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Chapter 1

Importance of Business Communication *Amf*

Communication is the exchange of information, ideas and feelings among people. Communication includes writing and talking, as well as nonverbal communication such as facial expressions, body language or gestures. Communication also takes place electronically such as telephone calls, electronic mail (E-mail), cable television or satellite broadcasts.

We communicate everyday. Effective communication plays a vital role in the business field, in individual life and in the global market. On the other hand, lack of effective communication results into poor performance.

Importance of Effective Communication in Business

Communication plays a vital role in any business. The importance of business communication can be realized by the following points:

• **Joining the People**

In business the extending scope is always a target. It is achievable only if one or more people join the business in different capacities. It is possible only if the people are convinced by effective communication of the business policies.

• **Publicity**

Publicity is the back-bone of a business, and the publicity is based on effective communication. It is a process by which the message of the business is to be conveyed to the masses. For example, if the product of a business party is super, but the publicity of this product is not up to mark, due to lack of effective business communication, do you think the business will flourish? The answer is no. So the effective business communication is the pre-requirement for effective publicity.

• **Business Meetings**

Every business is based on a network of many kinds of people who jointly work as a team. For the sake of coordination as well as cooperation, many meetings take place on weekly, monthly or yearly basis. Sometimes, even daily meetings appear necessary. It also happens that urgent information is to be sent by telephonic media or by fax. In modern times computer network has been an integral part of exchanging business messages. For all these updated medium of exchanging, effective communication can do wonders in order to achieve the desired goals.

4. Expanding the Business

In order to expand the business out of a limited area to the far off parts of the world, effective communication is the only vehicle of spreading the business.

5. Successful Negotiation

Negotiations definitely serve the progress and enhancement of a business. Through negotiations, those who are expert in communication, can very easily win the parties and clients both inside as well as outside the country. It is possible only by virtue of effective communication.

6. Sole Proprietor

Sole proprietor sometimes cannot popularize the product only because of non-availability of effective communication though the product is excellent. So in order to raise the graph of business sale, the trained experts are required to communicate effectively.

7. Competition

It is an age of business competition through out the world. Only those parties dominate the market, which are successful in business communication. So effective business communication is the only technique by which the businessman can attract the customers and win the market.

Sometimes only two established parties are producing the same product of the same quality even with the same price. Now begins a war of effective communication. Only that party, which is much more equipped with successful techniques of effective communication, enhance the sale of its product than other.

8. Proper Decisions

The decisive steps of a business company may either increase the graph or decrease the graph of profit. The proper and well arranged effective communication to capture the market is the only source upon which the positive decisions may be taken.

9. Regain of Lost Reputation

Sometimes a company loses its customers due to poor quality of the product. In order to regain the will of the angry customers, the company not only needs to improve the quality of the product, but effective communication is also needed to win the good will of the lost customers as well as of the public.

10. Cohesion/Integration of Company

A business company is composed of many people including the administrative staff and the field staff in order to make the company integrated and cohesive as

a one perfect unit, effective communication is a great source. The higher and the lower staff must be well unified, and it is workable only by means of proper communication.

11. Organization and Public At large

Effective communication is a bridge between the company and the people at large and both can understand each other.

12. Organizations and the Government Authorities

Without pleasant and acceptable terms, organizations and government cannot cooperate in business within the country as well as outside the country, because the import and export policies require healthy and effective communication between them. Moreover, the income tax or excise and custom duty matters cannot be solved without effective communication between them.

✓ Importance of Communication for a Businessman

Success of any businessman depends upon having the ability to communicate effectively. A businessman may be intelligent, but desired success or outcome requires the top quality of communicative power. If a businessman is able to communicate or correspond well with his customers, he can get favourable results for his organization.

Where effective communication helps a businessman to win the confidence of his employees, customers and supervisors, he can also make new customers by the successful correspondence. Further, he can get desirable results while making policies and decisions. This skill surely helps him out to make progress by leaps and bounds when he demonstrates it through writing letters, memos and reports.

A businessman can attain and enhance production at minimum cost and get favourable response for his efforts. Whether a person runs his own business, invests money, sales or purchases the goods, designs the mobiles, his ability to communicate well, plays vital role in his success.

Effective business communication has its great value and importance where a person has to communicate with international companies and organizations. His ability to correspond or communicate will reflect the impression of his own company or firm. So a person can earn goodwill for his own organization only if he possesses the art and skills of speaking and writing. Flexibility and smoothness in attitude may help to get this art and he can deal with international customers, suppliers and clients successfully.

✓ Communication Flow (Channels of Communication)

There are two channels of communication:

1. Internal Communication
2. External Communication

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✓ Communication Flow

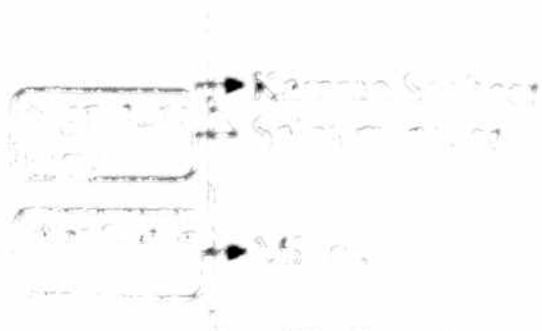
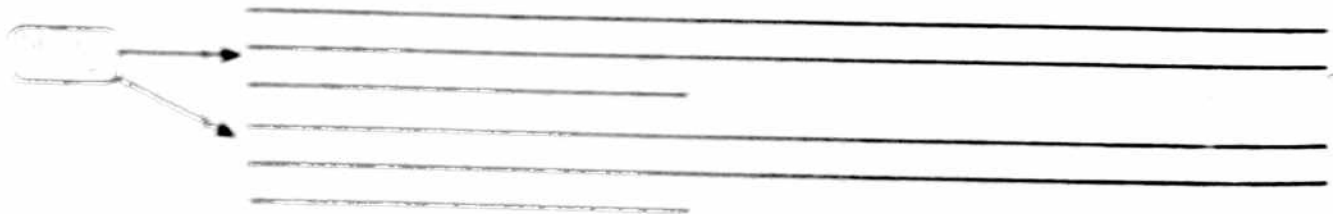
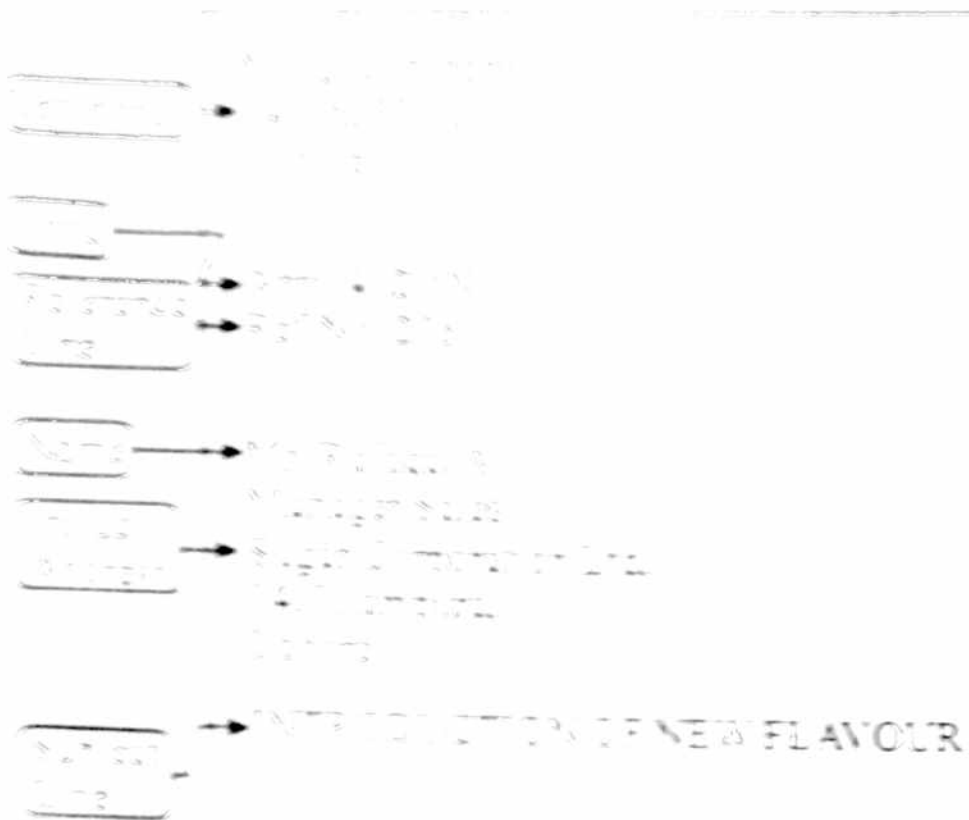
(Channels of Communication)

There are two channels of communication:

1. Internal Communication

2. External Communication

2000-2001 Field Formed



Specimens

Specimen 1

Block Form

Heading or Letterhead	→	14th March 2018 6:30 PM Lahore
Date	→	14th March 2018
Reference Line	→	Ref No. 123
Inside Address	→	The Manager, Sugar Corporation Ltd. 14, Islamabad, Lahore.
Salutation	→	Dear Mr. Rafiq,
Body	→	
Complimentary Close	→	Yours faithfully,
Signature	→	Signature of the sender
Postscript	→	N/A

- This attitude wins the favours of the readers because in this way writing from their point of view. Certain benefits can be attained by this attitude.
1. You-attitude demonstrates the politeness and courtesy of the sender and causes a positive response from reader.
 2. It can be used effectively in all kinds of business letters, sales collection letters, and follow up letters etc.
 3. It is beneficial in winning new customers and retaining old ones.
 4. It arouses the interests of reader and promises him full satisfaction.

Memorandum

A Memorandum (plural: memoranda) means a short piece of writing communication among the officers of an institution or organization. It is also inter office memorandum.

Memorandum (memo for short) is written in an easy language. Usually plain direct style is adopted. A memo has various useful functions and provides benefits as follow:

1. It records and conveys information and decisions in a quick and smooth manner in all directions of an organization.
2. It enables officers to maintain suitable and satisfactory business relations.
3. It establishes accountability as it has records of all the facts and decisions. Therefore, at any stage, it is easy to find out any mistake or wrong event.
4. It is used for making a short report in which an officer can send all the data to another officer to make a decision. It may also contain the analysis, date and recommendations for it, made by the sender.
5. It takes less time in making a memo as compared to letter.

Each organization has its own way of arranging the different parts of memorandum but there are some essential items which must be kept in mind and given attention while preparing it.

1. The designation of the receiver.
2. The designation of the sender
3. Reference
4. Date
5. Subject

The name of organization or concerned department is written on the top left. The indication is given at the bottom, if the copies of memo are sent to other officers.

Inside
Address

Salutation

Body

Notification
etc

1. Semi-block Form

In semi-block form first line of each paragraph is indented. The first line of each paragraph is usually indented five spaces. Close punctuation is used in this form. Semi-block form is the same as block form except the first line of each paragraph is indented.

2. AMS (Administrative Management Society)

This format was adopted by administrative Management society of USA in 1950. In this style, salutation and complimentary close are ignored. Sometimes subject line is used in place of salutation. It used full block form and open punctuation. Reader's name is written in the first and last sentence. Subject and writer's name are written in capitals. But this style is not adopted outside the USA.

Indented Form

In this style of letter the "heading" and "inside address" are indented. New paragraph starts after leaving few spaces. Signatures line is also indented below the complimentary close. Close punctuation is used in this style of letter.

Punctuation Styles

1. Close Punctuation

This kind of punctuation requires comma (,) or colon (:) with heading, date, inside address, salutation and complimentary close.

Standard Punctuation

In this kind, no line of heading or inside address is punctuated. But after salutation and complimentary close a comma is used.

2. Open Punctuation

This kind requires no punctuation with heading, inside address, salutation and complimentary closing. This style is used with block form, full block form and AMS simplified format.

You-Attitude

To make business letter more effective, reader's interest should be more emphasized than that of sender. People like to be addressed personally, so we must "You" as much as possible in letters instead of "I" and "We". This way of giving importance to reader is called "You attitude."

person who dictated the letter appear first in uppercase followed by the lowercase initials by the person who keyboarded the letter. For example
RA: tm

The identification line "RA: tm" means that the letter was dictated by Ali and keyboarded was taken by Tariq Mahmood.

8. Postscript

Postscript abbreviated as PS or P.S. is used at the end of the letter if the writer wants to add extra information to a letter. It is now often used to add material in the body of the letter. For example:

PS: Do not forget to attend the media conference on December 15.

Styles of Business Letters

The style, or layout, or format of a letter means the way the various parts of a letter are arranged. Following five popular styles are used for letters.

1. Block Form
2. Full Block Form
3. Semi Block Form
4. AMS (Administrative Management Society)
5. Indented Form

1. Block Form

In block form inside address, salutation, and body begin at the left margin without indenting the lines. Date, complimentary close and signature start at the horizontal center of the page.

Double space between the different parts of the letter and single space between the lines is used.

Generally open punctuation is used in this form of letter, but close punctuation may be used. In Pakistan, close punctuation is used.

In close punctuation, parts of heading, date, inside address, salutation, complimentary close are punctuated. In open punctuation, no punctuation is used at the end of each line in the parts of heading, inside address, salutation, complimentary close.

2. Full Block Form

In full block form all parts of the letter, date, inside address, salutation, complimentary close and signature begin from the left hand margin. open punctuation is used in this form.

Subject Line

The subject line is used to draw the reader's attention to the subject of the letter. It is used for sending a letter to a specific person or organization. For example: Subject: Meeting (Date: 10/10/2020)

Reference Line

It is used to reference a letter or document. It is used to refer to a previous correspondence. It is used to refer to a letter or document that is being referred to. It is used to refer to a letter or document that is being referred to.

Dear Sir,
I am writing to you
regarding the
letter of 10/10/2020.

Dear Sir,

I am writing to you
regarding the
letter of 10/10/2020.

In the letter, however, the reference line may be given as follows: The letter of 10/10/2020.

Thank you for your letter No. 10/10/2020.

Enclosure

An enclosure (a copy of another letter, or a document) is used to refer to a letter or document that is being referred to. It is used to refer to a letter or document that is being referred to. It is used to refer to a letter or document that is being referred to.

I am writing to you

regarding the

letter of 10/10/2020.

I am writing to you

regarding the

letter of 10/10/2020.

Copy Line

A copy of the letter is being sent to someone other than the addressee. It is used to refer to a letter or document that is being referred to. It is used to refer to a letter or document that is being referred to. It is used to refer to a letter or document that is being referred to.

cc: Mr. Rafiq Ahmed

Blind Carbon Copy

A blind carbon copy is a copy of a letter or document that is being referred to. It is used to refer to a letter or document that is being referred to. It is used to refer to a letter or document that is being referred to.

Dear Mr. or My dear Mr.
or Dear

Yours sincerely, or
Your very sincerely,
Yours cordially,

While writing complimentary close, keep in mind that:

- i. Only the first word of the complimentary close is written with a capital letter.
- ii. At the end of the complimentary close, use a comma.
- iii. Both yours sincerely and sincerely are right.
- iv. Yours is right, but your's is wrong.

7. Signature

After the complimentary close, the signature of the sender is put down. The position of the signature is two spaces below the complimentary close. The signature should be hand written. In the type written letters, full name of sender and position is typed after two spaces of the signature.

Non-essential/Optional Parts of a Business Letter

Besides the essential parts, a business letter has some non-essential parts. The non-essential parts of a business letter are not compulsory. The business letter will be defective, if any one of these parts is missed. However, the proper use of non-essential parts improves the quality of a business letter.

The following are non-essential/optional parts of a business letter:

- | | | |
|------------------------|-----------------|-------------------|
| 1. Attention Line | 2. Subject Line | 3. Reference Line |
| 4. Enclosure Line | 5. Copy Line | 6. Postscript |
| 7. Identification Line | | |

1. Attention Line

This line is written below the inside address. This line is written only when the address contains neither a name, nor an office position. For example:

ABC Book Company,
Main Urdu Bazar,
Lahore.

Attention: Mr. Akbar Ali

If, however, the address contains a name or an office position, the attention line is not written.

both. If the position of the person is to be included, it may appear on the same line as name, or on the next line.

Mr. Rafiq Ahmad
Assistant Manager
38 K, Islampura,
Lahore.

4. Salutation

Salutation is a greeting to the person or the party named in the first line of the letter. It is typed two spaces below the inside address. The salutation may be followed by a comma (,) or a colon (:).

The degree of formality in the salutation depends on how well you know the person. If you know the person well, you may say, for example, Dear Rafiq. Otherwise you may use a courtesy title such as Dear Mr. Rafiq. If the letter is addressed to a company in general, any one of the following salutations may be used.

Dear Sir or Madam, Gentlemen, Ladies Dear Gentlemen, Dear Ladies, Dear ladies and gentlemen.

5. Body

The body of the letter is the main part, which contains the message. It should start two spaces below the salutation.

The body of the letter should be divided into paragraphs that reflect the contents. In that way they are more readable and more appealing visually. Paragraphs should be separated by a blank line. The lines within a paragraph should be single spaced. In short letters double space may be used to make up shortness.

6. Complimentary Close

The complimentary closing is a way of saying goodbye. It is usually used two spaces below the last line of the body.

The same degree of formality should be used in the complimentary close as it is used in the salutation.

Salutation

Sir or Madam

Dear Sir or Dear Madam

Complimentary Close

Yours obediently, or
Yours faithfully, or
Yours respectfully,

Yours truly, or
Yours very truly, or
Yours faithfully, or
Yours very faithfully,
Yours sincerely or

Parts and Styles of Business Letters

There are many parts of a business letter which are divided into two groups

1. Essential Parts
2. Non-essential Parts

Essential / Standard Parts of Business Letter

The following are the essential/standard parts of a business letter:

1. Heading
2. Date
3. Inside Address
4. Salutation
5. Body
6. Complimentary Close
7. Signature

1. Heading

Heading consists of the name of the organization and its full address. Most companies preprint letterhead paper for their correspondence. Letterhead includes the company name and full address, and often a logo and telephone number. Other information that might appear on the letterhead is E-mail address, reference line, a list of regional and branch offices, officers or partners of the company and products offered for sale. Letterhead paper is usually of high quality.

When a plain paper is used, heading should be written or typed to the right or the center of the page, two inches below the top of the paper.

2. Date

The date is usually typed two spaces below the last line of the heading. The month is written out in full, as October 28, 2009 and no punctuation is used after the year. The date may be written in the order of month, day, and year such as October 29, 2009 or in the order of day, month, and year such as 28 October 2009.

3. Inside Address

The inside address identifies the company to whom the letter is being sent. It is called inside address because the same address appears outside on the envelope. When directing the letter to a specific person, use either a courtesy title, such as Miss, Mrs, Ms, Mr. or a professional title such as Dr, Professor but do not use

Editing/Revising and Proofreading

Editing/Revising

Editing is the process of reviewing and revising your draft. One of the most important parts of this process is checking for errors in word usage or in sentence structure.

In fact, words, sentences and paragraphs are tools of good writing. Used properly, they add clarity and shape of ideas and thoughts. A good strategy is to read with a purpose. Are the ideas clearly presented? Are they logically and fully developed? Are all statements understandable? What additional supporting material is needed? What extraneous material can be deleted? These are guidelines for editing. If you do not understand a word or a sentence, rewrite it. If you do not understand a word or a sentence, nor will your readers do.

Proofreading

Proofreading includes language errors, missing material, grammar and spelling errors and design errors. Do proofreading of your writing in such a way as to make sure that your writing is free of these errors.

The editing and proofreading should be repeated until you have what you feel is a good, final draft.

Exercise

- Q1: Discuss the steps in planning effective business messages in detail?
- Q2: Discuss the basic organizational plan in detail?
- Q3: Discuss the proper beginning and endings of messages in detail.
- Q4: How can a message be composed? Discuss in detail?
- Q5: What is the value of editing, revising and proof reading?

Instead of This

An exhibition is being held at the Alhamra Hall. A stall is available at of Rs 25,000 where you can sell your goods.

Write This

An exhibition is being held at Alhamra Hall. It will provide opportunity to promote your business and popularize your products country well as world wide

Ending

Different messages have different endings. There is no universal ending the messages. It depends upon the nature and subject matter of the message. In a persuasive message the close is cordial and requesting the desired action. Specify due date for action, when desirable

Instead of This

Please deposit Rs. 25,000 for the reservation of stall.

Write This

Please deposit Rs. 25,000 by 25th March for the reservation of stall.

In bad news messages, keep the close as positive as possible by eliminating any reference to bad news. Do not apologise for bad news. Avoid statements like "We trust our decision is satisfactory".

For routine, good news and goodwill messages, close with a cordial conclusion. Express goodwill. If follow-up action is required, clearly state how to proceed and encourage the reader to act promptly.

Avoid using doubtful statements such as;

"I hope..." or "I trust that"

Composing the Message

Once you have completed the planning process and organized your message, you are ready to begin composing your first draft.

As you compose your first draft, try to let your creativity flow. Do not draft and edit at the same time. Just put down your ideas as quickly as you can. You will have time to edit and revise later.

Once you have all your thoughts and ideas jotted down, begin shaping the message. Start by paying attention to your style and tone in the way you use words to achieve and overall impression. You can vary your style—your sentence structure, vocabulary. Your style may be forceful and objective, personal or formal, colorful. The right choice depends on the nature of your message and your relationship with the reader.

To compose effective messages, use such a way of writing and arranging material that your audience can understand your meaning. The goal of good business messages is to communicate, not to confuse.

The following procedure is adopted to develop indirect approach.

- i. In case of bad news messages, begin with a neutral statement that acts as a transition to the reason for bad news. In case of persuasive messages, begin with a statement that captures attention.
- ii. Give reasons to justify and build the audience's desire to comply.
- iii. Request action in case of persuasive message.
- iv. Close cordially in case of bad news message.

✕ **Beginnings and Endings of Messages**

The beginning and the ending of a message have great impact on the readers. Make sure that the opening of a letter is relevant and attracts the attention of the reader and the closing leaves a positive impression upon the reader.

Beginning

Beginning in all the messages is not the same. It varies according to the situation and spirit of the message.

For routine, good news and goodwill messages, usually direct approach is used in the beginning. Place your main idea or good news in the opening. By beginning your message with main idea or good news, you are preparing your audience for the detail that follows. Try to make your opening clear and concise.

Instead of This

I am please to inform you that after evaluating the matter carefully, our human resource department has recommended you for appointment as an assistant manager.

Write This

Congratulations. You have been selected to join our organization as an assistant manager.

Although the above opening statements make the same point; the first one has unnecessary details, whereas the second one is brief and to the point. The best way to write a clear opening is to have a clear idea the most important message you want to convey to the audience.

For bad news messages, begin your statement, which leads to bad news. Buffer sets the stage for bad news that follow. Use a buffer that is neutral and relevant.

Without Buffer

Goods once sold are not returned.

With Buffer

The unopened goods may be returned with receipt within a week.

In persuasive messages, the audience is uninterested or unwilling. So begin the persuasive message with a statement that captures the attention of the audience. Get the reader's attention with a benefit that is of real interest or value for him.

4. Collect the Facts

Collect all the necessary facts and data to include in the message. Brochure, table, pictures, etc. may be enclosed in the message, if required. Do research to collect all information needed.

5. Outline and Organize the Message

Organize and outline the points before writing the draft. As you put your points in order, delete those that are not relevant. You should know at this stage what you have to say about your ideas, and what information you still need. Although an outline is brief, it is invaluable. It represents the plan you will follow when you write your message. It keeps you on track. From your outline you can distinguish between main ideas and subordinate ones. You can see clearly the relationship among the various ideas you are presenting. Good organization and proper outline helps your audience to understand and accept your message and saves your audience's time. ✓

Basic Organizational Plans

There are two basic organizational plans to write business messages such as letters or memos:

1. Direct/Deductive Approach

2. Indirect/Inductive Approach

1. Direct/Deductive Approach

Direct approach is also known as deductive approach. In this approach, the main idea comes first and the evidence comes later. Use this approach when your audience will be neutral about your message or pleased to hear from you. It is usually appropriate to use direct approach in routine good news, and goodwill messages.

The following procedure is adopted to develop direct approach.

- i. Begin with the main idea, the request, or the good news.
- ii. Provide necessary detail.
- iii. Close with a cordial comment, reference to the good news, or a statement about the specific action desired.

2. Indirect/Inductive Approach

Indirect approach is also known as inductive approach. In this approach, evidence comes first and the main idea comes later. Use this approach when your audience may be displeased about your message or may resist what you have to say.

It is usually appropriate to use indirect approach in bad news, or persuasive messages.

Bad news

Chapter 4**Process of Preparing Effective Business Messages**

The specific actions you take to write business messages will vary with each situation, audience and purpose. Writing process can be broken down into following stages:

1. Planning
2. Composing
3. Editing/Revision

Steps in Planning Effective Business Messages

Planning in business messages plays a vital role in communication. Following are the planning steps for preparing business messages.

1. Define the purpose of the message.
2. Analyze your audience.
3. Choose the idea to include.
4. Collect the facts.
5. Outline and organize the message.

1. Purpose

All business messages have a general purpose and a specific purpose or purposes. General purpose may be placing an order or it may be convincing management to hire part time employees. Within your general purpose you will have a specific purpose or several purposes such as describing, explaining, persuading, inspiring or informing.

Your purpose or purposes in writing will determine what you say and how you say it. Thus it is important to have a clear idea of why you are writing when you start out.

2. The Audience

Think about who are your audience. What are your audience's background, education and experience? What do they need to know? Why should they care about your message?

Knowing your audience will guide you as you research and organize your information.

3. Choose the Ideas

After you know why you are writing and know the audience you are writing to the next step is to choose the ideas to include. Decide how much detail you should include in the message. Try to figure out what points will interest your audience, then give those points more attention.

Guidelines to achieve consideration.

1. Adopt your Attitude, focusing the topic on your reader first.
2. Demonstrate that you know reader's interests and want to fulfill requirements.
3. Talk or write in the language of your reader & listener.
4. Emphasize on positive and pleasant facts.

6. Completeness

Business communication should be complete in every respect to bring the desired results. Planning will help you decide what should be included and what can be omitted. The chief enemy of completeness is carelessness.

Incomplete

1. The goods will be dispatched the next week.
2. The cheque has been enclosed with the letter.

Complete

1. The goods will be dispatched on March 3, 09.
2. The cheque for Rs.15,000/- has been enclosed with the letter.

Guidelines to achieve completeness

1. List the main ideas you should make.
2. Enumerate the steps that will support these ideas.
3. When answering letters, reply to the writers, questions and discuss matters they mention.
4. When you are making an inquiry, ask all the questions to which you need answers.

7. Concreteness

Concreteness means that your message should be definite, exact and vivid rather than unclear, and vague. Concreteness makes words, phrases and sentences easy to understand because the ideas are vividly and specifically expressed.

Vague

1. You have not replied to our letter.
2. You misunderstood our proposal.

Concrete

1. Did you receive our letter?
2. Perhaps there is a misunderstanding.

Guidelines to achieve concreteness

1. Select a specific word rather than a general word and put the action in verb.
2. List specific facts and figures.
3. Use the words that create an image or picture in reader's mind.
4. Use active voice instead of passive voice.

Exercise

- Q1. What are the qualities of good business message? ✓
- Q2. Describe the 7 C's / Principles of communication in detail.

Guidelines to Achieve Correctness

1. Check that all facts are correct.
2. Check the spellings of your reader's name & address.
3. Check and verify all the number & amounts.
4. Check your grammar and punctuation.

3. Conciseness

To be useful, business writing should be concise. The longer a document is, the more difficult it is to use. However, never sacrifice completeness or clarity for brevity. Brevity is not necessarily conciseness!

Wordy Statement	Concise Statement
In the near future	Soon
In the city of Lahore	In Lahore
At this very moment	Now

Guidelines to Achieve Clarity

1. Take out unnecessary words.
2. Avoid the use of two words when one is necessary.
3. Avoid redundancies. For example, write 'facts' instead of 'true facts.'

4. Courtesy

Courtesy is an attitude you take toward others, as expressed in the language and tone in which you write what you want to convey. Courtesy is often called lubricant that cools the world's friction point. Courtesy causes you to use words and actions that express friendliness and goodwill-attitudes that are always positive.

Blunt**Courteous**

1. You have not replied to our letter. Did you receive our letter?
2. You misunderstood our proposal. Perhaps there is a misunderstanding.

Guidelines to achieve courtesy

1. Use positive, pleasant toned words.
2. Be friendly, helpful, and tactful.
3. Express goodwill.

5. Consideration

Consideration means to give your reader or receiver full attention and make him realize that you can understand his desires, interests and benefits Put your reader in the center of your message. Consideration helps to promote goodwill for you and your company. Put your reader first.

Why Say?

It is my opinion
I wish to announce

When you Can Say

Your experience will have shown you.
You may have noticed

Principles of Business Communication

The seven principles for successful business communication are:

- | | | | |
|------------------|-----------------|-----------------|-------------|
| 1. Clarity | 2. Correctness | 3. Conciseness | 4. Courtesy |
| 5. Consideration | 6. Completeness | 7. Concreteness | |

Because they all begin with the letter "C", they are called "7 C'S of Business Communication." By using these seven principles, you can compose effective communication which is forceful and courteous. These principles are actual complement to each other when they are used correctly.

1. Clarity

Clarity is the most vital element in effective business communication. It means that receiver understands the message easily that you convey. Clarity can be achieved only when you have a definite and exact idea what you want to say. Before writing, writer should organize the thoughts and ideas in his mind and put them in black and white in a simple and easy language.

Unclear

1. I have read Mr. Akbar's notes.
Who is a professor of English.
2. Please answer to my question.

Clear

- I have read the notes of Mr. Akbar
who is the professor of English.
Please answer my question.

Guidelines to Achieve Clarity

1. Write the way you talk. Conversational terms will help you to achieve good writing but conversational terms must be complete and grammatically correct.
2. Avoid unnecessary words such as "each and every" or repeat again.
3. Write to express note to impress. For clarity, present your ideas simply and directly.
4. Use shorter words if possible. For example, 'hurried' is better than 'came quickly'.

2. Correctness

Correctness plays very important part in making communication successful and effective. All the information supplied by the writer should be accurate and free from mistakes in describing fact, names, dates, addresses, amounts, spelling and punctuation. An incorrect or inaccurate information or mistake in the grammar can destroy the whole impression of letter. Inaccuracy shows the carelessness of the writer and may lead to legal complications and confusions.

Incorrect

1. We agree with your proposal.
2. You will get farther information.

Correct

- We agree to your proposal.
You will get further information.

Silence

Silence is an important non-verbal communication tool. Most of us find an extended period of silence rather oppressive and threatening and we rush to fill the void with words, usually saying more than we mean to say.

By using silence during communication, the sender sometimes gives the opportunity to the receiver to reveal certain feelings. Silence can be an effective technique to feedback.

Exercise

Q1: Define communication and miscommunication. Discuss the elements of communication process, in detail.

Q2: What are the various barriers to effective communication? How can they be overcome?

OR

Describe the barriers to effective communication and discuss safeguards for them.

OR

What are the various barriers to effective communication?

Q3: Define non-verbal communication and discuss the various types of non-verbal communication.

OR

How will you define non-verbal communication? Discuss various forms of non-verbal communication?

2. Appearance

Appearance is an important factor of non-verbal communication. Appearance communicates how we feel and how we want to be viewed. Clothing, grooming and surroundings are included in appearance.

i. Clothing

Clothing conveys non-verbal clues about personality, education, background, financial status and credibility. We associate differences in occupational status with different clothing. Clothing communication includes identifying someone in a suit as a businessperson or a banker, someone wearing a black robe as a judge, wearing a black coat as a lawyer, doctors wearing lab coats and having stethoscopes or various other positions wearing required uniforms of dress.

Generally, people are treated as the social status of their clothing indicates; that is to say, poorly dressed people are treated poorly and well dressed people are treated well.

ii. Grooming

Appearance also takes into account personal grooming such as cleanliness, doing one's hair, nail trimming or wearing make-up.

iii. Surroundings

Surroundings such as room-size, furnishing, decoration's lighting, windows, can affect a listener's attitude toward the speaker and the message being presented.

3. Space, Time and Silence

Space

Space is also an important type of non-verbal communication. The amount of distance we need and the amount of space we perceive as belonging to us is influenced by a number of factors including social norms, situational factors, personality characteristics, and level of familiarity. For instance, the amount of personal space needed when having a casual conversation with other people usually varies between 18 inches to four feet. On the other hand, the personal distance needed when speaking to a crowd of people is around 10 to 12 feet.

Time

The way a person treats time reveals something about that person. A person who is consistently late may not be well organized, the person who is kept waiting may feel that he is not highly regarded by the other person.

In the business, or in the government offices, a subordinate does not keep a supervisor waiting; a boss may keep a subordinate waiting a few minutes, or sometimes even more.

1. Body Language

Body language is a visual component of communication or what people see. The ability to project favourable body language will make you a more effective communicator. Body language includes gestures, eye contact, facial expressions and paralanguage.

i. Gestures

Sometimes gestures express more than words. Gestures such as putting hand on the cheek or stroking chin generally portray interest, thinking, or consideration. Rubbing the back of the head or ramming finger through the hair shows frustration. Leaning back with both hands behind the head shows confidence or superiority. Clenched fist shows anger. Tightly clenched or wringing hands suggest that a person is tense, in strong disagreement or experiencing under pressure and may be difficult to relate to. Boredom is usually conveyed by drumming of fingers, foot swinging, yawn, or looking at watch. Taping on desk, or other things show nervousness, or disinterest. Two fingers raised in V shape show symbol for victory.

ii. Eye Contact

Eyes are very important in non-verbal communication. The amount of eye contact between people projects a wide range of non-verbal messages. For example, too little eye contact might cause a person to feel ignored, while too much might make the same person feel self-conscious or threatened.

When people wish to hide their feelings or avoid social contact with others, they often avoid eye contact.

iii. Facial Expressions

Facial expressions are responsible for a huge proportion of non-verbal communication. While non-verbal communication and behaviour can vary dramatically between cultures, the facial expression for happiness, sadness, anger, and fear are similar throughout the world.

Keep in mind, though, that facial expressions may falsely reflect the true feelings or emotion of some persons. In that case use other forms of personal communication to draw out a person's true feelings or emotions.

iv. **Paralanguage** 114-115.

Paralanguage refers to vocal communication that is separated from actual language. This includes factors such as tone of voice, loudness, inflection, and pitch. Loudness and tone of voice can give different meanings to our words.

When said in a strong tone of voice, listeners might interpret approval and enthusiasm. The same words said in a hesitant tone of voice might convey disapproval and lack of interest.

senses. The meaning intended by the sender may be distorted by the receiver. People understand the message in terms of their behaviour and experience.

Safeguards for Effective Communication

Once you are aware of the possible barriers to effective communication, you can deal with them as they arise. Following are a few recommendations for overcoming or avoiding communication barriers that you may encounter.

1. Be conscious of the presence of barriers such as noise, distance, emotions, fear. Being aware of potential barriers is the first step towards overcoming them or avoiding them.
2. Work continually at improving your communication skills. Work at expanding your ability to use language effectively. Add new words to your vocabulary and use them often.
3. Plan your communication with the receiver in mind. When you are the receiver, think about what the other person may have meant as you interpret the message.
4. Use feedback effectively. Both sender and receiver should constantly seek and provide feedback throughout the communication process. Continue to listen, redraft, and resend messages until you are sure that they will have been well understood.
5. Evaluate for understanding. As frequently as necessary, stop, think, assess the communication process, correct any interference, and then continue with the communication. The following questions are guides:
 - (a) Is the receiver receiving the message with full understanding?
 - (b) Does the environment support the process of communication effectively?
 - (c) Is the communication developing as it should?
6. Use more than one channel, if necessary, to reinforce important messages. If you are giving oral instructions to a co-worker which might be forgotten, take time to confirm them in writing.

Non-verbal Communication

Non-verbal communication does not make use of words. Non-verbal messages are transmitted through actions and behaviour rather than words.

Everyday we respond to non-verbal cues and behaviours including postures, facial expressions, eye contact, gestures, and tone of voice. From our handshakes to our hairstyles, non-verbal details reveal who we are and impact how we relate to other people.

Types/Forms of Non-verbal Communication

Non-verbal communication is of following types/forms:

1. Body language
2. Appearance
3. Silence, time, and space

that meaning has not been changed. Effective communication requires the receiver to send feedback to the sender.

After the receiver has selected a meaning for the message, the receiver becomes the new sender and sends an interpretation of the meaning back to the original sender who is now the new receiver.

Both the sender and the receiver evaluate the effectiveness of the communication and determine if more messages should be designed and transmitted to make the meaning clear. If more communication is necessary, the feedback process will continue with each message sent back and forth until both the original receivers have agreed on the meaning and that full understanding has occurred.

Hurdles **Barriers to Effective Communication**

Certain barriers prevent effective communication by causing misunderstanding and confusion between the message and the receiver's interpretation of the message. Following are the barriers to effective communication:

1. Noise

Noise is considered an environmental barrier. If the receiver does not hear the message because someone is speaking at the same time as the sender, will communication have taken place? The answer is "no". The sender will have failed to communicate the message because the receiver is not able to hear it.

2. Distance

Distance is considered a physical barrier. For example, if the receiver is away from the person speaking and only able to pick up bits and pieces of the conversation.

3. Emotions

Emotions can put a barrier in effective communication. When you are angry, for example, you may not be capable of organizing your thoughts in a way that is understandable. Your anger may prevent you from listening attentively too. Worry can also act as a barrier to effective communication. It prevents you from expressing and listening, and consequently, interferes with communication.

4. Fear

For some people, talking to a senior brings out the fear factor. Fear is psychological hindrance on the way of normal flow of communication.

5. Semantic *Confusion in meanings*

Semantic is the science of meaning. The same words and symbols have different meanings to different people. Difficulties in communication take place when the sender or the receiver of the message makes use of words or symbols in different

The Process of Communication & Miscommunication

Communication is a process of sending and receiving messages. For effective communication requires more than transmitting a message. The message must be clear, accurate and above all understandable for the person or persons to whom we are communicating. When communication does not achieve its desired reaction or response from receiver, miscommunication takes place.

Essential parts JRF Elements of Communication Process

The process of communication has the following five elements, which take place when we communicate.

1. Message 2. Sender 3. Medium 4. Receiver 5. Feedback

1. Message

The message is the information, ideas or feelings the sender wants to communicate to a person or persons. The message may be verbal or non-verbal. Verbal messages are conveyed by means of words--spoken or written. Non-verbal messages do not use written or spoken words. Facial expressions, gestures and body language are means of non-verbal messages.

2. Sender

The sender is the source of communication. He starts the communication process by transmitting the message to the receiver. He encodes the idea by selecting the words or symbols needed to send the message to the receiver. The sender also selects the effective medium to send the message.

3. Medium

Medium is the way by which the message is communicated. It is a vehicle that carries the message from the sender to the receiver, and back. The medium can be electronic, written, verbal or non-verbal.

4. Receiver

The receiver is the element in the communication process that interprets the meanings of the message. After receiving the message the receiver decodes the messages, or selects a meaning for each word or symbol. The receiving process is made up of these steps: receive, decode, filter, and interpret.

5. Feedback

output
Feedback is the element of communication that confirms that the message has been received and understood. It completes the sender's process by verifying

Downward, upward and horizontal communications are forms of internal formal communication. Letters, written proposals and press conferences are example of external formal communication.

Informal Communication *informal communication*

Informal communication is communication that carries information along the organization's unofficial lines of activity and power.

Every organization has an informal communication network known as grapevine. A grapevine is an informal communication system that develops among workers. As workers go about their work, they have casual conversations with their friends. Although many of these conversations deal with personal matters, business is also often discussed. Informal messages travel very quickly through grapevine and are subjected to much distortion because they are based on unofficial and often partial or incorrect information: this is why grapevine messages are often labeled as gossip and rumours.

Exercise

- Q1: Define communication and discuss the communication flow.
- Q2: Discuss the importance of business communication in detail.
- Q3: Discuss the importance of an effective communication for a businessman.
- Q4: Discuss formal and informal communication.

management to lower management—from top to bottom. In downward communication, the upper management utilizes its abilities to attain the desired targets by issuing commands, directions and policy directives, to the persons working under them. Some examples of downward communication include notices, circulars, instructions, orders, letters, handbooks, loudspeaker announcements and group meetings. Communication from supervisor to subordinate can be face to face as well as through written memorandums, orders, job description etc.

Upward Communication

Upward communication is the flow of communication from the lower level of organization to the higher level of authority. Upward communication includes judgments, estimations, complaints, grievances, appeals, reports etc. It is very important because it serves in response to the success of downward communication. The management comes to know how well its policies and plans are abided by those working at the lower level of the organization. It keeps the management informed of the progress of the work and troubles faced in execution. On the basis of upward communication, the management amends its policies and makes further plans. Upward communication is needed in all types of organizations, whether big or small.

Horizontal Communication

Horizontal or diagonal communication is the flow of communication moving at the same level in the organization—from officers to officers, from supervisors to supervisors, etc.

2. External Communication

External communication is that communication, which takes place outside an organization. Like internal communication, it also plays significant role to promote business. External communication includes letters, pamphlets, press conferences, telephone calls, etc.

Formal and Informal Communication

Formal Communication

Formal communication is communication through the chains of command and outside the organization