

**RENAISSANCE LAW COLLEGE**  
**BUSINESS COMMUNICATION**  
**NOTES**  
**B.COM LLB SEM II**

# **What is Business Communication ?**

- **Communication** is neither the transmission of a message nor the message itself. It is the mutual exchange of understanding, originating with the receiver. Communication needs to be effective in business. Communication is the essence of management. The basic functions of management ([Planning](#), [Organizing](#), [Staffing](#), [Directing](#) and [Controlling](#)) cannot be performed well without effective communication.
- Business communication involves constant flow of information. Feedback is integral part of business communication. Organizations these days are verly large and involve large number of people. There are various levels of hierarchy in an organization. Greater the number of levels, the more difficult is the job of managing the organization.
- Communication here plays a very important role in process of directing and controlling the people in the oragnization. Immediate feedback can be obtained and misunderstandings if any can be avoided. There should be effective communication between superiors and subordinated in an organization, between organization and society at large (for example between management and trade unions).
- It is essential for success and growth of an organization. Communication gaps should not occur in any organization.

- Business Communication is goal oriented. The rules, regulations and policies of a company have to be communicated to people within and outside the organization. Business Communication is regulated by certain rules and norms. In early times, business communication was limited to paper-work, telephone calls etc. But now with advent of technology, we have cell phones, video conferencing, emails, satellite communication to support business communication. Effective business communication helps in building goodwill of an organization.
- Business Communication can be of two types:
- **Oral Communication** - An oral communication can be formal or informal. Generally business communication is a formal means of communication, like : meetings, interviews, group discussion, speeches etc. An example of Informal business communication would be - Grapevine.
- **Written Communication** - Written means of business communication includes - agenda, reports, manuals etc.

- **Importance of Communication in an Organization**
- Thus, we can say that “**effective communication is a building block of successful organizations**”. In other words, communication acts as organizational blood.
- **The importance of communication in an organization can be summarized as follows:**
- Communication **promotes motivation** by informing and clarifying the employees about the task to be done, the manner they are performing the task, and how to improve their performance if it is not up to the mark.
- Communication is a **source of information** to the organizational members for decision-making process as it helps identifying and assessing alternative course of actions.
- Communication also plays a crucial role in **altering individual's attitudes**, i.e., a well informed individual will have better attitude than a less-informed individual. Organizational magazines, journals, meetings and various other forms of oral and written communication help in moulding employee's attitudes.
- Communication also **helps in socializing**. In todays life the only presence of another individual fosters communication. It is also said that one cannot survive without communication.
- As discussed earlier, communication also assists in **controlling process**. It helps controlling organizational member's behaviour in various ways. There are various levels of hierarchy and certain principles and guidelines that employees must follow in an organization. They must comply with organizational policies, perform their job role efficiently and communicate any work problem and grievance to their superiors. Thus, communication helps in controlling function of management.
- An effective and efficient communication system requires managerial proficiency in delivering and receiving messages. A manager must discover various **barriers to communication**, analyze the reasons for their occurrence and take preventive steps to avoid those barriers. Thus, the primary responsibility of a manager is to develop and maintain an effective communication system in the organization.

- **Communication Barriers - Reasons for Communication Breakdown**
- **Perceptual and Language Differences:** Perception is generally how each individual interprets the world around him. All generally want to receive messages which are significant to them. But any message which is against their values is not accepted. A same event may be taken differently by different individuals. For example : A person is on leave for a month due to personal reasons (family member being critical). The HR Manager might be in confusion whether to retain that employee or not, the immediate manager might think of replacement because his teams productivity is being hampered, the family members might take him as an emotional support.
- The linguistic differences also lead to communication breakdown. Same word may mean different to different individuals. For example: consider a word “value”.
  - What is the **value** of this Laptop?
  - I **value** our relation?
  - What is the **value** of learning technical skills?

“**Value**” means different in different sentences. Communication breakdown occurs if there is wrong perception by the receiver

- **Information Overload:** Managers are surrounded with a pool of information. It is essential to control this information flow else the information is likely to be misinterpreted or forgotten or overlooked. As a result communication is less effective.
- **Inattention:** At times we just not listen, but only hear. For example a traveler may pay attention to one “NO PARKING” sign, but if such sign is put all over the city, he no longer listens to it. Thus, repetitive messages should be ignored for effective communication. Similarly if a superior is engrossed in his paper work and his subordinate explains him his problem, the superior may not get what he is saying and it leads to disappointment of subordinate.
- **Time Pressures:** Often in organization the targets have to be achieved within a specified time period, the failure of which has adverse consequences. In a haste to meet deadlines, the formal channels of communication are shortened, or messages are partially given, i.e., not completely transferred. Thus sufficient time should be given for effective communication.
- **Distraction/Noise:** Communication is also affected a lot by noise to distractions. Physical distractions are also there such as, poor lightning, uncomfortable sitting, unhygienic room also affects communication in a meeting. Similarly use of loud speakers interferes with communication.
- **Emotions:** Emotional state at a particular point of time also affects communication. If the receiver feels that communicator is angry he interprets that the information being sent is very bad. While he takes it differently if the communicator is happy and jovial (in that case the message is interpreted to be good and interesting).
- **Complexity in Organizational Structure:** Greater the hierarchy in an organization (i.e. more the number of managerial levels), more is the chances of communication getting destroyed. Only the people at the top level can see the overall picture while the people at low level just have knowledge about their own area and a little knowledge about other areas.
- **Poor retention:** Human memory cannot function beyond a limit. One cant always retain what is being told specially if he is not interested or not attentive. This leads to communication breakdown.

- **Seven C's of Effective Communication**
- There are **7 C's of effective communication** which are applicable to both written as well as oral communication. These are as follows:
- **Completeness** - The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly. A complete communication has following features:
  - Complete communication develops and enhances reputation of an organization.
  - Moreover, they are cost saving as no crucial information is missing and no additional cost is incurred in conveying extra message if the communication is complete.
  - A complete communication always gives additional information wherever required. It leaves no questions in the mind of receiver.
  - Complete communication helps in better decision-making by the audience/readers/receivers of message as they get all desired and crucial information.

- **conciseness** - Conciseness means wordiness, i.e, communicating what you want to convey in least possible words without forgoing the other C's of communication. Conciseness is a necessity for effective communication. Concise communication has following features:

It is both time-saving as well as cost-saving.

It underlines and highlights the main message as it avoids using excessive and needless words.

Concise communication provides short and essential message in limited words to the audience.

Concise message is more appealing and comprehensible to the audience.

Concise message is non-repetitive in nature.

- **Consideration** - Consideration implies "stepping into the shoes of others". Effective communication must take the audience into consideration, i.e, the audience's view points, background, mind-set, education level, etc. Make an attempt to envisage your audience, their requirements, emotions as well as problems. Ensure that the self-respect of the audience is maintained and their emotions are not at harm. Modify your words in message to suit the audience's needs while making your message complete. Features of considerate communication are as follows:

Emphasize on "you" approach.

Empathize with the audience and exhibit interest in the audience. This will stimulate a positive reaction from the audience.

Show optimism towards your audience. Emphasize on "what is possible" rather than "what is impossible". Lay stress on positive words such as jovial, committed, thanks, warm, healthy, help, etc.

- **Clarity** - Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once. Clarity in communication has following features:

It makes understanding easier.

Complete clarity of thoughts and ideas enhances the meaning of message.

Clear message makes use of exact, appropriate and concrete words.

- **Concreteness** - Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence. Concrete message has following features:
  - It is supported with specific facts and figures.
  - It makes use of words that are clear and that build the reputation.
  - Concrete messages are not misinterpreted.
- **Courtesy** - Courtesy in message implies the message should show the sender's expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic. Courteous message has following features:
  - Courtesy implies taking into consideration both viewpoints as well as feelings of the receiver of the message.
  - Courteous message is positive and focused at the audience.
  - It makes use of terms showing respect for the receiver of message.
  - It is not at all biased.
- **Correctness** - Correctness in communication implies that there are no grammatical errors in communication. Correct communication has following features:
  - The message is exact, correct and well-timed.
  - If the communication is correct, it boosts up the confidence level.
  - Correct message has greater impact on the audience/readers.
  - It checks for the precision and accurateness of facts and figures used in the message.
  - It makes use of appropriate and correct language in the message.
- Awareness of these 7 C's of communication makes you an effective communicator.

## COMMUNICATION

- ◎ The word ‘communication’ is derived from Latin word ‘communis’, which means common. It is a process of exchange of facts, ideas, opinions and a means that individuals or organizations share the meaning and understanding with one another.

## DEFINITIONS OF COMMUNICATION

- ◎ Communication is a process of sharing experience till it becomes a common possession. It modifies the disposition of both parties who partakes it- *John Dewey*.
- ◎ Communication is sharing of ideas and feelings in a mood of mutuality- *Edgar Dale*.
- ◎ Communication is a means of persuasion to influence other so that desired effect is achieved- *Aristotle*.

# *Communication* **is what ??**

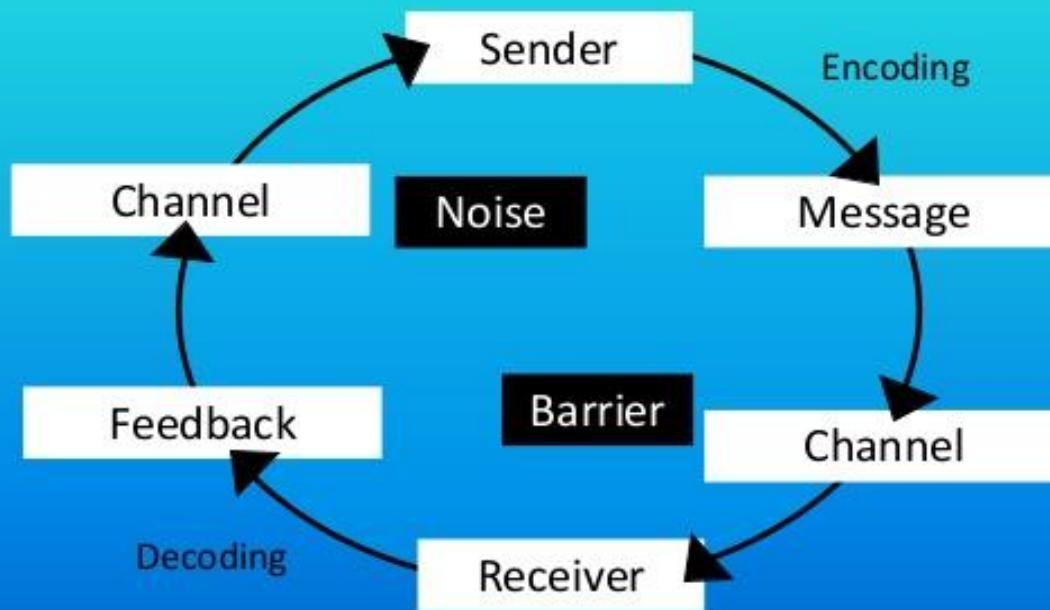
It is a process of exchanging –

- Information
- Ideas
- Thoughts
- Feelings
- Emotions

Through –

- Speech
- Signals
- Writing
- Behavior

# Process of *Communication*



- ⦿ **The main components of communication process are as follows:**
- ⦿ **Context** - Communication is affected by the context in which it takes place. This context may be physical, social, chronological or cultural. Every communication proceeds with context.
- ⦿ **Sender / Encoder** - Sender / Encoder is a person who sends the message. A sender makes use of symbols (words or graphic or visual aids) to convey the message and produce the required response.

- ⦿ **Message** - Message is a key idea that the sender wants to communicate. It must be ensured that the main objective of the message is clear.
- ⦿ **Encoding** (Communication symbol) – The process of conversion of subject matter into symbols is called encoding. The message or subject matter of any communication is always abstract and intangible. Transmission of message requires use of certain symbols.

- ◎ **Decoding** – It is the process of translation of an encoded message into ordinary understandable language. Receiver converts the symbols, words or signs received from the sender to get the meaning of the message.
- ◎ **Feedback** - Feedback is the main component of communication process as it permits the sender to analyze the efficacy of the message. It helps the sender in confirming the correct interpretation of message by the decoder. Feedback may be verbal (through words) or non-verbal (in form of smiles, sighs, etc.). It may take written form also in form of memos, reports, etc.

# **Types of**

# *Communication*

People communicate with each other in a number of ways that depend upon the message and its context in which it is being sent.

Types of communication based on the communication channels used are –

- ❖ Verbal Communication
- ❖ Nonverbal Communication

# **Verbal**

# *Communication*

- It refers to the form of communication in which message is transmitted verbally.
- Communication is done by word of mouth and a piece of writing.
- In verbal communication remember the acronym “**KISS**” (keep it short and simple).

**Verbal Communication** is divided into:

- Oral Communication
- Written Communication

- ◎ **VERBAL COMMUNICATION:** Is an exchange of information using words including both the spoken and the written word. The most important aspects of verbal communication are:
  - ◎ Language
  - ◎ Pacing
  - ◎ Intonation
  - ◎ Clarity and Brevity
  - ◎ Timing and relevance



# Oral *Communication*

- In oral communication, Spoken words are used.
- It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet.
- Communication is influenced by pitch, volume, speed and clarity of speaking.

## □ Advantages –

It brings quick feedback.

In a face-to-face conversation, by reading facial expression and body language one can guess whether he/she should trust what's being said or not.

## □ Disadvantages –

In face-to-face discussion, user is unable to deeply think about what he is delivering, so this can be counted as a fault.

10/3/2013 1:41:04 AM



# Written Communication



- In written communication, written signs or symbols are used to communicate.
- In written communication message can be transmitted via email, letter, report, memo etc.
- Written Communication is most common form of communication being used in business.

**Advantages –**

Messages can be edited and revised  
Written communication provide record and backup.  
A written message enables receiver to fully understand it and send appropriate feedback.

**Disadvantages –**

Written communication doesn't bring instant feedback. It takes more time in composing a written message as compared to word-of-mouth and number of people struggles for writing ability.<sup>8</sup>

# Nonverbal

# Communication

- Nonverbal communication is the sending or receiving of wordless messages. Such as **gesture, body language, posture, tone of voice or facial expressions**, is called nonverbal communication.
- **Nonverbal communication is all about the body language of speaker.**

Nonverbal communication have the following three elements –

- **Appearance**  
**Speaker –**  
clothing, hairstyle, neatness, use of cosmetics
- **Surrounding** – room  
size, lighting, decorations, furnishings
- **Body Language**  
facial expressions, gestures, postures
- **Sounds**  
Voice Tone, Volume, Speech rate

10/3/2013 1:41:04 AM



# Levels of Communication

- **Intrapersonal Communication** is communication that occurs in your own mind. It is the basis of your feelings, biases, prejudices, and beliefs.
  - Examples are when you make any kind of decision – what to eat or wear. When you think about something – what you want to do on the weekend or when you think about another person.



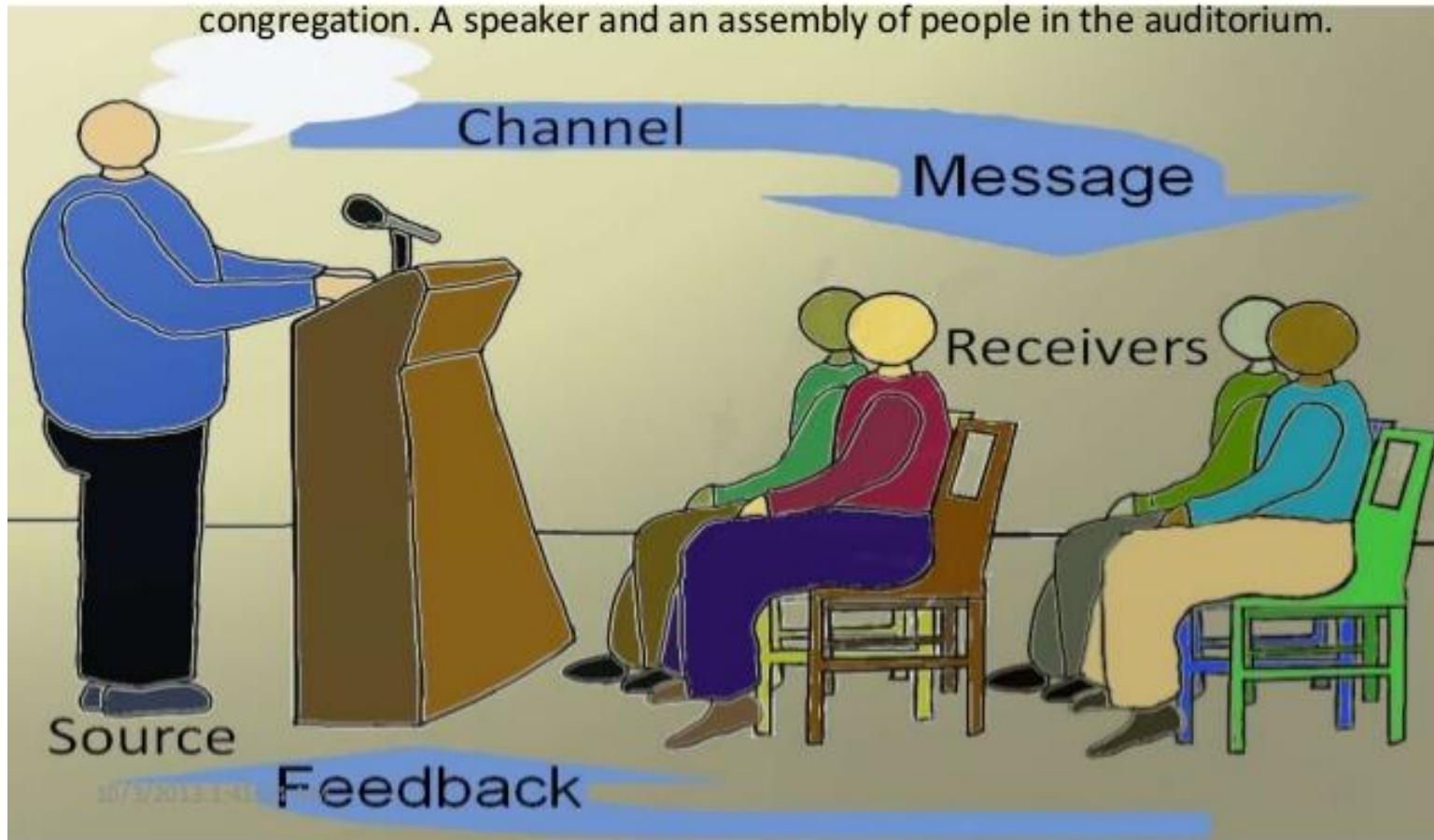


- **Interpersonal communication** is the communication between two people but can involve more in informal conversations.
  - Examples are when you are talking to your friends. A teacher and student discussing an assignment. A patient and a doctor discussing a treatment. A manager and a potential employee during an interview.

- **Small Group communication** is communication within formal or informal groups or teams. It is group interaction that results in decision making, problem solving and discussion within an organization.
  - Examples would be a group planning a surprise birthday party for someone. A team working together on a project.



- **One-to-group communication** involves a speaker who seeks to inform, persuade or motivate an audience.
  - Examples are a teacher and a class of students. A preacher and a congregation. A speaker and an assembly of people in the auditorium.



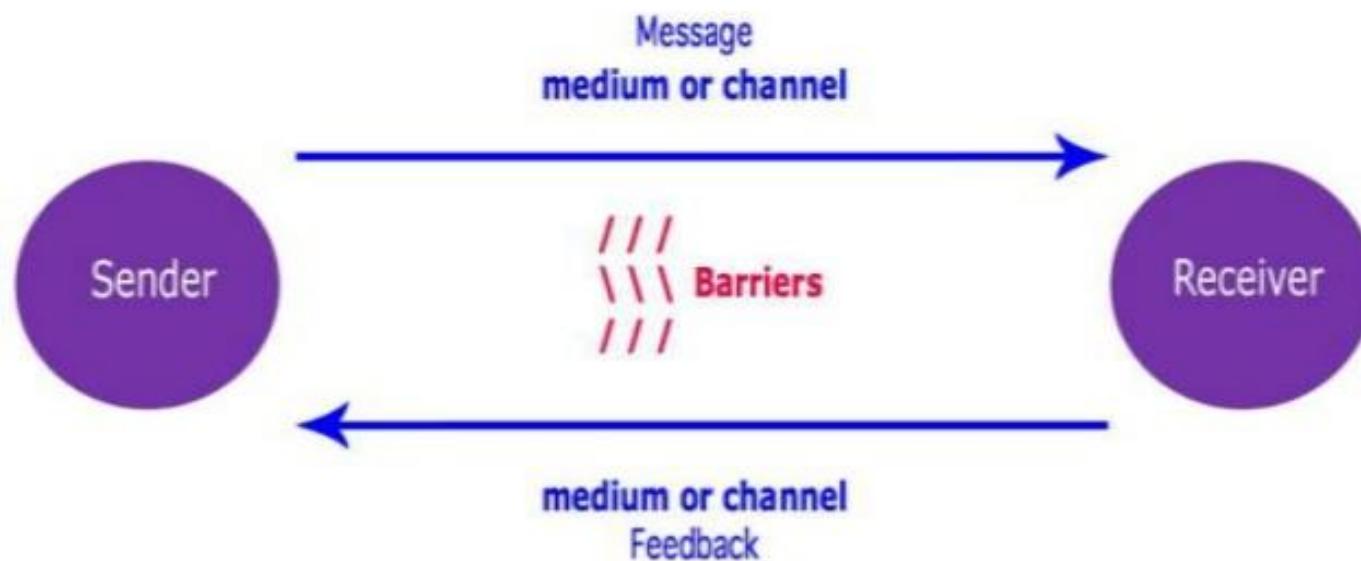
- **Mass communication** is the electronic or print transmission of messages to the general public. Outlets called mass media include things like radio, television, film, and printed materials designed to reach large audiences.

– A television commercial. A magazine article. Hearing a song on the radio.

Books, Newspapers, Billboards. The key is that you are reaching a large amount of people without it being face to face. Feedback is generally delayed with mass communication.



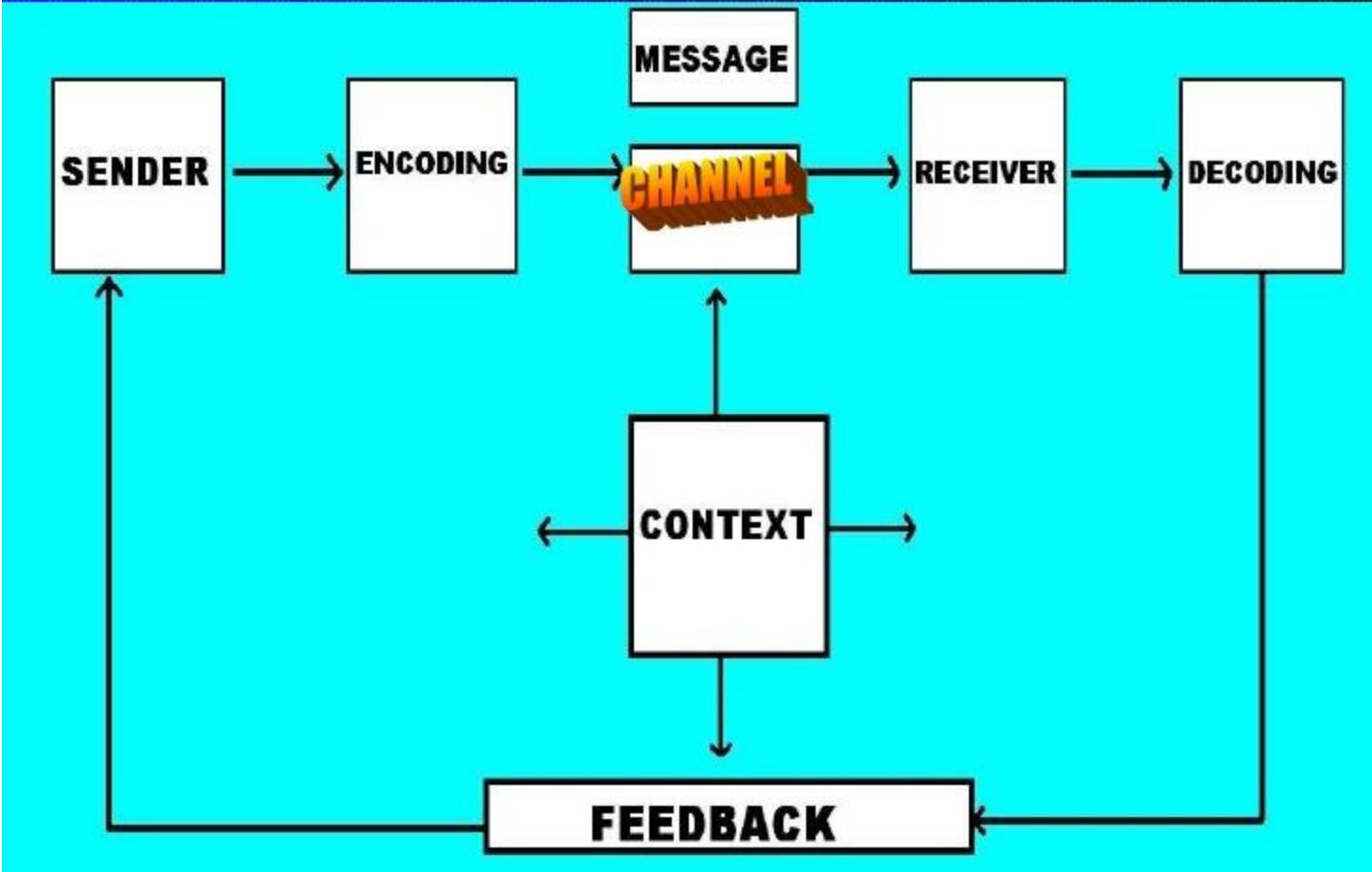
# Barriers of *Communication*



# **ROLE OF CHANNELS AND DIMENSIONS IN COMMUNICATION**



# Communication process



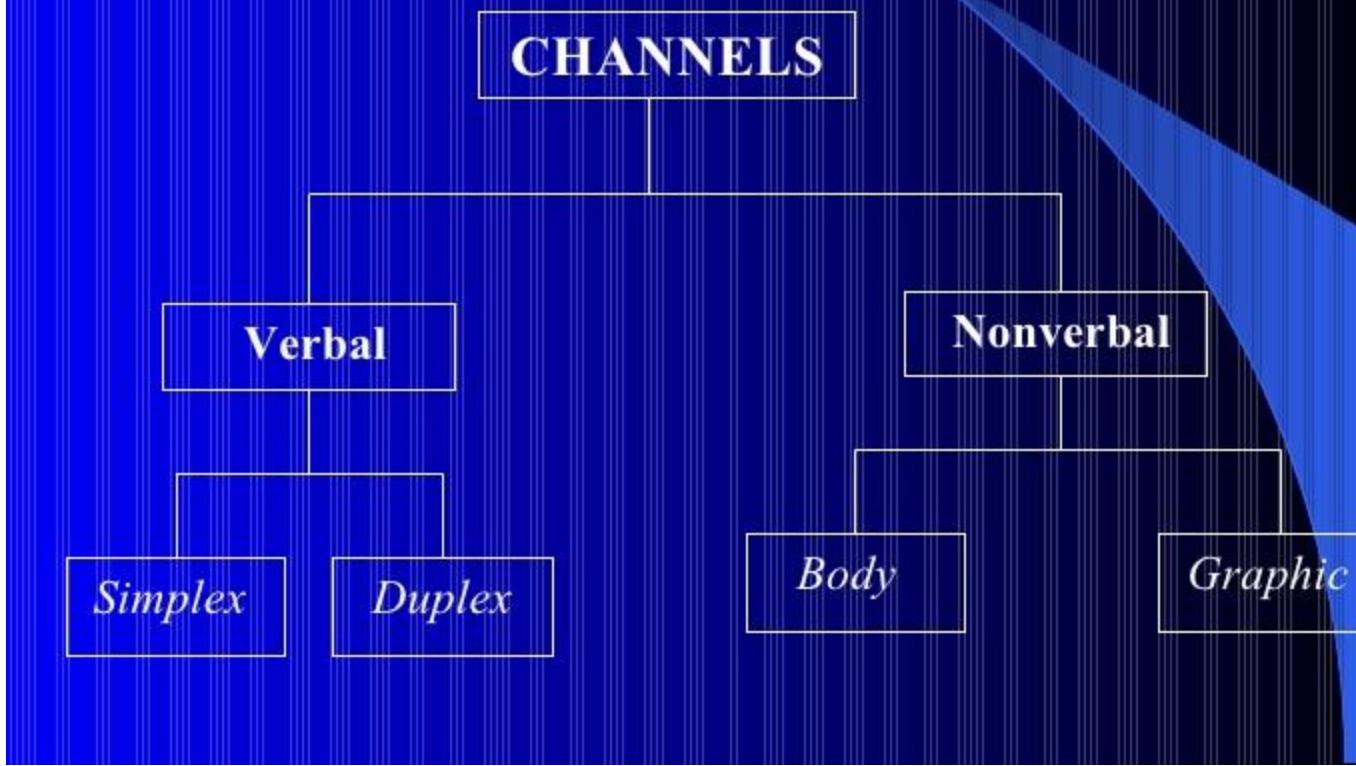
# WHAT DO YOU MEAN BY **CHANNELS** ???

In the basic communication process, a **sender** puts a message in words and transmits it to a receiver who interprets the message. The **medium** the sender chooses to transmit the message is called the communication channel.

# **WHY CHANNELS ARE IMPORTANT ???**

- IT HELPS TO SENDER COMMUNICATE CLEARLY.
- PROPER PATH FOR FLOW OF MESSAGE.
- FOR EFFECTIVE AND EFFICIENT COMMUNICATION.
- IN BUSSINES SAVING TIME AND MONEY.
- FOR INCREASE PRODUCTIVITY AND SOCIAL EFFECT.

# TYPES OF CHANNELS



# **Simplex communication channel**

‘A simplex channel is one where all signals can flow in only one direction at a time or only one direction’

- Eg.
1. Commercial radio broad cast
  2. T.V.
  3. Internet multicast

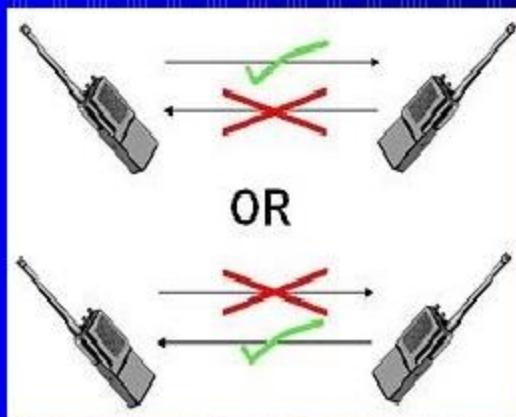
# Duplex communication channel

‘A duplex channel composed of two or more connected parties or devices which can communicate with one another in both direction.’

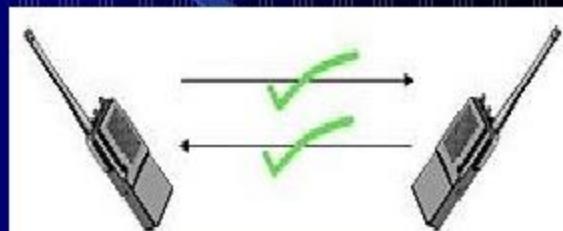
***Half Duplex***

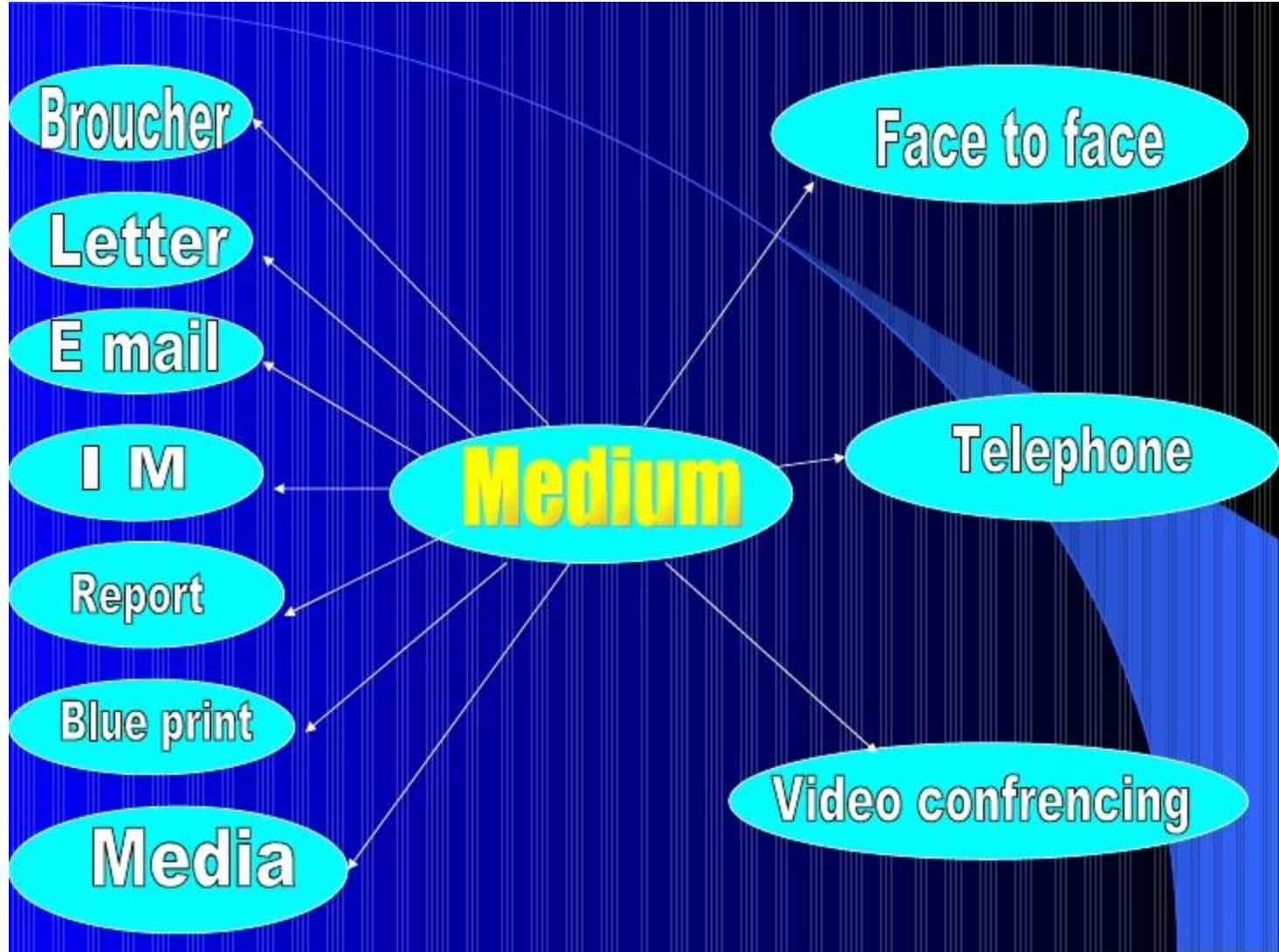
**Full Duplex**

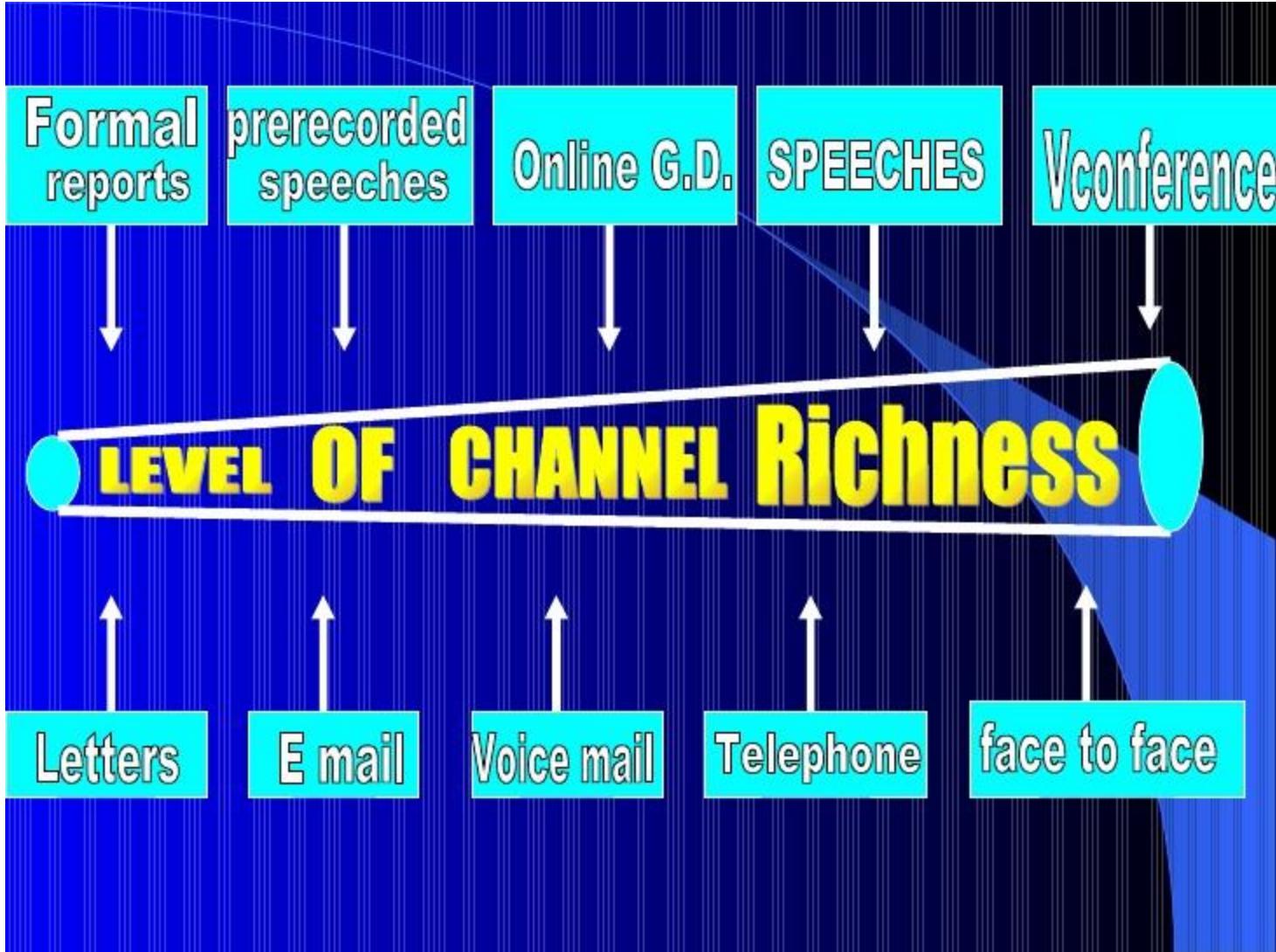
- **Half-duplex**



- **Full duplex**

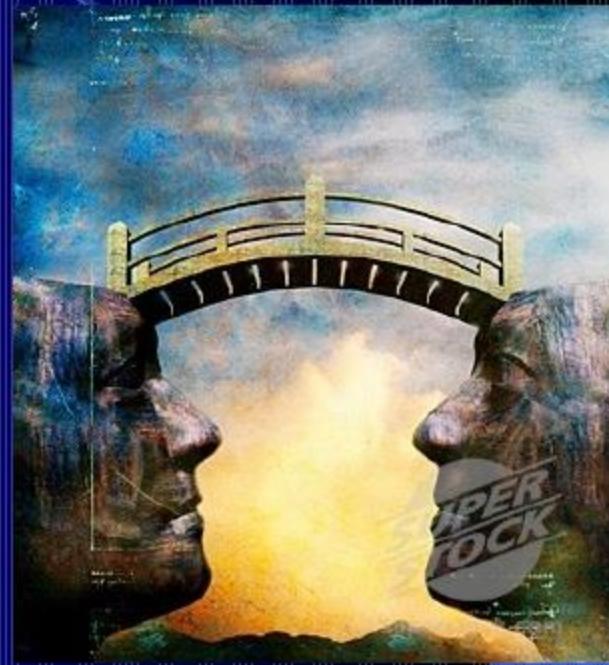






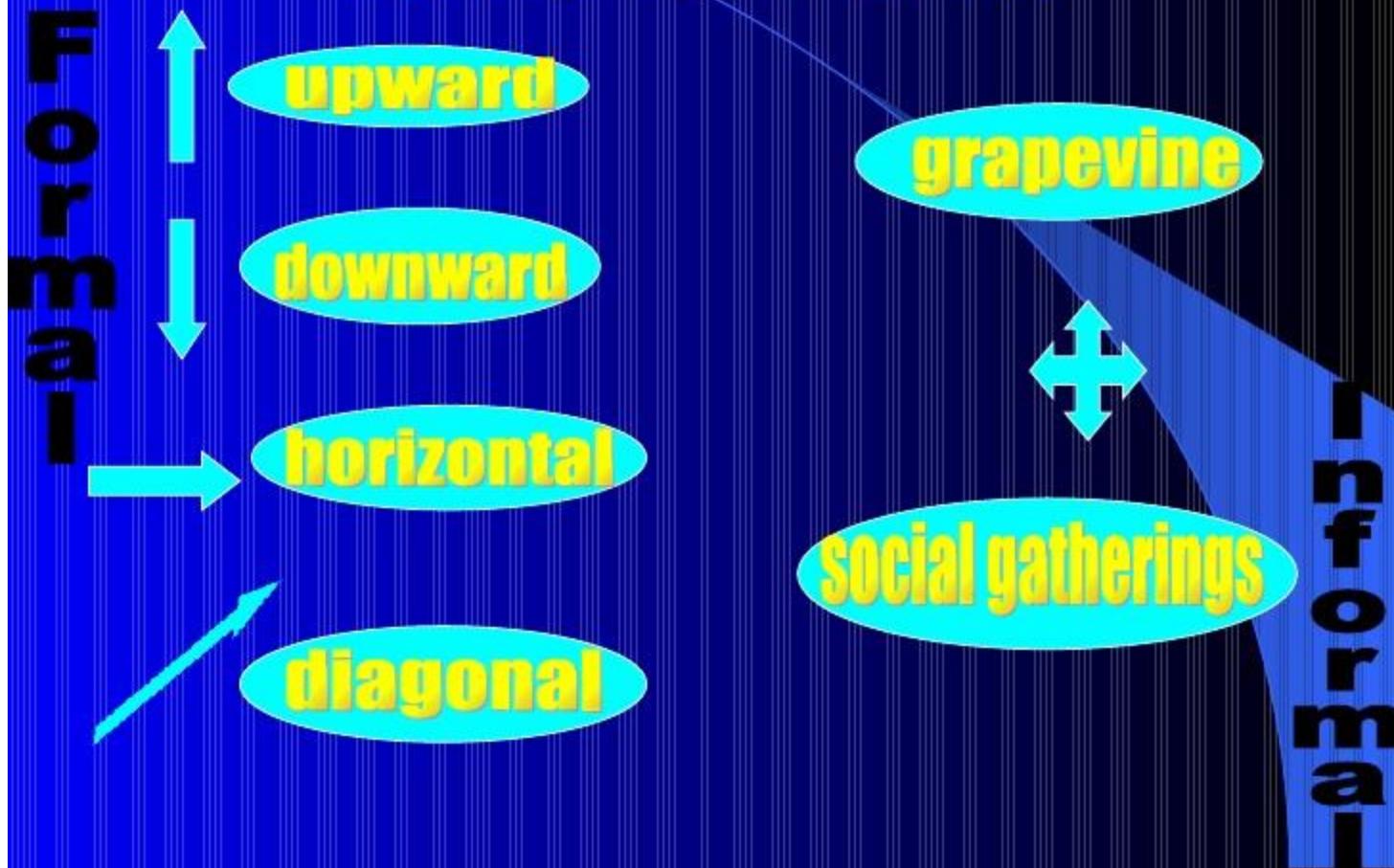
## Benefits of right channel

- 1. Speed
- 2. Personal attention of listener
- 3. Immediate feedback
- 4. Personal quality
- 5. Confidentiality
- 6. Supplemented by nonverbal cues



# Channels of communication

## Formal vs. Informal



## **Downward Communication**

---



**eg.**

- Job procedure/Instruction
- Order
- Policies/Practices
- Motivation/Feedback
- Advised
- Education

**medium**

- Speeches
- Meetings
- Telephone
- Loudspeaker
- Letters
- Handbooks
- Pamphlets
- Electronic news displays

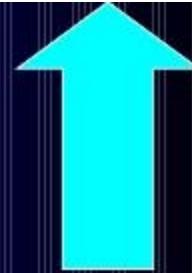
# Upward Communication

eg.

- Suggestion
- Complaints
- Appeal
- Grievance procedures
- Moral questionnaires
- Ombudsperson
- Counseling sessions

medium

- Chain of command
- Suggestion box
- Private line
- Personal contacts
- Labour union
- Grapevine



# Horizontal Communication



**eg.**

- Advices
- Motivation
- Suggestion
- Task co-ordination
- Problem solving
- Conflict resolution
- Sharing information

When communication takes place between two or more persons who are working same hierarchical level.

Example; Interaction of production and marketing departments.

# Diagonal communication

## medium

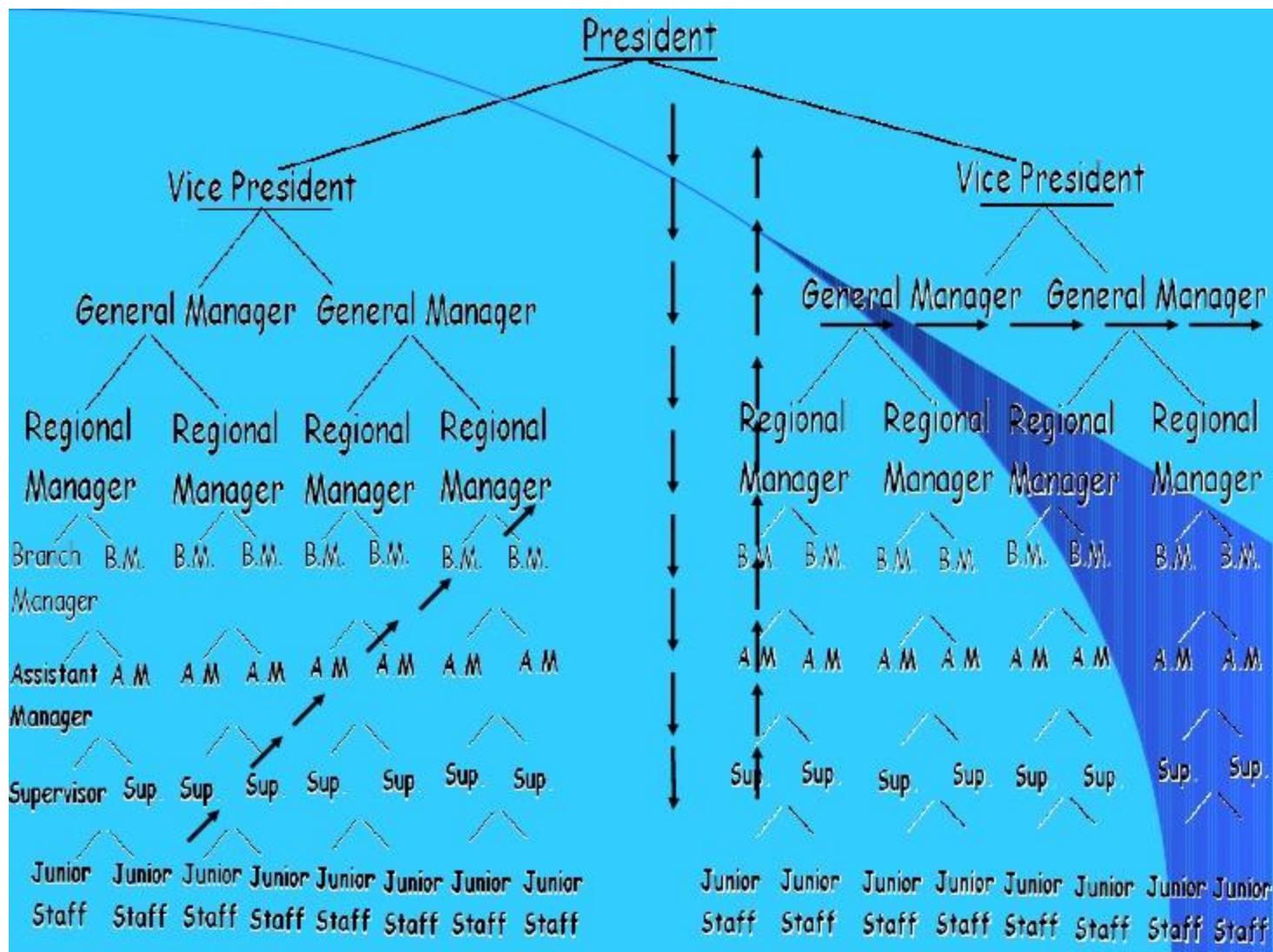
- Informal meetings
- Lunch hour meetings
- Formal conferences
- Project org. meeting
- Advisory authority interacting

Diagonal communication cuts across functions and levels in an organization for increasing information flow and understanding.



## Right channel/medium ???

- 
- Q.1** A person suddenly met to heart attack now how will family inform to their doctor ?
  - Q.2** A company is going to launch their new product how they promote ?
  - Q.3** A organization want to inform about policy/rules/procedures ?
  - Q.4** The architecture want to explain about building design ?
  - Q.5** Father want to explain to his child about right and wrong ?



# **What is Oral Communication?**

❖Oral Communication describes any type of interaction that makes use of spoken words.



## MERITS OF ORAL COMMUNICATION

- Saves time
- More forceful
- Shades of meaning are conveyed
- Immediate feedback
- Immediate clarification
- Promotes informal communication
- More effective with groups
- Better for conveying feelings & emotions

## LIMITATIONS OF ORAL COMMUNICATION

- Distance a hurdle (in absence of mechanical device)
- Unsuitable for lengthy messages
- Message cannot be retained for long
- Word once uttered cannot be taken back
- Hard to control voice pitch & tone
- Demands thinking coherently as one speaks
- May lead to misunderstandings



## BARRIERS

- Status
- Halo
- Complexes
- Closed & all knowing mind
- Poor retention
- Premature evaluations
- Abstracting
- Cognitive dissonance
- Language barrier



## TYPES OF ORAL COMMUNICATION

- Face To Face
- Video Conferencing
- Telephone
- Active-Passive Communication
- Interviews
- Group Discussion
- Presentations
- Grapevine



## ESSENTIALS OF EFFECTIVE ORATION

- Clear pronunciation
- Brevity
- Precision
- Conviction
- Logical sequence
- Appropriate word choice
- Avoid hackneyed phrases & cliches
- Natural voice
- Finding the right register



# Business Communication

*Non verbal  
Communication  
and use of  
body language*



Communication in general is process of sending and receiving messages that enables humans to share knowledge, attitudes, and skills. Although we usually identify communication with speech, communication is composed of two dimensions - verbal and nonverbal



Non-verbal communication includes facial expressions, eye contact, tone of voice, body posture and motions, and positioning within groups. It may also include the way we wear our clothes or the silence we keep.



## BODILY SPEAKING...

*According to the social anthropologist, Edward T. Hall, in a normal conversation between two persons, less than 35% of the social meanings is actually transmitted by words.*

*So, at least 65% of it is conveyed through the body (non-verbal channel).*





**Have you ever heard  
anyone say, "His actions  
spoke so loudly I couldn't  
hear what he said?"**

# Categories

- **Physical.** This is the personal type of communication. It includes facial expressions, tone of voice, sense of touch, sense of smell, and body motions.



- **Aesthetic.** This is the type of communication that takes place through creative expressions: playing instrumental music, dancing, painting and sculpturing.



# Signs

Use of various signs in non verbal communication



- **Symbolic.** This is the type of communication that makes use of religious, status, or ego-building symbols.



# Physical Aspects of Non Verbal communication.

- **Kinesics (body language)** Body motions such as shrugs, foot tapping, drumming fingers, eye movements such as winking, facial expressions, and gestures
- **Proxemics (proximity)** Use of space to signal privacy or attraction
- **Haptics** Touch
- **Oculesics** Eye contact
- **Chronemics** Use of time, waiting, pausing
- **Olfactics** Smell
- **Vocalics** Tone of voice, timbre, volume, speed
- **Sound symbols** Grunting, mmm, er, ah, uh-huh, mumbling
- **Silence** Pausing, waiting, secrecy
- **Posture** Position of the body, stance
- **Adornment** Clothing, jewellery, hairstyle
- **Locomotion** Walking, running, staggering, limping

# Facial Expressions

- *Face is the index of Mind*
- *The eyes, the lips and the muscles express many feelings*
- *It can also be deceived by manipulation*



# The Eyes

- *Stare or fixed gaze suggest involvement or wonder or eye disapproval.*
- *Raised looks show dominance.*
- *Downcast looks suggest weakness and submission*
- *Direct eye contact communicates honesty, transparency and neutral attitude.*



# Gestures and Postures

## Positive Gestures

- *Open Palms*
- *Eye-to-eye confrontation*
- *Smile*
- *Equal Handshake*

## Postures

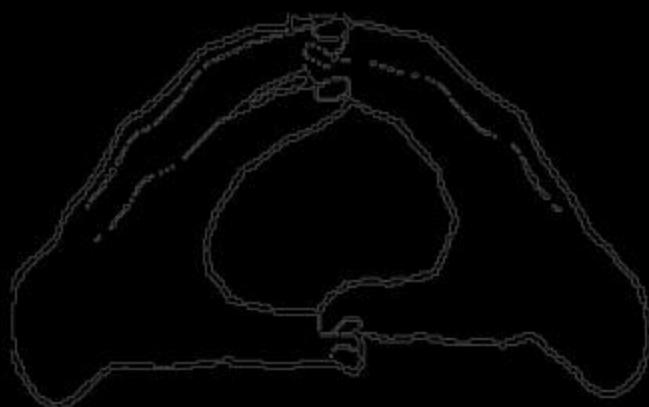
- *Standing position*
- *Walking style*
- *Hand Movements*



NONVERBAL BEHAVIOR	INTERPRETATION
Brisk, erect walk	Confidence
Standing with hands on hips	Readiness, aggression
Sitting with legs crossed, foot kicking slightly	Boredom
Sitting, legs apart	Open, relaxed
Arms crossed on chest	Defensiveness
Walking with hands in pockets, shoulders hunched	Dejection

NONVERBAL BEHAVIOR	INTERPRETATION
Hand to cheek	Evaluation, thinking
Touching, slightly rubbing nose	Rejection, doubt, lying
Rubbing the eye	Doubt, disbelief
Hands clasped behind back	Anger, frustration, apprehension
Locked ankles	Apprehension
Head resting in hand, eyes downcast	Boredom
Rubbing hands	Anticipation

# So What Does This Mean?



- Let me see!
- Authoritative
- Pondering
- Thinking
- Considering

## So What Does This Mean?



- Can I help!
- Trust me!
- You're in  
good hands!
- Helping Hand

# So What Does This Mean?



- Dejected
- Disappointed
- Lost it.

## So What Does This Mean?

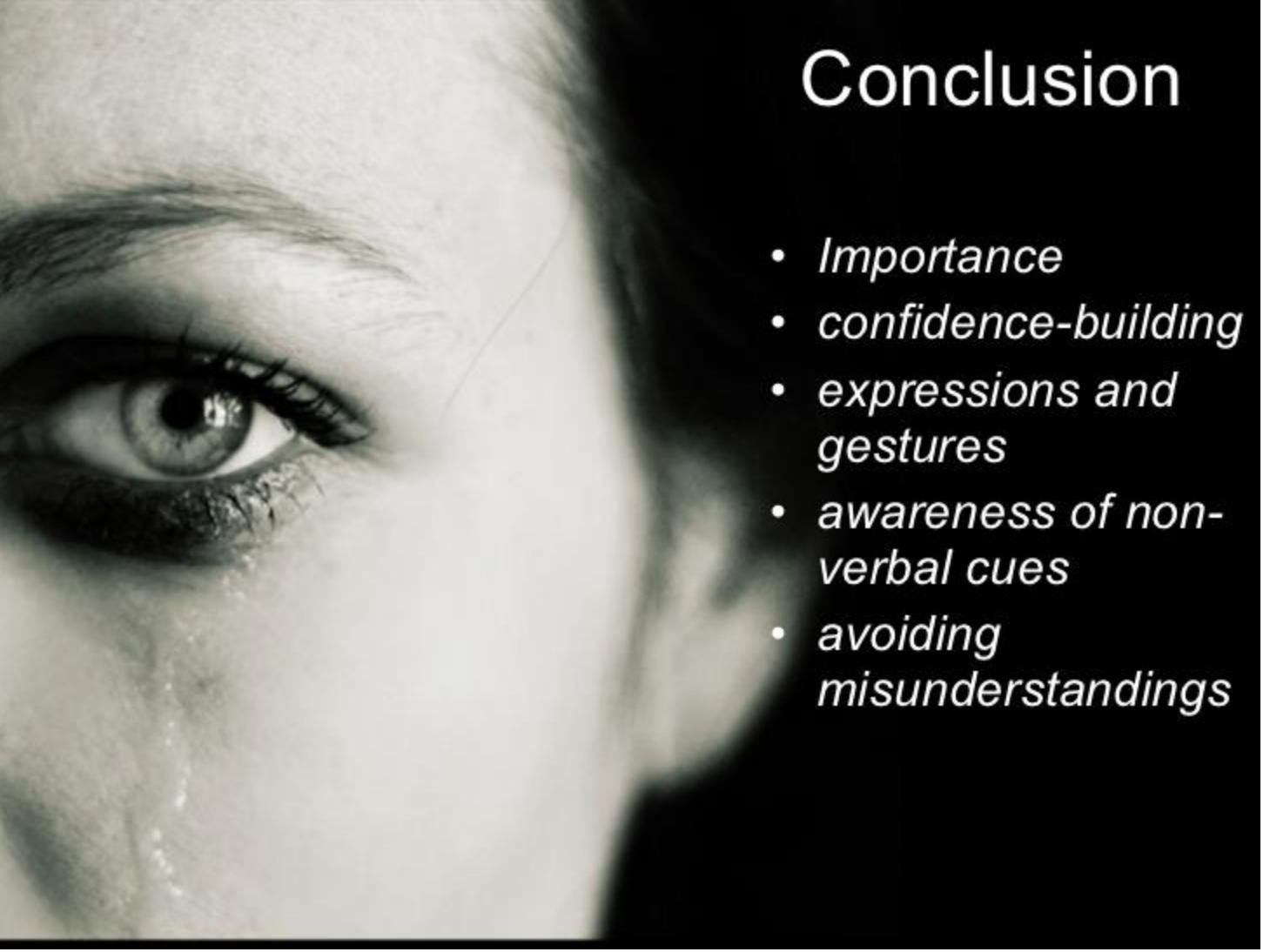


- Now just stop that!
- Get out of here!
- Defensive
- Oppositional

## So What Does This Mean?



- So tell me more!
- Open
- Accepting
- Welcoming



# Conclusion

- *Importance*
- *confidence-building*
- *expressions and gestures*
- *awareness of non-verbal cues*
- *avoiding misunderstandings*

# SPEAKING AND LISTENING SKILLS IN COMMUNICATION

# SPEAKING

---

- “A wise man reflects before He speaks; a fool speaks, and then reflects on what he has uttered.” - French Proverb.



# HOW TO SPEAK EFFECTIVELY

---

- Be generous with praise.
- Be friendly and cordial.
- Call people by name.
- Paraphrase questions you are asked to make meanings clear.
- Vary your tone, pace, and volume to keep others interested.

# What does it mean to really listen?

---

- Hearing
  - Listening enough to catch what the speaker is saying.
- Understanding
  - It happens when you take what you have heard and understand it in your own way.
- Judging
  - Thinking about whether it makes sense.

# LISTENING

---

- “To be a good learner, you must be a good listener” –Proverb.



# What does it mean to really listen?

---

- Hearing
  - Listening enough to catch what the speaker is saying.
- Understanding
  - It happens when you take what you have heard and understand it in your own way.
- Judging
  - Thinking about whether it makes sense.

# OBJECTIVE OF LISTENING

---

- To receive information.
- To understand effectively.
- To enhance clarity.
- To empathize.







