

BUSINESS

COMMUNICATION

CHAPTER I - INTRODUCTION BUSINESS COMMUNICATION

Introduction - Communication is a process of exchanging the ideas, opinion, information, feelings between two or more person. It can be a two-way, or one-way communication.

Definition -

Newman and Summer - "Communication is an exchanging facts, ideas, opinions or emotions by two or more persons."

Scope

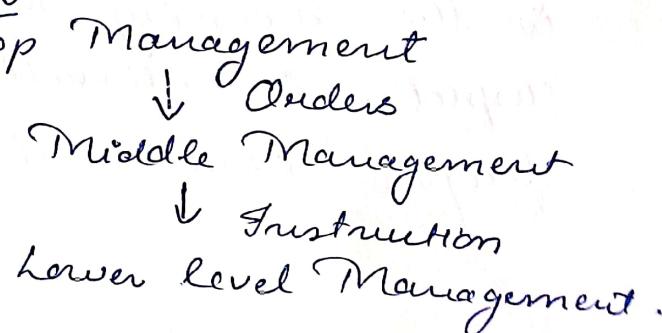
i) Social Necessity - To work together and maintain harmony communication is the necessity. Mutual understanding, respect, co-ordination there must be proper communication.

2. Starts in early life - communication is a process which starts from the time a child is born and goes on in continuity.
3. Professional life - communication plays the most important part in professional life of a person the formal and informal communication is of equal importance.
4. Progressive Society - The generation of open economy adapted globalization of trade, business, commerce largely which made communication of high importance.

ONE WAY COMMUNICATION

When there is only pass of information, emotions, facts etc from one end and no response / reaction or feedback from the other end.

In Organisation :



TWO WAY COMMUNICATION

When there is not just passing of information from one end but sharing of information and receiving the response or feedback between two or more person is two way communication.

NATURE / CHARACTERISTICS :

- ① Continuous process : As the work in an organisation is a on going thing which needs continuous co-ordination among departments and members hence there is continuous communication.
- ② Universal process : The need and principles of communication is universal in nature. In every area of a person's life wherever he/she goes there is presence of communication.
- ③ Two way communication : The most ideal type of communication with more accuracy and reliability is the two way communication.
- ④ Social and human process : Communication is not just the requirement in work place but has a great significance

in running a society two. Communication is held between every species on the earth but the most use of it for growth and development is done by human being so is considered as a human process.

- ⑥ Inborn quality : Although the types, forms, different ways are learned by a human later but he is able to communicate even before able to be verbal about it.

IMPORTANCE / OBJECTIVES :

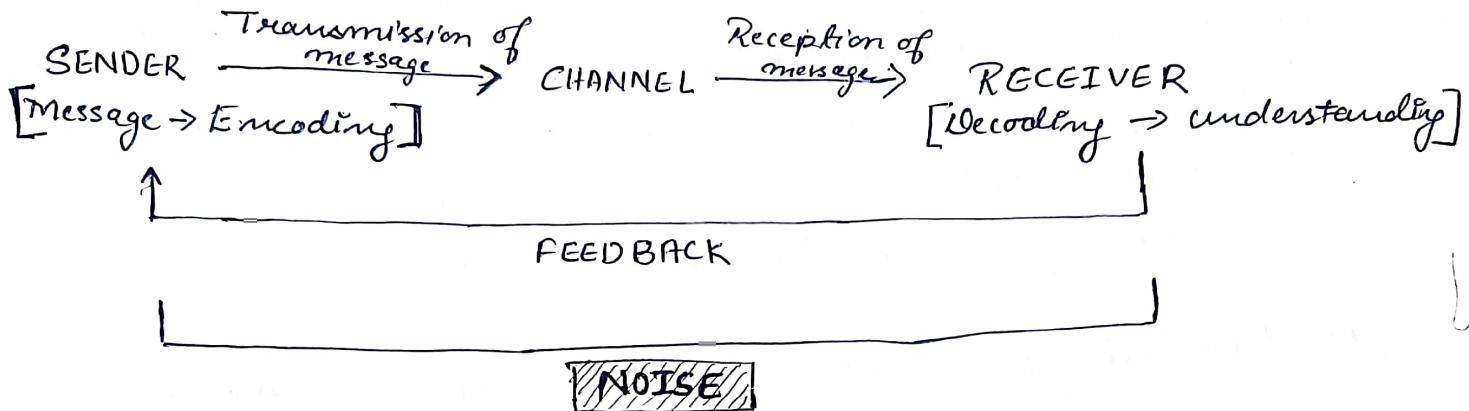
- ① Smooth Running of an organisation : Communication is the most essential thing needed to work in coordination. Co-ordination is needed for timely completion of work which will help in timely decision making resulting in smoother running of organisation.
- ② Quick decision making : Communication helps in identifying the gap and problems occurring as a hurdle in the way of progress further it also helps to find the various alternative solutions and choosing the best among them. To quickly resolve the problem.

③ Motivation and leadership: For growth and success of an organisation the employees must be motivated and enthusiastic to work. The sort of communication lead the team towards achieving goals and motivate them to keep up with pace of their working.

④ Planning and co-ordination: Business requires planning at every level of management and all the time. Planning can be done only after receiving every sort of necessary information about the work. Also work can be fruitful only when it is done it is completed in time which needs co-ordination and that can be achieved through communication.

⑤ Internal and external relations: Business exist in the social environment which means the necessity to maintain good relations is unavoidable. To work efficiently the internal relations i.e., the relation with employees and between employees must be good. and to grow and succeed the relation with the external factors i.e. business partners, creditors, customers must be good.

PROCESS OF COMMUNICATION



Sender → The sender is the source of the information, facts or opinion that is to be shared between two parties. He has to encode the information he wants to convey into expressive way and transmit it to the receiver.

Encoding → Transforming the message into words, symbols, pictures, gestures etc to make it understandable in encoding.

Message → The message is originally the thought of the sender which is to be transmitted later takes the physical form in order to be understood by the receiver.

Channel / Media → The channel is the path through which the message is transmitted. Keeping in view the needs and requirement the sender chooses the channel among various options available.

Receiver → The receiver is the person or group of people to whom the message is conveyed. He has to decode the message sent by the sender and understand and respond accordingly.

Decoding → The process of decoding of a message means step by step comprehend the message received.

Understanding → The ultimate goal of decoding the message is to complete understand and interpret the message with the same meaning the sender wants to convey.

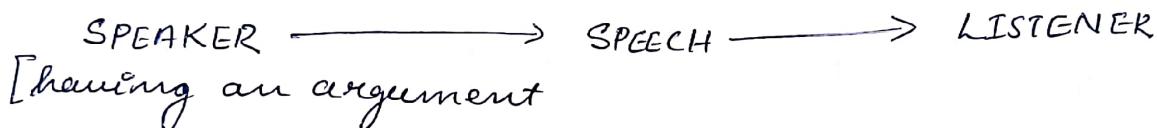
Feedback → The response/reaction send by the receiver back to the sender is called feedback. Through feedback the sender understand that the message received its goal or not.

Noise → Noise is not the internal part of the process of communication. Any interruption in the flow of message from the sender to the receiver is called noise.

Noise reduces the effectiveness of the communication.

MODELS OF COMMUNICATION

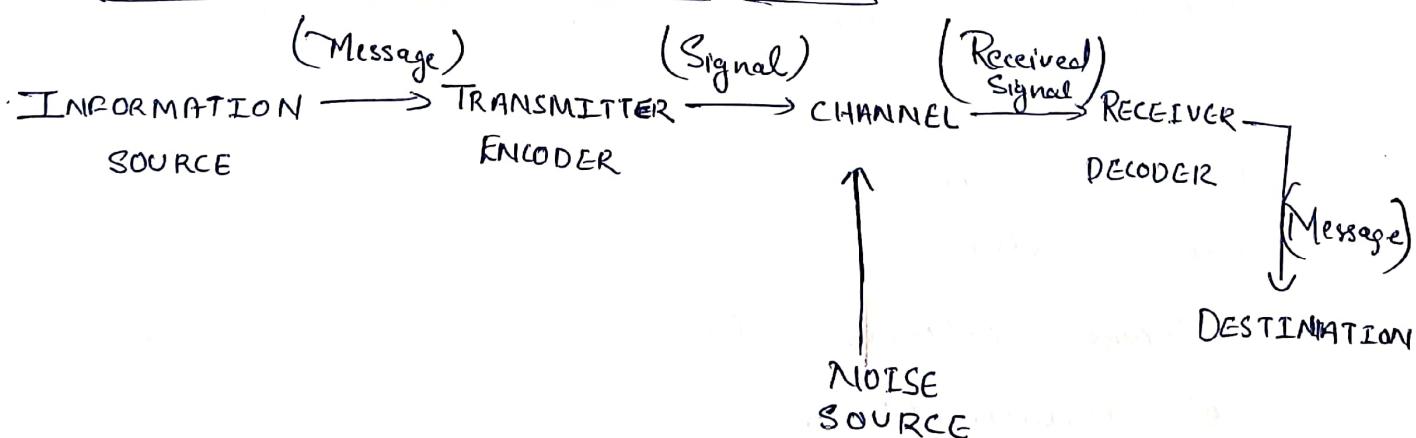
① ARISTOTLE'S MODEL : It is also known as Elementary model. His model is simple saying there are only three main comp. component in communication.



② LESIKAR AND PETTIT'S MODEL :

According to this model communication occurs in sensory environment. This environment consists all the signs and symbols that the senses can detect. The sensory receptors i.e., the body organs detect these signs and select as per the requirements of the message to be conveyed and pass it. During perception process, the sign reach nervous system.

③ SHANNON AND WEAVER'S MODEL :



Information source → sender
 Transmitter encoder → encoding
 Channel → channel

Receiver decoder → decoding
 Destination → audience / listener / receiver

(4) BERLO's MODEL

S SOURCE	M MESSAGE	C CHANNEL	R RECEIVER
<ul style="list-style-type: none"> • Communication skills • Attitudes • Knowledge • Social System • Culture 	<ul style="list-style-type: none"> • Elements • Content • Treatment • Structure 	<ul style="list-style-type: none"> • Seeing • Hearing • Touching • Smelling • Tasting 	<ul style="list-style-type: none"> • Communication skills • Attitudes • Knowledge • Social System • Culture.

(5) SCHRAMM'S MODEL [mass communication]

SOURCE — ENCODER — SIGNAL — DECODER — DESTINATION

BASIC FORMS OF COMMUNICATION

I) On the basis of Nature

A) FORMAL COMMUNICATION : The communication that takes place in the organisation according to the organisational structure i.e. the hierarchy and process is called formal communication. There is a pre-decided format and flow of such communication.

B) INFORMAL COMMUNICATION : The communication that takes place in the organisation but outside the organisational structure is informal communication. It does not have all format or particular flow that is to be followed.

- 2) On the basis of Direction:
- A) DOWNTWARD COMMUNICATION — When the top level management conveys or pass any information to the lower level management it is downward communication ex: Orders, Instructions, policies etc.
- B) UPWARD COMMUNICATION — When the lower level management conveys any sort of information to the top level management it is upward communication ex: Complaints, Suggestions, Queries etc.
- C) HORIZONTAL COMMUNICATION — When two authorities of the same level communicate with each other ex: Purchase manager communicates with Production manager. It is called horizontal communication.
- D) DIAGONAL COMMUNICATION — When a higher authority communicates with a lower level employee of another department is called Diagonal communication ex: Marketing Manager communicates with Salesman to same time.
- E) MULTIDIRECTIONAL COMMUNICATION —
This type of communication takes place in a highly democratic environment. Every worker can talk with their co-worker of same as well as other department. Rare example of Industrial Democracy

3) On the basis of Media

- A) ORAL COMMUNICATION - When the message is conveyed through spoken words it is called oral communication. It is convenient when the sender and receiver both are face to face or has the appropriate medium.
- B) Written Communication - When the message is encoded in written form of letters, symbols etc it is called written communication. In organisation it is mostly used to pass on information, it also serves as an evidence.
- C) GESTURAL COMMUNICATION - Gestural communication means when no verbal whether oral or written type of communication is used. The message is conveyed through Body language or gestures.

PRINCIPLES OF EFFECTIVE COMMUNICATION

Communication is sharing or exchange of information, facts or ideas but it can only be said to be effective when the objective behind the passing of information is achieved. That achievement can be judged through assessing the feedback received.

There are certain Principles to make a communication effective communication.

- ① Principle of Clarity - Firstly the sender should be clear about the message he/she wants to transmit. Then there should be clarity in the language used to encode message it used be simple and easy to understand.
- ② Complete - The message should be encoded in such way that there shouldn't be confusion in interpretation of its meaning. The words used should be chosen wisely in order to be completely understood.
- ③ Correct - The message communicated must be correct in spelling, grammar, format, contents, statistics, information etc. There should be timely transmission of message so that it can be correct and authentic.
- ④ Principle of Participation - For a communication to be effective there must be a two-way communication. The sender and receiver both must have participation in the process.
- ⑤ Principle of Objective - The communicator must be clear about the true purpose of transmission of message. An effective communication always aims at achieving the objective or purpose of communication.

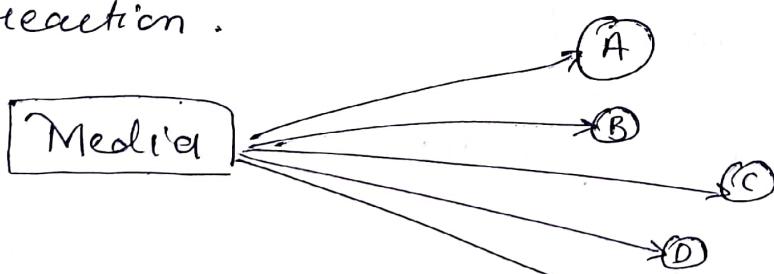
THEORIES OF COMMUNICATION

Theory is a set of statements, principles, and laws like generalization. Theories provide a written set of knowledge which is deductively related and empirically tested.

Some of the theories of communication are:

(I) HYPODERMIC NEEDLE / BULLET THEORY

This is one of the earliest theory of communication. It suggests that media is the most powerful mean of communication and believes that the consumers are passive and inactive. It stated that the message sent through media are like magic bullets. These bullets not just strike the audience but also influence them towards desired reaction.



The main factors responsible for the function and effects of mass communication are:

- a) Selection exposure - People express/expose themselves to the mass communication which are in agreement with their attitudes and interest.

(b) Selective perception and retention:

People organise the meaning of mass communication message according to the already existing views.

TWO STEP FLOW OF INFORMATION

- ① In early 40's Lazarsfeld, Berelson, and Gaudet conduct an American survey on mass campaigns.
- ② It revealed that the informal social selection-ship modified individuals choice to select content from media campaigns.
- ③ It also stated that the flow of information flows through more active to less active section of society.
- ④ The final conclusion of this theory was mass media did not exert big influence on people directly but flowed by means of interaction between them.

AGENDA SETTING THEORY

- ① The study for this theory is conducted by Malcolm Mc Comb and Donald Shaw
- ② They made a content analysis of all the media channels used by resident of Chapel Hill and found an interlink between the priorities of issues identified by the media.

REINFORCEMENT THEORY

- ① It is also called limited effects model.
- ② Klapper stated that mass media has limited effects on its audience.
- ③ Lazarsfeld and Merton stated that mass media cannot be relied upon to work for changes.

CATHARISIS AND NARCOSIS THEORY

- (i) NARCOSIS THEORY : It is propounded by Lazarsfeld, Merton and Wiern. They stated that media have a 'Narcotic dysfunction' i.e., the media mainly audio-visual media have a great impact on audience to the extent that people can not take logical decision.
- ii) CATHARSIS THEORY : This theory was propounded by Semirour fleshbeatch. He did an experiment and divide the students in two groups. ^{They} one group were exposed to a verbal abuse later one group was exposed to a violent film. The conclusion was the group exposed to audio-visual had develop hostile feelings among them.