



Business Communication (HS-218)

Week 4 (Recorded Lecture 1)

ASMARA SHAFQAT

Lecturer & PhD Scholar (Applied Linguistics)

Department of Humanities

NED University of Engg. & Tech. Karachi



Recap of Lecture 2 (Part 1,2,3)



Channels/Modes of Communication Feedback and Types Intercultural Communication

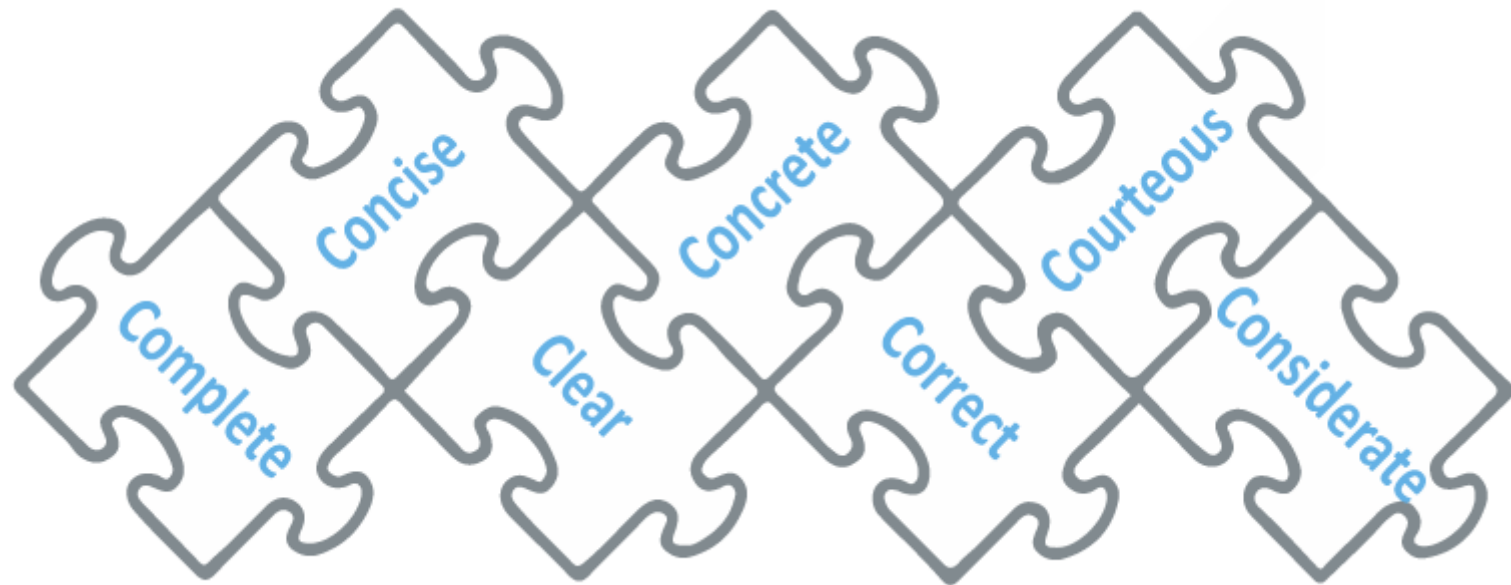


Asmara Shafqat

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



7Cs of Communication



Asmara Shafqat

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



Completeness

A business message is complete when it contains all the facts that the reader or listener needs for the reaction you desire.

- a. Provide all necessary information
- b. Answer all questions
- c. Give something extra when desirable



Asmara Shafqat

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



Bad Example

Hi all,

Let us meet tomorrow to discuss the product launch event. Please be there on time.

Thanks
Umar

Asmara Shafqat

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



Good Example



Hi all,

Let us meet tomorrow at 11am at Conference room 3 to discuss the product launch event. We will have to decide the keynote speakers and complete the event invite draft tomorrow. Please be there on time.

Thanks
Umar

Asmara Shafqat

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



Conciseness

Conciseness is saying what you have to say in the fewest possible words without sacrificing other C's. A concise message is complete without being wordy.

- a. Eliminate wordy expressions
- b. Include only relevant material
- c. Avoid repetition

**to the
point
AT WORK**

A large, bold, black arrow curves from the right side of the word "point" and points directly at the word "point". A red dot is placed above the arrow's tip, just above the letter 'i' in "point".

Asmara Shafqat

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



Bad Example

Hi Eeshah

I think we need to talk about the CSR campaign, I mean the one which we need to do as a quarterly exercise. I think it is a great way of enhancing our brand image. Basically, it would just be a visit to an orphanage but we can sort of do other things too. For instance, we could take the kids out for a short trip to a nearby park or zoo. Let us sit and talk tomorrow.

Regards
Aiman

Asmara Shafqat

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



Good Example



Hi Eeshah

I need to discuss the quarterly CSR campaign with you. Let us take the kids out this time to a nearby park or zoo instead of just visiting them. This will help enhance our brand image. We'll talk in detail tomorrow.

Regards
Aiman

Asmara Shafqat

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



Consideration

Prepare your message with the receiver in the mind, put yourself in the place of receiver or in the shoes of others (Empathy).

- a. Focus on "You" instead of "I" or "We"
- b. Show audience benefits or interest in the receiver
- c. Emphasize positive and pleasant facts

Asmara Shafqat

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



Bad Examples

1. You failed to enclose your cheque in the envelope.
2. We don't refund if the returned item is stained and unassailable.
3. It is impossible to open for you an account today.

Asmara Shafqat

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



Good Examples

1. The cheque was not enclosed, Sir.
2. Sir, according to our new policies, we refund when the returned item is clean and resalable.
3. As soon as we received your signature card, we will open an account for you.

Asmara Shafqat

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



Concreteness



Concreteness means being specific, definite and vivid rather than being vague and general. Using denotative rather than connotative words

- a. Using specific facts and figures
- b. Put action in your verbs
- c. Choose vivid, image-building words

Asmara Shafqat

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



Bad Example

"Hilltop Resort is the best resort. Do come to us on your next holiday"

Asmara Shafqat

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



Good Example



"Hilltop Resort is the jewel of the western hills. Take a break from your work. Escape from life's chaos and stress. Relax and rejuvenate yourself at Hilltop. Go back fresh and energized!"

Asmara Shafqat

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



Getting your meaning across accurately is the purpose of clarity.

- a. Choose precise, concrete and familiar words
- b. Construct effective sentences and paragraphs

Asmara Shafqat

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



Bad Example

Dear Ali,

I would like to talk to you about the new client's project which the engineering team had discussed yesterday. I might need the help of Taha from your team.

Regards,
Ahmed

Asmara Shafqat

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



Good Example



Dear Ali,

As you may know we have signed up Ammar as our new client. I had a meeting with the engineering team yesterday and had discussed the campaign requirements for this project. Taha Khan from your team had done a pretty good job last time doing the social media campaign for Microsoft and so I would like him to work on the XYZ campaign too. Would you be available sometime tomorrow to discuss this further?

Regards
Ahmed

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NED University Of Engineering &
Technology, Karachi



Courtesy involves being aware not only of the perspective of others but also of their feelings. It involves a sincere "You-attitude" not just the use of please and other polite words, rather it is politeness that grows out of respect and concern for others.

- a. Be sincerely thoughtful and appreciative
- b. Be tactful
- c. Use expressions that show respect
- d. Choose unbiased expressions

Asmara Shafqat

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



Bad Example

Hi Hamza,

I really do not appreciate how your IT team ignores the requests of my team alone. My team is an important function in this organization too and we have our own IT requirement. Can you ensure that your team responds promptly to my team's requests here on?

Regards
Rafay

Asmara Shafqat

PhD Scholar (Applied Linguistics)
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NED University Of Engineering &
Technology, Karachi



Good Example

Hi Hamza,

I understand that the IT team is swamped with work and gets requests from every department in the organization. My team however is working on a high-priority project and I would greatly appreciate if you could ask your team members to respond to my team's queries promptly and help us complete this project on time. Please do let me know if you need anything from me.

Regards
Rafay

Asmara Shafqat

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



Correctness



Correctness means the proper use of grammar, punctuation and spelling.

- a. Use the right level of language
- b. Check accuracy of figures, facts and words
- c. Maintain acceptable writing mechanics

Asmara Shafqat

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



Bad Example

Dear Zaid,

Further to our conversation today, I am attaching the plan for the first stage of the project. Hope the one week deadline is okay with you and your team.

Regards
Anna

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PhD Scholar (Applied Linguistics)
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Good Example



Dear Zaid,

Further to our conversation today, I am attaching the plan for the first stage of the project. Hope the one week deadline is okay with you and your team.

Regards
Anna

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. “7C’s of Communication”, you can ask in the live session at your scheduled live session timings.

Asmara Shafqat

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



Thank you

