

UNIVERSITY OF THE PEOPLE

BUS 1105-01 Business Communications- AY2024-T1

Written Assignment Unit 2

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The intended audience must receive a clear message for business communication to be effective.

There are, nevertheless, six significant barriers that may prevent efficient communication:

1. Clichés:

Overused expressions that have lost their original meaning through excessive use. For example, "the apple doesn't fall far from the tree" is a cliché that adds no real value to a message. Clichés demonstrate lazy communication where the speaker hasn't put thought into finding more original words to convey their point.

2. Jargon:

Technical language used by members of a specific profession that is not widely understood by people outside that field. For example, terms like IVR (interactive voice response) and PBX (private branch exchange) are common in the telecommunications industry. Use of insider jargon prevents clear communication with those who are not members of that professional community.

3. Slang:

Informal words or phrases used in place of standard terms, often to be humorous, defiant or trendy. Slang develops organically within groups, spreads through common usage and eventually may be widely adopted. For instance, the slang word "snatched" is now used to compliment someone's impressive appearance. While slang like "ASAP" (as soon as possible) has become common in business settings, not all audiences may be familiar with the latest popular slang terms.

4. Sexist/Racist Language:

Offensive words or phrases that demean someone based on gender, race, ethnicity, or other attributes. Even subtle references like "you know how they are" reinforce harmful stereotypes. Use of such language violates most company policies and anti-discrimination laws.

5. Euphemisms:

Polite, indirect expressions used to replace words considered harsh, impolite, or unpleasant.

Saying "pass away" rather than "die" is one example. In business, the term "downsizing" euphemistically refers to firing employees. While euphemisms can be sensitive to some audiences, they can obscure harsh realities.

6. Doublespeak:

Deliberately using deceptive language to distort the truth and mislead listeners. For instance, saying "collateral damage" rather than "civilian deaths", or referring to bankruptcy as "negative revenue".

Doublespeak demonstrates intent to deceive through carefully manipulated language.

In summary, effective business communication requires conveying your message clearly to avoid confusion. Clichés, jargon, slang, offensive language, euphemisms, and doublespeak can obstruct understanding rather than enhance it. Carefully choose words and phrases that allow your meaning to come through accurately for your audience. Your communication should facilitate transparency rather than hide truth behind endless synonyms. Plain, straightforward language demonstrates respect for your listeners and emphasizes that you want to be clearly understood.

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