutes for my presentation.

Ans: As per our discussion, I would need 15 minutes for my presentation.

8. Susan King, who has recently been appointed as new CEO will address the conference next week.

Ans: Susan King, who has recently been appointed as new CEO, will address the conference next week.

9. We need to improve the corporate image, therefore we are employing special consultants for advice.

Ans: We need to improve the corporate image. Therefore we are employing special consultants for advice.

10. The company has decided to change its corporate logo.

Ans: The company has decided to change its corporate logo.

## FAX

Fax is a mechanical device used for transmitting drawings, sketches, diagrams etc. from one office or department of the business to its other offices or departments. It is also used for quick and easy transmission of written message from one office to another.

The machine scans the page and makes an electronic representation of the text and graphics.

### Fax Message

- A fax is a short term used for facsimile and is also called telecopying. It is the telephonic transmission of any kind of message: handwritten, printed, word-processed, any kind of texts and images, usually to a telephone number connected with a printer or other output device.
- In this digital form, the information is transmitted as electric signals through the telephone system.
- The original document is scanned with fax machine and send to the receiver converting it into a bitmap (image file format) as a single fixed graphic image.
- The receiving fax machine reconverts the coded image and prints a paper copy of the document.
- It was widely used before e-mail but still in use.

A fax machine is a relatively inexpensive –and most would agree essential - item of equipment for any business. Fax transmits and receives any kind of message – handwritten, printed, and word-processed; maps, messages, diagrams, photographs.

It takes only seconds to transmit a fax message, depending on the length of the document.

Sending messages by fax is a popular choice today due to its versatility and speed. Fax is often used between divisions or branches of the same company instead of telephone or memos. Business letters are frequently either sent by fax or replaced by fax messages.

Most companies use a special fax letterhead for fax messages. This fax headed paper is often used with just a brief covering note explaining an accompanying document. The salutation and complimentary close are normally omitted but the message will generally be signed.

## Business Fax should have:

- ❖ A cover sheet (page)
- ❖ A letter or attached documents
- ❖ The fax form should state the number of pages of the document.
- ❖ It is advisable to use a standard business letter format
- ❖ Use standard size paper.

### FAX COVER SHEET

**RECIPIENT:**

TO: \_\_\_\_\_

FAX NUMBER: \_\_\_\_\_

**SENDER:**

FROM: \_\_\_\_\_

PHONE: \_\_\_\_\_

TOTAL # OF PAGES: \_\_\_\_\_ (including cover sheet)

DATE: \_\_\_\_\_

**MESSAGE:**

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# FAX

Company: \_\_\_\_\_

**TO:**

Name: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Date: \_\_\_\_\_ 

# of Pages:  
(including cover sheet) \_\_\_\_\_

**FROM:**

Name: \_\_\_\_\_

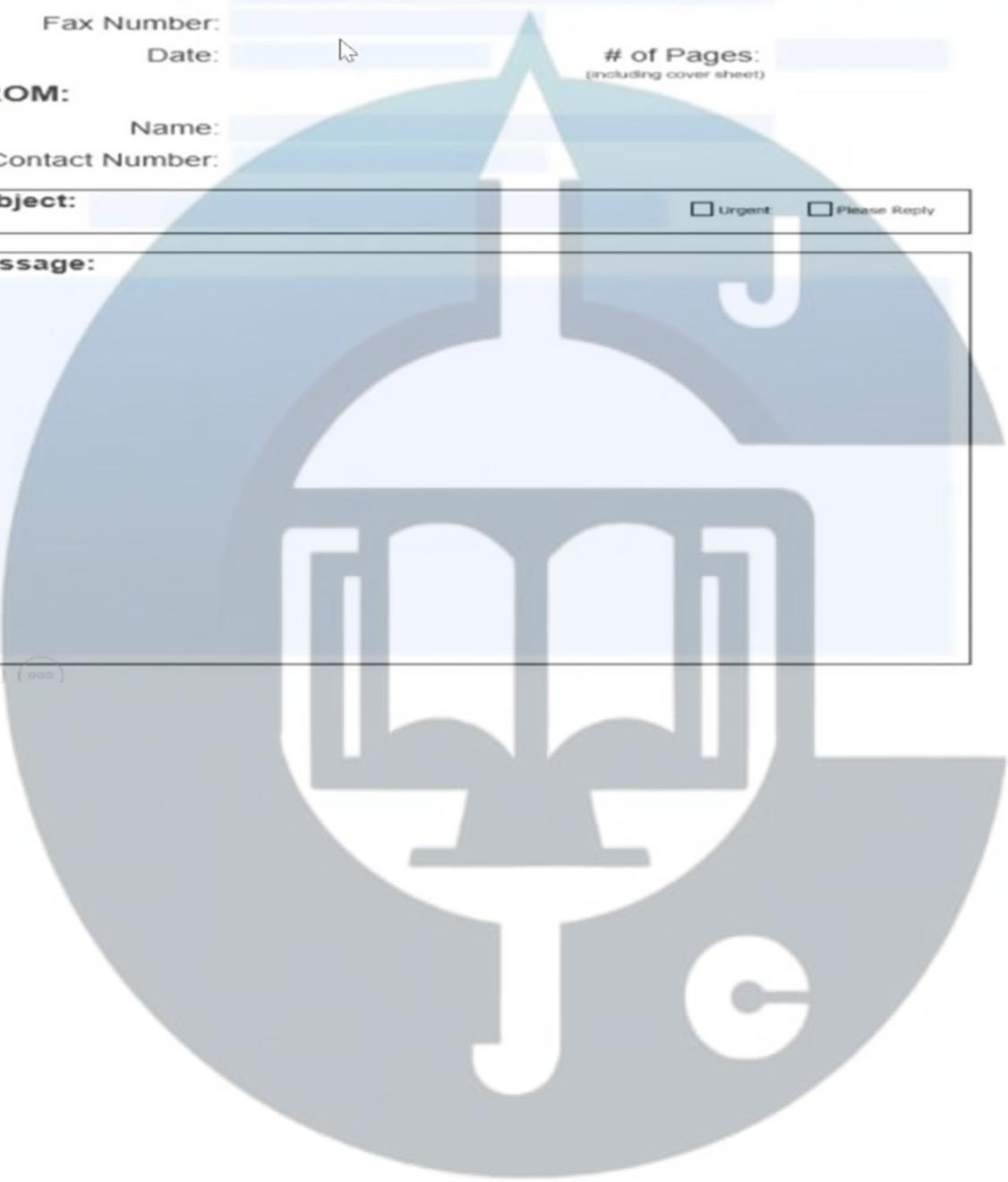
Contact Number: \_\_\_\_\_

**Subject:** \_\_\_\_\_

Urgent

Please Reply

**Message:** \_\_\_\_\_



2 1 0 0 0 (000)

Sample

Use letterheaded paper



## ST International plc

Aurora House  
Temple Street  
London SE1 4LL

Tel 0207 345375  
Fax 0207 453678  
Mobile 09890 333444

E-mail shirley@shirleytaylor.com  
Website www.shirleytaylor.com

Insert main heading  
'FAX MESSAGE'

The details here are important so use  
these standard headings

Remember to include the number  
of pages being sent

A salutation may be included  
before the heading if preferred

Structure the body exactly as you  
would a business letter

A complimentary close is not  
necessary

## FAX MESSAGE

To	Iris Tan, Regional Manager
Company	Aurora International (Asia) Ltd
Fax No	00 65 25330099
From	Michael Ng, Director - Conferences
Ref	MN/ST
Date	15 June 200-
No of Pages	2

### VISIT TO SINGAPORE/MALAYSIA

Sophia Lee, Director of Asia Training Enterprises, has invited me to chair the 10th Annual Malaysian Secretaries Conference at the Mandarin International Hotel in Kuala Lumpur on 11/12 August.

I am therefore rearranging the schedule for my forthcoming trip to Singapore so that I spend a few days in Malaysia before flying down to Singapore on Monday 14 August. My flights are confirmed and a copy of my itinerary is enclosed.

I hope all the arrangements for the Regional Conference in Singapore are going smoothly. Please let me see a copy of your proposed programme soon together with a list of materials you want me to bring from London.



ST International plc

## Facsimile message

To: Classified Ads, Daily News      Fax: 3371917  
From: Tarandeep Kaur      Date: 19 August 2000  
Subject: Advertisement for Secretary      Pages: 2  
Copy: ---

Urgent     For Review     Please Comment     Please Reply     Please Recycle

Further to our telephone conversation, I would like the attached advertisement to be placed in 'Secretarial Vacancies' on 29 August.

Please fax proof for approval as soon as possible.

Tarandeep



**ST International plc**

Aurora House, Temple Street, London SE1 4LL

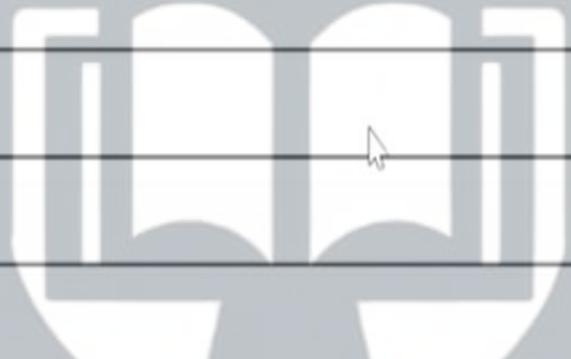
Tel 0207 345375    E-mail shirley@shirleytaylor.com  
Fax 0207 453678    Website www.shirleytaylor.com  
Mobile 09890 333444



From:	
Fax:	
Phone:	

A large, semi-transparent watermark-like graphic is positioned behind the top form. It features the word "FAX" in large, bold, white capital letters. Above the "F", there is a stylized white arrow pointing upwards and to the right. The background of the graphic is a light blue gradient.

To:	
Attn:	
Fax:	
Phone:	
Pages:	
Subject:	

A large, semi-transparent watermark-like graphic is positioned behind the middle form. It features the word "CONFIDENTIAL" in large, bold, white capital letters. The letters are partially obscured by a thick, dark gray rectangular box. A small white cursor arrow points towards the bottom right of the "CONFIDENTIAL" text. The background of the graphic is a light gray gradient.

**CONFIDENTIAL**

This message is intended for designated recipients only. If you have received this message in error, please delete the original and all copies, and notify the sender immediately. Disclosure or other use of this information is strictly prohibited.



# URGENT

Company Name:

Phone:

FAX:

Address:

To:

From:

Fax:

Pages:

Phone:

Date:

Re:

CC:

For Review     Please Comment     Please Reply

Message:



## Dealing with Fax Message- Key points to Remember

1. Use fax to send a printed copy of any document, especially diagrams and illustrations.
2. Prepare the message on the company's standard fax template where one exists.
3. Make up a fax letterhead if necessary, including headings like To/From/Date/ Fax Number/No.of pages/Copy to/Date.
4. Do not use a salutation or complimentary close on fax messages.
5. Use the same techniques when writing a fax message as you would a business letter..
6. Remember numbers or bullets if this would help your display.
7. Sign the fax in the usual way.
8. Send a cover fax with an accompanying document, and remember to indicate the number of pages being sent in total.

9. Key in the fax number correctly.
10. Keep a copy of important documents.

Weblink <http://www.writerwrite.com/buscomm/>

Writer Write.

Article and resources on business writing.

## Email

- Email (electronic mail) is the exchange of computer-stored messages from one user to one or more recipients via the internet. Emails are a fast, inexpensive and accessible way to communicate for business or personal use.
- Has become the commonest form of communication inside and outside of an organization.
- Replacing letters and memos.
- Free, fast, secure and confidential.
- Quickest feedback.
- Formal as well as informal purpose.
- Can attach documents as well.
- Emails have become major means of formal and informal communications.
- It is a method of exchanging messages instantly from one system to another with the help of internet.
- Emails have been predominant form of business communication mainly because of the following reasons.
  1. Quick
  2. Easy
  3. Media richness
  4. Internal/External
  5. Cost-effective

## Writing Electronic Mails

### BENEFITS OF USING EMAIL

- Speed and convenience
- Efficiency and productivity
- Cost effective
- Title of notice/subject
- Easy to handle and process information

### GUIDELINES FOR WRITING EMAIL MESSAGE

- Determine the need for sending an email:

The following table lists a few situation that are suitable for email communication.

Good to email if ...	Good to avoid email if ...
the audience is hard to reach via telephone.	your message is long, complicated, and requires discussion.
the information you want to share is not time-sensitive.	The information is highly confidential and contains sensitive content.
you need to send someone an electronic file.	the message is emotionally charged.
you need to distribute information to a large number of recipients.	if there is a possibility of the message being misunderstood.
you need a written record of the communication.	the message is too negative or has a shocking bad news.

- **Use a standard heading:** automatic heading – From, To, Cc, Bcc, Subject and Date
- **Know your audience:** according to the audience you have to address them formally/informally
- **Use effective subject line:** subject of email- purpose/why you are writing email
- **Organize the message effectively:** state the purpose briefly, context for message, relevant detail or explanation, paragraphs breaks if more than one paragraphs, conclude what you expect – response, meeting, information.
- **Copying emails:** CC- to know the audience about the message copied, BCC – not to disclose the copied message.
- **Closing:** Formal or less formal – Sincerely, respectfully, or thank you, best wishes, regards respectively.

Sample

## New Message



To Primary Recipient email id

Cc Carbon copy (secondary recipient)

Bcc Blind Carbon copy (can't be seen by other recipients)

Subject 3<sup>rd</sup> Semester English notes

Dear Students

I have attached the pdf of English notes of chapter 1, 2, 3, and 4 of Business Communication. Please collect the attachment and contact me if you find any problems.

Best regards

Ashok Kumar Adhikari

Phone : 9849124122

Send

Sans Serif

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≡

Key e-mail addresses accurately

The time is inserted automatically by your computer

Use an appropriate subject heading

Keep your salutation informal and friendly'

E-mail messages are much less formal than other business documents, sometimes more chatty

Finish off informally too

To: Thomas.Sigel@pearson.com

From: Shirley.Taylor@c/b.co.uk

Date: Mon 21 September 200-

Time: 12:23:45 +0000

Subject: Communication for Business 4th edition

Hi Thomas

Thanks for your email today. I'm glad you enjoyed your holiday in Canada.

I'm happy to report that I've been able to progress very well with the new edition of Communication for Business. I've received help from some friends and colleagues which has been very valuable. I've also been in touch with lots of big companies who have very kindly given permission for me to use some of their documents in my book . I should be able to wrap everything up by the end of this month. Would you like to come up and collect the work next week? Shall we say Wednesday 30 September at our usual table in the Red Lion Hotel in Tod wick?

Please let me know f this is Ok with you

See you soon

Shirley

## Email Etiquette

1. Be informal, not sloppy
2. Keep messages brief and to the point
3. Use sentence case
4. Avoid abbreviations and acronyms
5. Don't use e-mail as a excuse to avoid personal contact
6. Remember that e-mail isn't private
7. Be sparing with group e-mail
8. Use the subject field to indicate content and purpose
9. Remember that your tone can't be heard in e-mail
10. Summarize long discussions

