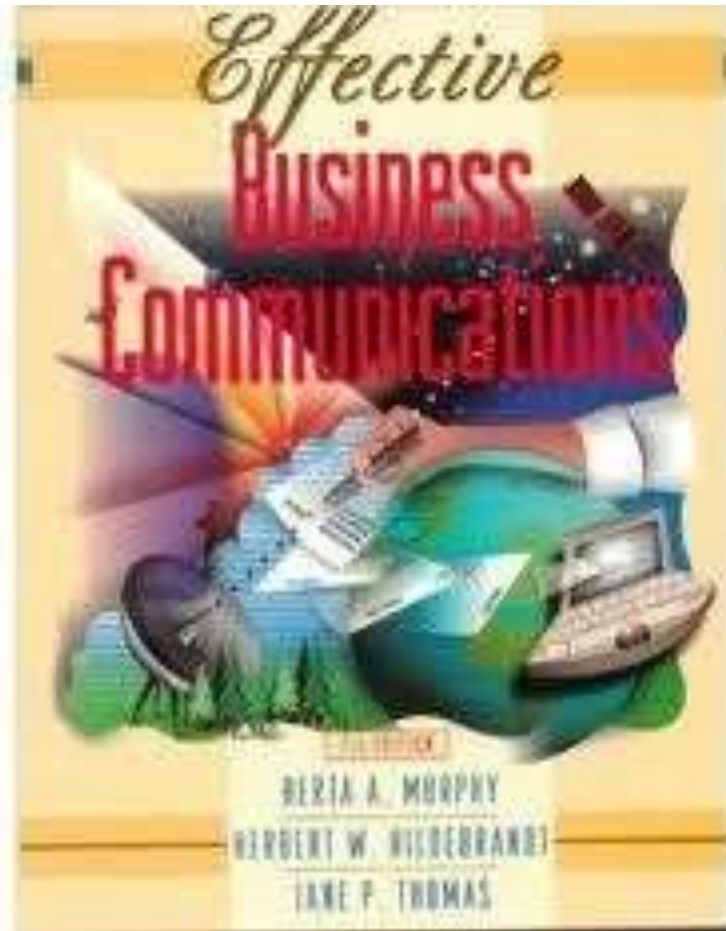


Chapter 1: Effective Communication in Business

Made by
Rahila Khan



“Effective Business Communications”



Authors:

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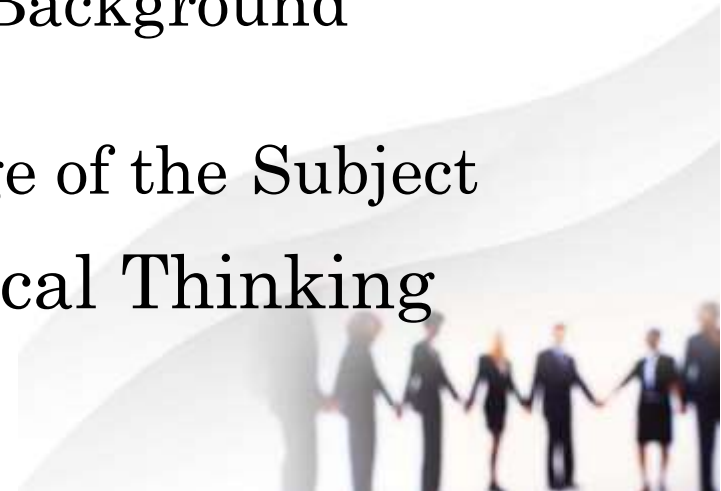
WHAT IS COMMUNICATION?

- Communication is a Latin word which means 'to share'. It is the sharing of information between different individuals. It includes the sharing of ideas, concepts, imaginations, behaviours and written content.
- Communication is defined as the process of understanding and sharing meaning.



HOW TO ACHIEVE EFFECTIVE COMMUNICATION ?

- Analyze your purpose carefully
- Analyze communication background
- Analyze your audience
 - Consider audience's information needs
 - Consider Audience's Technical Background
 - Consider Audience's Cultural Background and Gender
 - Consider Audience's Knowledge of the Subject
- Encourage creative and Critical Thinking



ANCIENT HERITAGE FOR COMMUNICATION PRONCIPLES

- East west, Rome, Greece → oral communications
- To have full record/ permanent record messages began to be written
- Initially for Government
- Theorists then devised rules for written communications also ensuring that the info shoul move smoothly up & down



LIFEBLOOD OF EVERY ORGANIZATION

- Organization → group of people associated for business, political, professional, religious, social or other purposes
- People interact and react for different purposes.



INTERNAL COMMUNICATION

- **Downward Communication:**
Employees get from management
 - Motivation/ more efficient
 - Show benefits
 - Produces more efficient employees
- **Upward Communications:**
 - Management gets from employees
 - Nowadays frank comments are welcomed
 - Managers also seek opinions from employee making important decisions
- **Horizontal Communication:**
 - Peer to peer communication
 - Continues throughout the day
 - If effective produces positive results



EXTERNAL COMMUNICATION

- With other companies
 - Outside company
 - Effect on reputation and success
 - If effective can win many things to a company

- Regarding public
 - Social accountability
 - Labor unions, groups, govt.
org, political parties
 - Make tactful appearances, speeches, reports



BENEFITS OF EFFECTIVE COMMUNICATION IN YOUR CAREER

- Valuable Job Requirement
 - If the job is more mental than manual labor communicate your ideas
- An Essential For Promotion
 - 60% to 90% management engaged in communicating
 - If all are equal academically how are you different from them?
- Professional Reputation



COMPONENTS OF COMMUNICATION

1. Context
2. Sender (Encoder)
3. Message
4. Medium
5. Receiver (Decoder)
6. Feed Back



CONTEXT

- The context of the communication interaction involves the setting, scene, and expectations of the individuals involved.
- Context is all about what people expect from each other, and we often create those expectations out of environmental cues.
- Every message starts with Context.

It includes: *Country/culture/organization*: has its own ways to plan, design, communicate



SENDER (ENCODER)

- When you sending the message, you are the “Encoder” .
- Here the word you mean writer/Speaker decides whether the message should be in written or oral. You may choose Words, Symbols, Pictures or Graphics that express the objective in the real sense.



MESSAGE

- Message is basically the basic idea that you want to communicate.
- The message may be
Verbal, means (Written or Spoken)
Non-Verbal, means(Symbols, Pictures or unspoken).
- The most important element in message is your receiver .
- While preparing a message you should keep in mind how your receiver will interpret the message.
- You (Sender) should also keep in mind your relationship with the receiver while preparing message.
- Sometimes wrong message may create a loss to your organization , to yourself.



MEDIUM

- Medium is basically channel through which your message reaches to receiver & channel vary from situation to situation.
- Importance of different media depend on # of receivers, costs, amount of information
- Oral used for early, urgent, personal feedback
- Written used for delayed, long, technical, formal messages
- Inside organization
 - Written → memos, reports
 - Oral → staff meetings, face to face conversations
- Outside organization
 - Written → faxes, reports
 - Oral → telephones, teleconferencing, presentations



RECEIVER (DECODER)

- To whom the message is being sent.e.g. in case of Govt of Pakistan's Message, Pakistani Nation is receiver (Decoder).In simple words we can say that receiver is your reader (in case of press , letters etc.) or Listener (In case of TV, radio, Speaker Etc.)
- Receiver is also known as decoder.
- Sender and receiver both influenced by context
- In one country n culture decoding is easy,Outside becomes difficult



FEEDBACK

- Feedback is basically the **response/reaction** of **Receiver** after receiving the message.
- **Sender** always need feedback to check weather the message effectively reached or not...? Or in other words....
- **Sender** need feedback to examine the success or failure of the message.



CONCEPTS AND PROBLEMS OF COMMUNICATION

- No two people are alike
- E.g. Americans think:
 - Japan → slow decision making
 - French → polite letter writing
 - Germans → very thorough
 - Middle east → less concerned about time
- Each persons mind is a unique filter
- Senders meaning and receivers response are affected by:
 - Convention of meaning
 - Perception of reality
 - Values, attitude and opinions



CONVENTIONS OF MEANINGS

- Sometimes humorous and costly
- Symbols
- Differences in semantics understanding
- Symbols depending on experiences referent reality eg LASER (*Light Amplification by Stimulated Emission of Radiation*), FIFO, LIFO



PROBLEMS IN CONVENTION OF MEANING

➤ Miscommunicated Instructions

Bimonthly(twice a month, every two months) , tabeled the proposal (British→ act on it, USA→ see it afterwards)

➤ Reactions to Denotations, Connotations and Euphemisms

Denotations

- Dictionary definition eg car water etc

Connotations

- Implication of a word or meaning different from usual dictionary meaning
- Student, bookworm, scholar
- Free enterprise, free manners, cheap product, cheap price



PERCEPTIONS OF REALITY

- World around us provides special experience to every individual
- We make our own abstraction, inferences and evaluations of world around us
- Communication problems :
 - Abstraction (focusing on something, omitting others)
 - Necessary abstracts(limited time and space)
 - Slanted statements(don't omit necessary data, use facts but don't show personal expressions)
 - Inferences (assumptions on evidence)
 - Necessary/Desirable Inferences
 - Risky Inferences



VALUES / ATTITUDES / OPINIONS

- Your message may be Accepted, rejected, distorted, avoided
- Favorable/Unfavorable Information
- Inadequate/Incorrect Information
- Closed Minds
- Senders Credibility
- Other Circumstances



TYPES OF COMMUNICATIONS

- Verbal
 - Spoken/written messages
- Non-Verbal
 - No words



VERBAL COMMUNICATION

- The sharing of information through speech it includes the information that people hear on radios, televisions, telephones, speeches and interviews.
- Factors that contribute to the effectiveness of verbal communication are the clarity of voice and perception and listening skills of the recipient.
- Verbal communication is influenced by eye contact, gestures and facial expressions.



NON-VERBAL COMMUNICATIONS

- Sometimes non-verbal communication contradicts verbal
- Message is better expressed through non-verbal communication.
- 60% to 90%
- Mainly non-verbal communication involves:
 - Appearance
 - Body language
 - Silence, Space, Time



APPEARENCE

- Appearance effects before reading and listening effects
- Effect on written messages:
 - Format → size, color, weight, appearance determine whether important or junk or routine postage
 - Neatness
 - Language: Semantics/ Grammar
- Effect on Oral Messages:
 - Personal appearance:
 - Hair styles, shoes, clothes
 - show occupation, age, nationality, social, economic, job status



BODY LANGUAGE

- Facial Expressions
 - Lowered eyes
 - Get additional info before making judgments
- Gestures, Posture, Movement
 - Actions speak louder than words/Culture oriented
 - Leg movements in nervousness
- Smell and Touch
 - Odors
 - Pat/slap
 - Congestedness
- Voice and Sound
 - Loud/soft/paralanguage(rate, pitch etc)
 - Monotone, variations



SILENCE, SPACE, TIME

- Silence
 - Way of communication
 - Bad impact
- Space:
 - US 18 inches
 - less in middle east
 - max in Scandinavian countries.
- Time:
 - America/ Germans punctual
 - Middle east attitude
 - Portugal



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**ANY
QUESTIONS
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