BGEC 103 : BUSINESS COMMUNICATION WEEK TWO The Nature of Business Communication   
OUTLINE   
Characteristics of Business Communication   
Types of Business Communication   
Effective/Ineffective Communication   
Benefits of effective communication   
Barriers to effective communication   
Overcoming the barriers to effective communication   
The 7 Cs of Communication   
Adaptation   
INTRODUCTION

Business communication is a crucial aspect of corporate   
interactions, encompassing formal and informal exchanges in both verbal and non-verbal forms.

This lesson explores the various types of corporate communication and the seven principles of effective communication.

Evaluating the strengths and weaknesses of verbal and non-verbal communication, students will learn to adapt their communication styles to different audiences and situations, enhancing professional relationships, productivity, and decision-making while overcoming potential barriers.

CHARACTERISTICS OF BUSINESS COMMUNICATION   
Business communication possesses distinct characteristics that ensure effective information exchange within and outside an organization. Below are some of them

Professionalism

Professionalism in business communication reflects the credibility and respectability of the sender. It involves using formal language, proper grammar, and a respectful tone.

This characteristic is crucial for maintaining a positive image and building trust, especially in written communication like emails, reports, or presentations.

Purposefulness

Business communication should have a clear purpose or goal. Whether it’s to inform, persuade, or request action, the message should be designed to achieve a specific outcome.

Purposeful communication ensures that the recipient understands what is expected of them and what action they need to take.

CHARACTERIISTICS OF BUSINESS COMMUNICATION

Structured Communication

It involves organizing information logically and systematically for clarity and effectiveness.

It ensures ideas progress coherently from introduction to   
conclusion, enhancing audience engagement and retention. Examples include well-structured business reports, proposals, and websites.

Adaptability

Adaptability is a crucial characteristic of effective business   
communication. It involves adjusting the tone, style, and content of your message to suit different audiences, contexts, and purposes.

This means being able to communicate in a way that is tailored to the specific needs and preferences of your audience, whether it's a colleague, customer, or stakeholder.

Action Orientation   
Action orientation is about ensuring that the recipient of a message knows exactly what to do next. Instead of simply sharing   
information or explaining an idea, action-oriented communication provides clear instructions or “calls to action” to guide the recipient toward the desired next steps.

By making it straightforward for others to act, you prevent uncertainty, keep projects moving, and maintain accountability.

TYPES OF BUSINESS COMMUNICATION   
Business communication can be categorized into several types based on purpose, direction, and medium.

Based on Direction   
Internal Communication: Communication within an organization. Upward Communication: From subordinates to superiors.

Downward Communication: From superiors to subordinates. Horizontal Communication: Between employees at the same level. External Communication: Communication with clients, suppliers, investors, government agencies, and the public.

TYPES OF BUSINESS COMMUNICATION Based on Purpose

Formal Communication: Follows official channels (e.g., reports, memos, policies).

Informal Communication: Unofficial conversations, such as casual chats or workplace gossip.

Based on Medium   
Verbal Communication   
Oral Communication (Non-Digital): Spoken interactions (e.g., meetings, presentations, telephone calls).

Oral Communication (Digital): Video conferencing, voice messages, virtual meetings.

Written Communication (Non-Digital): Reports, letters, contract agreements, proposals.

Written Communication (Digital): Emails, social media messages, instant messaging.

Non-Verbal Communication   
Visual Communication: Body language, gestures, facial expressions.

EFFECTIVE COMMUNICATION   
Effective communication can be defined as the simultaneous, identical understanding of the content and intent of a message by the sender and the receiver.

This occurs when the intended message of the sender and the interpreted meaning of the receiver are the same.

Communication is effective when the receiver understands a message and takes the action the sender requires.

Sender Message Receiver Message

A B C B

In effective communication, both sender A and receiver C have the same message, i.e. message B

EFFECTIVE COMMUNICATION

A customer requests a product return due to a defect. If the customer service representative understands, they share the same message. If the representative responds with a replacement offer, both parties now share the new message about replacement.

A doctor explains a diagnosis and treatment plan to a patient. If the patient understands, they share the same message about their condition and required medication.

BENEFITS OF EFFECTIVE COMMUNICATION

The importance of effective communication include the following;

Effective communication accounts for the difference between success and failure or profit and loss.

Coca-Cola communicates a new low-calorie soda to its target audience aiming for them to understand it as a healthier yet tasty alternative. Effective communication ensures business success by building customer relationships and driving growth.

It leads to increased efficiency and helps to produce high quality goods and services.

Effective communication enhances efficiency and quality by   
ensuring clarity, reducing errors, improving collaboration, and increasing productivity. For instance, Amazon uses it to streamline order fulfillment, minimize miscommunication, and optimize supply chain management, leading to customer satisfaction and high-quality service.

It also enables organizations to respond promptly to the needs of customers and other stakeholders of an organization

Active listening to customer feedback helps businesses improve products and increase satisfaction. Transparency with stakeholders builds trust, ensuring alignment and faster decision-making.

BENEFITS OF EFFECTIVE COMMUNICATION

It also enables organizations to respond promptly to the needs of customers and other stakeholders of an organization.

Actively listening to feedback helps companies address issues and improve products, boosting customer satisfaction. Transparent communication with stakeholders fosters trust, alignment, and faster decision- making.

It facilitates innovation, which can give a competitive advantage to an organization.

Regular brainstorming sessions foster open communication, enabling employees to develop innovative products that differentiate the company.

Through effective communication, you can anticipate problems, make decisions, coordinate workflow, supervise others and develop relationships.

Effective communication in project management helps identify and resolve potential issues, ensuring smooth progress. Regular   
meetings and shared tools enable teams to track tasks, prevent duplication, and meet deadlines efficiently.

Effective communication helps you make positive impression on your company, colleagues, supervisors, investors and customers.

A customer service representative resolves a complaint with empathy, active listening, and an effective solution, boosting customer loyalty.

INEFFECTIVE COMMUNICATION

Sender Message Receiver Message

A B C D

Communication is, however, ineffective where sender A, sends message B, but receiver C receives message D.

Ineffective communication can interfere with sound business solutions and can even make problems worse.

Communication becomes ineffective when people misunderstand each other and misinterpret information

An effective message must have an objective, which can be to inform, persuade, entertain, motivate etc...

The barriers to effective communication refer to the interferences that have a negative impact on the communication process.

BARRIERS TO EFFECTIVE COMMUNICATION

Emotions as a Barrier to Communication

Emotions significantly impact workplace communication, shaping how messages are perceived, interpreted, and responded to. This influence can lead to misunderstandings, conflicts, or missed opportunities.

One key way emotions interfere with communication is through emotional disconnects. These occur when either the sender or receiver is emotionally upset—whether due to the subject of discussion or an unrelated incident that happened earlier.

Impact on the Receiver: A receiver who is emotionally upset may ignore or distort the sender’s message.

Impact on the Sender: A sender experiencing strong emotions may struggle to present ideas or feelings clearly.

To ensure effective communication, both the sender and receiver must be open to speaking and listening to one another, setting aside emotions when necessary to achieve clarity and understanding.

BARRIERS TO EFFECTIVE COMMUNICATION

Emotions

Case study

Sarah, a team leader, is in a meeting with her colleague, John, to discuss a project deadline. Earlier that morning, John had an argument with his partner, and he’s still feeling frustrated and distracted. During the meeting, Sarah presents a detailed plan to meet the deadline, but John, unable to focus due to his emotional state, interrupts her mid-sentence and dismisses her ideas as unrealistic.

Emotional Disconnect:

Sarah (Sender): She’s focused on the task and expects a professional, collaborative discussion.

John (Receiver): His unresolved personal emotions interfere with his ability to listen objectively or engage constructively.

Outcome: The conversation becomes tense and unproductive. Sarah feels unheard and offended, while John leaves the meeting feeling even more stressed. Their emotional disconnect prevents effective communication, potentially delaying the project.

To resolve such a disconnect, John could acknowledge his   
emotional state and request a short break to regain composure. Sarah, noticing his frustration, could also pause the discussion and ask if he’s okay, fostering a supportive environment for open dialogue.

BARRIERS TO EFFECTIVE COMMUNICATION

PERCEPTION

Perception refers to the process through which people receive and interpret information from the environment.

It has to do with the way we form impressions about ourselves, other people, daily life experiences and the way we process information.

Perception is inherently subjective and is influenced by people’s personalities, values, attitudes, moods, their experience and knowledge.

Depending on our individual values, needs, cultural background and other circumstances, we will receive information with varying degrees of accuracy and interpretations.

Perceptual biases such as stereotyping and selective perception can distort communication. This can occur both with the encoding and decoding of messages.

BARRIERS TO EFFECTIVE COMMUNICATION

PERCEPTION

Selective perception/Selective Hearing

Selective perception refers to filtering what we see and hear in communication depending our own needs, motivation experience and background.

Parties communicating often make assumptions about the state of issues based on their experience. In most cases the process is unconscious.

Case study

Sarah, a marketing manager, is leading a brainstorming session with her team to develop a campaign for a new product. During the session:

Sarah (Sender): She actively encourages creative thinking and reassures the team that all ideas are welcome, no matter how unconventional they might seem. She emphasizes the importance of diverse perspectives to ensure a successful campaign.

Mike (Receiver): Mike is a junior team member who has   
participated in brainstorming sessions before. In the past, he   
noticed that ideas from junior employees were often dismissed or overlooked, regardless of their quality. This time, while Sarah encourages everyone to contribute, Mike hears her praise for senior team members’ ideas and interprets her general encouragement as,“She wants us to think big, but she’ll probably only consider the senior team’s suggestions.”

BARRIERS TO EFFECTIVE COMMUNICATION

PERCEPTION (Selective perception/Selective Hearing)

Case study

Sarah’s Intention: To foster an open and inclusive environment where every team member feels valued and confident to share their ideas.

Mike’s Interpretation: Due to his past experiences, Mike viewed the situation through a lens shaped by his previous encounters with brainstorming sessions. This reinforces his belief that his ideas won’t be taken seriously, regardless of their merit.

Outcome: Mike remains silent throughout the session, choosing not to share his potentially innovative ideas. Sarah, unaware of Mike’s selective perception, assumes he’s either uninterested or doesn’t have anything to contribute.

As a result, the team misses out on valuable input, and the   
campaign may lack the creativity and depth it could have achieved with Mike’s participation. This example highlights how selective perception, shaped by past experiences, can lead to missed   
opportunities and hinder collaboration in the workplace.

BARRIERS TO EFFECTIVE COMMUNICATION

PERCEPTION

Stereotyping

Stereotyping refers to simplified and often an inaccurate beliefs about the characteristics of groups of people.

Rogers and Steinfatt (1999), cited in Pearson et al. (2017, 150), define a stereotype as “a generalization about some group of people that oversimplifies their culture.” In other words, it is when people bring prejudices of their culture to intercultural interactions   
(Pearson et al. 2017, 158).

It distorts communication by causing senders to assume that the receivers have certain characteristics based on some age group that the person belongs to.

An example is the perception that old people are conservative.

BARRIERS TO EFFECTIVE COMMUNICATION

PERCEPTION (Stereotyping)

Case Study

A Ghanaian university is organizing a conference on technology and innovation. The planning committee includes both faculty members and students from diverse cultural backgrounds, including Ghana, Nigeria, and the United States.

Committee Chair’s Assumption: The chair assigns promotional tasks (e.g., designing posters) to the Ghanaian and Nigerian members, assuming they are “more artistic” and “better at communication.

“Meanwhile, the technical tasks (e.g., setting up IT systems,   
managing the conference website) are assigned to the U.S, assuming they are “more tech-savvy.”

Reality: One of the Ghanaian members, Ama, is a computer science graduate with expertise in software development, while one of the U.S. members, John, has a background in graphic design and marketing.

BARRIERS TO EFFECTIVE COMMUNICATION

PERCEPTION (Stereotyping)

The chair’s decisions are influenced by cultural stereotypes rather than the individual qualifications and skills of the committee members.

Ama’s technical expertise is overlooked, while John’s creative skills are not utilized, leading to a mismatch of roles.

Outcome: Ama feels frustrated and undervalued, as she is not given an opportunity to contribute her technical skills. John, while   
competent, struggles with the technical tasks assigned to him. The conference planning process becomes less efficient, and the final event may suffer from avoidable issues. This example highlights how cultural stereotyping in educational or professional settings can limit opportunities for individuals and hinder the success of   
projects. By focusing on individual skills and fostering an inclusive environment, organizations can unlock the full potential of their

teams and achieve better outcomes.

BARRIERS TO EFFECTIVE COMMUNICATION

SEMANTICS

Semantics is the study of meaning in communication.

Words can mean different things to different people, or they might not mean anything to another person.

A discipline, or profession has its own acronyms and jargons that are clear to those in the discipline but make little sense to outsiders.

Jargon is the language of specialized terms used by a group or profession.

It is common shorthand among experts and if used sensibly can be a quick and efficient way of communicating.

Most jargon consists of unfamiliar terms, abstract words, acronyms, and abbreviations.

Jargon can be an obstacle to effective communication, causing listeners to tune out or fostering ill-feeling between partners in a conversation

BARRIERS TO EFFECTIVE COMMUNICATION

SEMANTICS

Key Considerations When Using Jargon:

Know Your Audience: If you are speaking to someone within your profession, jargon can enhance communication and build rapport. If your audience lacks expertise, use plain language to ensure clarity and understanding.

Explain When Necessary: If technical terms must be used with non-experts, always provide clear explanations to avoid

miscommunication.

Avoid Overuse: Excessive jargon can alienate listeners, even within your field. Use it sparingly and purposefully.

Foster Inclusivity: Adapting your language to suit your audience demonstrates respect and consideration, fostering better   
relationships and collaboration.

BARRIERS TO EFFECTIVE COMMUNICATION

SEMANTICS

Case study

A healthcare company is rolling out a new Electronic Health Record (EHR) system. A training session is held for all employees, including doctors, nurses, IT staff, and administrative personnel.

Trainer’s Communication: The IT trainer, Yaw, uses technical jargon during the session, saying, “The new EHR system employs HL7 protocols for interoperability, and its SOAP-based web services ensure seamless integration with external systems. We’ve also implemented AES encryption to safeguard PHI data.”

Employees’ Perspective: While the IT staff understands terms like“HL7 protocols,” “SOAP-based web services,” and “AES encryption,”the doctors and administrative staff are completely lost. They are unsure how to use the system or why these technical details matter to their daily workflows.

Outcome: The doctors and administrative staff leave the session feeling overwhelmed and frustrated. They struggle to use the new system effectively, leading to errors, delays, and a decline in patient care quality.

BARRIERS TO EFFECTIVE COMMUNICATION

SEMANTICS

Case study

To improve communication, Yaw could:

Adapt His Language: Use plain language for non-technical employees, such as:

The new system allows different healthcare systems to share data securely.

It uses advanced security measures to protect patient information.

Explain Technical Terms: If jargon is necessary, provide simple explanations. For example, “HL7 protocols are standards that help different systems communicate with each other.” Highlight how the new system will make their jobs easier and improve patient care, rather than emphasizing technical details.

By adapting communication to the audience’s level of expertise, professionals can ensure that everyone understands and benefits from new systems or processes.

BARRIERS TO EFFECTIVE COMMUNICATION

DISTORTION

Distortion refers to the way in which the meaning of communication is lost in handling/transmission.

It occurs mainly at the encoding and the decoding stages of communication.

Either the message is not translated as accurately and precisely as the sender intends it to be or, the language or words used are not properly understood by the receiver so that the wrong message is received.

BARRIERS TO EFFECTIVE COMMUNICATION

FILTERING

Filtering refers to the intentional distortion of information to make it appear favourable to the recipient.

Filtering may involve deleting or delaying negative information or changing words so that events sound more favourable.

Employees and supervisors usually filter communication to create a good impression of themselves to their bosses.

It may involve telling the boss what he wants to hear. This may be due to the desire to make a good impression of themselves to their bosses.

BARRIERS TO EFFECTIVE COMMUNICATION   
FILTERING   
Case Study   
An employee is tasked with analyzing customer feedback for a new product launch. The feedback is largely negative, highlighting several flaws in the product.

However, the employee is hesitant to share the full extent of the criticism, fearing it might reflect poorly on their team or delay the product’s success.

Original Information:   
70% of customers reported dissatisfaction with the product’s usability.

Key features are described as "confusing" and "not user-friendly." Multiple customers have requested refunds, citing poor quality.

BARRIERS TO EFFECTIVE COMMUNICATION FILTERING   
Case Study

Filtered Communication: The employee presents the following summary to their manager:

The product has received mixed feedback, with some customers highlighting areas for improvement.

There are a few usability concerns, but overall, customers appreciate the effort and innovation behind the product.

A small number of customers have requested refunds, which we’re addressing on a case-by-case basis.

Impact : The manager underestimates the severity of the product’s issues and decides to proceed with the next phase of the launch without making improvements. As a result, negative reviews continue to pile up, sales decline, and the company’s reputation takes a hit. The employee’s attempt to filter the information ultimately backfired, leading to greater consequences.

BARRIERS TO EFFECTIVE COMMUNICATION

POOR USE OF COMMUNICATION CHANNELS

This can also hinder the effectiveness of communication. Information that requires instant feedback is effective when transmitted through face-to-face or telephone communication.

If such a message is sent through the written medium, feedback will be delayed, and communication will not be effective.

We need to bear these factors in mind when we plan our business messages or need to give some thought to the audience of the message.

BARRIERS TO EFFECTIVE COMMUNICATION

POOR USE OF COMMUNICATION CHANNELS

Case Study

A beverage company, Fizz Pop, is launching a new energy drink targeting Gen Z (ages 10 to 25). The marketing team plans to advertise the product but chooses traditional TV ads as their primary platform.

Poor Use of Communication Channel (TV Ads): Fizz Pop invests heavily in TV commercials, broadcasting them during popular shows and prime-time slots.

What Happens:   
Gen Z doesn’t watch traditional TV as much as older cohorts.

Instead, they spend most of their time on platforms like TikTok, Instagram, and YouTube.

The ads fail to reach the target audience effectively, resulting in low brand awareness and poor sales.

The campaign is deemed unsuccessful, and the company incurs significant financial losses.

BARRIERS TO EFFECTIVE COMMUNICATION   
POOR USE OF COMMUNICATION CHANNELS   
Case Study   
Effective Use of Communication Channels (Social Media): Fizz Pop shifts its focus to social media platforms where Gen Z is most active and tailors the content to their preferences.

TikTok:   
Creates short, viral challenge videos where influencers and users show off creative ways to use the energy drink.

Example: A TikTok trend where users mix Fizz Pop with different juices and share their "ultimate energy combo.“  
Instagram:

Posts visually appealing Reels and Stories featuring Gen Z influencers enjoying the drink in relatable settings, like during study sessions or workouts

Example: A Reel of a Gen Z college student pulling an all-nighter with Fizz Pop by their side.

OVERCOMING BARRIERS TO EFFECTIVE COMMUNICATION

Try to understand people’s frame of reference. Frame of reference (sometimes called field of experience) is the set of individual experiences each person possesses. Example : A doctor avoids medical jargon when explaining a diagnosis to a patient, using everyday language instead to make the information clear.

An organization's communication climate reflects its culture, its values, attitudes, and habits. Successful companies foster openness by ensuring information flows freely at all levels, creating trust and collaboration. Example: A coffee shop called Brew & Connect holds monthly sessions where employees share ideas or concerns directly with the owner. For instance, a barista suggested using reusable cups, which the shop adopted, reducing waste and boosting   
employee morale. This simple, open approach builds trust and empower employees to share their opinions openly.

Use feedback to encourage a two-way communication. A request for feedback or indicate how or when you will follow upon a message. Example: A manager sends a team message saying, Let me know your thoughts on the new process by tomorrow, I’ll address your concerns in our Friday meeting. This open approach encourages dialogue. Without such clarity, employees might feel hesitant to share ideas, leading to missed improvements.

OVERCOMING BARRIERS TO EFFECTIVE COMMUNICATION

Choose the right media. Example: A healthcare provider sends

appointment reminders via text for convenience but discusses test results in person to ensure privacy and clarity.

Overcome poor listening. Example:During meetings, a manager demonstrates active listening by jotting down notes, asking follow-up questions, and summarizing discussions to ensure he/she grasp their team’s ideas clearly, preventing any miscommunication.

Explain the meaning of unconventional or technical terms. Use simple, direct and natural language especially for people whose native language is not the one you are using to communicate. Example : Instead of saying “habeas corpus” to an audience who are not lawyers, you can simplify it like this: It’s a legal right that ensures a person cannot be kept in jail without a fair trial or a valid reason. his makes it clearer and easier to understand for everyone.

Avoid filtering and distortion. To avoid filtering and distortion in communication, it's crucial to be clear, direct, and considerate of how your message might be perceived. Example: Provide specific, constructive feedback that highlights strengths and areas for improvement to ensure clarity and encourage collaboration.

PRINCIPLES FOR EFFECTIVE COMMUNICATION( THE 7C’S)

The seven Cs of communication are principles essential for effective communication, as they help ensure that messages are well-  
structured, easy to understand, and engage the audience positively.

By applying these Cs, individuals can improve the clarity, accuracy, and overall impact of their communication, leading to better   
relationships and outcomes in both personal and professional settings.

The seven Cs of communication

are Clarity, Correctness, Completeness, Conciseness, Consideration, Concret and Courtesy.

PRINCIPLES FOR EFFECTIVE COMMUNICATION

Clarity in communication is about ensuring that the message is easy to understand, free from ambiguity, and provides the necessary details for the audience to grasp the intended meaning. Example: Instead of "we need to improve our numbers,” say "our current sales are 10% below target, and we need to increase them by 5% within the next quarter.

Correctness in communication is about ensuring the accuracy of the information being conveyed. Example: When stating company history, say “our company has been successfully operating for 15 years" instead of an inaccurate “ over 20 years.

Completeness in communication ensures that the message includes all necessary information, leaving no room for confusion or   
misinterpretation. It should address all relevant aspects so the audience can make informed decisions. Example: Instead of "Submit the report soon," say "Submit the monthly financial report by Friday at 5 PM to ensure timely review.

Conciseness in communication is about delivering the message in the most efficient way possible, avoiding unnecessary words while retaining clarity and completeness. Example: Instead of "Due to the fact that we have limited resources, we are unable to proceed at this particular time," say "Due to limited resources, we cannot proceed now."

PRINCIPLES OF EFFECTIVE COMMUNICATION

Consideration in communication means being mindful of the   
audience’s perspective, emotions, and needs. It involves using empathetic and inclusive language to create a positive impact. Example: Instead of "You failed to submit the report on time," say "We did not receive the report by the deadline. Please let us know if you need any assistance in completing it.”

Concreteness in communication ensures that the message is specific, clear, and backed by facts, reducing the chance of   
misinterpretation. Example: Instead of "The project will be   
completed soon," say "The project will be completed by March 15, as per the schedule."

Courtesy in communication involves being polite, respectful, and considerate in tone and choice of words, fostering goodwill and positive relationships. Example: Instead of "Send me the report now," say "Could you please send me the report at your earliest convenience?

PRINCIPLES OF EFFECTIVE COMMUNICATION

Incorporating the Seven Cs into professional communication   
ensures that messages are effective, well received, and achieve their intended purpose.

These principles help build trust, reduce misunderstandings, and foster positive relationships in the workplace.

Whether communicating verbally, in writing, or through digital channels, applying the Seven Cs can significantly enhance the quality and impact of your communication.

ADAPTATION   
Adaptation refers to tailoring a message to a specific receiver. When writing or communicating in business, we must use different words for different audiences.

Readers vary greatly in terms of education, subject knowledge, and mentality.

To be effective communicators, we must tailor our messages to the recipient's level.

Adaptation begins with visualizing the reader. Conduct audience analysis and find out what the reader knows about the subject or issue.

The ideal thing to do is to adapt the message to the lowest reader.

This should however be done tactfully so that you do not offend those at higher levels.

ADAPTATION   
To adapt effectively, consider the following principles: Be Clear: Adjust your language to your audience's level of

understanding.

Be Correct: Ensure your information is accurate and up-to-date. Be Complete: Provide all necessary details but avoid overloading your audience.

Be Concise: Keep your message brief and to the point, especially in fast-paced environments.

Be Considerate: Think about your audience’s needs, feelings, and perspectives.

Be Concrete: Use specific examples or data to support your points.

Be Courteous: Remain polite and respectful, even in challenging situations.

ADAPTATION   
Select words the reader understands   
Different audiences require different approaches. For example: In Formal Settings: Use professional language and avoid slang or jargon.

In Casual Conversations: Be more relaxed and use everyday language.

In Cross-Cultural Communication: Be sensitive to cultural differences and avoid using expressions that might be misunderstood.

SUMMARY   
The following sub-topics have been covered:

Characteristics of Business Communication   
Types of Business Communication   
Effective/Ineffective Communication   
Benefits of effective communication   
Barriers to effective communication   
Overcoming the barriers to effective communication The 7 Cs of Communication   
Adaptation

FORUM DISCUSSION

Suggest ways one can overcome the disadvantages of each type of verbal communication.

• NB: Each class should form 10 groups.

REFERENCES

Taylor, S. (2005). Communication for Business: Practical approach. Pearson Longman.

Q & A