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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 communication 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:

1. Effective listening
2. Cultural barriers in communication

Ans:

1. **Effective listening** requires both deliberate efforts and a keen mind. Effective listeners appreciate flow of new ideas and information. Organizations that follow the principles of effective listening are always informed timely, updated with the changes and implementations, and are always out of crisis situation. Effective listening promotes organizational relationships, encourages product delivery and innovation, as well as helps organization to deal with the diversity in employees and customers it serves.

To improve your communication skills, you must learn to listen effectively. Effective listening gives you an advantage and makes you more impressive when you speak. It also boosts your performance.

**Characteristics of Good and Effective Listener**

Good and effective listener tries to give maximum amount of thought to the speaker’s ideas being communicated, leaving a minimum amount of time for mental exercises to go off track. A good listener:

1. Is attentive
2. Do not assume
3. Listen for feelings and facts
4. Concentrate on the other speakers kindly and generously
5. Opportunitizes
6. **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 stuff 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.

As technical communication is part of different spheres, keep in mind that technical communication is not expressive writing, journalistic writing, or creative literature. It does not use vague literary references. The language of technical communication is dry, clear and concise to help people get the main idea quickly.

**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.
* **One sided versus two-sided messages:** Should marketers tell their audience only the good points about their products or should they also tell them the bad (or the commonplace)? Should they pretend that their products are only ones of their kinds, or should they acknowledge competing products? These are very real strategy questions that marketers face every day, and the answers depend on the nature of the competition face every day, and the answers depend on the nature of the competition. However, when competition does exist and when it is likely to be vocal, such advertisers tend to lose credibility with the consumer.

It the audience is friendly (e.g.: if it uses the advertiser’s products), if it initially favours the communicators position, or if it is not likely to hear an opposing argument, then one-sided(supportive)message that stresses only favourable information is most affective. However, if the audience is critical or unfriendly (e.g., if it uses competitive products). If is well educated, or if it is likely to hear opposing claims, then a two-sided(refutational) message is likely to be more effective. Two-sided advertising messages tend to be more credible than one sided advertising messages because they acknowledge that the advertised brand had shortcomings. Two sided messages can also be very effective when consumers are likely to see competitor’s negative counter claims or when consumer attitude toward the brand are already negative.

* **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:

Written and spoken language differ in many ways. However, some forms of writing are closer to speech than others, and vice versa. Below are some of the ways in which these two forms of language differ:

* Speech is usually transient, unless recorded, and speakers can correct themselves and change their utterances as they go along.
* Writers can make use of punctuation, headings, layout, colours and other graphical effects in their written texts. Such things are not available in speech
* A written text can communicate across time and space for as long as the particular language and writing system is still understood.
* Writing is usually permanent and written texts cannot usually be changed once they have been printed/written out.
* Speech is usually used for immediate interactions.
* Spoken language tends to be full of repetitions, incomplete sentences, corrections and interruptions, with the exception of formal speeches and other scripted forms of speech, such as news reports and scripts for plays and films.
* Written language tends to be more complex and intricate than speech with longer sentences and many subordinate clauses. The punctuation and layout of written texts also have no spoken equivalent. However, some forms of written language, such as instant messages and email, are closer to spoken language.
* Some grammatical constructions are only used in writing, as are some kinds of vocabulary, such as some complex chemical and legal terms.
* Writers receive no immediate feedback from their readers, except in computer-based communication. Therefore, they cannot rely on context to clarify things so there is more need to explain things clearly and unambiguously than in speech, except in written correspondence between people who know one another well.
* Speech is usually a dynamic interaction between two or more people. Context and shared knowledge play a major role, so it is possible to leave much unsaid or indirectly implied.
* Speech can use timing, tone, volume, and timbre to add emotional context.
* Written material can be read repeatedly and closely analysed, and notes can be made on the writing surface. Only recorded speech can be used in this way.

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

Ans:

Under this system, the flow of communication from the top management downward to be operating level. It may also be called a communication from a superior to a subordinate. It follows the line of authority from the top to the bottom of the organisation hierarchy. Downward communication consists of plans & policies, orders and instructions, procedures & rules etc. Downward communication, in its purest form, does not leave room for an immediate response from subordinates, and the result is that one-way messaging can come off authoritative and closed off to feedback.

Domains in which downward communication is used:

* **Delegating authority and responsibility**:
* **Marinating discipline**
* **Informing organizational plans and procedures**
* **Explaining the complex issues**
* **Issuing orders and instructions**
* **Inspire New Ideas and Collaboration**
* **Maintaining good labour-management relationship**
* [To explain about change](https://www.geektonight.com/downward-communication/#to-explain-about-change)
* Evaluation

Disadvantages of downward communication

Though downward communication provides many advantages to the organization, it is not free limitations. Its main limitations or disadvantages are discussed below:

* Time-consuming: Downward communication is a delayed process. In this communication, information flows through different levels of hierarchy. As a result, when information reaches to the lower-level workers, it may have lost its significance or utility.
* Distortion of information: Downward communication also suffers form problem of distortion of message. People have a tendency to modify or manipulate information. Therefore, information is passed from one individual to another or form one level to another, authenticity of information is lost.
* Lack of explanation: In most cases, downward communication contains messages without necessary explanation and clarification. For this reason, subordinates fail to understand the message accurately.
* Deterioration of relationship: Heavy reliance on downward communication also deteriorates the labour-management relationships. Because it does not provide any scope of direct communication between them.
* Lack of feedback: Absence of feedback is another major drawback of downward communication. The top-level executives usually place little or no importance to the messages received from subordinates. Superiors hardly seek feedback from the subordinates. Due to negligence of the superiors, subordinates also seldom send feedback. As a result, communication becomes ineffective.
* Lack of enthusiasm: Managers send orders instructions and advices to the subordinates through downward communication. This form of communication energizes and activates the employees. Therefore, delay in the downward flow of information adversely affects the enthusiasm of the employees.
* Creation of frustration: Downward communication is directive in nature. This type of communication hardly allows the subordinates to discuss any matter with their superiors. Moreover, the subordinates are compelled to follow the orders and instructions of the superiors. Such coercion creates frustration in the mind of the employees.