

# **General Vs. Business Communication**

## ***Communication***

Communication is defined as the exchange of information between people or groups. This includes verbal and nonverbal messages such as gestures, tone of voice, facial expressions, body language, etc. The purpose of communication is to convey ideas, thoughts, feelings, and emotions from one person to another.

Business Communication and general communication are two major branches of communication. The methods, process, types and principles etc. of Business Communication remain almost the same as those of general communication. The basic differences lie in their objectives, styles and areas of application.

## ***General Communication***

This communication type allows people to exchange information, thoughts, feelings, and opinions on any broad issue. It essentially involves any contact between arbitrary persons discussing ordinary subjects, regardless of the communication approach.

In this communication, there is no set pattern of communication because it is less formal and not well organized. Generally, people convey or share their emotions, feelings, and opinions. Sometimes it can be partial and subjective and may contain factual information. Mainly, general or personal affairs are shared in general communication.

## ***Common General Communication Skills***

### **1. Empathy**

Empathy is not just understanding but also sharing the feelings of others. This competence is helpful in both group and one-on-one situations. In all circumstances, you must comprehend other people's feelings and respond appropriately.

For instance, empathy can help someone acknowledge and diffuse your feelings if you express rage or irritation. Simultaneously, understanding when someone is feeling upbeat and excited might help you gain approval for your ideas and projects.

### **2. Respect**

Knowing when to begin a dialogue and when to answer is an integral part of respect. Allowing people to talk without interruption is a vital communication skill associated with care in a team or group situation.

Respectfully conversing also entails using someone else's time wisely—staying on the subject, asking specific questions, and replying thoroughly to any questions they pose.

### ***Business Communication***

This is a type of communication where business-related information is passed between businesspeople to foster organizational objectives, goals, and activities, improving the company's profit.

#### **Examples of business communication include:**

Introducing options or new business ideas

Implementing alternatives

Striking deals

Delivering and completing orders

Productive meetings

### ***Importance of Business Communication***

1. Managerial Efficiency
2. Enhance Morale and Relations
3. Effective Leadership
4. Mutual Trust and Confidence
5. Better Decision

### ***Three Most Common Business Communication Skills***

#### **1. Collaboration**

Collaboration is a critical component of corporate success. Working as a team has tons of advantages for a company, ranging from improved marketing to enhanced employee satisfaction and superior product or service quality.

The art of collaboration is a comprehensive network of interconnected talents. To collaborate, you must be skilled at posing questions, appreciating others' contributions, earning their trust, and taking their points of view into account.

These abilities contribute to an employee's capacity to cooperate successfully: another crucial aspect of collaboration is emotional intelligence and awareness.

People often make emotional instead of logical decisions; thus, knowing others' emotions enhances your ability to comprehend why they make judgments and use them to the team's advantage.

## **2. Public Speaking**

Whether you're addressing colleagues at a conference, in a busy lecture hall, or to your team before a huge project, you need to convey your thoughts effectively and simply.

Consider making contingency plans to handle your two biggest public speaking anxieties or defining a fallback objective if your speech goes off the tracks.

Being open to inquiries throughout your speech helps to engage and involve the audience members. Additionally, it can aid in developing rapport and comfort.

People often respond to personal tales, so preparing one or two anecdotes to highlight points you want to make ahead of time may be an excellent approach to connecting with people.

## **3. Listening**

Good listening is crucial for effective communication. By honing your listening abilities, you may create an atmosphere in which everyone feels heard and respected.

You also practice hearing and remembering vital information. People can usually tell when you're paying attention to them.

Good listeners will elicit a more positive response from the majority of individuals. Maintaining an active engagement with your conversation partners fosters a sense of passion and appreciation in your workplace.

Pay lots of attention to people when you're listening to them. Take note of any peculiarities in their body language.

Listen to what they say and, if you have difficulties concentrating, repeat what they say in your brain to help you keep concentration and assimilate the information.

## **References:**

[http://xsclasses.weebly.com/uploads/2/4/8/0/24803749/communication\\_vs\\_business\\_communication.pdf](http://xsclasses.weebly.com/uploads/2/4/8/0/24803749/communication_vs_business_communication.pdf)

<https://www.managementstudyhq.com/business-communication-and-general-communication.html>