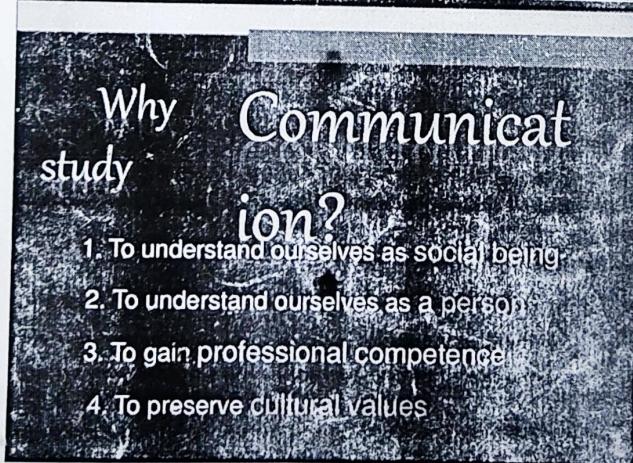
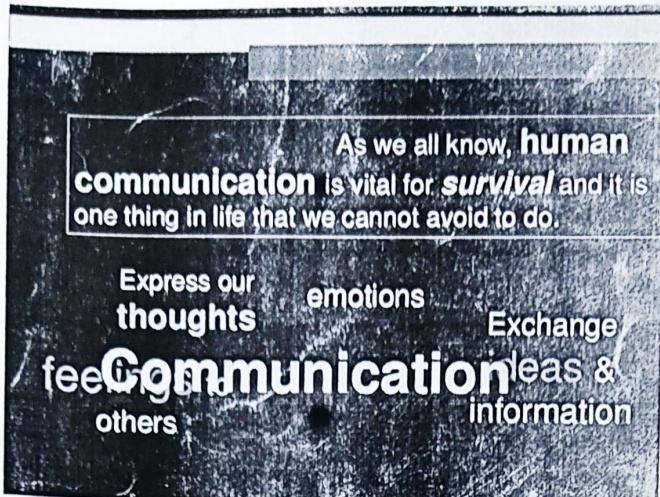


# Communication.

UNIT - I



# Elements of

- Sender
- Receiver
- Message
- Channel
- Noise
- Context
- Feedback

## Human Communication

### Sender

-is the one who initiates the communication.

### Receiver

-provides the sender with feedback which may prompt the sender to clarify the message or signal to carry on as planned.

### Message

-is made up of the ideas and feelings that a sender-receiver wants to share with others.

→ Verbal symbols – express through words

→ Non-Verbal symbols – express through gestures, inflection, tone, etc.

## Channel

-are means through which we transmit the message in either **VOCAL** or **non-vocal** messages.

- **Vocal messages**— are verbal and spoken
- **Non-vocal messages**— may be expressed in words or non-verbal symbols

## Feedback

-the behavioral response of the sender-receiver to each other. It is the information that comes back to the sender of the message and informs how well the message is getting through.

## Noise

-an interference that bars the message from being understood or interpreted.

- **External noise**— comes from the physical environment
- **Internal Noise**— confined within the psychological and sociological nature of individuals when thoughts and feelings are engrossed on something other than the communication at hand.

## Context

-refers to the surrounding/environment that helps shape the interaction between and/or among individuals.

## Context

→ **Physical context**– the physical environment where the communication takes place

→ **Social context**– refers to the relationship the participants hold for each other.

→ **Psychological context**– which has to do with the mood and emotions of the communicators at the moment of communication.

## Process of

-Encoding  
-Transmission  
-Receiving  
-Decoding  
Responding

Oral  
Communication

## 1. Encoding

-is everything that goes inside the brain of an individual.

-involves the sender who, grounded by communicative intentions and goals, decides on assigning codes.

*Is a systematic arrangement of symbols used by individuals to create meaning.*

## 2. Transmission

-is the process by which the sender, having assigned codes to come up with thought symbols (message) that are also comprehensible by the participant/s of the communication, transmits or sends message to its recipient..

## 3. Receiving

Having been submitted through sound waves and light waves, the comes from the sender then reaches the receiver.

It is assumed that the receiver's attention is focused on the **communication at hand** to facilitate better understanding of the message transported by the sender.

## 4. Decoding

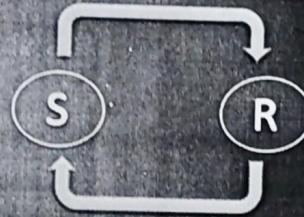
-Is the process by which the receiver interprets or assigns meanings to the codes transported by the source.

The receiver tries to give meanings to these symbols which may be literal or may give associations depending on knowledge and/or experience.

## 5. Responding

-response is anticipated by the sender from the receiver.

Feedback  
k



## Types of Communication

- Intrapersonal
- Interpersonal
- Public
- Mass Communication
- Technology-Mediated

## **1. Intrapersonal Communication**

-operates within the communicator.

what to wear for  
the day

what activities  
to engage in

talking to oneself

reflecting different  
situations

## **2. Interpersonal Communication**

-occurs between two or more people.

private  
conversations  
with friends

interview with  
prospective  
employer

simple group  
meeting

## **3. Public Communication**

-an enlarged form of group communication  
that involves a resource person addressing a  
specific audience

The speaker or the resource person has a message  
about a certain topic which he/she has prepared  
beforehand and delivers it before an audience.

**Feedback is limited.**

#### **4. Mass Communication**

-has highly structured messages and able to reach a larger number of audiences at the same time through the use of electronic devices or print media like newspapers and magazines.

#### **5. Technology-Mediated Communication**

-from electronic emails, *texting*, instant messaging, social networking, tweeting, blogs and video conferencing-they all share one thing in common.

# **Acting**



**Ko 'To!**

Communication has a symbolic Nature and is an act of sharing one's ideas, emotions, attitudes, or perceptions with another person or group of persons through words (written or spoken), gestures, signals, signs, or other modes of transmitting images. The transmission of ideas always encounters barriers that reduce its effectiveness.

The essential elements of the process of communication are the message, the sender, encoding, the channel, the receiver, decoding, acting on the message, the feedback, and the communication environment.

Both the sender and the receiver play a role in making communication effective. The sender should encode the message accurately after considering the level, expectations, and needs of the target audience (receiver); the receiver should listen or read carefully to try to understand the intended meaning of the sender.

The universal, common elements of communication are the communication environment, the use of symbols, and the presence of mental filters.

### **The following points can illustrate the importance of communication in human resource management:**

#### **1. Base for Action:**

Communication acts as a base for any action. Starting of any activity begins with communication which brings information necessary to begin with.

#### **2. Planning Becomes Easy:**

Communication facilitates planning. Planning is made easy by communication. Any type of information regarding the human resource requirement of each department of the organisation with their qualifications, the type and kinds of job etc. can be collected through communication which helps in human resource planning. Policies and programmes for their acquisition can be prepared and implemented. In the entire process communication plays a vital role, it also facilitates managerial planning of the organisation.

#### **3. Means of Coordination:**

Communication is an important tool for coordinating the efforts of various people at work in the organisation.

#### **4. Aids in Decision-Making:**

The information collected through communication aids in decision-making. Communication facilitates access to the vital information required to take decisions.

#### **5. Provides Effective Leadership:**

A communication skill brings manager near to his subordinates and exchange ideas and submits appropriate proposals, knows their opinions, seeks advices and make decisions. This enables a manager to win confidence of his subordinates through constantly communicating with them and removing probable misunderstandings. In this way he leads his people to accomplish the organisational goal.

#### **6. Boosts Morale and Motivation:**

An effective communication system instills confidence among subordinates and workers ensuring change in their attitude and behaviour. The main cause of conflict and dissatisfaction is misunderstanding which can be removed through communication skills. The removal of misunderstanding makes manager and his subordinates understand each other and create good industrial relations. This boosts up the morale of the people and motivates them to work harder.

### **Principles of Communication:**

Lack of effective communication renders an organisation handicapped. So to have effective communication certain principles are to be followed.

#### **They are as follows:**

##### **1. Clarity:**

The principle of clarity means the communicator should use such a language which is easy to understand. The message must be understood by the receiver. The words used should be simple and unambiguous. The language should not create any confusion or misunderstanding. Language

the medium of communication; hence it should be clear and understandable.

## **2. Adequacy and Consistency:**

The communicator must carefully take into account that the information to be communicated should be complete and adequate in all respect.

Inadequate and incomplete message creates confusion and delays the action to be taken. The adequate information must be consistent with the organizational objectives, plans, policies and procedures. The message which is inconsistent may play havoc and distort the corporate interests.

## **3. Integration:**

The principle of integration portrays that through communication the efforts of human resources of the organisation should be integrated towards achievement of corporate objectives. The very aim of communication is to achieve the set target. The communication should aim at coordinating the activities of the people at work to attain the corporate goals.

## **4. Economy:**

The unnecessary use of communication system will add to cost. The system of communication must be used efficiently, timely i.e. at the appropriate time and when it is necessary. The economy in use of communication system can be achieved in this way.

## **5. Feedback:**

The purpose of communication will be defeated if feedback is not taken from the receiver. The confirmation of the receipt of the message in its right perspective from its receiver fulfills the object of communication. The feedback is essential only in case of written communication and messages sent through messengers. In case of oral type of communication the feedback is immediately known.

## **6. Need for Communication Network:**

The route through which the communication passes from sender or communicator to its receiver or communicate refers to communication

network. For effective communication this network is essential. The managerial effectiveness will also depend upon the availability of adequate network.

## 7. Attention:

The message communicated must draw the attention of the receiver staff and ensure action from him in the right perspective. The efficient, sincere and prompt manager succeeds in drawing the attention of his subordinates to what he is conveying.

It is the psychology of the people that they watch their superiors closely and then respond to their orders or instructions. Lazy and insincere superiors fail to garner support for themselves and their instructions usually are not taken seriously by their subordinates. Adhering to the above principles shall make communication effective, minimize the human relations problems and increase the overall efficiency.

# The Role of Communication

Communication plays a key role in the success of any workplace program or policy and serves as the foundation for all five types of psychologically healthy workplace practices. Communication about workplace practices helps achieve the desired outcomes for the employee and the organization in a variety of ways:

- Bottom-up communication (from employees to management) provides information about employee needs, values, perceptions and opinions. This helps organizations select and tailor the programs and policies to meet the specific needs of their employees.
- Top-down communication (from management to employees) can increase utilization of specific workplace programs by making employees aware of their availability, clearly explaining how to access and use the services, and demonstrating that management supports and values the programs.

Examples of communication strategies that can help make your workplace programs successful include:

- Providing regular, on-going opportunities for employees to provide feedback to management. Communication vehicles may include employee surveys, suggestion boxes, town hall meetings, individual or small group meeting with managers, and an organizational culture that supports open, two-way communication.
- Making the goals and actions of the organization and senior leadership clear to workers by communicating key activities, issues and developments to employees and developing policies that facilitate transparency and openness.
- Assessing the needs of employees and involving them in the development and implementation of psychologically healthy workplace practices.

- Using multiple channels (for example, print and electronic communications, orientation and trainings, staff meetings and public addresses) to communicate the importance of a psychologically healthy workplace to employees.
- Leading by example, by encouraging key organizational leaders to regularly participate in psychologically healthy workplace activities in ways that are visible to employees.
- Communicating information about the outcomes and success of specific psychologically healthy workplace practices to all members of the organization.

## Pattern of communication

Some of the most important types of direction in formal communication are: 1. Downward 2. Upward 3. Horizontal or Lateral and 4. Diagonal or Cross-wise!

Formal communication is designed by the management. It is an official communication which takes place through the line of authority or chain of command.

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The basic purpose of designing such communication is to connect various sub-systems of organisation and coordinating their functioning for achieving organisational goals. Such communication is official and part of formal organisation which operates through formal relationship of superior and subordinate.

### 1. Downward communication:

Communication in the first place, flows downwards. That is why, traditionally this direction has been highlighted or emphasised. It is based on the assumption that the people working at higher levels have the authority to communicate to the people working at lower levels. This direction of communication strengthens the authoritarian structure of the organisation. This is also called Down Stream Communication.

### Limitations of Downward Communication:

#### (i) Distortion/Dilution:

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Quite often the communication originating at the highest level gets distorted or diluted on the way to the lower levels. Sometimes the messages may get lost. It has to be ensured that the receiver fully understands the purport/instructions/directions coming from above. This requires an efficient feedback system.

#### **(ii) Delay:**

Another drawback of downward communication is that often it becomes time-consuming. The more the levels the greater the chances of delay. That is why sometimes managers choose to send their messages directly to the person concerned.

#### **(iii) Filtering:**

Sometimes managers may withhold some valuable information from the employees. In such a situation the employees become frustrated, confused and powerless. This may spoil the employer-employee relationship.

### **2. Upward communication:**

The function of upward communication is to send information, suggestions, complaints and grievances of the lower level workers to the managers above. It is therefore, more participative in nature. It was not encouraged in the past, but modern managers encourage upward communication. This is a direct result of increasing democratisation. This is also called Up Stream Communication.

### **Limitations of upward communication:**

#### **(i) Psychological:**

Certain problems, primarily of psychological nature, may come up in upward communication.

#### **(ii) Hierarchical:**

Many managers do not like to be 'told' by their juniors. They may not be patient enough to listen to them or may even suppress the message sent to them from below. In such a situation the employees may feel let down.

### **Ways to Overcome the Limitations—Ombudsperson:**

In order to tide over such problems an Ombudsperson plays an important role. The concept of Ombudsman or Ombudsperson was first used in Sweden to go into the complaints of lower level employees against government officials or agencies.

Now a number of companies in many countries have established positions for persons to investigate employees, complaints and grievances. An Ombudsperson, therefore, effectively mediates between the employers and the employees and smoothens upward communication.

### **3. Lateral or horizontal communication:**

This type of communication can be seen taking place between persons operating at the same level or working under the same executive. Functional managers operating at the same level, in different departments, through their communication, present a good example of lateral communication. The main use of this dimension of communication is to maintain coordination and review activities assigned to various subordinates.

Occasions for lateral communication arise during committee meetings or conferences in which all members of the group, mostly peers or equals, interact. The best example of lateral communication can be seen in the interaction between production and marketing departments.

### **4. Diagonal or crosswise communication:**

Diagonal or crosswise communication takes place when people working at the same level interact with those working at a higher or lower-level of organisational hierarchy and across the boundaries of their reporting relationships.

#### **Advantages of diagonal communication:**

##### **1. Coordination:**

This crosswise communication serves the important purpose of coordination through informal meetings, formal conferences, lunch hour meetings, general notices etc.

## **2. Practicable:**

As we know not all communication takes place strictly on the lines of organisational hierarchy, i.e., downwards or upwards.

## **3. Morale boosting:**

By providing opportunities to lower level workers to interact with managers in informal meetings it gives their morale a boost and further commitment to the organisation. More and more organisations are now encouraging crosswise communication and building up bonhomie.

## **Limitations:**

### **1. Fear of infringement:**

The superior may feel it an infringement that his subordinate has been given undue importance and that he has been bypassed.

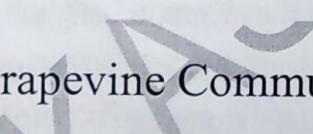
### **2. Resistance to compliance:**

The superior may not implement the suggestion as he has not been consulted.

## **3. Anarchy:**

The lack of accepted procedures may lead to internal anarchy and external animosity.

## **What is Grapevine Communication?**

By bizcom\_coach | 

What is Grapevine Communication or Informal communication. If communication is done without maintaining the formalities prescribed by the organization, it is called informal communication. The basis of informal communication is personal or informal relationship between the members of group. It is also known as grapevine that takes place when the people of an organization or group especially of same level or rank gather or meet together and discuss informally. It has no definite pattern or direction though it is largely horizontal in nature. It is a complex web of oral information flow linking all the members of the organization. Definition of Grapevine Communication, Mean of *Grapevine Communication*, Types of Grapevine discussed below here-

## **What is Grapevine Communication**

According to Bovee and Others, "Grapevine is an informal interpersonal channel of information officially sanctioned by the organization."

In the opinion of R.W. Griffin, "The grapevine is an informal communication network that permeate an organization."

Newstrom and K. Davis said, "Grapevine is an informal system that arises spontaneously from the social interaction of the organization." Business Communication

So, **grapevine** is an informal, unofficial and personal communication channel or system that takes place within the organization as a result of rumor and gossip. It is a complex web of oral information flow linking all the members of the organization.

## ✓ **Channels of Communication - Internal and External Communication**

### **internal Communication**

When communication flows from one person or part to the other within an organization it is called internal communication. It is intra-company communication. Through this type of communication manager leads, guides, directs, motivates, counsels, informs his subordinates. Internal communication has the following channels, or kinds.

#### **Horizontal / Crosswise Communication**

It is communication that flows between personnel in one department and personnel of equal, lower or superior status in other department. Voluntary channels of horizontal communication at all levels speed information and improve understanding. It facilitates subordinates to keep their superiors informed of their interdepartmental activities. It improves the quality of coordination.

#### **Downward Communication**

When communication flows from superiors to subordinates it is referred to as downward communication. In this channels instructions, guidelines, orders, advice and information are given to subordinates. Manager motivates guides, advises and informs his subordinates. Employees can have understanding of organization goals, policies and products. Boss subordinate relationship is improved. Employees get aware of the laws relating to health care, insurance, promotions, pension, training, working conditions, retirements and their services conditions, rights and obligations.

#### **Upward Communication**

When communication flows from subordinates to superiors, it is referred to as upward communication. It includes daily reports, sales reports explanations, reviews, summaries, statements and comments. By this medium lower staff keeps their superiors informed of the progress. Appeals, requests, problems difficulties are communicated. Guidance, advice and help are sought by the subordinates.

## **External Communication**

It is intercompany communication. Well worded letters, reports and proposals improve business relations. Oral communication is also used. Disgruntled customers are satisfied. New

customers are discovered. New dimensions and depths of the market are exploited. It improves goodwill, public image, safety productivity, profits and public credibility.

## ✓ FORMAL COMMUNICATION

- Communication takes place through the formal channels of the organization structure along the lines of authority established by the management.
- Such communications are generally in writing and may take any of the forms; policy, manuals: procedures and rule books; memoranda; official meetings; reports, etc.

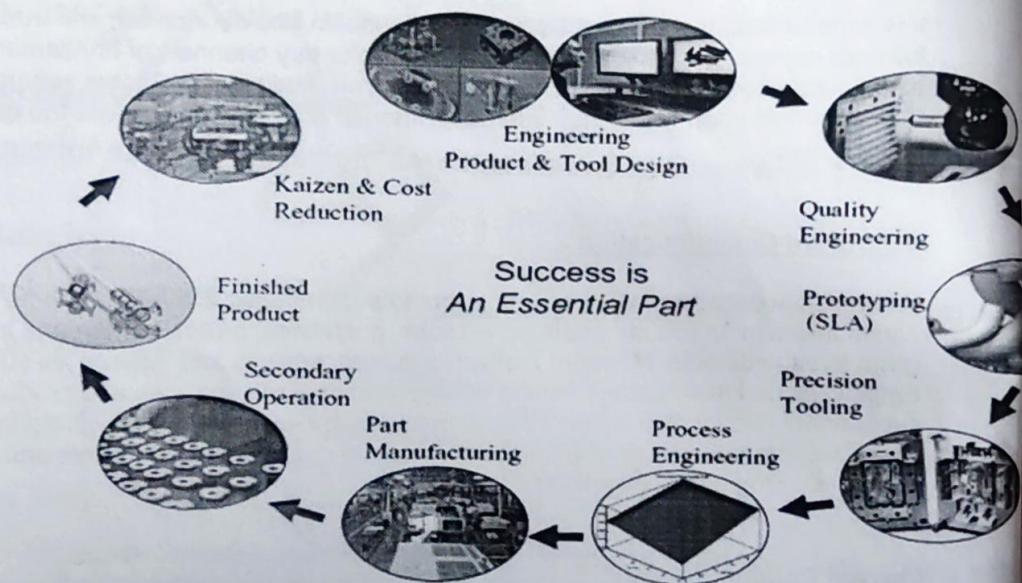
### Advantages & Disadvantages of Formal Communication:

The **advantages** of formal communication are:

- They help in the fixation of responsibility and
- Maintaining of the authority relationship in an organization.

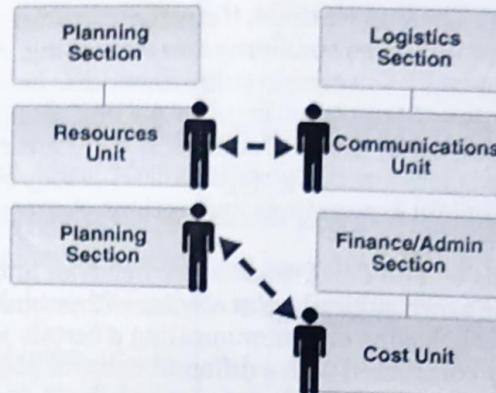
The **disadvantages** of formal communication are:

- Generally time consuming, cumbersome and
- Leads to a good deal of distortion at times.



## ✓ INFORMAL COMMUNICATION

- Communication arising out of all those channels of communication that fall outside the formal channels is known as informal communication.
- Built around the social relationships of members of the organization.
- Informal communication does not flow along the lines of authority as is the case of formal communication.
- It arises due to the personal needs of the members of an organization.
- At times, in informal communication, it is difficult to fix responsibility about accuracy of information. Such communication is usually oral and may be covered even by simple glance, gesture or smile or silence.



## Cross Cultural Communication

Cross cultural communication thus refers to the communication between people who have differences in any one of the following: styles of working, age, nationality, ethnicity, race, gender, sexual orientation, etc. Cross cultural communication can also refer to the attempts that are made to exchange, negotiate and mediate cultural differences by means of language, gestures and body language. It is how people belonging to different cultures communicate with each other.

Each individual can practice culture at varying levels. There is the culture of the community he grows up in, there is work culture at his work place and other cultures to which one becomes an active participant or slowly withdraws from. An individual is constantly confronted with the clash between his original culture and the majority culture that he is exposed to daily. Cultural clashes occur as a result of individuals believing their culture is better than others.

Cross cultural communication has been influenced by a variety of academic disciplines. It is necessary in order to avoid misunderstandings that can lead to conflicts between individuals or groups. Cross cultural communication creates a feeling of trust and enables cooperation. The focus is on providing the right response rather than providing the right message.

When two people of different cultures encounter each other, they not only have different cultural backgrounds but their systems of turn – talking are also different. Cross cultural communication will be more effective and easier if both the speakers have knowledge of the turn taking system being used in the conversation (For example: One person should not monopolize the conversation or only one person should talk at a time).

### LarayBarna's Sources of Miscommunication in Cross Cultural Exchanges

- 1) Assumption of similarities :** This refers to our tendency to think how we behave and act is the universally accepted rule of behavior. When someone differs, we have a negative view of them
- 2) Language Differences :** Problems occur when there is an inability to understand what the other is saying because different languages are being spoken. Talking the same language itself can sometimes lead to discrepancies as some words have different meanings in various contexts, countries or cultures

**3) Nonverbal Misinterpretation** : The way we dress, the way we express ourselves through our body language, eye contact and gestures also communicates something. A simple gesture like nodding the head is considered to be YES in certain cultures and NO in others.

**4) Preconceptions and Stereotypes** : Stereotypes involves putting people into pre-defined slots based on our image of how we think they are or should be. It may consist of a set of characteristics that we assume that all members of a group share. This may be true or may be false. But stereotypes may lead to wrongful expectations and notions. A preconceived opinion of another can lead to bias and discrimination.

**5) Tendency to evaluate** : Humans tend to make sense of the behavior and communication of others by analyzing them from one's own cultural point of view without taking into consideration why the other person is behaving or communicating a certain way.

**6) High anxiety** : Sometimes being confronted with a different cultural perspective will create an anxious state in an individual who does not know how to act or behave and what is considered to be appropriate (For example: A Japanese man and an American having a business meeting where both are unsure of the other's cultural norms)

## Avoiding Gender Racial and other forms of Bias communication

To reduce the above barriers to cross cultural communication, one can take the effort to develop one's listening skills. This will ensure that we start hearing the real meaning of what is being said instead of understanding at face value. Becoming aware of our perceptions towards others will ensure that we take steps to not prejudge a person or stereotype them. By accepting people and their differences and acknowledging that we don't know everything will make us open up to people and their differences resulting in us using contextual information for better understanding. Seeking feedback and taking risks to open up channels of communication and being responsible for our feelings and actions will go a long way in ensuring that miscommunication is mitigated.

Today's business world demands equal opportunity and inclusion of all races, sexual orientations, ages, ethnic backgrounds, national origins and both genders. Numerous state and federal laws, including the Civil Rights Act of 1964 and the Equal Pay Act, establish anti-discrimination criteria throughout the United States.

Employers are not only required to provide equal opportunity in hiring and employment opportunities, but also a workplace that shows equity and fairness toward minorities and protected classes. This extends into written communications in a business. Employers are required to ensure their managers and employees show respect for one another in all communication forums. Failure to comply with anti-discrimination laws can lead to civil suits as well as sanctions by the Equal Employment Opportunity Commission and state agencies which enforce these laws.

### Gender Biased Pronouns

When writing emails, letters, memos, forms, advertisements, presentations and any other form of communication, be aware of gender pronouns. In general, try to avoid them. Instead of writing something like, "we issued every employee his own laptop," try "we issued every employee a laptop." Another example could be "Make sure every doctor educates his nurse on the topic." A doctor can be of either gender. Instead use something like, "Make sure doctors educate their respective nurses."

## Gendered Terminology

Words that traditionally carry a gendered connotation are easily overlooked landmines. For example, business are replacing the traditional title of salesman with salesperson, sales representative or sales associate. Many businesses and government agencies also have begun calling the head of a department or board of directors a chair or chairperson instead of a chairman. In the airline industry, the old term "stewardess" has been changed to flight attendant both to bring more respect to the title and to account for males in the profession.

## Racial Notes

There are very few places in business communication that are appropriate for writing about someone's race or ethnic background. Employees and managers should avoid describing people in racial and ethnic terms at all costs. This can be most damaging to an organization if interviewers or hiring managers make notes on an applicant's resume or hiring paperwork which describe the person's color, race or national origin.

Many companies have a policy of not making notes on resumes in part for this reason. Even if the description is just to help someone remember which candidate is which and not intended as discriminatory, the appearance of discrimination still can be damaging.

# Oral Communication

Oral communication is transfer of information from sender to receiver by means of verbal and visual aid. Examples of oral communication include presentations, speeches, discussions, etc.

Though the message is conveyed through words, most of the times oral communication is effectively carried out with the help of non-verbal communication like body language and tone modulations. Oral communication is also at times mixed with visual aid to help establish the conveyed message in a clear manner.

Examples include usage of presentations in a seminar or meeting to put across the message in a clear manner. Oral communication can also be mixed with written communication methods to ensure that maximum effectiveness is achieved.

There are many benefits of oral communication. This form of communication is a quick and direct method of communication. Be it a criticism or praise or information, it helps to convey the message immediately to the receiver. This method of communication enables in obtaining immediate feedback and hence is a form in which two-way communication can be enabled.

The other main advantage of this communication method is that it helps in conveying the message with the desired pitch and tone that is needed for the message. It also saves on time in a huge way and saves enormously on effort that is spent. Oral communication is a less formal method as compared to others and hence adds a personal touch to your message. Combined with the right kind of verbal communication, oral forms can create confidence and loyalty on the sender from the receiver's side.

There are many ways to create an effective oral communication. It is important to ensure that the words are framed properly and are delivered in the right pitch and tone. Clarity, brevity and precision are mandatory features of an effective oral communication system. It is advisable to avoid complicated sentences and jargons so as to make sure that the message is conveyed across properly. It is important to establish an eye contact and to modulate body language based on the message. For

example, a strict order can be conveyed better when communicated with a formal and stern body language as opposed to a casual and friendly one.

Though it has many advantages, oral communication has its set of limitations also. This form of communication can be misinterpreted or misunderstood very easily. Communicating effectively through oral forms require high skills and is not something that everyone can master. It is also not a form of communication that can be used as a form of documentary evidence.

## Written Communication

Next to oral communication, written communication is the oldest known form of communication. Any form of communication which is written and documented from the sender to the receiver is known as written communication. Examples of written communication include letters, memos, research papers, reports, etc.

It is a very concrete form of documentary evidence and can also be used for future reference purposes. As the information is written, it can be easily distributed to many people thus making it a bulk communication method. As the information does not change from person to person, the accuracy of the information conveyed is same across the entire audience.

To ensure an effective written communication form, it is a must to follow completeness, clarity and correctness in your writing. As there is no immediate feedback that can be received, it is important that written communication is detailed and accurate to ensure that the write message is communicated.

## What is Group Discussion?

"Group" is a collection of individuals who have regular contact and frequent interaction and who work together to achieve a common set of goals. "Discussion" is the process whereby two or more people exchange information or ideas in a face-to-face situation to achieve a goal. The goal, or end product, maybe increased knowledge, agreement leading to action, disagreement leading to competition or resolution or perhaps only a clearing of the air or a continuation of the status-quo.

"Group Discussion", popularly labeled as GD, is a methodology used by an organization (company, institute, business school, etc.) to gauge whether the candidate has certain personality traits. GDs form an important part of the short-listing process for recruitment or admission in a company or institution.

## Why is a "GD" conducted?

Organizations conduct GDs to find out whether you possess the critical qualities/skills to contribute effectively to the goal accomplishment process. Group Discussions are held because business management is essentially a group activity and working with groups is the most important parameter of being successful as a manager. Apart from that, the candidates are evaluated on the basis of their communication skills, knowledge, leadership skills, listening skills, conceptualizing ability, etc.

## Memos: Purpose and Format

## Memos

A **memo** (or memorandum, meaning "reminder") is normally used for communicating policies, procedures, or related official business within an organization. It is often written from a one-to-all perspective (like mass communication), broadcasting a message to an audience, rather than a one-on-one, interpersonal communication. It may also be used to update a team on activities for a given project, or to inform a specific group within a company of an event, action, or observance.

## **Memo Purpose**

A memo's purpose is often to inform, but it occasionally includes an element of persuasion or a call to action. All organizations have informal and formal communication networks. The unofficial, informal communication network within an organization is often called the **grapevine**, and it is often characterized by rumour, gossip, and innuendo. On the grapevine, one person may hear that someone else is going to be laid off and start passing the news around. Rumours change and transform as they are passed from person to person, and before you know it, the word is that they are shutting down your entire depa

## Abstract (summary)

An **abstract** is a brief summary of a research article, thesis, review, conference proceeding, or any in-depth analysis of a particular subject and is often used to help the reader quickly ascertain the paper's purpose.<sup>[1]</sup> When used, an abstract always appears at the beginning of a manuscript or typescript, acting as the point-of-entry for any given academic paper or patent application. Abstracting and indexing services for various academic disciplines are aimed at compiling a body of literature for that particular subject.

The terms **précis** or **synopsis** are used in some publications to refer to the same thing that other publications might call an "abstract". In management reports, an executive summary usually contains more information (and often more sensitive information) than the abstract does.

## summary

From Wikipedia, the free encyclopedia  
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An **executive summary**, or **management summary**, is a short document or section of a document, produced for business purposes, that summarizes a longer report or proposal or a group of related reports in such a way that readers can rapidly become acquainted with a large body of material without having to read it all. It usually contains a brief statement of the problem or proposal covered in the major document(s), background information, concise analysis and main conclusions. It is intended as an aid to decision-making by managers and has been described as the most important part of a business plan.<sup>[1][2][3][4]</sup>

An executive summary differs from an abstract in that an abstract will usually be shorter and is typically intended as an overview or orientation rather than being a condensed version of the full document. Abstracts are extensively used in academic research where the concept of the executive summary is not in common usage. "An abstract is a brief summarizing statement... read by parties who are trying to decide whether or not to read the main document", while "an executive summary, unlike an abstract, is a document in miniature that may be read in place of the longer document".<sup>[5]</sup>

# The 7 Cs of Communication

## A Checklist for Clear Communication

Think of how often you communicate with people during the day.

You write emails, facilitate meetings, participate in conference calls, create reports, devise presentations, debate with your colleagues... the list goes on.

We can spend almost our entire day communicating. So, it stands to reason that communicating clearly and effectively can boost productivity.

This is why the 7 Cs of Communication are helpful. The 7 Cs provide a checklist for making sure that your **meetings** , **emails** , **conference calls** , **reports** , and **presentations** are well constructed and clear – so your audience gets your message.

According to the 7 Cs, communication needs to be:

1. Clear.
2. Concise.
3. Concrete.
4. Correct.
5. Coherent.
6. Complete.
7. Courteous.

### 1 Clear

When writing or speaking to someone, be clear about your goal or message. What is your purpose in communicating with this person? If you're not sure, then your audience won't be either.

To be clear, try to minimize the number of ideas in each sentence. Make sure that it's easy for your reader to understand your meaning. People shouldn't have to "read between the lines" and make assumptions on their own to understand what you're trying to say.

#### ***Bad Example***

Hi John,

I wanted to write you a quick note about Daniel, who's working in your department. He's a great asset, and I'd like to talk to you more about him when you have time.

Best,

Skip

What is this email about? Well, we're not sure. First, if there are multiple Daniels in John's department, John won't know who Skip is talking about.

## **2. Concise**

When you're concise in your communication, you stick to the point and keep it brief. Your audience doesn't want to read six sentences when you could communicate your message in three. Ask yourself:

- Are there any adjectives or "filler words" that you can delete? You can often eliminate words like "for instance," "you see," "definitely," "kind of," "literally," "basically," or "I mean."
- Are there any unnecessary sentences?
- Have you repeated the point several times, in different ways?

#### ***Bad Example***

Hi Matt,

I wanted to touch base with you about the email marketing campaign we kind of sketched out last Thursday. I really think that our target market is definitely going to want to see the company's philanthropic efforts. I think that could make a big impact, and it would stay in their minds longer than a sales pitch.

For instance, if we talk about the company's efforts to become sustainable, as well as the charity work we're doing in local schools, then the people that we want to attract are going to remember our message longer. The impact will just be greater.

What do you think?

Jessica

This email is too long! There's repetition, and there's plenty of "filler" taking up space.

### **Good Example**

Watch what happens when we're concise and take out the filler words:

Hi Matt,

I wanted to quickly discuss the email marketing campaign that we analyzed last Thursday. Our target market will want to know about the company's philanthropic efforts, especially our goals to become sustainable and help local schools.

This would make a far greater impact, and it would stay in their minds longer than a traditional sales pitch.

What do you think?

Jessica

## **3. Concrete**

When your message is concrete, your audience has a clear picture of what you're telling them. There are details (but not too many!) and vivid facts, and there's laser-like focus. Your message is solid.

### **Bad Example**

Consider this advertising copy:

The Lunchbox Wizard will save you time every day.

A statement like this probably won't sell many of these products. There's no passion, no vivid detail, nothing that creates emotion, and nothing that tells people in the audience why they should care. This message isn't concrete enough to make a difference.

### **Good Example**

How much time do you spend every day packing your kids' lunches? No more! Just take a complete Lunchbox Wizard from your refrigerator each day to give your kids healthy lunch **and** have more time to play or read with them!

This copy is better because there are vivid images. The audience can picture spending quality time with their kids – and what parent could argue with that? And mentioning that the product is stored in the refrigerator explains how the product is also practical. The message has come alive through these details.

## **4. Correct**

When your communication is correct, your audience will be able to understand it. And correct communication is also error-free communication. Make sure your message is correct by asking yourself the following questions:

- Do the technical terms you use fit your audience's level of education or knowledge?
- Have you checked your **writing** for grammatical errors? (Remember, spell checkers won't catch everything).
- Are all names and titles spelled correctly?

### **Bad Example**

Hi Daniel,

Thanks so much for meeting me at lunch today! I enjoyed our conservation, and I'm looking forward to moving ahead on our project. I'm sure that the two-week deadline won't be an issue.

Thanks again, and I'll speak to you soon!

Best,

Jack Miller

If you read that example fast, then you might not have caught any errors. But on closer inspection, you'll find two. Can you see them?

The first error is that the writer accidentally typed conservation instead of conversation. This common error can happen when you're typing too fast. The other error is using weak instead of week.

Again, spell checkers won't catch word errors like this, which is why it's so important to proofread everything!

## **5. Coherent**

When your communication is coherent, it's logical. All points are connected and relevant to the main topic, and the tone and flow of the text is consistent.

### **Bad Example**

Traci,

I wanted to write you a quick note about the report you finished last week. I gave it to Michelle to proof, and she wanted to make sure you knew about the department meeting we're having this Friday. We'll be creating an outline for the new employee handbook.

Thanks,

Michelle

As you can see, this email doesn't communicate its point very well. Where is Michelle's feedback on Traci's report? She started to mention it, but then she changed the topic to Friday's meeting.

### Good Example

Hi Traci,

I wanted to write you a quick note about the report you finished last week. I gave it to Michelle to proof, and she let me know that there are a few changes that you'll need to make. She'll email you her detailed comments later this afternoon.

Thanks,

Michelle

Notice that in the good example, Michelle does not mention Friday's meeting. This is because the meeting reminder should be an entirely separate email. This way, Traci can delete the report feedback email after she makes her changes, but save the email about the meeting as her reminder to attend. Each email has only one main topic.

## 6. Complete

In a complete message, the audience has everything they need to be informed and, if applicable, take action.

- Does your message include a "call to action," so that your audience clearly knows what you want them to do?
- Have you included all relevant information – contact names, dates, times, locations, and so on?

### Bad Example

Hi everyone,

I just wanted to send you all a reminder about the meeting we're having tomorrow!

See you then,

Chris

This message is not complete, for obvious reasons. What meeting? When is it? Where? Chris has left his team without the necessary information.

### Good Example

Hi everyone,

I just wanted to remind you about tomorrow's meeting on the new telecommuting policies. The meeting will be at 10:00 a.m. in the second-level conference room. Please let me know if you can't attend.

See you then,

Chris

## 7. Courteous

Courteous communication is friendly, open and honest. There are no hidden insults or passive-aggressive tones. You keep your reader's viewpoint in mind, and you're empathetic to their needs.

### Bad Example

Jeff,

I wanted to let you know that I don't appreciate how your team always monopolizes the discussion at our weekly meetings. I have a lot of projects, and I really need time to get my team's progress discussed as well. So far, thanks to your department, I haven't been able to do that. Can you make sure they make time for me and my team next week?

Thanks,

Phil

Well, that's hardly courteous! Messages like this can potentially start office-wide fights. And this email does nothing but create bad feelings, which can lower productivity and morale. A little bit of courtesy, even in difficult situations, can go a long way.

### Good Example

Hi Jeff,

I wanted to write you a quick note to ask a favor. During our weekly meetings, your team does an excellent job of highlighting their progress. But this uses some of the time available for my team to highlight theirs. I'd really appreciate it if you could give my team a little extra time each week to fully cover their progress reports.

Thanks so much, and please let me know if there's anything I can do for you!

Best,

Phil

What a difference! This email is courteous and friendly, and it has little chance of spreading bad feelings around the office.

### Note:

There are a few variations of the 7 Cs of Communication:

- **Credible** – Does your message improve or highlight your **credibility**? This is especially important when communicating with an audience that doesn't know much about you.
- **Creative** – Does your message communicate your main points creatively? Creative communication can help to keep your audience engaged.

#### Key Points

All of us communicate every day. The better we communicate, the more credibility we'll have with our clients, our boss and our colleagues.

Use the 7 Cs of Communication as a checklist for all of your communication. By doing this, you'll stay clear, concise, concrete, correct, coherent, complete, and courteous

## Feature of business communication

in this world majority of problems arise due to bad communication as there is huge difference between what people want to say and what other person think about that and when one is doing business or is involved in professional communication any wrong communication can lead to huge financial loss and therefore it is important to know about the various features of business communication which in turn will help in enhancing the effect of business communication –

1. The first and foremost feature of business communication is that it should be well thought out and it requires lot of planning unlike informal communication which is instinctive in nature. In simple words it should be done by expert or experienced person as it is something which requires lot of thinking and patience on the part of person doing business communication.
2. Another feature of business communication is that it should be free from any grammatical or fundamental error because even if it contains one mistake it can lead to complete miscommunication between the parties and which in turn can lead to huge losses for the business of the company.
3. It should be brief and to the point rather than lengthy as in professional world people do not have time to read long letters or circulars which are filled with unnecessary information rather they are comfortable with short letters which, convey the message quickly and clearly.
4. It should be done by person who has authority as well as knowledge about the subject of business communication because if it is not done in that way then it loses its relevance. For example suppose in a bank computers stop working then who is the right person to communicate it to higher authorities the teller or officer who is working on that computer or the IT officer who has all the