Learning Objectives

- Understand the various types of business communication
- Identify the types of corporate communication

Contents

- Internal vs External communication

- Formal vs Informal communication

- Verbal vs Non-verbal communication

- Vertical, Horizontal and Diagonal communication

Introduction

- Organizational structures demand different types of communication

- Audience

- Channel

- Medium
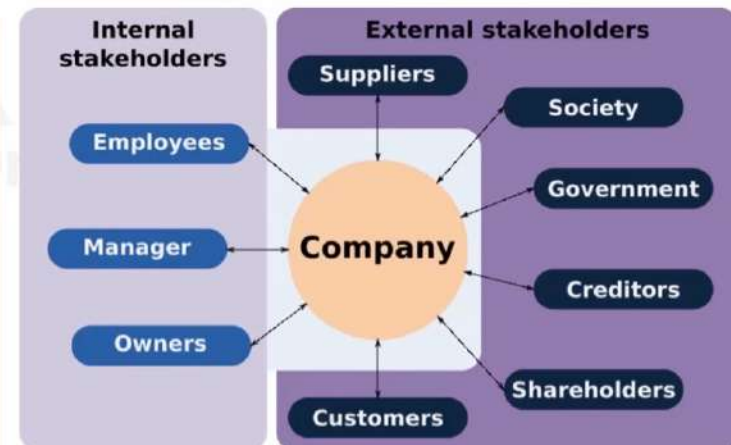
- Flow

Types of business communication

Based on purpose & audience

Internal communication

-within the organization
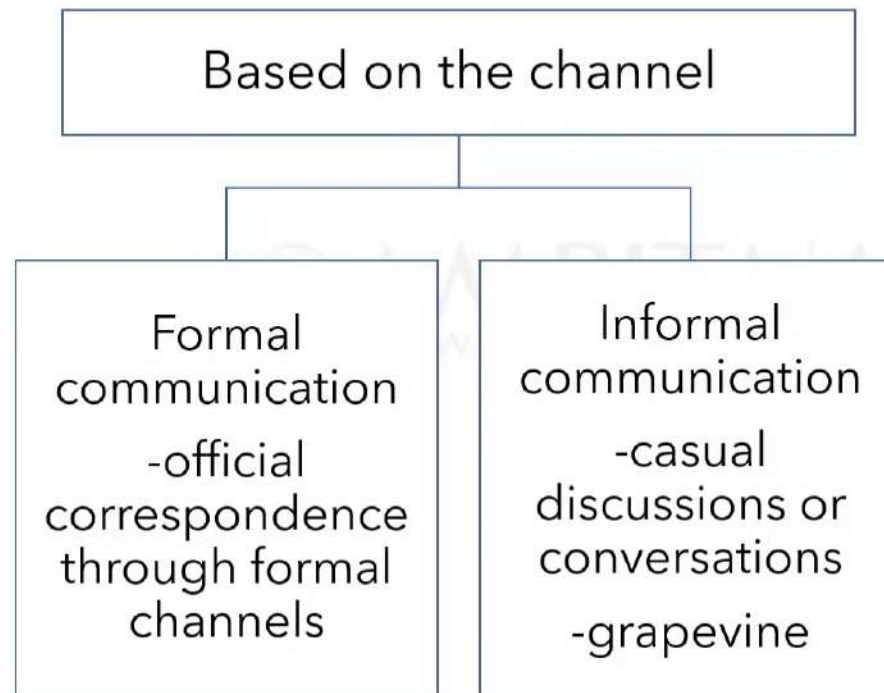
-memos, notices, office orders

External communication

-with parties outside the organization
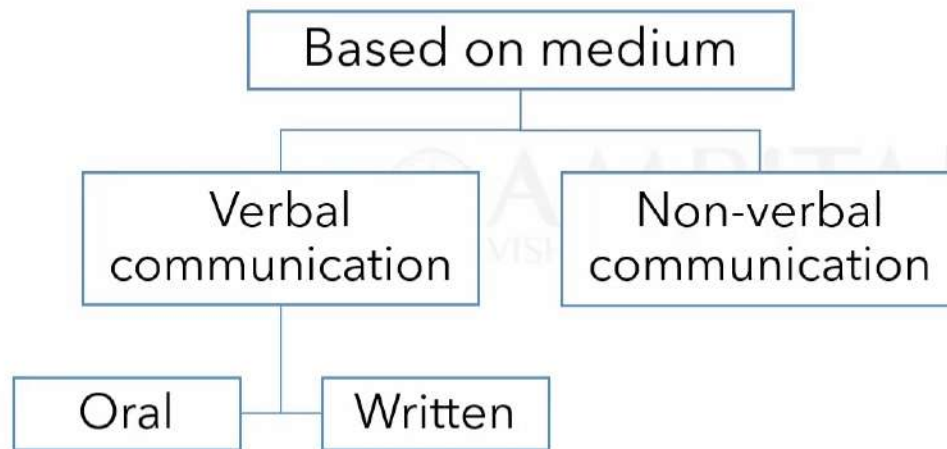
-advertisements, sales presentations

Internal stakeholders: Employees, Manager, Owners

External stakeholders: Suppliers, Society, Government, Creditors, Shareholders, Customers — Company

Types of business communication

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                    ┌─────────────────────────────┐
                    │    Based on the channel     │
                    └─────────────────────────────┘
                                  │
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Formal communication	Informal communication
-official correspondence through formal channels	-casual discussions or conversations
	-grapevine

Types of business communication

Based on medium

Verbal communication

Non-verbal communication

Oral

Written

Verbal communication

- language, both written and oral
- message is transmitted verbally
- by word of mouth & a piece of writing
- acronym KISS (keep it short and simple)
- we assume that others understand what we are saying
- put yourself on the other side & think

Types of verbal communication

Written

- Written signs or symbols are used
- Message- printed or hand-written
- message transmitted via email, letter, report, memo etc.
- influenced by vocabulary, grammar, writing style, precision, clarity of language
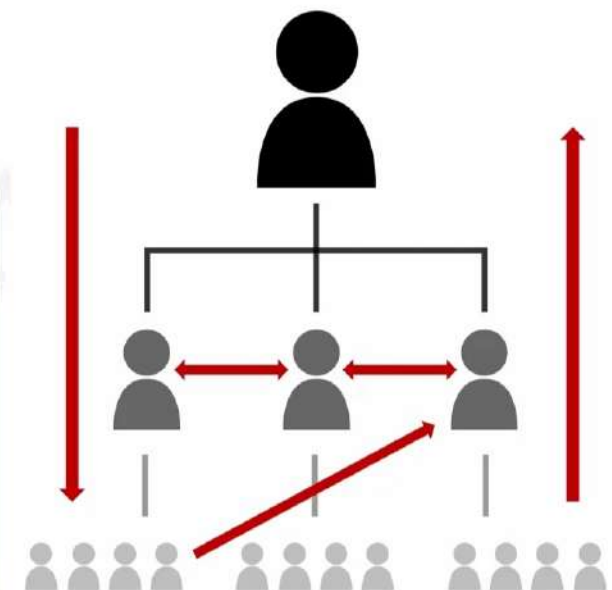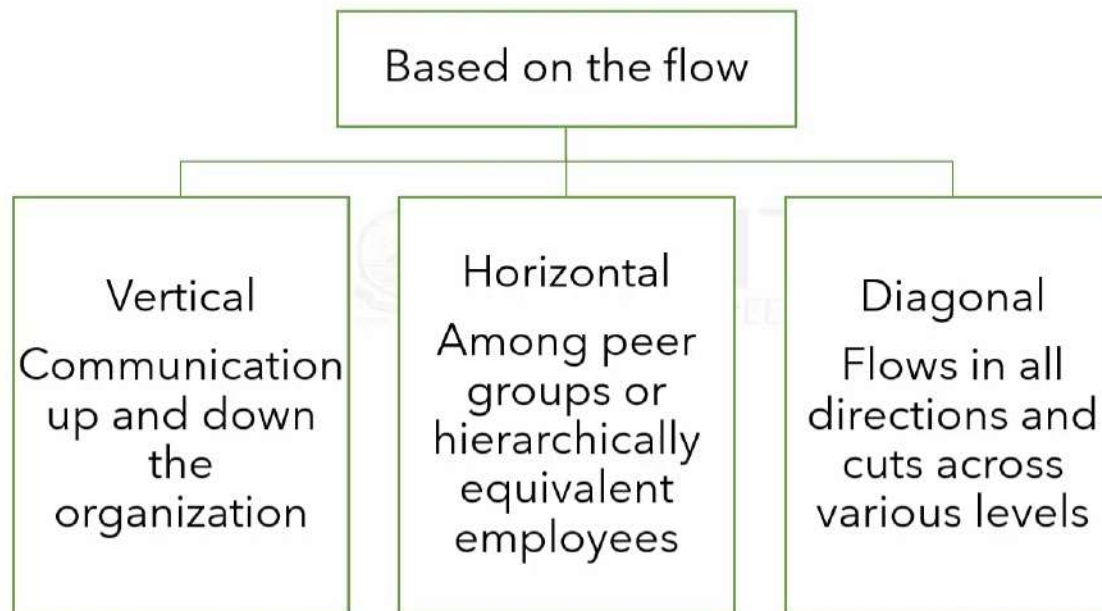
Oral

- Spoken words are used
- face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet
- influenced by pitch, volume, speed and clarity of speaking

Non-verbal communication

- Communication without the use of words, written or spoken

- Non-verbal cues speak louder than words

- Important in cross cultural communication

Types of business communication

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            ┌─────────────────────────┐
            │    Based on the flow     │
            └─────────────────────────┘
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Vertical	Horizontal	Diagonal
Communication up and down the organization	Among peer groups or hierarchically equivalent employees	Flows in all directions and cuts across various levels

To sum up

- There are different types of business communication.

- It is important to choose the apt type to suit the situation.

- Non-verbal communication is as important as or even more important than verbal communication.

Learning Objectives

- Understand the types of non-verbal communication

- Recognize the importance of non-verbal communication

Contents

- Introduction to non-verbal communication
- Types of non-verbal communication
    - Body language
    - Space
    - Time
    - Paralanguage
    - Touch

Introduction to non-verbal communication

- "One cannot not communicate." We communicate just by being. – Paul Watzlawick, Austrian-American psychologist and communication theorist

- "He that has eyes to see and ears to hear may convince himself that no mortal can keep a secret. If his lips are silent, he chatters with his fingertips; betrayal oozes out of him at every pore."- Sigmund Freud

- It is not just what we "say" but also how it is said and what is not said

Body language or Kinesics

- Ray Birdwhistell coined the term 'kinesics'
- facial expressions, gestures, eye movement, nodding the head, jiggling change in the pocket, fiddling with a necktie etc.
- all movements of the body have meanings
- non-verbal forms of language have a grammar

Body language or Kinesics   *cont…*

- Personal appearance communicates how we feel about ourselves and how we want to be viewed.

- Postures
  - Boredom- slumped, head downcast, leaning backward, fidgeting etc.
  - Confidence and energy- standing upright, open hand gestures, firm handshake etc.

- Gestures enhance the value of what is being said.

- Facial expression and eye contact

Virtual body language

- Set up your camera at eye-level.

- Keep your workspace tidy and organized.

- Find a quiet space for the video call.

- Maintain eye contact.

- Use facial expressions.
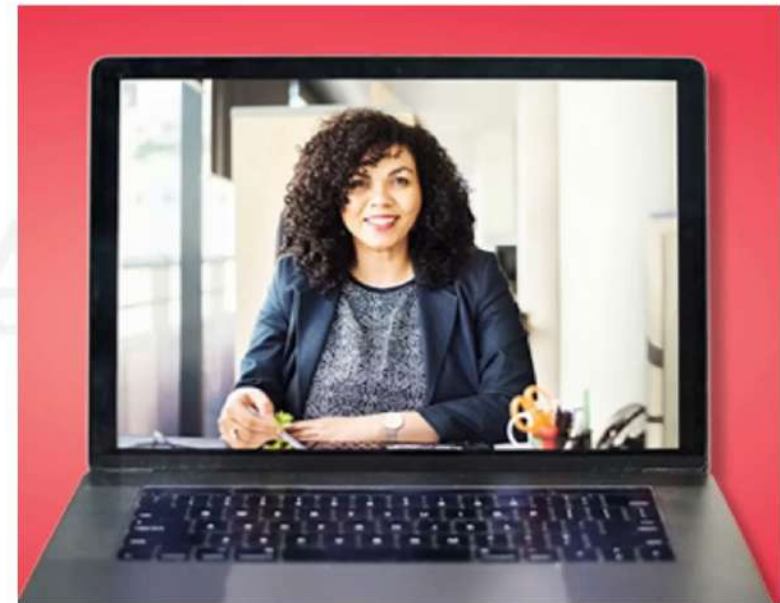
Space or Proxemics

- study of space & spatial relationships & their impacts on communication
- physical distance signals your level of intimacy and comfort

INTIMATE SPACE
Less than 1.5ft (0.45 m)

PERSONAL SPACE
1.5ft (0.45 m) - 4ft (1.2 m)
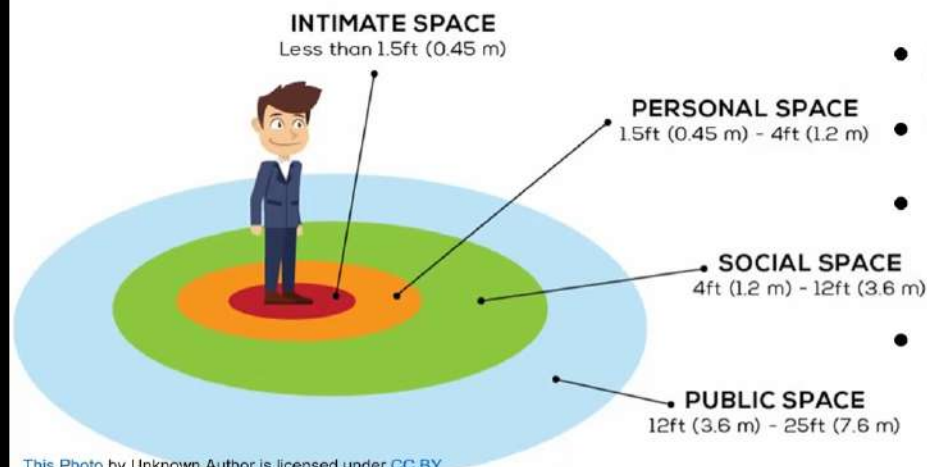
SOCIAL SPACE
4ft (1.2 m) - 12ft (3.6 m)

PUBLIC SPACE
12ft (3.6 m) - 25ft (7.6 m)

- Used to signal power and status
- Cross cultural variations
- Edward T Hall divided space into 4 distinct zones
- Public zone, Social zone, Personal zone and Intimate zone

Time or Chronemics

- Study of how human beings communicate through their use of time

- Use time effectively- it is a valuable resource in professional world

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- Always be on time

- People have their own time language

- Time language varies from culture to culture

8

Paralanguage or Vocalics

- It is not only what you say, but how you say it

- how words are spoken, i.e. the volume, the intonation, the speed etc.

- Cross-cultural communication- paralinguistic differences can be confusing

- Americans talking "too loud" is often interpreted in Europe as aggressive behaviour

- traditional speech among Native Americans places a special emphasis on silence

Touch or Haptics

- William Seiler and Meliss Beall identify five distinct types of touch, from impersonal to intimate

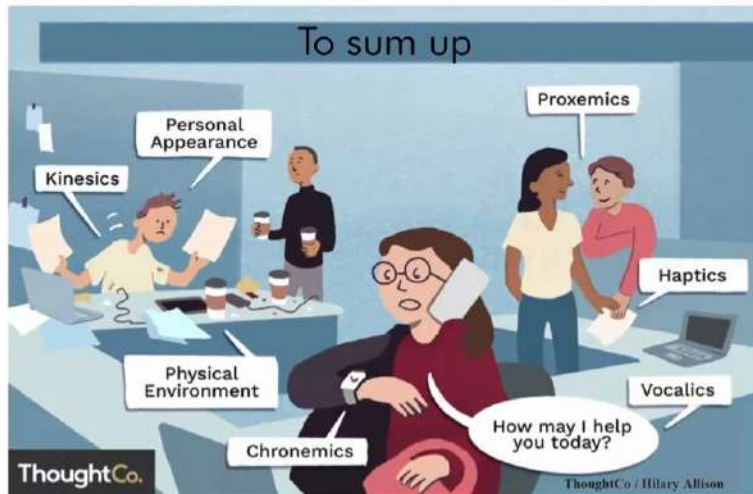| Functional-Professional Touch |
| Social-Polite Touch |
| Friendship-Warmth Touch |
| Love-Intimacy Touch |
| Sexual-Arousal Touch |

- In business communication, touch is limited to Social-Polite and Friendship-Warmth

Conclusion

Learning Objectives

- Understand the concept of communication barriers

- Identify the barriers to communication

Contents

- Introduction to communication barriers

- Types of communication barriers

    - Semantic

    - Psychological

    - Organizational

    - Personal

What are communication barriers?

- Communication is effective only if the receiver understands the message in the same sense as it is sent by the sender.

- Any kind of obstacle or problem involved in the effective exchange of ideas

- Consequently, communication becomes ineffective, and information loses its originality
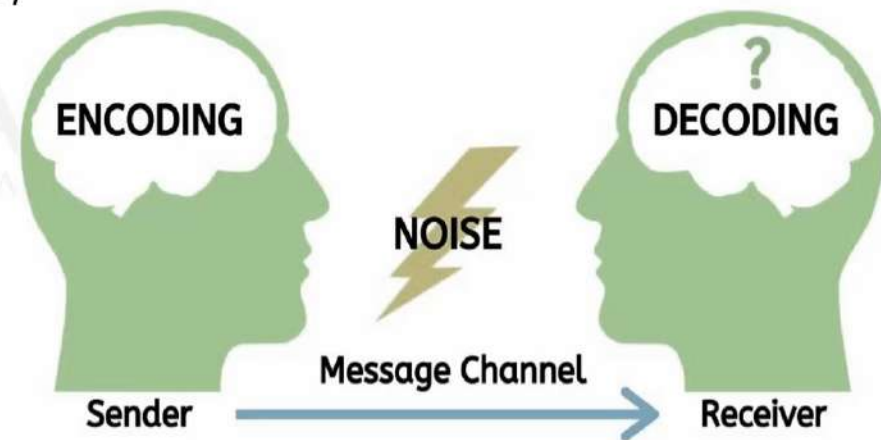
What are communication barriers? Cont...

- the sender transfers a message with the expectation that the receiver will receive the message, interpret it and act accordingly

- Noise does not only mean unwanted sound but also all the factors which hamper or distort effective flow of communication
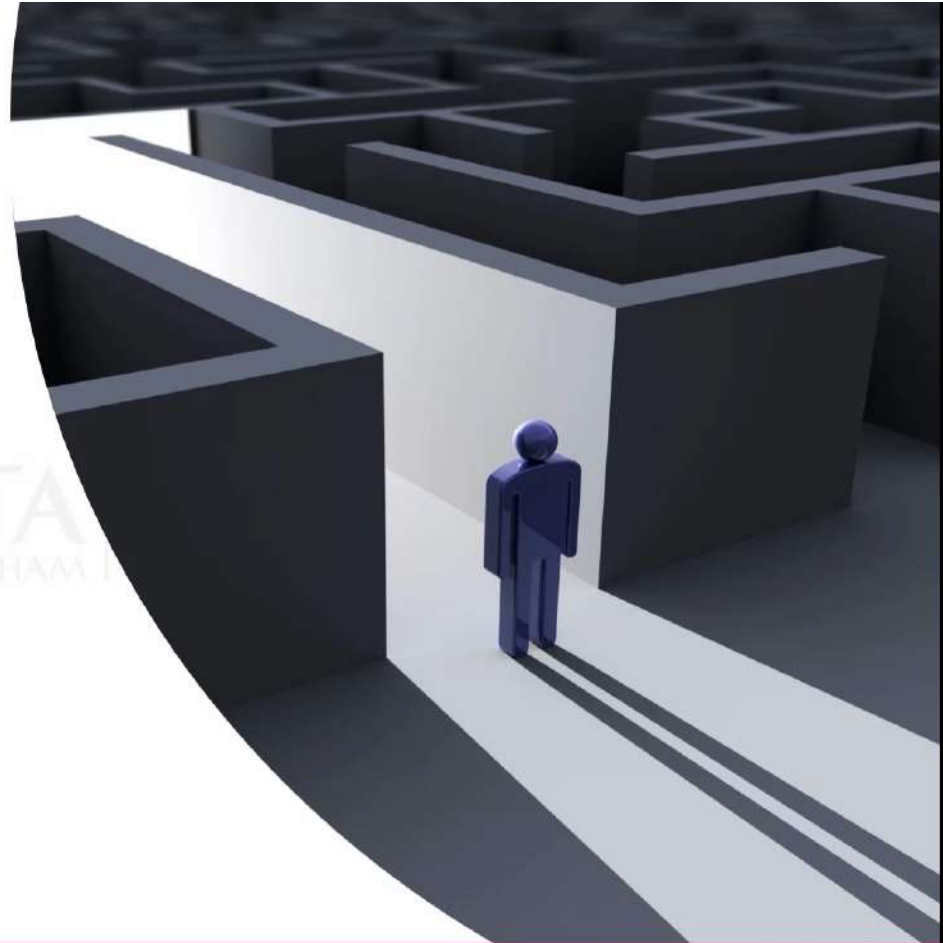

ENCODING DECODING

NOISE

Message Channel

Sender → Receiver

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Types of barriers

- Semantic barriers
- Psychological barriers
- Organizational barriers
- Personal barriers

I. Semantic barriers
(relating to meaning in language or logic)

- Barriers related to language and meaning

- The same words and symbols have different meanings and different people interpret them differently.

- Semantic barriers arise when the information is not sent in simple and clear language

Types of semantic barriers

1. Badly expressed message- "Can we hang?"

2. Words with different meanings- 'I won a prize/price.'

3. Faulty translation- "Sachin Tendulkar gave a *dhuaandhar* performance."

Types of semantic barriers   cont...

4. Unclarified assumptions- Manager may tell the subordinate, "You may proceed with further action as decided in the last meeting."

5. Jargon- "The problem is your modem can't interface with your ISP because your RJ11 cable needs upgrading."

6. Body language & gesture decoding- moving neck sideways and saying "no"

II. Psychological barriers

- If the sender or receiver is emotionally or psychologically imbalanced, it can considerably affect the smooth process of communication

- Psychological barriers- a person's attitude, perception, beliefs and value systems affecting the flow of communication

Types of psychological barriers

1. Premature evaluation

2. Lack of attention

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Types of psychological barriers

4. Distrust

• The sender and the receiver should have trust in each other.

• Prominent in individuals having different world views or belonging to different cultural backgrounds or when two different groups of employees have to work together in the situation of a merger or acquisition of companies.

III. Organizational barriers

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- Organizational policies
- Rules and regulations
- Status
- Complexity in organizational structure

IV. Personal barriers

- Fear of challenge to the authority

- Lack of confidence in subordinates

- Unwillingness to communicate

To sum up

- Communication barriers are obstacles in the transmission of messages from the receiver to the sender.

- Communication barriers, if unidentified and resolved, can distort and fail communication.

- Barriers to communication are classified as semantic, psychological, organizational and personal.

- Effective communication is the nerve of all business activities. Hence, pre-emptive measures to ensure it should be taken.
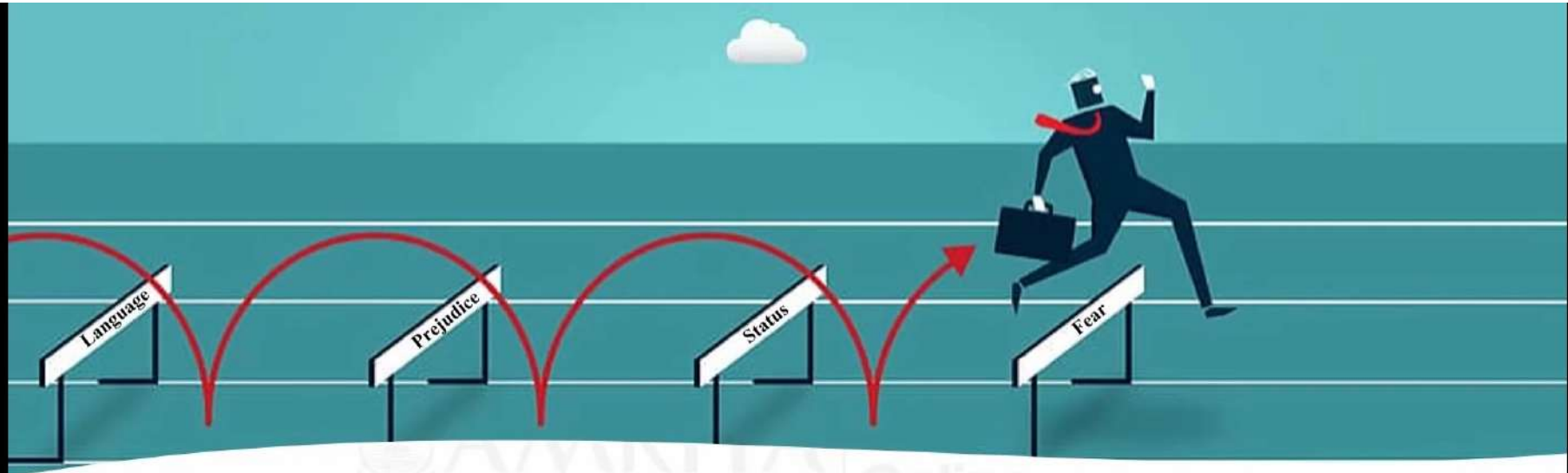
Learning Objective

- Learn various strategies to overcome communication barriers

Content

- Need for overcoming communication barriers

- Strategies to overcome communication barriers

Why should we overcome communication barriers?

- Communication barriers are like brick walls which if not broken timely will result in disrupting every function of the organization.

Why should we overcome communication barriers?

Cont…

- Communication is the life blood of an organization
- Efforts at individual level and interventions at organizational level are required to identify the barriers
- It is not possible to eliminate all the barriers.
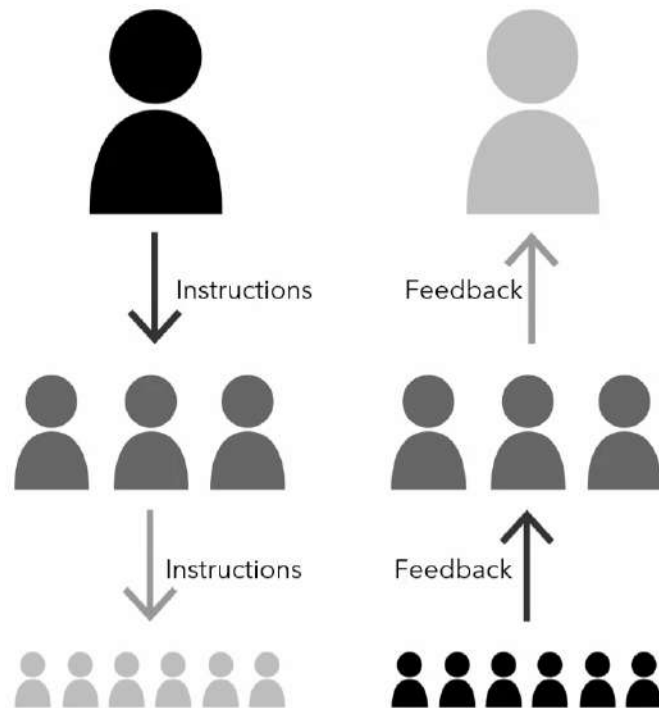
policies of the company

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1. Define organizational policies

- Define the dos and don'ts of communication

- Clearly mention who will provide the appraisal feedback to the employees at various levels of the organization.

- Communicate what information should be given about the company to the prospective clients

2. Ask for feedback

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- Managers should actively seek feedback from subordinates
- Feedback reduces the probability of confusion and discrepancy.
- After a meeting, the convener may ask the members one by one to share what tasks that they have agreed to undertake within a particular deadline.

3. Restructure the organization

- Simplify the complex organization structure
- Reorganization may involve   a) reducing authority layers

b) establishing clear authority and responsibility relationship

c) adopting open door communication policy by superiors

d) Using technology like internet to deliver the messages through emails for faster dissemination of information
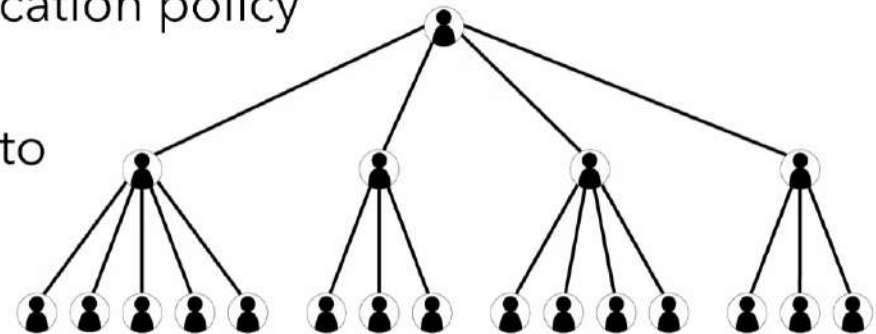
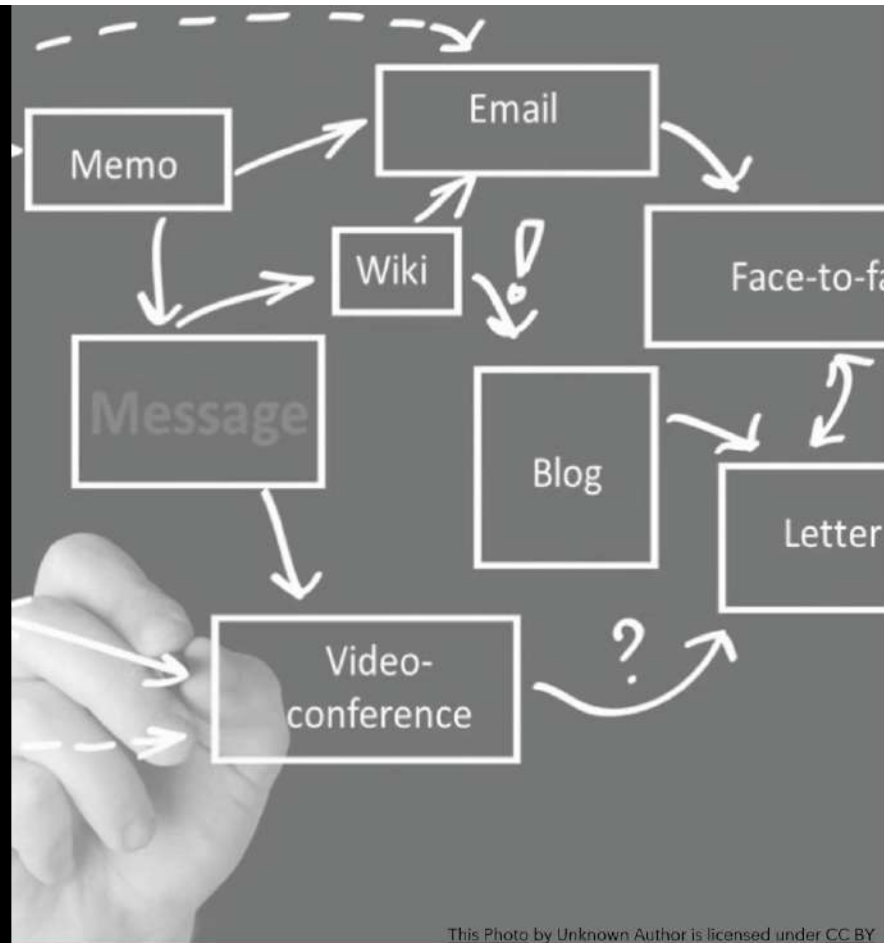# 4. Employee training and development

- Arrange various training & development programs for the employees

- Organize orientation seminars for new employees

- Communicate mission, goals, policies, rules and regulations, procedures, etc.

- Provide training on computers and other electronic means of communication.

5. Develop informal relationship

- Encourage informal communication along with the formal communication

- Along with sending a circular to members of the department inviting suggestions for a solution to a problem, the manager should also reach out to them and talk to them personally

6. Choose appropriate media

1. I am going to be late to play football.

2. You need to tell someone that they have cancer.

3. You want to tell your friends about a film.

4. You need to fire an employee.

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7. Reduce information overload

- Only necessary information should be conveyed

- Decentralizing routine decision making so that communication channels can be shortened to make the communication faster and effective.

Feedback

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8. Communication audit

• Consider the internal communication you recently received and rate your level of satisfaction with each aspect
• Very dissatisfied 1; Satisfied 5

	1	2	3	4	5
Amount of information	O	O	O	O	O
Frequency of delivery	O	O	O	O	O
Accuracy of content	O	O	O	O	O
Relevance of material	O	O	O	O	O
Style of presentation	O	O	O	O	O

To sum up

- Communication effectiveness is a must for organization.

- However, there can be various barriers such as Semantic, Psychological, Organizational or Personal.

- Communication barriers must be identified as early as possible, and steps should be taken to remove them.

- Defining organizational policies, providing training sessions, restructuring the organization, asking for feedback, choosing appropriate media, conducting audits etc. are ways to help minimize the barriers.