

**Shanto-Mariam University of Creative Technology**

**Module Title: Business Communication**

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**Departments of CSE**

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**1.Communication: communication is the way to keep everyone socialize with each other. Communication is simply the act of transferring information from one place, person or group to another. Every communication involves (at least) one sender, a message and a recipient. This may sound simple, but communication is actually a very complex subject.**

**The transmission of the message from sender to recipient can be affected by a huge range of things. These include our emotions, the cultural situation, the medium used to communicate, and even our location. The complexity is why good communication skills are considered so desirable by employers around the world: accurate, effective and unambiguous communication is actually extremely hard.**

**Differentiate between formal and informal communication:**

**Both formal and informal communication are crucial for maintaining a clear and cordial work culture. But what makes casual conversation different from official meetings?**

**a.As we know it, formal communication is also called official communication. Formal communication often follows a specific structure or channels such as emails to the clients, whereas informal communication can often flow freely in any direction.**

**b.Formal meets must maintain secrecy for the messages shared. But when you are having a casual chat, maintaining confidentiality gets tough. In fact, it will be safe to say that most rumors or gossip start through the route of informal communication.**

**c.Formal communication is time-consuming. On the other hand, informal communication is usually quick and easy to navigate.**

**d.Formal communication is more reliable, as it follows a pattern set by the organization. In contrast, informal communication takes off on its own and sets its own course.**

**2. The three steps in the writing process:**

**a. Planning**

**i.Determine General Purpose**

**ii. Determine Appropriate Format**

**iii. Choose a Topic**

**iv. Write a Statement of Purpose**

**b. Writing**

**i.Write One Section of the Rough Draft at a Time**

**ii.Write Connecting Devices**

**c. Revising**

**i.** **Begin with Higher-Order Concerns**

**ii.Finish with Lower-Order Concerns**

**The Purposes of Memorandum:**

**A person writes a memo with some purposes in mind. It is used**

**\*To inform.**

**\*To inquire.**

**\*One can use it to report.**

**\*To give suggestions.**

**\*To remind.**

**\*One can use it to instruct.**

**\*One can promote goodwill using a memo.**

**\*To communicate the ideas.**

**3. Objectives of Business Communication:**

**Communication is the lifeblood of an organization. It is the vehicle that ensures proper performance of organizational functions and achievement of organizational goals.**

**The following objectives of Business Communication are:**

**a.To exchange information: The main objective of business communication is to exchange information with internal and external parties. Internal communication occurs within the organization through orders, instructions, suggestions, opinions etc.**

**b.To develop plans: Plan is the blueprint of future courses of actions. The plan must be formulated for attaining organizational goals. In order to develop a plan, management requires information.**

**c.To implement the plan: Once a plan is prepared, it is to be implemented. Implementation of a plan requires timely communication with the concerned parties. Thus, communication aims at transmitting a plan throughout the organization for its successful implementation.**

**d.To facilitate policy formulation: Policies are guidelines for performing organizational activities. Policies are also termed as standing decisions to recurring problems. Every organization needs to develop a set of policies to guide its operation. Preparing policies also require information from various sources. Therefore, the objective of communication is to collect necessary information for policy formulation.**

**e.To achieve organizational goal: Collective efforts of both managers and workers are essential for achieving organizational goals. Communication coordinates and synchronizes the efforts of employees at various levels to achieve the stated goals of the organization.**

**f.To organize resources: Various kinds of resources are available in an organization such as human resources, material resources, financial resources and so on.**

**g.To coordinate: Coordination is a basic management function. It involves linking the various functional departments of large organizations. Therefore, the objective of communication is to coordinate the functions of various departments for the easy attainment of organizational goals.**

**Differentiate between upward and downward communication:**

**i.The direction of flow of communication in upward communication flows from bottom to top, whereas in downward communication, it flows from top to bottom.**

**ii.The frequency of occurrence of upward communication is low compared to downward communication.**

**iii.The nature of upward communication is participative, while the nature of downward communication is authoritative.**

**iv.Upward communication is the voice of employees to make complaints, give feedback, and suggestions. Unlike, downward communication, which is used to pass instructions, orders, advice, or assigning responsibilities in the organization.**

**v.Due to nature, the speed of upward communication is slower compared to downward communication.**

**vi.Downward communication dominates upward communication is a traditional practice.**

**vii.The common forms of upward communication are reports, suggestion boxes, & meetings. On the contrary, the common forms of downward communication are circulars, notices, audio-visual media.**

**4.Horizontal Communication:**

**Horizontal communication is communication among people at the parallel or same level, position, rank or status people of the organization. Horizontal communication is the communication that flows laterally within the organization, involves persons at the same level of the organization. Horizontal communication normally involves coordinating information and allows people with the same or similar rank in an organization to cooperate or collaborate.**

**The purposes of horizontal communication are:**

**\*To coordinate activities between departments.**

**\*To persuade others at the same level of organization.**

**\*To pass on information about activities or feelings.**

**Techniques used are memos , meetings , telephones, picnics , dinners , and other social affairs.**

**5. The single most significant element of non-verbal communication is the body language:**

**Body language is a type of a nonverbal communication in which physical behaviors, as opposed to words, are used to express or convey the information. Such behavior includes facial expressions, body posture, gestures, eye movement, touch and the use of space. Body language exists in both**

**animals and humans, but this article focuses on interpretations of human body language. It is also known as kinesics.Although body language is an important part of communication, most of it happens without conscious awareness. For instance, when your blind date arrives, you may begin to tap your foot nervously without realizing it. Fortunately, by learning more on this topic we can become skilled at understanding other people's posture . Body language must not be confused with sign language, as sign languages are full languages like spoken languages and have their own complex grammar systems, as well as being able to exhibit the fundamental properties that exist in all languages. Body language, on the other hand, does not have a grammar system and must be interpreted broadly, instead of having an absolute meaning corresponding with a certain movement, so it is not a language like sign language, and is simply termed as a "language" due to popular culture.**

**Nonverbal communication plays a significant role in our lives, as it can improve a person's ability to relate, engage, and establish meaningful interactions in everyday life.**

**6. Bias-free language: Bias-free language is language that is sensitive to people’s sex, race, age, physical condition and many other categories. Bias-free language does not discriminate and therefore includes all readers in a fair and friendly manner.**

**Examples of biased language are scattered throughout the English vocabulary. After researching hundreds of bias-words (past and present), we found 25 examples common enough to bring to your attention. Ongig’s Text Analyzer software, which flags these and many more exclusionary words, provides suggestions for alternatives to such biased words. We share those recommendations below too.**

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