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|  | Name of course: | PMIS116 INTRODUCTION TO BUSINESS COMMUNICATION |
|  | Assignment Number: | 2 |
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**COMMENTS**---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Question 1

Communication plays a very important role in creating understanding in the mind of listeners and bridging meaning between individuals. It comprises of a systematic process of telling, listening and understanding. Communication is very significant in today’s highly competitive business environment.

Communication is very important for effective business decision making.It enables timely and informed decision making within a business entity. Clear communication ensures that important information reaches relevant stakeholders which enables them to make well informed decisions. For example in a fast paced business environment, clear communication between the team members enables quick decision making and problem solving.

Communication is the foundation for building strong relationships with the clients, employees and other stakeholders. Open communication fosters trust, loyalty and engagement between stakeholders which then leads to long term partnerships and customer retention. For instance a company that communicates effectively with its customers and responses promptly to their requests, will gain good reputation and have a competitive edge.

Effective communication is very important for resolution of conflicts in a competitive and turbulent business environment. Misunderstanding can happen but clear and empathetic communication helps in managing and resolving conflicts constructively. For example through open communication and active listening, team members can discuss and resolve conflicts, leading to improved collaboration and harmonious work in the business environment.

Communication is essential for fostering innovation and adaptability in a dynamic business environment. Clear communication facilitates sharing of ideas, feedback and knowledge, which fosters innovation. For example business that encourage open communication create a culture where diverse perspectives are value, which in turn leads to innovative solutions.

Effective communication is a hallmark for successful leadership in today’s business environment. Leaders who are able to communicate clearly, inspire and motivate their teams. For example a leader who clearly communicate the business’ goals, will instil confidence and inspire the team members to perform at their best.

Communication plays an important role in ensuring customer satisfaction and loyalty. Effective communication enables a business to understand customer needs, address their concerns and provide solutions. For example clear communication during sales and after sales ensures customer satisfaction.

In today’s competitive and turbulent business environment communication is very important. It enables efficient decision making, builds strong relationships, resolves conflicts, fosters innovation and adaptability, facilitates effective leadership and ensures customer satisfaction. Businesses that encourage and practice open communication have a competitive edge and enhance productivity. By understanding the importance of communication and implementing strategies to improve it business and create a productive business environment.

Question 2

Briefing Sheet

I would like to bring your attention to the topic of noise in communication settings. Noise refers to any interference or disturbance that hinders the accurate transmission or reception of messages between communicators. Understanding the sources and types of noise is crucial in maintaining effective communication. This briefing document examine various sources and types of noise in different communication settings.

Environmental Noise: this is the noise that generates from the physical environment in which communication takes place. Examples of environmental noise are background noise such as traffic noise, construction, machinery noise, weather elements like rain, wind etc.

Physiological Noise: this is the noise that originates from an individual’s physical conditions and limitations that affect the communication process. Examples of this type of noise include: speech impediments, hearing impairments or other distractions caused by physical discomforts.

Semantic Noise: this occurs when the meaning of words or symbols used in communication are not interpreted correctly. Examples of these are language barriers, jargon, unfamiliar terms or cultural differences that lead to different interpretations.

Psychological Noise: this relates to the cognitive and emotional factors that impact communication. Examples of these include preconceived ideas, biases, emotional states etc.

Channel Noise: this refers to the disturbances that occur when transmitting a message through a specific channel of communication. Examples are interference and distortions in telecommunication signals.

Organisational Noise: it stems from structural or systemic issues within a business organisation that impede effective communication. Examples include lack of communication channels, bureaucratic processes, workload etc.

Cultural Noise: this arises from differences in cultural values, norms and communication styles. Examples include varied cultural practices, non-verbal cues etc.

It is also important to note that noise can occur individually or in a combination making communication more challenging. By recognising and addressing the specific sources and different types of noises present in a given communication setting, me we take appropriate measures to limit the impact of these noises. Strategies to minimize the noise may include using clear language, active listening, selecting appropriate channels and promoting cultural sensitivity.

Question 3

a i) The intended audience for my message about kitchen hygiene would include all the staff members at the fast food restaurant.

ii) When preparing my message, here are the four main characteristics I should consider about the audience:

1. Language and communication preference. Given the diverse language background of the staff it is essential to understand their preferred language.

2. Age and experience level. The age range of the staff indicates a significant difference in life experience and work expertise. Considering this will help tailor a message that is understandable by the staff members.

3. Cultural background and beliefs. Understanding this is very important in addressing hygiene issues, so that the message is culturally sensitive

4. Work environment and challenges. By considering this I can find practical solutions.

iii) The challenges I can identify with, when it comes to effectively communication the message are:

1. Language barrier. The staff members come from various language backgrounds, this poses a challenge in ensuring that the language is effectively conveyed and understood by everyone.
2. High staff turnover.

iv) The media I would ise to convey the message are:

1. Visual aids and posters

2. Multilingual communication tools

v) From the information given, I view communication as a two way process. This reason for this is that since the manager will be giving a message about hygiene to the staff, for effective communication to take place it is important for the staff to also give feedback and confirmation that the message has been understood.

vi) The two messages that were conveyed are:

1. Lack of professionalism

2. Lack of preparedness

vii) One reason why the staff noticed my uniform rather than the bag of groceries I was carrying could be due to their sensitivity towards visual cues related to hygiene and cleanliness.

viii) One perceptual factor that might cause a barrier is selective perception. This is the tendency for individuals to selectively interpret information based on their own personal biases.

ix) The barriers would be:

1. Language barrier

2. Noise and distractions

3. Cultural beliefs

4. Lack of feedback and engagement

x) To overcome these barriers with the kitchen staff, I would implement the following strategies:

1. Utilize visual aids

2. Implement regular meetings

3. Provide hands on demonstrations

4. Utilize digital resources and training

b i) The staff’s perception of the suggestion box idea differed from mine due to selective perception. In this case, the staff's initial perception of the suggestion box idea may have been influenced by their pre-existing beliefs and experiences within the company.

ii) One language barrier that I might have unintentionally created for the intended audience is the use of technical or industry-specific language

iii) When choosing a method of communication the key factors to consider are:

1. Audience

2. Message complexity

3. Urgency and timeliness

4. Feedback

iv) Communication is a two way process, therefore to ensure effective communication, the person giving the message should receive feedback from the audience.

v) It is important for me to adapt my message to the needs of the audience for the sake of clarity and understanding. Different people have different knowledge, experiences and backgrounds therefore, by tailoring my message according to their needs I can ensure that the message is clear.

Question 4

1. The two types of non-verbal communication described in the scenario are:
2. Spitting as a sign of friendship
3. Smiling as a sign of friendship
4. The behaviour of the green man from an objective standpoint. The green man's behaviour can be seen as a result of his cultural upbringing and his genuine desire to adapt and establish connections in the new country.
5. The orange people's response to the green man's spitting can be seen as a result of their cultural norms and expectations. While the green man's intentions were to show friendship through his own cultural practice, the orange people being unfamiliar with this custom interpreted it as disrespectful or offensive.
6. I would criticize his behaviour in that, although he was driven by genuine drive to show friendliness, he should have taken the initiative to study the culture of the new country he had arrived.
7. Certainly my background and upbringing would have influenced my response in that it has shaped my perception.
8. I do not agree with the orange man’s response because I believe he should have used other means to communicate and resolve the issue.

Question 5

1. The differences between listening and hearing are:
2. Listening involves actively paying attention to the sounds or words being spoken and making a conscious effort to understand their meaning. It requires concentration and engagement with the speaker. For instance, when a teacher explains a complex math concept in class, a student who listens attentively will focus on the words, process the information, and comprehend the concept being taught. On the other hand, hearing refers to the ability to perceive sounds without necessarily processing or comprehending their meaning.
3. The two possible barriers are lack of focus and poor communication skills.
4. The listening barriers are:
5. Environmental or internal distractions can impede effective listening. External distractions like noise, interruptions, or a cluttered workspace can divert attention away from the speaker.
6. When the topic being discussed is perceived as uninteresting or irrelevant, it can be challenging to maintain focused listening.
7. Preconceived ideas, biases, or stereotypes can create barriers to effective listening.
8. Emotional state
9. Lack of empathy
10. The strategies that can be implemented are:
11. Active listening by giving your full attention to the speaker.
12. Create a conducive listening environment by minimizing distractions. Find a quiet space, turn off or silence electronic devices.
13. Develop a genuine curiosity about the topic being discussed. Approach conversations and presentations with an open mind, seeking to understand and learn.
14. Practice empathy by putting yourself in the speaker's shoes and strive to understand their perspective.
15. Suspend judgement and avoid making assumptions before fully understanding the speaker's message. Be open to different viewpoints and perspectives, allowing for a deeper understanding and more meaningful interactions.
16. After listening to a speaker, take a moment to reflect on the key points and main message. Summarize the information in your own words, either mentally or by taking notes.