
Business Communication (HS-218)

Week 1 (Recorded Lecture-1)

ASMARA SHAFQAT

Lecturer & PhD Scholar (Applied Linguistics)

Department of Humanities

NED University of Engg. & Tech. Karachi



2 Recorded Lectures / Week
(All topics will be covered)

1 Live Session / Week
(Q/Answers for Clarification)



Course Plan (10 Weeks)



WEEK #	TOPICS
1.	Introduction to Communication Definition, Types (nonverbal/oral/written/technological), Levels (intra/inter/small group/organizational/ public/mass), Nonverbal Communication (temporal/environment/person-oriented)
2.	Principles, Channels (internal/external), Modes/Flow (upward/downward/lateral/formal/informal, Feedback & its types (positive-negative/immediate-delayed/low-high monitoring/critical- supportive/judgmental-non-judgmental) Multicultural/Intercultural communication - International Communication, High/Low Context Cultures
3.	Characteristics (7C's), Barriers/Problems (Noise/Distortion/Gender differences/language/lacking communication skills/problems in the message/information over/underload)

Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Course Plan (10 Weeks)



WEEK #	TOPICS
4 .	Listening (skills/process and stages/problems and coping strategies/dimensions or types (participatory –passive/surface-deep/non-judgmental-judgmental/empathic-objective)
5.	Business Writing Practice in writing business messages (letters/memo) for situations (Enquiries, responses, special announcements, granting and rejecting requests etc)
6.	Tenders, Inter Office Communication: Memorandum, Meetings: notice, agenda, and minutes

Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Course Plan (14 Weeks)



WEEK #	TOPICS
7.	Three types of Business Messages & organizational plans (Direct/Indirect/Persuasive) Features of written style, way to make writing optimally readable, criteria for effective messages, process of writing effective messages
8.	Letter Elements and formats: practice in writing letters Planning Audience Centered Business Messages: Audience Analysis (psychographic & demographic profile, Five Types of Audiences (initial/gatekeeper/ primary/ secondary/ watchdog)
9.	Report Writing: Report Types (letter –memo/analytical-informational/based on purpose), report structure, practice in writing short formal report.

Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Course Plan (10 Weeks)



WEEK #	TOPICS
10	Employment communication: job application and resume/CV writing

Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Why Business Communication?

The term **business** means any activity which is:

- * professional
- * formal
- * official
- * career oriented
- * workplace related



Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



1. Definition of Communication

2. Types of Communication

3. Levels of Communication



Asmara Shafqat
PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Definition

Communication is:

- * imparting or exchange of information, ideas or feelings**
- * systematic and continuous process of conveying messages from one person to another**
- * a two-way process**



Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Types of Communication

- 1. Verbal Communication**
- 2. Nonverbal Communication**
- 3. Technological Communication**



Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Verbal Communication

Verbal communication refers to the use of symbols in the form of spoken and written words to transmit messages

ORAL COMMUNICATION	WRITTEN COMMUNICATION
<p>Oral communication is the process of verbally transmitting information and ideas from one individual or group to another. Oral communication can be either formal or informal.</p>	<p>Written communication involves any type of message that makes use of the written words. It is the most effective and useful mode of formal communication.</p>



Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Examples

ORAL COMMUNICATION	WRITTEN COMMUNICATION
Face-to-face meetings <ul style="list-style-type: none">• Personal discussions, business meetings	Emails
Presentations <ul style="list-style-type: none">• Public presentations such as speeches, lectures and conferences.	Letters/Reports
Telephone calls <ul style="list-style-type: none">• Informal conversations	Memos, Agenda, Notes
Teleconferences or videoconferences	Minutes of the meeting
Interviews	Project Management Plans

Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Non-Verbal Communication

Nonverbal communication refers to the use of symbols other than words to transmit messages



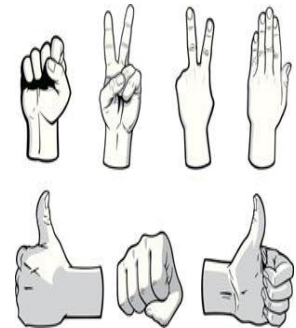
Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Non-verbal examples

- ☐ Gestures
- ☐ Body language
- ☐ Facial expressions
- ☐ Voice
- ☐ Appearance
- ☐ Other environmental forces



Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Technological communication includes any form of communication that exhibits one or more of the following characteristics:

- > Communicating by technical or specialized topics**
- > Communicating by using technology**
- > Providing instructions about how to do or complete a technical task**



Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Examples

- ❑ Computer Applications
- ❑ Web Pages
- ❑ Help Files
- ❑ Social Media Sites



Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Any Questions?



If you have any questions regarding this Part 1 of Recorded Lecture i.e. “Introduction to Communication”, you can ask in the live session .

Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Thank you

