**5 elements of communication**

1. 1. 5 Elements of communication Prepared by: Miguel Balanon Marjory Rosales
2. [2.](https://image.slidesharecdn.com/5elementsofcommunication-170727141240/95/5-elements-of-communication-2-638.jpg?cb=1501164866)Introduction – Communication is a two-way process that results in a shared meaning or common understanding between the sender and the receiver. An understanding of how communication works can help us to understand and improve our communication. – The basic communication model consists of five elements of communication: the sender, the receiver, the message, the channel and feedback
3. [3.](https://image.slidesharecdn.com/5elementsofcommunication-170727141240/95/5-elements-of-communication-3-638.jpg?cb=1501164866)Sender Sender The sender plays the specific role of initiating communication. To communicate effectively, the sender must use effective verbal as well as nonverbal techniques. Speaking or writing clearly, organizing your points to make them easy to follow and understand, maintaining eye contact, using proper grammar and giving accurate information are all essential in the effectiveness of your message. You will lose your audience if it becomes aware of obvious oversights on your part. The sender should have some understanding of who the receiver is in order to modify the message to make it more relevant.
4. [4.](https://image.slidesharecdn.com/5elementsofcommunication-170727141240/95/5-elements-of-communication-4-638.jpg?cb=1501164866)Receiver – Receiver The receiver means the party to whom the sender transmits the message. A receiver can be one person or an entire audience of people. In the basic communication model, the receiver, is directly across from the speaker. The receiver can also communicate verbally and nonverbally. The best way to receive a message is to listen carefully, sitting up straight and making eye contact. Don’t get distracted or try to do something else while you're listening. Nodding and smiling as you listen to the sender speak demonstrate that you understand the message.
5. [5.](https://image.slidesharecdn.com/5elementsofcommunication-170727141240/95/5-elements-of-communication-5-638.jpg?cb=1501164866)Message – Message The message may be the most crucial element of effective communication. A message can come in many different forms, such as an oral presentation, a written document, an advertisement or just a comment. In the basic communication model, the wayfrom one point to another represents the sender's message traveling to the receiver. The message isn't necessarily what the sender intends it to be. Rather, the message is what the receiver perceives the message to be. As a result, the sender must not only compose the message carefully, but also evaluate the ways in which the message can be interpreted.
6. [6.](https://image.slidesharecdn.com/5elementsofcommunication-170727141240/95/5-elements-of-communication-6-638.jpg?cb=1501164866)Channel – The message travels from one point to another via a channel of communication. The channel sits between the sender and receiver. Many channels, or types, of communication exist, from the spoken word to radio, television, an Internet site or something written, like a book, letter or magazine. Every channel of communication has its advantages and disadvantages. For example, one disadvantage of the written word, on a computer screen or in a book, is that the receiver cannot evaluate the tone of the message. For this reason, effective communicators word written communications clearly so they don't rely on a specific tone of voice to convey the message accurately. The advantages of television as a channel for communication include its expansive reach to a wide audience and the sender's ability to further manipulate the message using editing and special effects.
7. [7.](https://image.slidesharecdn.com/5elementsofcommunication-170727141240/95/5-elements-of-communication-7-638.jpg?cb=1501164866)Feedback – The last element of effective communication, feedback, describes the receiver's response or reaction to the sender's message. The receiver can transmit feedback through asking questions, making comments or just supporting the message that was delivered. Feedback helps the sender to determine how the receiver interpreted the message and how it can be improved.
8. **Sender**

Sender is the person who initiates the communication process. The sender should know the techniques of initiating an effective communication process. These techniques include both verbal and non-verbal. Good writing and speaking skills, make easy and understandable arguments, good eye contact, command of grammar, sharing exact information are some of the techniques to be followed for an effective communication. The sender should be aware of his receiver to make changes in the message, if it is not readable for the receiver.

1. **Receiver**

Receiver is the other party who receives the message. A receiver is either an individual or the whole audience, and the receiver can communicate either verbally or non-verbally. The best way of receiving message is to make an excellent eye contact, listen carefully and sitting up straight. Just focus on the message do not involve in any other activity else while receiving a message verbally. Give positive response while listening to the message in the form of nodding your head to show that you are getting the sender.

1. **Message**

It is most crucial component of communication. There are different ways in which messages can be sent and they can be presentation, written documents or an advertisement. The message transfer from the sender to receiver. It is not necessary that what the sender intends to send. The message is what is perceived by the receiver. Therefore, the sender should not only create and send forward the message, but also find out the ways to make the message easy for the receiver.

1. **Channel**

The message travels from the sender to the receiver through a medium that is known as channel. There are many types of channels, like speakers, newspapers, T.V, internet and radio, as in the written form it may be a magazine, book or reports, etc. For every channel there are advantages and disadvantages too. For example, a disadvantage for a written communication is that the receiver is unable to evaluate the tone of the sender. To reduce this problem, communicators send written messages clearly, so that they don’t have to rely on the message tone, and the sender sends the message accurately. One of the advantages of T.V as a communication channel is that it conveys the message to a wide audience by some sort of editing.

1. **Feedback**:

Feedback is the response of the receiver. The receiver has to give his response either by asking questions or by making comments. Feedback helps the sender to know that how his message has been interpreted. Remember feedback might be positive and negative and even feedback is also the part business communication process.

**BARRIER TO COMMUNICATION**

## ****Physical Barriers****

Open plan building designs are attractive as they allow colleagues to communicate quickly and efficiently. The moment you shut the door to your office, create distance between people or erect walls that divide your staff, you are creating physical barriers to effective communication. Sometimes these obstacles are unavoidable, such as companies that have offices in different locations, but there are solutions such as video technology and other advancements that can alleviate these hurdles.

## ****Perceptual Barriers****

While physical barriers are easy to see, perceptual barriers are those you erect in your mind. The way you communicate could be affected by preconceived ideas, your typical behaviour patterns or misunderstood body language. You must keep an open mind when talking, be interested in the conversation, and clearly articulate your message so any negative assumptions made about you by others will fade away.

## ****Emotional Barriers****

Self-confidence plays an enormous role in breaking down psychological barriers. By having an in-depth understanding of the information you’re sharing with others, you will be able to deliver it with clarity. This knowledge increases the probability that those receiving the information will understand it and be able to act on it. However, sometimes our emotions take over when communicating with others, and feelings such as anger, pride and anxiety can cloud our judgment and prevent great communication. Emotional intelligence is an incredibly important skill to learn if you want to be seen as a leader within your organisation, and being able to keep your emotions, and the emotions of those around you in check will lead to a more highly efficient team.

## ****Cultural Barriers****

Modern business is conducted in a global community, whether it's the mix of staff in the workplace, or working with colleagues, suppliers, and retailers in other parts of the world. By understanding cultural sensitivities of any business stakeholder, and respecting their values and beliefs, cultural barriers can be removed from the process. Respect is the key, at times, you will have to adapt to others while other occasions people joining your organisation will have to adjust. By identifying cultural differences and developing strategies to accommodate them, you are far more likely to enjoy more exceptional communication in your business.

## ****Language Barriers****

Communicating with people whose native language is not English can pose problems. However, it’s not the only language issue businesses face. The way people speak is different from each generation, speech impediments can cause comprehension issues, and industry specific language may be difficult to understand for someone unaccustomed to it. Utilising common sense strategies such as translation services, learning the basics of the foreign language, and using multiple methods of communication such as video can overcome these language barriers.

## ****Gender Barriers****

Men and women are different, and while workplace relations between genders have improved astronomically over recent years, there are times when communications break down for one reason or another. Communication styles between genders are often different, which could cause problems between work colleagues, so it’s important to be respectful of each other. Effective communication can only be achieved between genders if everyone feels safe when offering their ideas and opinions.

## ****Interpersonal Barriers****

Poor self-esteem or an inability to make connections with others can prohibit us from actually communicating with our colleagues. This challenge can lead to withdrawal from the business dynamic, keeping your opinions and ideas to yourself and removing yourself from the workplace community. And because forcing yourself to communicate with others is the best way to overcome this barrier, it can be tough to break. Taking small steps by keeping your communications simple, listening to others and staying calm, will build self-confidence over time.

# Writing an Effective Business Letter

E-mail may be the quick and convenient way to relay daily business messages, but the printed business letter is still the preferred way to convey important information. A carefully crafted letter presented on attractive letterhead can be a powerful communication tool. To make sure you are writing the most professional and effective letter possible, use the business letter format and template below and follow these basic business letter-writing.

**Select a professional letterhead design for your small business:**Your business letter is a representation of your company, so you want it to look distinctive and immediately communicate "high quality." For a convenient and economical alternative to using traditional preprinted letterhead, try using our [**letterhead and envelope design templates**](https://www.xerox.com/en-us/small-business/templates/corporate-identity). Simply create a letter within a predesigned color letterhead template and then print your entire piece quickly and beautifully on your Xerox® color printer.

**Use a standard business letter format and template:**The most widely used format for business letters is "block style," where the text of the entire letter is justified left. The text is single spaced, except for double spaces between paragraphs. Typically margins are about 1 inch (25.4 mm) on all sides of the document, which is the default setting for most word-processing programs. If you are using Microsoft Word, you can turn to its built-in Letter Wizard for additional formatting assistance (look on the Tools menu).

## Business Letter Template Fields:

**Date:** Use month, day, year format, e.g., March 3, 20xx or 3 March 20xx

**Sender's Address:**It is a good idea to include sender's email and url, if available. Don't include this information if it's already incorporated into the letterhead design. This will allow customers to find your small business more quickly.

**Inside Address:** Use full name. Mr./Ms. is optional

**Salutation:** Be sure to use a colon at the end of the name, not a comma as in personal letters

**Body Text:** State why you are writing. Establish any connection/mutual relationship up front. Outline the solution, providing proof in the way of examples and expert opinions. Group related information into paragraphs

**Closing "Call to Action":**State what the reader needs to do and what you will do to follow up

**Signature Block:**Sign your letter in blue or black ink

**Enclosures:**Use if you have an enclosure

**Carbon Copy:** Use if you are sending a copy to additional person(s)

**This business letter format illustrates the specific parts of a business letter:**

|  |
| --- |
| Date  July 20, 20xx    Sender's Address  GP & Associates  2053 SW Channing Avenue, Suite 400  Denver, CO 80016    Inside Address  Ms Tia Turfingeon  ACTION ITEMS  3400 Onesite Parkway  Denver, CO 80016    Saluation  Dear Ms. Turfingeon,    Body Text: I understand from our mutual acquaintance, Chad Johnson, that you are looking to retain an accountant to assist you in the sale of your business. I would welcome the opportunity to show you how GP & Associates was able to help Chad successfully sell his business earlier this year.  As you'll see on our website, my associates and I have extensive experience in financial accounting, internal audits, and tax compliance. For the past several years, we have specialized in business evaluation and transition services for sellers. We enjoy working closely with clients throughout the sale process to ensure a smooth transition. As our clients can attest, our various pre-sale price improvement strategies can significantly optimize a business's sale price.  Should you be thinking of purchasing another business, please note that we also offer business acquisition services. For your convenience, I have enclosed additional information describing GP & Associates full range of services.  Call to action: To set up an appointment to discuss your specific needs, please contact me at 303-449-0037. I know how busy you are, so I will give you a call on Tuesday to follow up if I haven’t heard from you.    Best Regards,  Signature Block  Greg Parker    Enclosures  CC: |

# 10 Types of Business Letters

The term “business letters” refers to any written communication that begins with a salutation, ends with a signature and whose contents are professional in nature. Historically, business letters were sent via postal mail or courier, although the internet is rapidly changing the way businesses communicate. There are many standard types of business letters, and each of them has a specific focus.

## Sales Letters

Typical sales letters start off with a very strong statement to capture the interest of the reader. Since the purpose is to get the reader to do something, these letters include strong calls to action, detail the benefit to the reader of taking the action and include information to help the reader to act, such as including a telephone number or website link.

## Order Letters

Order letters are sent by consumers or businesses to a manufacturer, retailer or wholesaler to order goods or services. These letters must contain specific information such as model number, name of the product, the quantity desired and expected price. Payment is sometimes included with the letter.

## Complaint Letters

The words and tone you choose to use in a letter complaining to a business may be the deciding factor on whether your complaint is satisfied. Be direct but tactful and always use a professional tone if you want the company to listen to you.

## Adjustment Letters

An adjustment letter is normally sent in response to a claim or complaint. If the adjustment is in the customer’s favor, begin the letter with that news. If not, keep your tone factual and let the customer know that you understand the complaint.

## Inquiry Letters

Inquiry letters ask a question or elicit information from the recipient. When composing this type of letter, keep it clear and succinct and list exactly what information you need. Be sure to include your contact information so that it is easy for the reader to respond.

## Follow-Up Letters

Follow-up letters are usually sent after some type of initial communication. This could be a sales department thanking a customer for an order, a businessman reviewing the outcome of a meeting or a job seeker inquiring about the status of his application. In many cases, these letters are a combination thank-you note and sales letter.

## Letters of Recommendation

Prospective employers often ask job applicants for letters of recommendation before they hire them. This type of letter is usually from a previous employer or professor, and it describes the sender’s relationship with and opinion of the job seeker.

## Acknowledgment Letters

Acknowledgment letters act as simple receipts. Businesses send them to let others know that they have received a prior communication, but action may or may not have taken place.

## Cover Letters or job application letters:

Cover letters usually accompany a package, report or other merchandise. They are used to describe what is enclosed, why it is being sent and what the recipient should do with it, if there is any action that needs to be taken. These types of letters are generally very short and succinct.

## Letters of Resignation

When an employee plans to leave his job, a letter of resignation is usually sent to his immediate manager giving him notice and letting him know when the last day of employment will be. In many cases, the employee also will detail his reason for leaving the company.

# Letter formats (full block, modified block, and semiblock)This is a featured page

**What and Why Are They Important?**A letter format is the way of arranging the different parts of a letter. Using an appropriate letter format is as important as correct spelling, proper grammar and having a coherent, effective writing style, as it reflects a sense of professionalism on our part and gives the recipient of our letter a good first impression of us, especially when it concerns the writing of formal letters. Even if we are competent in the other components, using an inappropriate format will make our letter look sloppy and it becomes the missing link to the effectiveness of our intended message.  
  
  
**Standard Elements of A Letter**  
  
Let us first familiarize ourselves with the six elements (in chronological order) typically found in all formal letters and their respective alignments, as these information is also crucial in order to have a good grasp of letter formatting. 

* ***Heading and date***tell us where a letter came from and when it was written. There are some slight differences in its presentation depending on whether the letter is written on letterhead paper or not. For the former, the date should begin at least two lines below the bottom of the letterhead. For the latter scenario, the return address should be about one to two inches from the top, then leave a line before the date is entered.

* ***Inside address***begins at least one line below the date and it shows the complete name and title of the recipient, followed by their company name and address.

* ***Salutation***is a greeting of your recipient, for instance, Dear Mr Brown, Dear Sir/Madam or Dear Nancy and it is followed by a comma according to United Kingdom (UK) standards or open punctuation, which is becoming increasingly popular. The formality of the salutation depends on your relationship with the addressee. Leave a line before and after the salutation.

* ***Body***of the letter discusses the subject in a few paragraphs. Within each paragraph, each line is single spaced while there is double spacing between paragraphs.

* ***Complimentary closing***appears two lines below the body. Examples include Yours truly and Sincerely which are then followed by a comma if it had been used earlier for the salutation. Another option would be to use open punctuation for both the salutation and closing.

* ***Signature.***Leave three to four lines for a written signature and this is followed by your name and designation. Remember to leave a bottom margin of at least three to six lines.

**How and When To Use?**  
  
The three widely recognized letter formats are:  
  
***1) Full Block***  
This is the most common layout of a business letter. All parts of the letter are **left-justified**. The main advantage here will be a fuss-free and efficient preparation of the letter.  
  
***2) Modified Block***   
A traditional format used for business letters. The **date, complimentary closing and signature**are aligned **towards the right of the centre**of the page. **Paragraphs begin from the left margin**. It gives a more balanced feel and creates a visually attractive layout as the alignment of the three parts mentioned above covers what would otherwise have been blank spaces.  
  
***3) Semi-block***   
It is similar to the modified block format, except that the **first line of each paragraph is indented**. This format is more conventional for informal personal letters in which we want to exude a warm, relaxed and friendly correspondence style.  
  
Here are some hyperlinks where you can get visual examples of the letter formats introduced:   
[http://www.savvy-business-correspondence.com/BlockBizLetter.html](http://www.savvy-business-correspondence.com/BlockBizLetter.html" \t "_blank)  
[http://www.savvy-business-correspondence.com/ModifiedBlockBizLetter.html](http://www.savvy-business-correspondence.com/ModifiedBlockBizLetter.html" \t "_blank)  
[http://www.savvy-business-correspondence.com/IndentedBizLetter.html](http://www.savvy-business-correspondence.com/IndentedBizLetter.html" \t "_blank)  
  
  
**Conclusion**  
  
To begin setting your foundation right, be familiar with the formats and learn to use the appropriate one under different circumstances. As line breaks between standard letter parts and punctuation are not universally standardized, try to balance between flexibility and keeping in mind the basic structures of the letter formats learnt and adapt accordingly in the long run.

**Resume:**

# What are the Different Types of Resume Formats?

By: AJE Recruiting Specialist

Resumes are like advertisements. As such, it’s important to decide which type of "ad" – in this case, format – you will use before you begin the[resume writing](https://www.americasjobexchange.com/resume-writing) process. Depending on the type of job you are applying to, different resume formats may apply. The four standard types of resumes include 1) chronological, 2) functional, 3) combination, or 4) targeted. Below are definitions of each type and recommendations on which format works best. Once you have developed your resume, [post it online](http://www.resumerabbit.com/index.jsp?pid=b9ae51d80d140669788b0ae9c714cecc)at America’s Job Exchange and begin your job search today.

## Chronological:

* **What is it -**Chronological resumes are the most commonly used format. They list work history in chronological order, starting with your most recent job down to your earliest. This resume is preferred by most employers because it provides a quick snapshot of work history, with most recent positions up front.
* **Who should use -**If you have a solid work history, your experience is aligned with the job you are applying to, and you have no lapses between employment, use this format

## Functional Resume:

* **What is it -**Unlike chronological resumes, functional resumes focus on your skills and experience first. This type of resume de-emphasizes the dates in which you have worked. Employment history is secondary, and is listed under the details of your skills.
* **Who should use -**If you have lapses in employment, are in the middle of a career transition, are a recent college grad with limited work experience, or have a diverse background with no clear career path, this is the most effective type of resume.

## Combination Resume:

* **What is it -**Combination resumes let you detail both your skills and experience, while also backing this up with a chronological listing of work history. Flexible in nature, the combination resume lets you tailor to the prospective job opening and tell hiring managers a story.
* **Who should use -**Use this resume if you want to detail work experience to show hiring managers the type of employee you are.

## Targeted Resume:

* **What is it -**Targeted resumes are customized in detail to the prospective job you are seeking. Everything from your objective, your qualifications to educational experience mirrors the job requirements.
* **Who should use -**These resumes are the most time-consuming, but can generate the best results as the qualifications and experience you outline mirror the prospective job opening closely. Be careful, however When you develop a targeted resume you need to be as accurate as possible and not embellish career highlights simply to mirror the job.

**Oral presentation and types:**

There are various kinds of oral presentations. These are presentations that permit an individual to show detail to viewers by oral communication. The purpose of these presentations is to give fundamental detail, present facts and to convince. Using video chat, aural clips, and PowerPoint slides can create this kind of presentation more efficient.

Oral presentations are usually used when the presenter wants to meet a group to tell or give details about a subject. This format provides the members an opportunity to ask queries and even disagree with the presenter regarding a specific point.

One kind of oral presentation is the educational presentation. This kind of presentation contains learners who have been assigned a specific by a tutor. To achieve this duty, the learner will have to search a certain subject. After the search is complete, the learner will have to depict the detail that has been gathered to the class. If the learner has been assigned a convincing speech, they will have the duty of choosing a particular side of the quarrel and showing the detail from that vantage point. The aim of this presentation is to talk to the whole class regarding the side that they picked. The learner should make their case based on the details that they have collected. Sometimes the learners in the class are permitted to ask queries, which implies they are provided the chance to defy the other learner’s view.

Pastors and others who are permitted to speak on a religious subject usually provide religious presentations. It is an oral presentation that is also intended to notify as well as convince viewers on specific matters that are discussed in the bible.

Political presentations are provided created by politicians. These oral presentations can be created before they are selected to office, which implies they will have the duty of convincing the people in their vicinity to ballot for them. After the politician has been chosen, they can also carry on to provide oral presentations to assist with getting different kinds of legislations through as well as inform the people regarding the growth that is going on in a town.

Legal Presentations are oral presentations that are created by both protection legal representatives and prosecutors. The aim for both of these attorney's is to convince the panel of judges and to give a decision that will be in support of their side.