VIET NAM NATIONAL UNIVERSITY HO CHI MINH CITY
UNIVERSITY OF ECONOMICS AND LAW

INTRODUCTION TO E-COMMERCE

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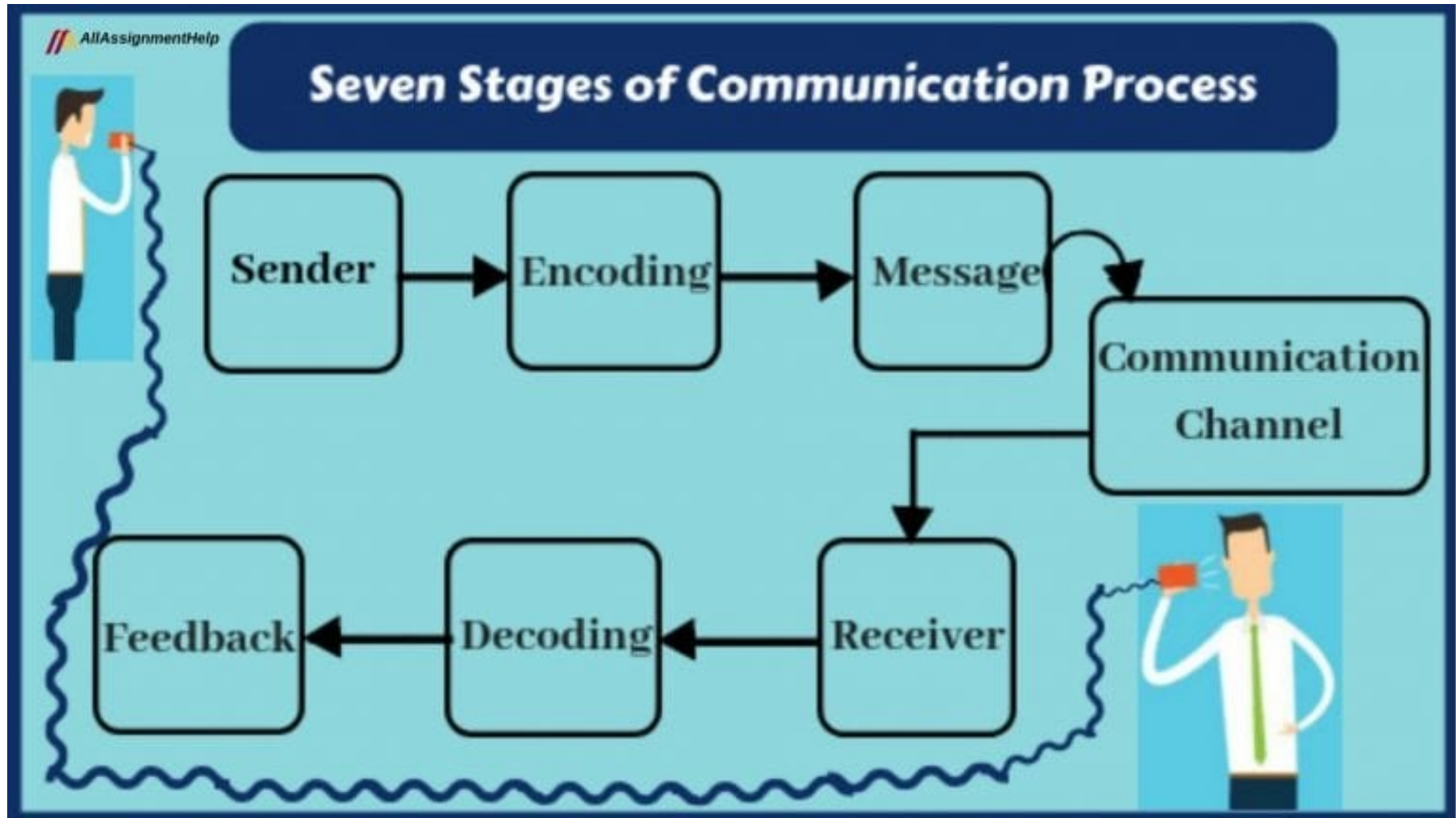**Email: nghiantd@uel.edu.vn**

Chapter 7

COMMUNICATION IN E-COMMERCE

Communication Process

Barriers to Effective Communication

- *Improper communication makes the transmitted information not reach the destination, not be effectively received by others → Cause frustration for both sender and receiver.*

- *The ability of the sender:*
  - *Use the correct language of the listener*
  - *Brief, direct: main-point and conclusion first, explanation later*
  - *Attention on listener reactions*
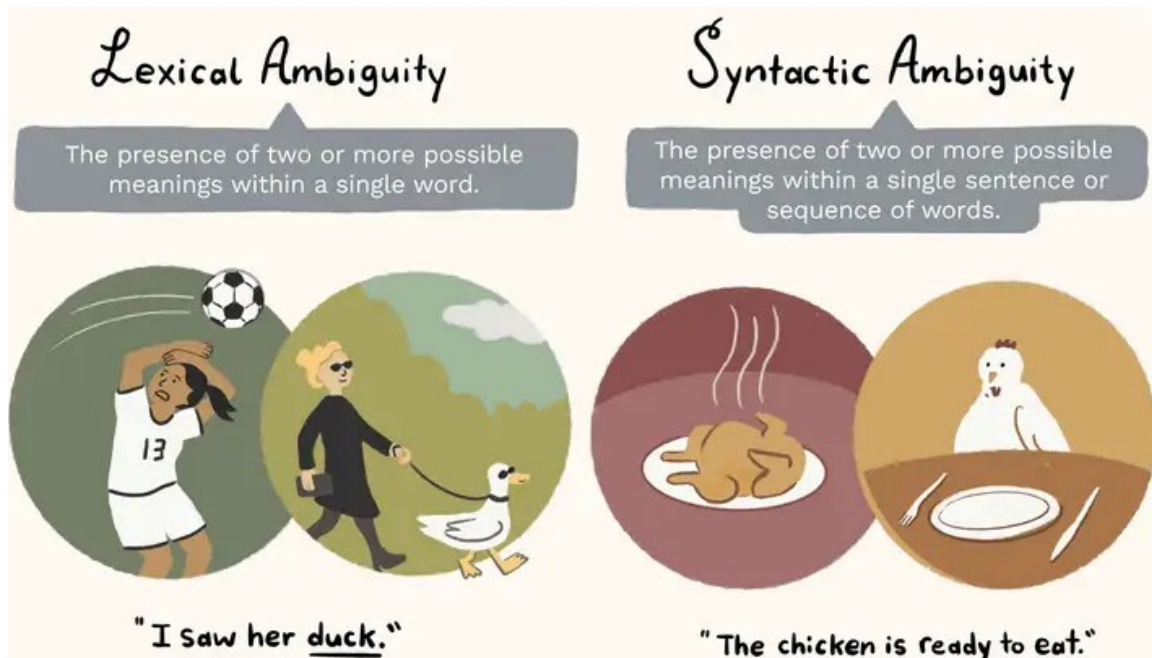 - *Capture the audience's attention*
  - *Right time*

Barriers to Effective Communication

- *The ability of the receiver:*
    - *Focus on the communication process*
    - *Respect the speaker: do not interrupt the speaker*
    - *Ask questions, respond to the speaker*
    - *Maintain good eye contact with the speaker*
- *Knowledge of sender and receiver:*
    - *Extensive knowledge helps people be confident to express themselves*
    - *Ability to grasp the intentions and messages of their partners in a clear way*

Barriers to Effective Communication

- *Linguistic ambiguity*
  - *Use words carefully*
  - *Think about what you intend to say*
  - *Practice speaking*

Lexical Ambiguity

The presence of two or more possible meanings within a single word.

"I saw her duck."

Syntactic Ambiguity

The presence of two or more possible meanings within a single sentence or sequence of words.

"The chicken is ready to eat."

Barriers to Effective Communication

- *Emotion:*
  - *Put emotions outside*
  - *Consider the problem in the most comprehensive and complete way*
  - *Never look at a problem only in one direction.*

Barriers to Effective Communication

■ *Culture and customs:*

❖ *Pay attention to the regional customs of the receiver to have reasonable manners*

❖ *Expanding relationships*

Information Channels in Communication

■**Formal channel**

❖*Downward: the flow of information and messages from a higher level inside an organization to a lower one*

■*Understand your subordinates*

■*Explain details issues; observe response and feedback*

■*Do not force subordinates*

■*Respectfully, do not use impolite words*

■*Communicate openly and honestly*

■*Keep your distance*

Information Channels in Communication

■ **Formal channel**

❖ *Upward: the flow of information and messages from lower to higher organizational levels*

■ *Listen attentively to the superior; express your perception and note comments of the superior*

■ *Present the content in a concise, profound, meaningful way.*

■ *Respect but do not be afraid of superiors*

■ *Understand your superior's personality*

■ *Talk positive about your colleagues and peers*

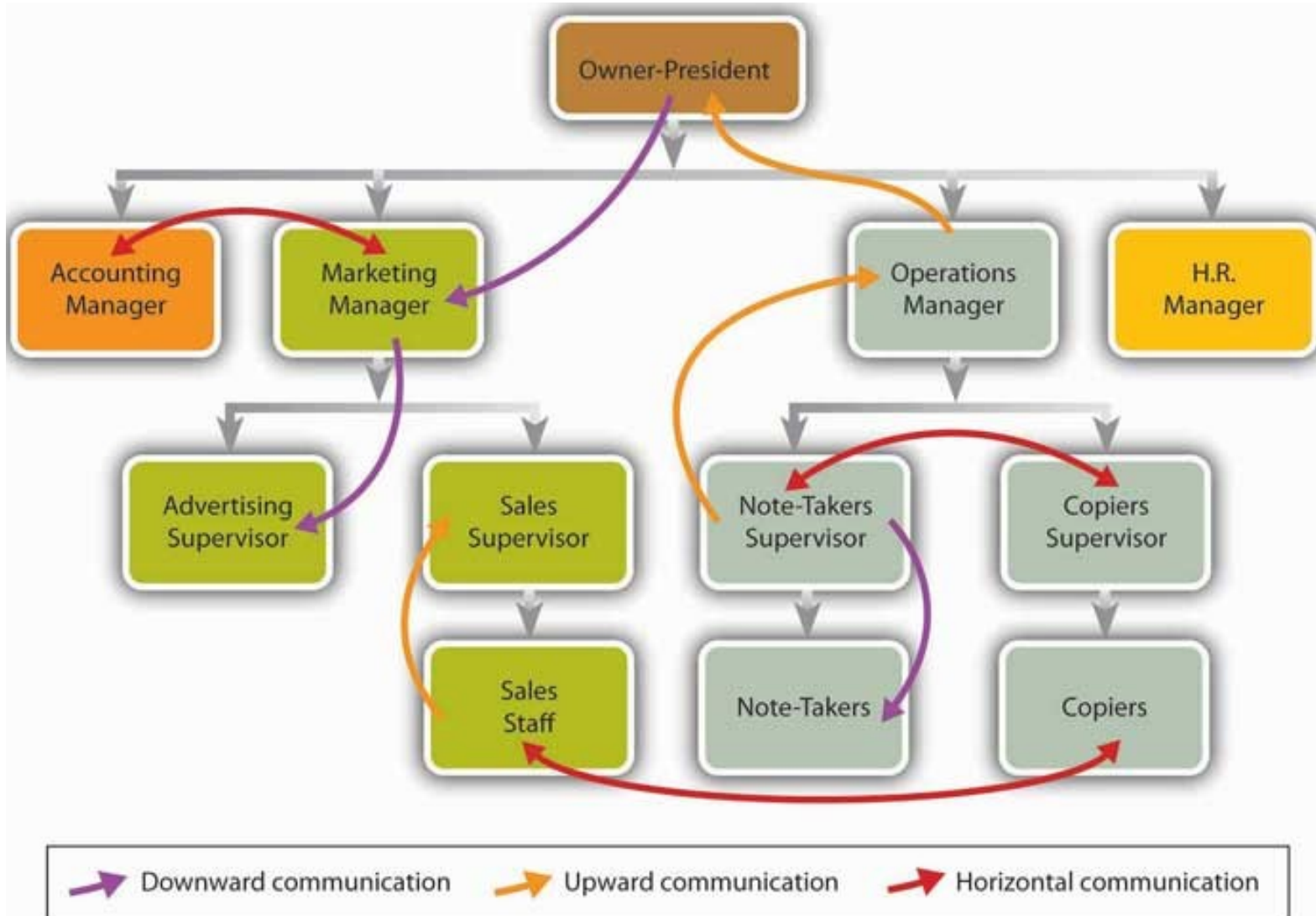■ *Take responsibility of what you say*

Information Channels in Communication

- **Formal channel**
  - ❖ *Horizontal: the practice of sharing information between employees, departments and units within the same level of an organization*
    - *Trust and respect each other*
    - *Direct communication is the best*
    - *Use polite language*

Information Channels in Communication

Information Channels in Communication

■**Informal channel:** *rumors, public opinion, grapevine communication...*

❖*Confirm information*

❖*Expand information*

❖*Spreading information*

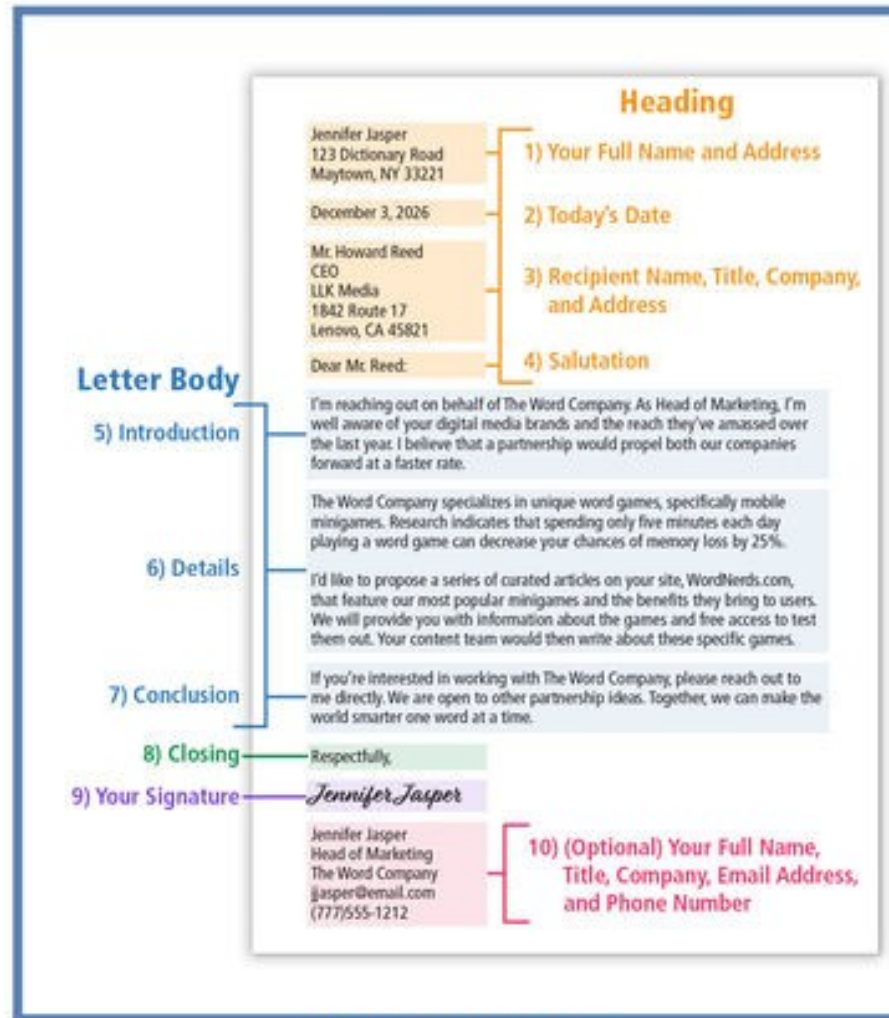❖*Negate information*

❖*Additional information*

Written Communication

- **Business letter**

  - *Define your goal and how to achieve it*

  - *Identify the receiver and relevant context*

  - *Write an outline of the letter*

  - *Check, detect errors, rewrite*

  - *Send the letter*

Written Communication

Formal Letter Format

Written Communication

- **Report**

  - ❖ *Must be honest and accurate and timely*

  - ❖ *The content of the report must be specific and focused*

- **Email**

  - ❖ *A means or system for transmitting messages electronically between people using electronic devices*

Communication in The Internet & Digital Devices

- **Email**
  - ❖ *Basic interface of an email writing tool*

Communication in The Internet & Digital Devices

■ **Email**

❖ *Receiver's email address: right address*

Mail Delivery Subsystem mailer-daemon@go   8:14 AM (2 minutes ago)
to me

Delivery to the following recipient failed permanently:

anh5con@hotmail.com

Technical details of permanent failure:
Google tried to deliver your message, but it was rejected by the recipient domain. We recommend contacting the other email provider for further information about the cause of this error. The error that the other server returned was: 550 550 Requested action not taken: mailbox unavailable (state 13).

----- Original message -----

Communication in The Internet & Digital Devices

- **Email**
  - ❖ *Email subject:*
    - ▪ *Should be short but meaningful*
    - ▪ *Avoid general subjects such as: Hello, News, Question…*
    - ▪ *Never leave the title blank*
    - ▪ *Limit the use of the words "important" or "urgent"*

Communication in The Internet & Digital Devices

- **Email**
  - ❖ *Email content:*
    - ■ *Be brief, concise, and clear*
    - ■ *Write short sentences and leave a space between paragraphs*
    - ■ *Bold the main topics for each content*
    - ■ *Avoid writing all content in capital letters*
    - ■ *Correct spelling, do not abbreviate*
    - ■ *Use editing tools yet avoid using too much*

Email

- **Email content:**
  - *Greeting*
  - *Brief introduction about yourself*
  - *Body/Main content*
  - *Conclusion*
  - *Complimentary line*
  - *Signature with contact information*

Formal Email Format

Use this format for professional purposes, for writing to professors, and for applications and resumes.

Dear Professor Kim**:**

> Use Dear not Hi, in formal email. NO Punctuation after Dear

> Colon: No space between the word before and the colon: "Dear Mr. Turner:"

Or

Dear Mr. Turner

> Always CAPITALIZE names.

> These days punctuation is getting simplified, especially in the business world. If it is routine email and not a formal business letter on paper then no colon is also appropriate.

Body of email ……………………………………………….....................
………………………………………………………………………

Sincerely**,**

> Sincerely, and other closings are followed by a comma. The name should be on the next line or skip one line. If it is a business letter on paper then you should skip four lines because your handwritten signature should be between the "Sincerely" and your name.

Or

Yours truly,

> Notice that the second word is not capitalized.

Adam Turner
Director
English Writing Center
Hanyang University

> No commas between titles and the end of an signature line if possible.

Personal (informal) Email Format

Adam,

> Very informal

Dear Adam
Dear Adam,
Dear Mr. Turner,
Dear Mr. Turner

Or

Hi, Adam.

> The greeting in a personal email is not that important but follow the punctuation here at least. It also depends on the relationship between the people too much to give clear rules. There is also a Korean email style that is influenced by the Internet. Overusing !!!! and ~~~ is common in emails from Korean students. Do not use Hi!!! or Bye~~ when emailing foreign Professors. It looks childish.

Hello**,** Mr. Turner.

> Period only after beginning with "Hi"

> Comma after Hi or Hello,

Take care, Bye, See you tomorrow, Love, etc. many closings are possible.

Communication in The Internet & Digital Devices

- **Email**
  - ❖ *Attached files:*
    - ■ *Have clear file name*
    - ■ *Should use unsigned Vietnamese*
    - ■ *If there are many attachments, you should use a compression software to compress them into one single file*
    - ■ *Should briefly describe the content of the attachment in the body of the email*
  - ❖ **Recheck** *email carefully before sending*

Communication in The Internet & Digital Devices

- **Email**
  - ❖ *Other notes:*
    - ■ *Reply as soon as possible (within 24 hours) or send an email to notify the sender that you have received the email and indicate the time to reply*
    - ■ *Should use the Cc function to send it to many people in the group*
    - ■ *Writing style should be polite*
    - ■ *Avoid emoticons and any acronyms or terms*
    - ■ *Avoid automatically reply*

Communication in The Internet & Digital Devices

- **Online chat**
  - ❖ *With customers: support for online customer services*
    - ▪ *Greetings and introduction*
    - ▪ *Ask for customer's requirements*
    - ▪ *Ask for customer's contact information*
    - ▪ *Do not waste time*
    - ▪ *Absolutely do not exchange sensitive information*
    - ▪ *Customize and install online chat features*

Communication in The Internet & Digital Devices

- **Online chat**
  - ❖ *With friends/ colleagues:*
    - *Find out if the company has chat policies*
    - *Take advantage of private message*
    - *Be careful with the content*
    - *Beware of viruses, scam*
    - *Avoid using sensitive nicknames*
    - *Separate friends and professionals*
    - *Understand what we're texting*

Communication in The Internet & Digital Devices

- **Social networks**
  - *Only make friends online with people we know*
  - *Online behavior is the same as in real life*
  - *Do not provide personal information indiscriminately online*
  - *Do not comment on photos or status when you do not understand the whole picture*
  - *Block virtual accounts and spammers, spam ads*

Presentation

■ **Before a presentation**

❖ *Define the goals of the presentation*

❖ *Analyze the context when giving a presentation*

❖ *Understand the characteristics and needs of the audience*

❖ *Design a good presentation*

❖ *Choose the right presentation method*

❖ *Time the delivery of a presentation*

❖ *Rehearse as much as you can*

Presentation

■**During a presentation**

❖ *Interact with the audience*

❖ *Have appropriate gestures*

❖ *Maintain a good facial expression*

❖ *Maintain eye contact*

❖ *Deliver the presentation within time limit*

❖ *Answer questions*