

Chapter 1

Role of Communication in Business

Importance of Communication Skills

Communication is important to business. Business needs good communicators but most people do not communicate well. By improving our communication ability, we can improve our chance for success.

According to the recruiters :

“Interpersonal and communication skills, a teamwork orientation, personal ethics and integrity, analytical and problem-solving abilities, and a strong work ethic” are most important.

So, improving your communication skills improves your chances for success in business.

Why Business Depends upon Communication

Communication is vital to every part of the business. **Every business, even a one-person business, is actually an economic and social system. Oral communication is a major part of this information flow.**

So, too, are various types of forms and records, as well as the storage and retrieval facilities provided by computers. Yet another major part consists of various forms of written communication—Web postings, instant messaging, text messaging, email, letters, and reports. All of this communication goes on in business because communication is essential to the organized effort involved in the business. Simply put, communication enables human beings to work together.

Current Challenges for Business Communicators

The nature of work in the 21st century presents special communication challenges:

making smart use of communication technologies, which requires several kinds of “literacy,” developing cross-cultural communication skills, learning to work with many different types of people, and becoming more attuned to social and ethical issues.

- ❖ The Ongoing Development of New Information Technologies
To knowledge your work you will need -
verbal, information, technological and visual literacy skills.
- ❖ The Increasingly Global Nature of Business: Globalization
- ❖ Growing Diversity in the Workplace and in Types of Workplaces
- ❖ An increased focus on ethics and social responsibility.

Main Categories of Business Communication

- Internal-Operational Communication: is the communication done in conducting work within a business, such as giving orders, assembling reports, and writing emails.
- External-Operational Communication: is work-related communication with people outside the business, such as personal selling, telephoning, advertising, and writing messages.
- Personal Communication :
consists of non-business-related exchanges of information and feelings among people. It affects employee attitudes. And attitudes affect employee performance. Its elements can enhance internal and external business communication. The kinds of personal communication allowed and encouraged in the company affect employee attitudes.

Communication Networks of the Organization

The flow of communication in a business organization forms a complex and ever changing network. Information continually flows from person to person—upward, downward, and lateral. Information flow in a business can be said to form two complex networks,

- The Formal Network: follows the formal structure of the business. Consists of the official, more stable lines of communication. Each company has its preferred communication forms, or genres, for conducting its business.
- The Informal Network: consisting largely of personal communications, is highly complex and ever-changing. Managers cannot control the informal network, but they can influence it.

Variation in Communication Activity by Business

How much and what kinds of communication a business does depends on the **nature of the business**, its **operating plan**, its **environment**, its **geographic dispersion**, and the **people** involved. Each business has its own particular culture, which profoundly affects, and is affected by, its communication. The officially publicized and the real company culture may not be the same.

The Business Communication Process

The following discussion describes business communication as an interpersonal, goal-directed process.

Business Communication as Problem Solving

Business communication is a problem-solving activity. A problem, as defined here, is not only a negative situation that needs to be remedied; it can also be an opportunity to gain something positive.

- There are well-defined and ill-defined problems. Most business communication situations can be categorized as ill-defined problems, requiring analysis, creativity, and judgment.
- Heuristics (problem-solving aids such as prior examples, analytical processes, or established communication plans) can help you solve business communication problems more efficiently, but they must be adapted to each unique situation.
- While there is no one perfect solution, a poorly prepared one is likely to fail.

A Model of Business Communication

Both parties in a communication event influence the outcome of that event.

- The Contexts for Communication: Business communication always takes place within certain contexts, including
 - Larger Context: the general business economic climate, the surrounding culture, and the historical timing of the communication.
 - Relationship of the communicators
 - Particular Contexts:
 - Organizational Contexts
 - Professional Contexts
 - Personal Contexts
- The Process of Communication

The process of initiating a communication act can be said to have six basic stages:

 - Sensing a communication need
 - Defining the situation
 - Considering possible communication strategies
 - Selection a course of action

- Composing the message
- Sending the message

While the message creation process tends to be linear, it can also be recursive, involving a return to earlier steps.

The recipient of the message will then go through these basic stages:

- Receiving the message
- Interpreting the message
- Deciding on a response
- Replying to the message

Business communication: The Bottom Line

The goal of business communication is to create a **shared understanding of business situations** that will enable people to work successfully together.

NOW READ THE SUMMARY

Chapter 1 : Understanding Workplace Communication

Communication skill is the most important skill for the leaders.

Types of Communication

Three qualities for effective communication:

1. Go deep into talking
2. You need to communicate well
3. Networking skills

Communication is of two types.

1. Formal Communication: Written communication
2. Informal Communication: Verbal communication

Meeting is of two types.

1. Formal Meeting: Meeting with notice and fixed agenda
2. Informal Meeting: Casual meetings

From business perspective, communication is of two types:

1. Operational: Communication material is file, grade sheet
2. Personal: Personal relationships

Operational Communication is of two types.

1. Internal: Inside the organization
2. External: With external entities

Communication Network

A good manager has a strong informal network.

1. Formal Network: It is a well established network that is defined by an operational communication line. It defines the source and destination of files.
2. Informal Network: It has no structure and hence, it is complex. E.g. Grapevine. The boss often has a secret connection with one person to know what goes in and out of the company. Such informal networks are hard to determine.

Difference between formal and informal network:

Formal Network	Informal Network
Well-defined	Hard to define & map
E.g. Organizational Operational Flow	E.g. Grapevine

Selection of Words

- Gender words

Class kori nai, help Sharif Mohammad Abdullah

Two stages of adaptation: To adapt our writing to target audience, it requires two stages.

1. Visualizing the reader
2. Then write for them

Selection of Sentence & Paragraph

1. **Use small sentences:** Split big sentences into smaller sentences. Each sentence should have only one concept.
2. **Eliminate cluttering phrases:** Phrases that make the grammatical structure and the sentence unnecessarily complex. E.g. even though, in some instance → Sometime
3. **Cut surplus word:** I hereby instruct to send him → Send him
4. **Rephrase roundabout construction:** in readiness → ready, passive → active
5. **Remove Unnecessary Repetition**
 - a. Adjective cluster

Sentence Emphasis

A document has many sentences but we want to emphasize some.

1. Short sentences usually get more emphasis
2. First sentence
3. Bold/Italic sentence

Sentence Unity

??? one sentence , one concept?

Logical Construction for sentence unity

1. Topic Segmentation: We divide big paragraphs into smaller paragraphs. The first line of the paragraph should say what this paragraph contains.
2. Use transitional words and phrases: First, next, in addition
3. Making sentence economical

Majher class koihi aa

Chp 4 : Writing for a positive effect

Ques: Why do we need to ensure a positive effect?

Ans: Two reasons:

1. The right effect can help to build **goodwill**.
2. And it can help in achieving **message goals**.

1. Using Conversational Style

1. Use active voice
2. Talk like you would talk to him face to face

2. Avoid Rubber Stamp

- With due respect and humble submission
- We beg to remain that

3. The Viewpoint (You viewpoint)

I, we, us → You

It can't always be followed, however.

4. Not using negative words about the reader

Your late submission is the reason X

You submitted +r the deadline.

5. Show Courtesy

- Avoid anger
- Say "Good luck"
- Say more than minimum
- Avoid preaching

Ques: How can you show courtesy through a message?

Show courtesy by doing more than expected.

Little extras like:

- ▲ giving more than the minimum information requested
- ▲ making helpful suggestions
- ▲ wishing good luck
- ▲ making encouraging remarks

6. Emphasis by position

- First line of paragraph.
- Repeat keywords
- Transition word: Firstly, secondly, in addition

Question pattern

1. Rewrite Sentence (The you viewpoint)

Important topics:

1. Page 110
2. Summary By Learning

Summary - Questions

Chp 1

3. Communicating in business falls into three categories:

- Internal-operational communication is the communicating a business does to implement its operating plan (its procedure for doing what it was formed to do).
- External-operational communication is the communicating a business does with outsiders (customers, other businesses, the public, government agencies, and others).
- Personal communication consists of informal exchanges of information not formally related to operations but nevertheless important to an organization's Success.

4. The flow of communication in a business organization forms a complex and ever-changing network. Information continually flows from person to person—upward, downward, and laterally.

- The communicating that follows the formal structure of the business comprises the formal network. Primarily, operational information flows through this network, which is sustained by particular forms of communication (genres).
- The flow of personal communication forms the informal network, or **grapevine**.

5. The kind and amount of communicating a business does depend upon such factors as

- The nature of the business.
- Its operating plan.
- Its environment.
- The geographic dispersion of its members.
- Its people.
- Its organizational culture (an organization's customary, often unexpressed, ways of perceiving and doing things).

6. Business communication can be thought of as a problem-solving activity.

- Finding communication solutions requires analysis, creativity, and judgment.
- Heuristics (problem-solving devices such as common communication plans) can help make your communication problem solving more efficient.
- The common communication plans must still be adapted to each situation.
- While there is no one perfect solution, a poorly prepared one is likely to fail.

7. Business communication takes place in these contexts:

- The larger business-economic, sociocultural, and historical contexts.
- The relationship of the communicators.
- The communicators' own worlds: organizational, professional, and personal.

8. The process of communication involves these activities, which tend to be linear in nature but are often recursive (revisiting earlier steps):

The initiator

- Senses a communication need.
- Defines the situation.
- Consider possible communication strategies.
- Selects a course of action (message type, contents, style, format, channel).
- Compose the message.
- Send the message.

The intended recipient

- Receives the message.
- Interprets the message.
- Decides on a response.
- May send a responding message.

Chp 2

7. Avoid discriminatory words.

- Do not use words that discriminate against women (for example, using he, him, or his to refer to both sexes and words such as fireman, postman, lady lawyer, and authoress).
- Do not use words that suggest stereotyped roles of race, nationality, or sexual orientation (African Americans and menial jobs, Italians and the Mafia, gays and perfectionists).
- Do not use words that discriminate against age or disability.

ToC:

- Select words that your reader understands: Use Familiar Words, Use Short Words
- Caution: Use technical words with caution, Use acronyms with caution
- Concrete words & active verbs: Use concrete language, Prefer active verb, Avoid overuse of camouflaged verbs
- Select words for precise meaning
- Avoid discriminatory words

Three qualities for effective communication:

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2. You need to communicate well
3. Networking skills

Two stages of adaptation: To adapt our writing to target audience, it requires two stages.

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2. Then write for them

Chp 3

ToC:

1. You should use short sentences. To ensure it:
 - Limit sentence content by breaking up sentences that are too long.
 - Use words economically by following these specific suggestions:
 - Avoid cluttering phrases (if rather than in the event that).
 - Eliminate surplus words—words that contribute nothing (It will be noted that).
 - Avoid roundabout ways of saying things (use decreases rather than can be observed to be decreasing).
 - Avoid unnecessary repetition (In my opinion, I think).
2. Emphasis:
 - Use short sentences to emphasize points.
 - Combine points in longer sentences to de-emphasize them.
 - Be aware that how you combine points (by equal treatment, by subordination) determines the emphasis given.
3. Strive for unity and clear logic in your sentences.
4. Paragraphs.
 - Keep the paragraphs short.
 - Give the paragraphs unity.
 - Use topic sentences effectively, usually at the beginning but sometimes within and at the end of the paragraph.
 - Leave out unessential details.
 - Use transitional devices for coherence.

Chp 4

ToC:

1. Conversational style

Such a style requires that you resist the tendency to be formal.

 - It requires that you avoid words from the old language of business (thanking you in advance, please be advised).
 - It requires that you avoid the so-called rubber stamps—words used routinely and without thought (this is to inform, in accordance with).
2. The You viewpoint
 - a. But be careful not to be or appear to be insincere.
 - b. • And do not use the you-viewpoint to manipulate the reader
3. Negative and positive meaning of words
 - a. Negative words have unpleasant meanings (We cannot deliver until Friday).
 - b. • Positive words have pleasant meanings (We can deliver Friday).
 - c. • Select those negative and positive words that achieve the best effects for your goal

Ques: How can you show courtesy through a message?

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