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***COURSE TITLE: BUSINESS COMMUNICATION***

**QUESTION 1**

**USING THE THREE STEP WRITING PROCESS, DISCUSS THE IMPORTANCE OF COMMUNICATION IN THE WORKPLACE.**

***BACKGROUND***

The history of communication itself can be traced ***back since the origin of speech circa 500,000 BCE.*** The use of technology in communication may be considered since the first use of symbol about 30,000 years BCE. Among the symbols used there are cave paintings, petroglyphs, pictograms and ideograms.

**INTRODUCTION**

The word communication is derived from a ***Latin word “Communis”*** meaning. ***“To share”*** Communication can be defined as “Purposefully and actively exchanging information between two or more people to convey or receive the intended meanings through a shared system or signs and (symbols).”

**WORKPLACE COMMUNICATION**

Communication in the workplace is one of the signs of a high-performance culture. ***Exchanging information and ideas within an organization is called workplace communication.*** However, effective communication occurs when a message is sent and received accurately. In every aspect of life (both professional and personal), effective communication is important in order to achieve success. Effective communication in the workplace is central to all business goals.

**IMPORTANCE OF COMMUNICATION IN WORKPLACE**

***The importance of communication can be explained using the three-step writing process as listed below:***

A) ***Planning business messages***: The purpose of this message is to ensure quality communication in the workplace in order to eliminate unnecessary problems and promote better performance in the workplace

B) ***Writing business messages***: This would consist of the body of the message and it would go a long way in establishing sensitivity, maintaining standard of etiquette, emphasizing the positive and using bias free language.

C) ***Completing business message***: In this section, I would be doing much of revising the message, editing for clarity and conciseness, proofreading the message in order to improve readability. The importance includes the following:

**(i) TEAM BUILDING** – Building effective teams is really all about how those team members communicate and collaborate together. By implementing effective strategies, to boost communication you will go a long way toward building effective teams. This, in turn, will improve morale and employee satisfaction.

**(ii) GIVES EVERYONE A VOICE** – As mentioned above, employee satisfaction can rely a lot on their having a voice and being listened to, whether it is in regards to an idea they have had or about a complaint they need to make. Well established lines of communication should afford everyone, no matter their level, the ability to freely communicate with their peers, colleagues and superiors.

**(iii) INNOVATION** – Where employees are enabled to openly communicate ideas without fear of ridicule or retribution they are far more likely to bring their idea to the table. Innovation relies heavily on this and an organization which encourages communication is far more likely to be an innovative one.

**(iv) GROWTH** – Communication can be viewed both internally and externally. By being joined up internally and having strong lines of communication you are ensuring that the message you are delivering externally is consistent. Any growth project relies on strong communication and on all stakeholders, whether internal or external, being on the same wavelength.

**(v) STRONG MANAGEMENT** – When managers are strong communicators, they are better able to manage their teams. The delegation of tasks, conflict management, motivation and relationship building (all key responsibilities of any manager) are all much easier when you are a strong communicator. Strong communication is not just the ability to speak to people but to empower them to speak to each other – facilitating strong communication channels is key.

***REFERENCE***

**Retrievedfromhttps://techjury.net/blog/slack-statistics/ *https://www.ringcentral.com***

***QUESTION 2***

**USING THE 3 STEP WRITING PROCESS WITH ILLUSTRATIVE EXAMPLES, DISCUSS HOW TECHNOLOGY CAN IMPROVE COMMUNICATION IN WO RKPLACE.**

***HISTORICAL HIGHLIGHTS IN WORKPLACE COMMUNICATION TECHNOLOGY EVOLUTION***

The evolution of technology in the workplace started with **THE COMPATIBLE TIME-SHARING SYSTEM (CTSS)** which was one of the first time-sharing operating systems developed by the Massachusetts Institute of Technology in 1961. The term “time-sharing operating system” allows multiple users to tap into a computer’s resources. This was then followed by **CLOUD COMPUTING.** Cloud computing are computing services provided over the internet whereby shared resources; software and information are provided to computers and other devices on demand. The latest iteration in workplace communication is the **ASSET TRACKING**. The asset tracking device improves coordination, productivity and efficiency among organizations of every size.

**HOW TECHNOLOGY CAN IMPROVE COMMUNICATION IN THE WORKPLACE**

**The ways in which technology can improve can improve communication in the workplace can be highlighted using the three-step writing processes which are as follows:**

A***) Planning Business Messages***: The purpose of this message is to discuss with illustrative examples, how technology can improve communication in workplace.

B) ***Writing Business Messages***: This would consist of the body of the message where the message is being composed illustrating the different ways in which technology can improve communication in the workplace.

C) ***Completing Business Message***: In this section, I would be doing much of revising the message, editing for clarity and conciseness, proofreading the message in order to improve readability.

**(i) CHANGING THE WAY BUSINESSES COMMUNICATE**: Technology has changed the way people used to communicate in the modern workplace. The arrival of smartphones, social networking sites, and chat apps has brought communication to a new level. Communication among the employees or management to subordinates, or management to management has become fast, instantaneous, more deliberate, collaborative and unified. Examples are E-mails, text or video chat, video conference with subordinates or superior, WhatsApp, Skype etc.

**(ii)**  **IMPROVING EFFICIENCY OF EMPLOYEES**: Time management is important in the modern workplace as poor time management can cause deadlines to be missed leading to unhappy client. Time management has now become easier with the help of modern technological tools. These tools have helped in optimizing the daily working routine and enabling the employees to focus on the most important task. This helps in increasing the efficiency of the employees, allowing them to meet the deadlines and eventually results in client satisfaction. Examples include SaneBox, WorkZone, BaseCamp etc.

**(iii) REDUCING THE RISK OF SECURITY BREACHES**: Stealing critical and important information was easy in the past, but now with the use of technology, the threat of data thefts and leaks have been reduced. Proper security measures are being implemented in the workplace that helps in keeping important information safe. It has also become easier to keep a check on the employee’s’ online communication and activities to ensure that they don’t get involved in any practice which is against the interest of the company. Examples include the **Endpoint Detection and Response (EDR),** **Patch management** etc.

**(iv) HELPING IN COST MANAGEMENT**: Improving profitability is the ultimate goal of every company. Due to innovative technological software, companies are now becoming fiscally healthy as these innovations are proving to be more cost effective. Every workplace has some chore tasks that need dedicated people to handle it. It needlessly keeps the cost high. This cost can be reduced by installing some devices/ tools in the workplace which will eliminate the manual handling of tasks by automating wherever possible and focusing on the integration of different tasks. The automated process gives more accurate results and the overall management of costs at different levels provides better profitability by reducing the cost. Examples is the SaaS tools, cost estimates etc.

**(v)** **INCREASING COLLABORATION**: Technology has completely changed the way companies collaborate. Technology has helped us connect with people anywhere and at any time. This increased collaboration has brought a high level of flexibility in communication that allows employees, co-workers, and managers to connect with each other easily. Example includes Flowdock, GoTomeeting, and WebEx etc.

**REFERENCES**

***Jacquelyn B. (2021).21 Impressive Slack Statistics you must know about in 2021.***

***https:www.jotform.com/blog/technology-and-workplace communication/***