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| Logo_MEC  **LECTURE HANDOUTS**  **I/I**  **ENGLISH** | **MUTHAYAMMAL ENGINEERING COLLEGE**  **(An Autonomous Institution)**  **(Approved by AICTE, New Delhi, Accredited by NAAC & Affiliated to Anna University)**  **Rasipuram - 637 408, Namakkal Dist., Tamil Nadu** | **L - 01** |

**Course Name with Code : Business English / 19HSS01**

**Course Faculty : Mrs. K. Helen**

**Unit : I – Communication and Business English Date of Lecture:**

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| **Topic of Lecture: Communication Meaning – Objectives - Importance** |
| **Introduction :**  The transmission of the message from sender to recipient can be affected by a huge range of things. These include our emotions, the cultural situation, the medium used to communicate, and even our location. The complexity is why good communication skills are considered so desirable by employers around the world: accurate, effective and unambiguous communication is actually extremely hard. |
| **Prerequisite knowledge for Complete understanding and learning of Topic:**   * Definition of Communication * Importance of Communication * Objectives of Communication * Types of Communication |
| **Detailed content of the Lecture:**  **Definition of Communication:**   * Communication is transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver – G.G. Brown. * Communication is the intercourse by words, letters or messages- Fred G. Meyer. * Communication is giving, receiving or exchanging ideas, information, signals or messages through appropriate media, enabling individuals or groups to persuade, to seek information, to give information or to express emotions. * This broad definition includes body-language, skills of speaking and writing. It outlines the objectives of communication. It emphasizes listening as an important aspect of communication. * Communication is simply the act of transferring information from one place, person or group to another.   **The importance of communication in an organization can be summarized as follows:**   * Communication promotes [motivation](https://www.managementstudyguide.com/importance_of_motivation.htm) by informing and clarifying the employees about the task to be done. * Communication is a source of information to the organizational members for decision-making process. * Communication also plays a crucial role in altering individual’s attitudes.   **Objectives of communication**:   * Objectives of communication **are** - as the name suggests – the process of setting targets for communication. They describe the target that you want to reach with your planned actions.  Building Awareness is important for new products and companies that are still unrecognized in a market.Providing information is needed only to help clients in the seeking phase of the purchasing process. By providing information, you help them in making a choice. **The different types of communication are:**  On the basis of the communication channels, types of communications are:   1. Verbal 2. Non-Verbal 3. Visual  Verbal:  * This involves the use of language and words for the purpose of passing on the intended message. * In general terms, Verbal Communication means communication in the form of spoken words only. * But, in the context of types of communication, verbal communication can be in the spoken or the written form. * Thus, the verbal form may be oral or written as discussed below: * **Written Communication:**This kind of communication involves any kind of exchange of information in the written form. For example, e-mails, texts, letters, reports, SMS, posts on social media platforms, documents, handbooks, posters, flyers, etc. * **Oral Communication:**This is the communication which employs the spoken word, either direct or indirect as a communication channel. This verbal communication could be made on a channel that passes information in only one form i.e. sound.  Non-Verbal Communication:  * In this type of communication, messages are relayed without the transmission of words. * The messages here are wordless messages. * This form of communication mainly aides verbal communication. * It supplements it with gestures, body language, symbols, and expressions.  Formal & Informal Communication  * **Vertical:** The information or data flows up and down the organizational structure. * **Horizontal:**This is the communication between two similar levels of the organization. * **Diagonal:**This is the communication across the cross-functional levels of employees from various departments of the organization. |
| **Video Content / Details of website for further learning (if any):**  **Can be added as link**  <http://www.yourarticlelibrary.com/management/communication/communication-meaning-purpose-importance-and-principles/60291> |
| **Important Books/Journals for further learning including the page nos.:**  English For Business by Simon Sweeney  J Basic Communication Skills for Technology |

**Course Faculty**

**Verified by HOD**