

Nidhi

Roll No: 29

MCA

## Assignment 2

**Ques 1: Explain the difference between business communication and interpersonal communication.**

**Ans:** There is a distinct difference between interpersonal communication and business communication. A businessman who understands the difference between the two is better able to connect with different customers effectively.

**Audience:** With interpersonal communication, the audience is your friends, family, close co-workers or, potentially, clients with which you have a strong relationship.

Interpersonal communication is, therefore, much less formal than business communication, which is typically aimed at communicating with your employees, most of your customers, business contacts and the public at large.

**Structure:** Because of the nature of business communication as formal and, in many ways, detached from you as the speaker, the structure too is normally more rigid than the structure of interpersonal communication. There is an upshot to business communication, though, in that there are also more ways to communicate a message than with interpersonal communication.

**Intention:** With interpersonal communication, business owners are typically more concerned with conveying relevant facts or opinions about personal matters. In business communication, the intent is to communicate messages so

that products and services can ultimately be purchased by consumers.

Seen this way, business communication is essentially a part of a small business' marketing strategy. In essence, business communication seeks to persuade, whereas interpersonal communication seeks to share information.

**Communication challenges:** The benefit to the forms of business communication, however, is that they can typically be edited and revised before being published, and sometimes even after if the form is a press release or other written medium.

Interpersonal communication, because it is primarily verbal and temporary, tends to be set in stone once you've put the message out there.

**Ques 2: Write short note on the following:**

- a) Effective listening
- b) Cultural barriers in communication

**a) Effective Listening:**

Listening is an essential part of spoken communication. Speaking and listening go together and oral communication cannot be effective without proper listening. Poor listening defeats the very purpose of spoken words. Listening is a deliberate effort and is much more than hearing. It requires getting the full meaning of what is being said.

Listening effectively takes skill, self-motivation, and practice. Effective listening means concentrating on what the speaker says rather than on how it is said. Lack of attention and respectful listening can be costly - leading to mistakes, poor service, misaligned goals, wasted time and lack of teamwork.

Listening is an important aspect of business communication. It stands third after writing and speaking. A business communicator has to listen to various customer, employees, officer, suppliers, financiers etc.

### Importance of Effective Listening:

- It helps us to understand the people and the world around us.
- In our society, listening is essential to the development and survival of the individual.
- Relationships depends more on listening skills than on speaking skills.
- A good listener is always in a better position to deal with his problems and relationships.
- It helps a person to grow in his career.
- It keeps a person well informed
- It helps an organization to meet its objectives.
- A good listener rarely involves himself in controversies and misunderstanding.
- Listening skills are critical to effective leadership.
- Good listeners are often the best speakers because they have taken the time to find out what people are truly interested in.

b) **Cultural norms** are the customary, pattern or model of a specific cultural, ethnic, race, social or religious group considers as classic. Cultural differences cause behaviour and personality differences like body language, thinking, communication, manners, norms, etc. which leads to miscommunication.

For example, in some cultures eye contact is important whereas in some it is rude and disrespectful.

Culture also sets a specific norm which dictates behaviour as they have guidelines for accepted behaviour. It explains what is right and wrong. Every action is influenced by culture like ambitions, careers, interests, values, etc. Beliefs are also another cause for cultural barrier.

Appropriate amount of emotion that must be displayed is also different in different cultures. Roles are defined by culture. Effective communication with persons of diverse culture is expressly challenging. It takes furthermore awareness to overcome these shortcomings and converse efficiently across nations.

**Ques 3: Describe technical communication in detail. Also, discuss message structure.**

**Ans:** Technical communication is a field that includes any following form of communication that can help users to accomplish a defined goal or task. The main purpose of technical communication is to assist users who need specific information on completing tasks, using products, operating equipment, and so on.

It also helps business in different ways:

- To be more productive and consumer-oriented.  
Employers set goals properly, understand and complete the tasks successfully.
- Technical communication provides background, so employers can get new ideas.

- Technical communication is not only about manuals and instructions, as you could think, it includes any form of communication, for example:  
Communicating by using technology, such as help files, web pages, and even social media.  
Communicating about technical topics.
- Providing instructions on how to use a product in the form of documentation.
- Technical communicators work in different spheres and make information accessible to people who need it:
- Product manuals help users to achieve the desired goal easily.
- Training programs provide people with new skills.
- Medical instructions help health staff provide the treatment properly, reducing risks associated with incorrect care.
- Usability studies help to find issues with a product and make it more user-friendly.

## Message Structure

The message is the thought, idea, attitude, image, or other information that the sender wishes to convey to the intended audience. In trying to encode the message in a form that will enable the audience to understand its precise meaning, the sender must know exactly what he or she is trying to say and why. The sender must also know the target audiences' personal characteristics in terms of education, interests, needs and experience. The sender must then design a message strategy through words and/or pictures that will be perceived and accurately interpreted by the target audience. One study developed a list of messages elements designed to appeal to three personality types

- Righteous buyer: who looks to recommendations from the independent sources such as consumer reports?
- Social buyer: who relies on the recommendations of friends on celebrity endorsements and testimonials?
- Pragmatic buyer: who looks for the best value for the money, though not necessarily the least expensive?

### Message structure presentation:

Some of the decision that marketers must make in designing the message include the use of resonance, positive or negative message framing, one-sided or two-sided messages, comparative advertising, and the order of presentation.

- **Resonance:** Advertising resonance is defined as wordplay, often used to create a double meaning used in combination with a relevant picture. By using the resonance in ads marketers can improve the chances that their ads will be noticed by the consumers and create favourable and lasting impressions
- **Message Framing:** Should a marketer stress the benefits to be gained by using a specific product (positive message framing) or the benefits to be lost by not using the product (Negative message framing)? Research suggests that the appropriate message framing decision depends on the consumer's attitudes and characteristics as well as the product itself.
- **Comparative Advertising:** Comparative advertising is a widely used marketing strategy in which a marketer claims product superiority for its brand over one or more explicitly named or implicitly identified competitors, either on an overall basis or on selected product attributes. Comparative advertising is useful for product

positioning, for target market selection, and for brand-positioning strategies.

Ex- Coca cola & Pepsi

- **Order Effects:** It is best to produce a commercial first or last? Should you give the bad news first or last? Communication researchers have found that the order in which a message is presented affects audience receptivity. For this reason, politicians and other professional communicators often jockey for position when they address an audience sequentially; they are aware that the first and the last speeches are more likely to be retained in the audience memory than those in between.

**Ques 4: What are the distinctive features of speech as compared to writing?**

**Ans:** Speech is the type of communication in which the sender transmits information to the receiver through verbally speaking the message, where writing uses written or printed text for exchanging the information.

While both spoken and written communication function as agreed-upon rule-governed systems of symbols used to convey meaning, there are enough differences in pragmatic rules between writing and speaking to justify discussing some of their differences.

### 1) Formal versus Informal

We generally use speeches informally while we write formally. We generally tolerate verbal mistakes in our speech, but not our writing. Even though it may seem like formal language is valued over informal, this

informal language that most of us use when we speak inadvertently contributes to bringing people closer together.

## 2) Synchronous versus Asynchronous

Speech is almost entirely synchronous while written communication is almost entirely asynchronous. Synchronous communication is *communication that takes place in real time*, such as a conversation with a friend. In contrast, asynchronous communication is *communication that is not immediate and occurs over longer periods of time*, such as letters, email, or even text messages at times.

## 3) Recorded versus Unrecorded

Written communication is generally *archived and recorded for later retrieval*, while speeches are generally not recorded. Hence speech leads to private conversation between the sender and receiver where many people have gotten into trouble because of what they have “spoken” about others through email and text.

## 4) Speed

Speech is faster than Written Communication.

## 5) Feedback

Instant feedback is received from the recipient during speech which is not possible in Written Communication.



**Ques 5: Which are the domains in which downward communication is used effectively? What are its limitation?**

**Ans:** Downward Communication Any communication that flows downward from a manager to employees is downward communication. Downward communication is used to inform, direct, coordinate and evaluate employees. When managers assign goals to their employees, they are using downward communication. Managers are also using downward communication by providing employees with job descriptions, informing them of organizational policies and procedures, pointing out problems that need attention, or evaluating their performance. Downward communication does not have to be oral or face-to-face contact. When management sends letters to employees' homes to advise them organization's new policy, it is using downward communication. Usually organizational media is used for this purpose: newsletter, gazettes, Hotlines, etc.

**Domains in which downward communication is used :**

1. It is used to give directives. When manager give orders to the employees, it is basically downward communication. Therefore, downward communication is used to give directives.
2. It is used to give information Organizational procedures, practices, policies etc. are all conveyed to the employees using downward communication channels.
3. It is used to give feedback to employees Managers give feedback to employees using the channels of downward communication.
4. It is used to provide ideological information Ideological information and organizational vision and mission are

communicated to the employees through downward communication channels. Therefore, it also serves as a means to communicate the organizational goals

The limitations of downward communication are as follows:

**Interpretative problems:** Downward communication presents interpretation problems because of the distortion effect and the slow feedback for message clarification.

**Distortion:** Ever played the grapevine game? Downward communications can become distorted as it proceeds through multiple levels of the organisation.

**Not motivating:** Given slow feedback and the dependence on formal channels of communication, this method of communication doesn't really help with motivation.

**Slow feedback:** It takes time for messages to go down the organisation and then up the organisation and then back down again. This means that feedback can be slow, resulting in problems, especially in a dynamic environment.

**Lowers morale:** Given the time communication takes and the problem with distorted messages, downward communications can have a negative impact on organisational morale.