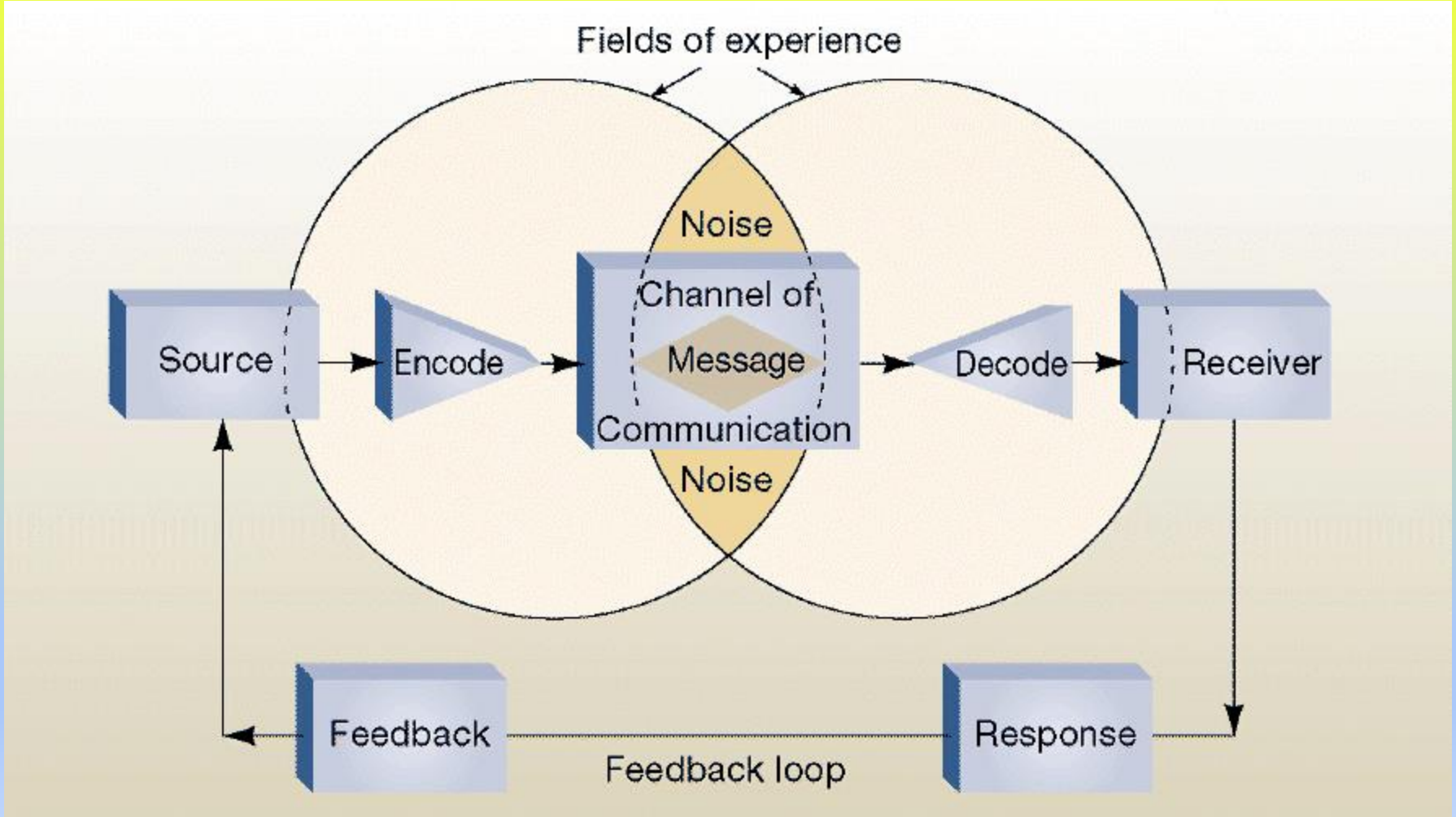
Business Communication


Fields of experience
Noise
Channel of
Source
Encode
Message
Decode
Receiver
Communication
Noise
Feedback
Response
Feedback loop

Communicator (sender or encoder) is the one who initiates the communication process.
He may be an editor, a reporter, a filmmaker, a teacher, a writer, a speaker, a leader or anybody who takes the initiative to start a dialogue.
Before one speaks or writes, the message is conceptualized first and then encoded.

An effective communication depends on the following :
a. Communication skill
b. Knowledge level
c. Attitude of the communicator and how he desires to affect his receiver

Attributes of a good communicator

- An ability to think, to organize thoughts quickly and express himself effectively
- A person who uses appropriate words, sentences, tone, etc. may be called a good communicator
- One who does not fumble, does not look for words and all that he says is accompanied by appropriate gestures and delivered at an acceptable pace.
- Another element, which is mentioned here, is knowledge level.
- We must be able to find out the knowledge level of the persons on a particular topic before we start the dialogue.
- A person must never look down upon the people with whom he communicates.
- He must never think that the receivers are inferior to him.
- The attitudes of a person should be mature and the minimum respect due to the other person must be extended to him.

Encoding is the formulation of messages in the communicator's mind, that is, the communicator not only translates his purpose (ideas, thoughts or information) into a message but also decides on the medium to communicate his planned message.
He must choose the media (speaking, writing, signaling or gesturing) that the receiver can comprehend well.
For instance, an illiterate receiver will fail to understand a written message, but can understand it well if told orally.
A message is what a communicator actually produces for transmission using spoken or written words, photographs, paintings, films, posters, etc. a great deal of skill and effort is required to formulate a message, the meaning of which should be understandable to the receiver.

Actually the purpose of communication is to influence the receiver and get favorable responses so that appropriate decisions can be taken.

The success of communication, therefore, depends on not only what we say and how we say it.

A message can enhance or distort effective communication. For instance, in an interview your intention is to impress interviewer, but if you give answer whose meaning is not clear, the interviewer may perceive that you are incompetent for the job.

A channel is the vehicle through which a message is carried from the communicator to the receiver.
The channels of communication are many-written, spoken, verbal, non-verbal, mass media like TV, radio, newspapers, books, etc. choosing the appropriate channel, one most suitable for the message as well as the receiver, is a complicated task.

Success and failure of communication depends on the selection of the right channel. For example, if you have prepared a campaign on ‘National Integration’ what media would you choose to reach the intended audience? And even after selecting the media you have to decide if it is feasible cost wise, taking into account the number of people and the kind of people who will be exposed to your message, and certain other factors.

Actually your intention or desire would be to reach out to the maximum number of people but for efficient communication your attempt should be to minimize time and cost in the total information exchange effort.

The receiver, at the other end of the communication, is the recipient of the message and must possess the same orientation as the communicator. If the receiver does not have the ability to listen, to read, to think, he will not be able to receive and decode the messages in the manner the communicator want him to. For effective communication, the receiver is the most important link in the communication process.

Decoding is the interpretation of the message by the receiver. Actually, the receiver looks for the meaning in the message, which is common to both the receiver and the communicator.

The receiver always decodes the message using his or her knowledge of the code used to encode the message.

A receiver with a poor knowledge of the language used will likely decode the message poorly

A receiver trying to decode contradictory verbal and nonverbal messages will likely decode the intended message incorrectly.

The receiver chooses the code he or she will use to decode the message.

Choosing the wrong code is like using the wrong key, the message will not yield its secret if the wrong code is used.

The receiver will choose a code based on his or her background and his or her environment.

The receiver has the responsibility of choosing the right code to decode the message.

More fundamentally, the receiver also has the responsibility of listening to the sender. So, the receiver decodes the message.

Feedback is the response or acknowledgement of receiver to the communicator's message.

The exchange is possible only if the receiver responds. Even through fluttering eyelids, raising an eyebrow, making a face, organizing a point and asking for explanation, the message is shaped and reshaped by the communicator and the receiver until the meaning becomes clear.

In this way both participants in communication interact and constantly exchange roles. In face-to-face communication the receiver responds naturally, directly and immediately.

This provides the communicator an opportunity to improve and make his communication effective. Feedback, thus, provides an opportunity to evaluate what is right or wrong about a particular communication.

It helps to regulate the conversation among two or more individuals and also stimulates and reinforces an idea that is desired to be communicated.

Noise is an interruption that can creep in at any point of the communication process and make it ineffective.

Environment is one major cause that interferes with message reception: like noises from the roadside, constant chattering of individuals outside the communication act, blaring loudspeaker, faulty transmission, etc. noise can occur in other forms also; poor handwriting, heavy accent or soft speech, communication in a poorly lit room, etc. in fact, these are barriers to effective communication.

For smooth and effective communication, it is necessary to eliminate or reduce noise as far as possible.

The communication process involves understanding, sharing, and meaning, and it consists of eight essential elements:

Source ⇨ message ⇨ channel ⇨ receiver ⇨ feedback

Environment ,Context and Interference play a very important role in communication

Among the models of communication are is

a. The transactional Process, in which actions happen simultaneously

The Transaction Model of communication describes communication as a process in which communicators generate social realities within social, relational, and cultural contexts.
e.g. nurses don't just communicate to exchange messages; they communicate to: Create relationships.

It describes the way in which you can use transactions in message flows to accomplish certain tasks and results.

A message flow consists of the following constituent parts:

An input source

The message flow or logic, which is defined by a sequence of nodes.

Examples of this communication are a

- Face-to-face meeting
- A chat session
- A telephone call
- An interactive training
- A skype call
- Meeting where all the members are participating and sharing their ideas.

b. The constructivist model which focuses on shared meaning

The constructivist communication theory also focuses on the problem that the communicator cannot know whether there is common ground. During the communication the communicator can either try to meet the assumed requirements of the addressee or strictly follow the structure of the factual content.

An example of constructivist model?

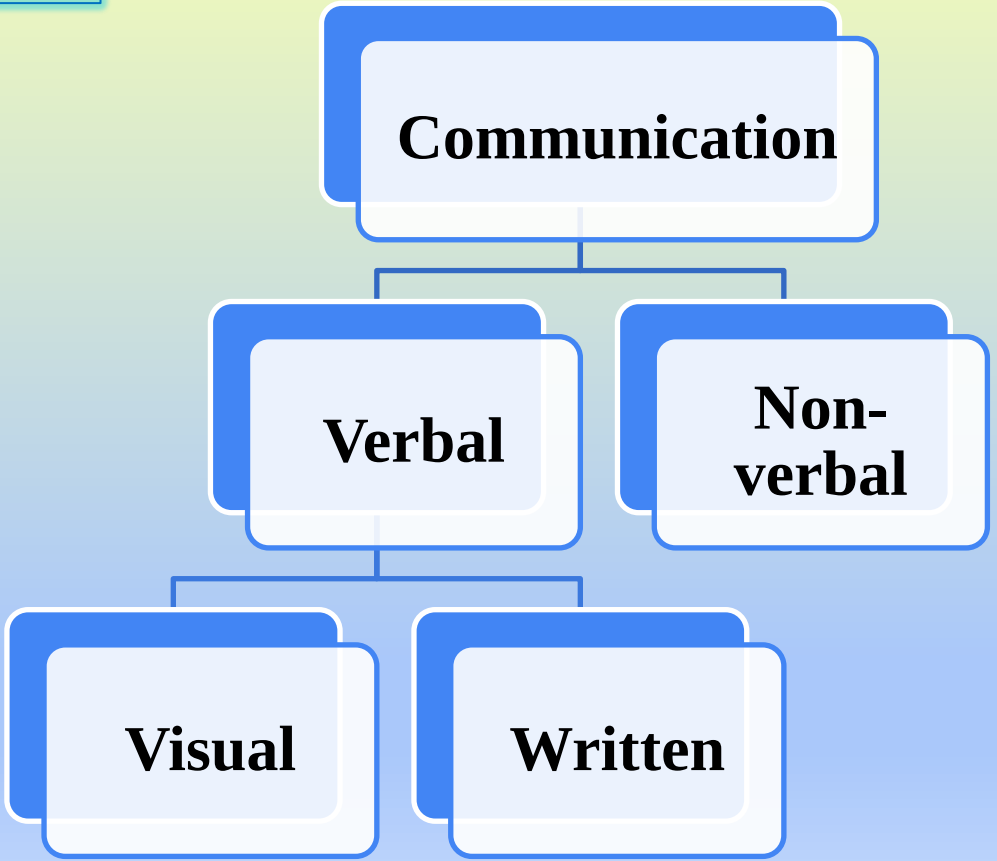
1.An elementary school teacher presents a class problem to measure the length of the "Mayflower." Rather than starting the problem by introducing the ruler, the teacher allows students to reflect and to construct their own methods of measurement.

Constructivism calls upon each student to build knowledge through experience such that knowledge can't simply be transferred from the teacher to student.

As such, teachers play a facilitation role. For example, a college that has students pursue their own projects with the teacher playing a advisory role.

Types of Communication

- Communication can be of two types: Verbal and Non-Verbal.
- Verbal can be further classified into: Written and Visual



Verbal Communication

- The sharing of information between individuals or groups by using words is called verbal communication.
- It is a communication process which uses both oral and written to communicate via internet, sending SMS and face to face communication.

Non-verbal Communication

- It is the process of transmitting messages without spoken words and is done through facial expressions, gesture, emotions, dressing sense, etc.
- This kind of communication doesn’t use oral or written process to communicate.

Visual Communication

Visual communication is the use of visual elements to convey ideas and information

- Pictorial :Pictorial communication is the use of images to tell a story or convey an idea
- Graphic communication uses images to create a visual representation of information
- Video

Written Communication

- It is the process of transmitting messages through writing
- Written communication is used worldwide in various forms: letters, emails, blogs, instant messaging, books, newspapers, etc. Writing has become an intrinsic part of our humanity and history over the millennia.
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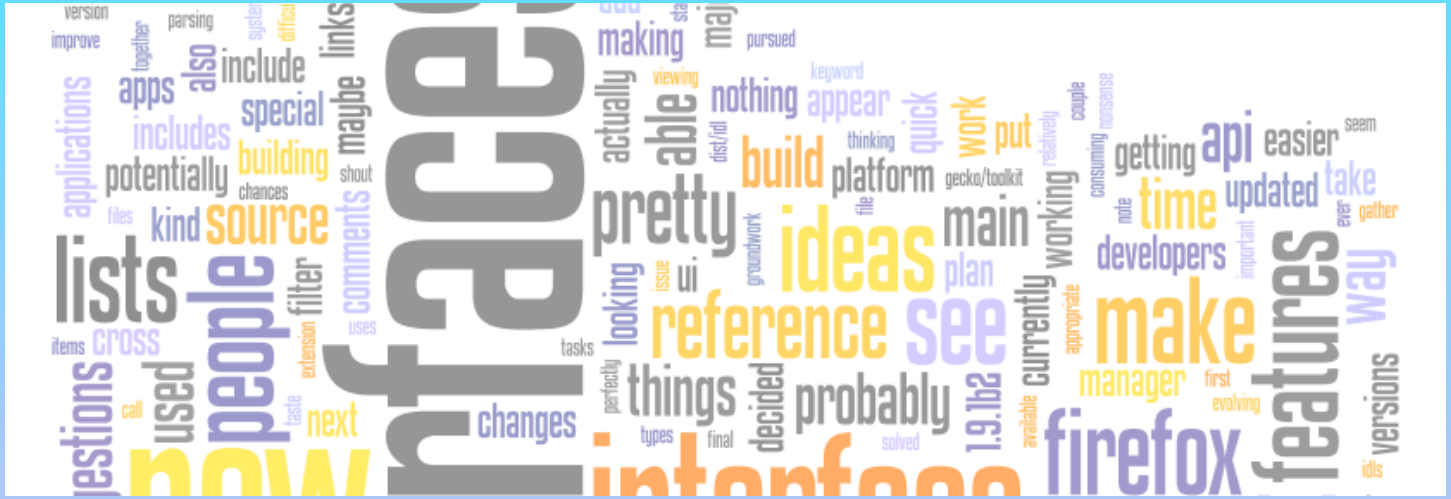
Communication = Words



Verbal Communication

Confidence

Belief

Enthusiasm

10 Verbal Communication Tips

- Be Friendly
- Think Before You Speak/write
- Be Clear
- Practice Humility
- Be Authentic Yourself
- Don’t talk/write too much
- Speak / write with confidence
- Focus on your Body Language
- Learn The Art Of Listening
- Be Concise

Phone and Voice Mail

- Most prevalent business communication is via mobile and desktop apps or cloud-based platforms.
- A voicemail is an electronically stored voice message that is left by a caller to be retrieved later by the intended recipient.
- The recipient can retrieve the stored message through phone, desktop, email and other communications devices, depending on the business phone system the recipient's company uses.
- Voice mail is a system of sending messages over the phone. Calls are answered by a machine which connects you to the person you want to leave a message for, and they can listen to their messages later.
- Voicemail systems have come a long way too.
- Modern voicemail services take messages and send them as text (voicemail to text) or email (voicemail to email).

Characteristics of verbal Communication

Instantaneous: It is an instant process.

It requires at least two parties

Strongly affected by non-verbal cues.

Non-verbal cues are such as body language, voice pitch, ideas.

It usually has no proof.

The biggest advantage of oral communication is that it leaves behind no proof.

VPRACTIS Mnemonic –Oral Paralanguage

V	Volume of Voice is a Vital Skill
P	Pitch brings life to verbal communication Pace Choice is a Trick Pauses Talk Louder than Verbal Skills
R	Rhythm is the Song Behind Voice
A	Articulation of Language
C	Cluttered Verbal Fillers should be Avoided
T	Tone of Voice Reflects Feelings behind Verbal Communication
I	Inflection Enhances the Modulation of Voice
S	Stress is Vital for Comprehension

Activity

Facilitator to ask for 4 volunteers and tell them to say the given sentence in laying stress to the underlined words

1. John likes brown shoes (John likes but not anyone else)
2. John likes brown shoes (John likes but doesn't dislike either)
3. John likes brown shoes (John likes only brown shoes but not any other color)
4. John likes brown shoes (John likes only his shoes to be brown & not any other thing)

Illustrate that how the meaning of the above sentence changes by just laying stress on different words in the same sentence.

Similarly

I didn't say he STOLE the money

I didn't say HE stole the money gives two different meanings depending on the word stress.

Empathy in communication

What is Empathy in Communication?

- Empathy simply reflects the degree of interpersonal understanding based on the induced
    - Emotions and emotional connection
    - Ability to understand and share the feelings of another
    - Ability to both accept and allow different perspectives and emotions in other people
    - It involves the practice of actively listening

- A simple way of understanding empathy is to understand that it involves “putting yourself in the shoes of the person you’re speaking to”
    - You provide solution to that person

Importance of Empathy at Workplace

A great skill to have in life in general

- Some ways it helps in the workplace are:
  - Resolve conflicts amicably
  - Build more productive, cohesive teams
  - Helps maintain good relations with clients, co-workers and customers
- It is considered a **vital leadership skill,** and a **key communication skill for the remote workplaces of the post-pandemic world**
- Companies which rank high on empathy in terms of office communication have been shown to perform better and have better work environments

5 Tips for Empathetic Communication

1. **Respond in a timely manner** to the concerns of your target audience.

2. **Practice reflective listening** - Paraphrase.

   "I understand your concern,"

   Vs

   "I see where you're coming from. I experienced it in the same way and I dealt with it ……. (validating the person's emotional experience)."

   - Don't rely on interpretation
   - Verbalizing someone's feelings back to them in your own words helps people feel not only heard, but understood.

.. (Contd.)

3. **Acknowledge** people's subjective experience even if you disagree.
   a. For example, preface things with an acknowledgement

   e.g. "We know the recent changes to our terms and conditions may make some people uncomfortable, however, you can rely on us to provide you with clear communication and flexible options."
4. **Be accountable**.
   a. Regardless of the intention behind your communication, you should take responsibility for how your content affects people, even if it elicits an undesired reaction.
5. **Listening is the most critical skill for empathetic communication** - ensure you are giving your audience and their concerns your full attention

Step Towards Empathic Communication

- Listen to a conversation willingly
- Stay open to engage in a conversation
- Respond in a timely manner
- Listen Actively : It requires both your body language and verbal cues.
- Acknowledge the fears
- Understand the feelings
- Appreciate as human beings

Assertive Communicators

Have the ability to say NO

- Don’t say no directly
- Problem Solution Approach
- Support with specific reason
- Back up with data, facts and figures
- Be polite

Assertive Communication

- To be assertive, use positive language.
  - **I can’t do that until Tuesday.**
  - **I will be able to do that on Thursday.**
  - **You don’t understand.**
  - **Let me run through that again**
  - **You just can’t do anything right.**
  - **I think you have made a mistake this time.**

- I cannot process your form because you have not furnished the supporting documents.
- We can process your form as soon as you furnish the supporting documents.

- **I have a problem at work**
- **I have an issue at work**

- **Distracting :Your failure to reply…**
- **Positive : I have not received your reply yet.**
- **Distracting: Your refusal to cooperate.**
- **Positive: Your cooperation shall help us to work better.**
- **or**
- **Your cooperation shall be appreciated**

Benefits Of Assertive Communication

- Leaves no room for resentment
- Increases self-confidence
- Feel in control of yourself
- Fosters teambuilding
- Ensures a positive experience
- Allows you to manage colleagues and friends effectively
- Increases productivity
- Reduces stress and increases emotional freedom

General tips

- **Make eye contact**
  - It’s important to make eye contact when you’re listening and speaking. Even if you’re nervous, try not to look at the ground. If you’re doing a presentation, practise enough so that you don’t have to read every word from your notes.
- **Learn transitional phrases and useful expressions**
  - You will keep your listeners’ attention if you know some key expressions that will make the conversation flow.
- **Use hand and body gestures appropriately**
  - Body language is generally considered the most important aspect of communication.

General Tips - (Contd.)

- **Keep it simple**
  - As with writing it is important to speak in the simplest way you can
  - No need to try to impress people with your large vocabulary as the goal is to ensure effective communication
  - Use words and expressions that you are confident using and more importantly words that are easy for your audience to understand.
- **Pause and Pace**
  - Try not to speak too quickly, or too slowly, and try to speak at a measured pace in a clear voice.

Communication Through Electronic Media

Electronic Media

- Electronic media is the media that one can share any information on any electronic device for the audiences viewing.
- Electronic media is used to broadcast the wider community. It helps in easy communication to connect people from the far end to other ends.
- Electronic media is an efficient way to communicate to one another, either by the use of media devices and networks or social media sources such as Television, radio or Internet.
- Using electronic media, you can market yourself (ex: YouTube, Insta) and anything else from businesses to products and so on.
- There is a wide range of Electronic media that broadcast a variety of different things like advertisements and promotions.
- However, different Electronic media types are below:
- Television
- Radio
- Internet
- Shops

- **Television** is one of the most used Electronic media devices because franchises can pay for advertisements to show millions of people, thus bringing in more business for the franchise owner.
- **The Radio** is similar but does not give the audience visuals, just sound. This method of Electronic media can be effective and much more affordable than Television but does not engage the listeners as much as visual ads.
- **The Internet** is one of the most profitable Electronic media devices, with a single click of a button ads will fill the webpage and is definite to catch a few glimpses for fellow web surfers. This not only spreads through Electronic media but can profit the creator of the web page throughout time.
- Shops have Electronic media in most places, whether it be on an electric billboard or ATM screen Electronic media is sure to be in almost everywhere you go.

… (Contd)

- Text messaging (phone/WhatsApp etc):
- We lose visual, vocal, and even some verbal aspects of the message; certain Social Media (like LinkedIn):
  - While there are no vocal tone or visual cues involved here, we may resort to capitalization or emoticons to convey emotion. Regardless, verbalisation remains critically important even when networking online spelling and grammar are modified.

Advantages of Electronic Media

1. Education

In many areas, people get educated through the media where they get to learn many things from media about politics, outside environment, etc.

2. Informational

People are not blinded now. They have more than the information they need. Media like television is a good source for people to get information regarding anything that would otherwise be very difficult to attain.

3. Exposure

Electronic media makes people aware of world-wide things. Through this electronic media, you can get to see many cultural events, sports, and entertainment going in the world. Sitting at your home you can know about the world.

4. Opportunities

With exposure ,greater opportunities lay on your way through electronic media sitting at your place.

Which is the best advantage of electronic media

Electronic Communication: Written and Video

- Electronic communication is any form of communication that’s broadcast, transmitted, stored or viewed using electronic media, such as computers, email and video.
- Types of electronic communication
    - Email
    - Instant messaging and live chat
    - Websites and blogs
    - SMS/Text messaging
    - Phone and voicemail
    - Video

1.Email: Written

- E-Mail or electronic mail is the most used type of electronic communication
- Email is the most efficient and fastest for workplace communication, especially in highly collaborative environments.
- Email has its own uses:
    - Provides directions, data and links to online sources
    - Easy usage and completely free
    - Helps to share documents, brief status and updates
    - Sends attachments
    - Delivers timely information, such as weekly newsletter
    - Keeps track record of information as evidence
- Lack of effective email strategy in workplace leads employees to waste their precious time searching through inbox, spam and junk box.

Tips for email communication - if you are the originator of the email

- **Keep it short and to the point.**
  - Limit each message to one or two issues.
  - Including too many topics virtually ensures that some will go unaddressed, especially with the proliferation of smartphones and other smaller devices as messaging ports.
- **Use the subject line to your advantage.**

  - **Relate it to content** This can also help avoid being ignored if you specify what you're communicating about and call attention to any urgency.
  - 3-7 words
- **Use signatures judiciously.**
  - A signature with your title and contact information is essential, but large images or quotes can be off-putting.

… (Cont'd)

- **Recheck everything**.
  a. Before hitting the "send" button, reread messages for typos or other mistakes, and make sure attachments are in fact attached.
  b. Grammatical errors tend to stand out a lot more over written communication, so proof-reading your email before you send it should be a habit
  c. You'll make up the time it takes and more by not having to revisit messages with errors.
- For urgent messages, ask for an acknowledgment or use the return receipt option, if your email service offers it.
- Never flame
- Use inverted Pyramid

Tips for email communication - if you are responding

- **Answer as quickly as possible—certainly within 24 hours.**
  - This practice is both practical and courteous, as it’s easy to lose track of a message once you’ve put off a response.
- **Read incoming messages carefully and respond to all questions or issues**
  - When multiple issues are raised in one message it’s easy to miss some, but doing so will frustrate the person on the other end.
  - Ensure you’ve read the email in its entirety before responding and avoid rushing - the goal is to reduce the number of emails required so your response should answer any and all questions.
- **Repeat any questions in your email before answering them**
  - This helps confirm and ensure that you fully understand the question and are addressing all questions in your response.

… (Cont'd)

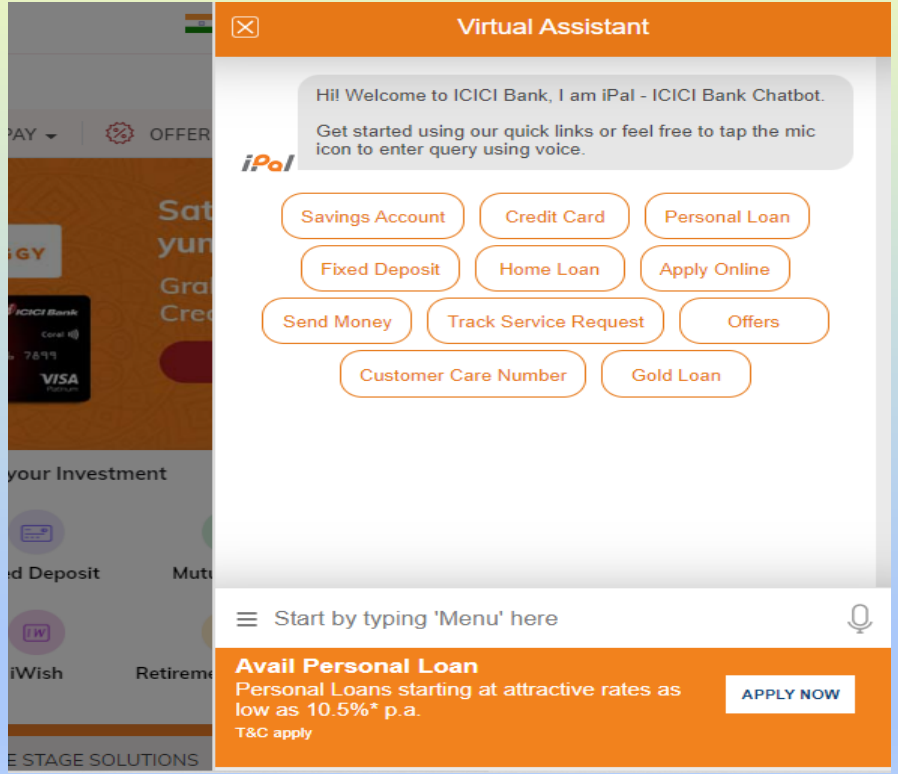
- **Use the "reply all" function with care**
  a. Don't leave out someone key, but conversely don't waste others' time by including them in a conversation that doesn't apply to them.
- **Be even more judicious forwarding messages**
  a. We all know of businesspeople, teachers, and even lawyers who have seen sensitive material end up in the wrong hands because someone thoughtlessly hit the forward key without first checking the entire thread for appropriateness.

2.Instant Messaging and Live Chat

- ***Instant messaging*** (IM) refers to the real-time or instantaneous transmission of messages via the internet or an internal network or server.
- IM tools such Google Chat and Facebook Messenger reduce, and often eliminate, the unnecessary and time-consuming back-and-forth of phone calls and emails.
- IM also lets you immediately raise and address issues that could otherwise languish unnoticed for days or weeks.
- This type of communication allows people to interact with others who are far away from us.
- However, it is only possible due to use of technology and internet services.
  Ex: Gmail, Skype, FB messenger
- ***Live chat*** is like IM in that participants can send one another messages in real time.
- To use live chat, you don’t have to be friends with someone
- It’s similar to live-chat apps on websites where customers can chat with a service representative
- For instance: Bank, Flipkart, Covid on WhatsApp

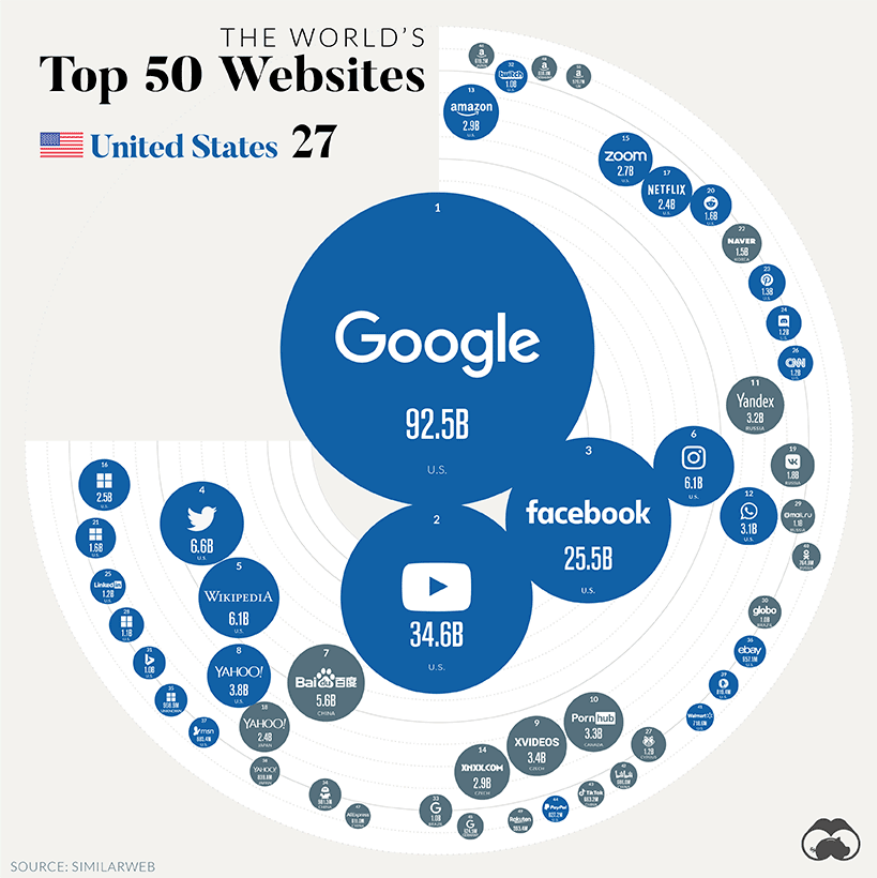
Live chat

UPES
ABOUT US
ACADEMICS
ADMISSIONS
LIFE @ UPES
PLACEMENTS
INDUSTRY CONNECT
INTERNATIONALITY
APPLY NOW
VIRTUAL TOUR
+91-7409907444
1800-102-8737
APPLICANT LOGIN
Search UPES website
SCHOOL OF BU
100%
PLACEME
WebChat(New)
Chat started at 10:21 AM
Hi There 👋, Nice to see you here.
Before I can assist you further we just need a bit more information.
What is your full name?
WebChat(New)
Type your message...


Virtual Assistant
Hi! Welcome to ICICI Bank, I am iPal - ICICI Bank Chatbot.
Get started using our quick links or feel free to tap the mic icon to enter query using voice.
iPal
Savings Account
Credit Card
Personal Loan
Fixed Deposit
Home Loan
Apply Online
Send Money
Track Service Request
Offers
Customer Care Number
Gold Loan
Start by typing 'Menu' here
Avail Personal Loan
Personal Loans starting at attractive rates as low as 10.5%* p.a.
T&C apply
APPLY NOW
your Investment
iWish
Retirem
E STAGE SOLUTIONS

Websites and blogs

- Websites are the best way to market the business products.
- Until and unless potential customers know your brand well, they won’t know you’re in business without a website.
- Most people research a company or product before they visit a store or make a purchase, and often prefer transacting with businesses online.
- A well-designed website is one of the most powerful digital marketing tools
- A good website is essential to increase your online presence and credibility
- Websites cultivate a professional web presence
- It becomes an information source
- It improves SEO rankings


THE WORLD'S
Top 50 Websites
United States 27
Google
92.5B
U.S.
facebook
25.5B
U.S.
34.6B
U.S.
6.6B
6.1B
3.1B
2.5B
1.5B
WIKIPEDIA
6.1B
YAHOO!
3.8B
YAHOO!
2.4B
Baidu
5.6B
CHINA
XVIDEOS
3.4B
PornHub
3.3B
XHXX.COM
2.9B
amazon
2.9B
zoom
2.7B
NETFLIX
2.4B
NAVER
1.5B
Yandex
3.2B
RUSSIA
SOURCE: SIMILARWEB

Google
GOOGLE.COM
facebook
Baidu
Yandex
YAHOO!
amazon
PornHub
WIKIPEDIA
XVIDEOS
NETFLIX

Instagram
facebook
LinkedIn
Google play
YouTube
Twitter

Blogs

- Blogging is the most preferred communication method
- This is a type of online journaling, which can be updated daily, or many times a day
- It covers all the information or a particular topic.
- By using such blogs, one can share, follow, or even post comments. This kind of communication is extremely suitable.
- Additionally, by using the internet, people can access, read & follow it worldwide.
- Even if an organization don't have websites, they can create blogs which can be helpful to know about that products or business organizations.
- For ins: There are number of travel blogs; where many travelers share their own experience.

SMS/ text messaging

- According to a recently published Pew Research study, 97% of Americans “now own a cellphone of some kind.”
- Additionally, 85% of Americans now have a smartphone compared to just 35% in 2011.
- Worldwide, Statista found that active smartphone subscriptions stand at more than 6 billion in 2021, and projects they’ll surpass 7.5 billion in 2026.
- This shows that things will continue to look up for companies taking advantage of the power of short message service (SMS) and text messaging for customer communications.

Advantages of SMS

- **Convenience:** More customers have access to it
- **Ease:** Most SMS platforms also support template use for repetitive tasks such as opt-in confirmation, order or issue resolution confirmation, appointment reminders and delivery notifications
- **Speed:** It takes only a few seconds for messages to reach vast audiences
- Ex: Indian Railway, Airlines, Flipkart, Courier Services, Credit Card, Banking transaction

Video

- Explainer videos are short videos that highlight the features of a product or service.
- They're particularly helpful for potential customers researching a product or current customers trying to understand how one functions
- Explainer videos can also be used for online advertising
- **Video conferencing platforms** Multiple uses besides organizing conferences or conducting meetings are as follows:
  - HR and recruitment initiatives, such as interviewing job candidates and onboarding new employees
  - On-demand training and live , instructor-led courses
  - Employee engagement through remote team-building activities, such as virtual happy hours or any games
  - For instance: Online classes, meetings