



TECHNICAL COMMUNICATION (KAS – 301)



UNIT – 4 TECHNICAL COMMUNICATION SKILLS

TOPIC : **Business Communication Competence**



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BUSINESS COMMUNICATION COMPETENCE

- Communication skills and competencies play a vital skill both for managers and business owners as well as employees.
- Interacting with others is a large portion of many industries and having the necessary skills and competencies to interact with others is essential no matter what business you are in.

VERBAL COMMUNICATION SKILLS

- Verbal communication skills are very important and must be honed, particularly in a job in which employees deal with the public.
- Clear communication requires straightforward language that is neither too flowery nor too simple.
- It is essential to be able to use the spoken word to get your point across simply.
- Higher levels of communication competencies deal with persuasive speaking and these skills are necessary for management level employees and those in marketing positions within a company.

NONVERBAL COMMUNICATION SKILLS

- Nonverbal communication is much more difficult for many people.
- It consists of body language and the cues that are given off while listening to someone else speak.
- Those in customer service positions need to have a highly developed competency level in listening.
- Nodding of the head, inclining towards the speaker and showing an open body (shoulders back, arms uncrossed) let a speaker know that you are listening and hearing what they have to say.

WRITTEN COMMUNICATION SKILLS

- One often overlooked area of communication is the written word.
- Even the most basic position in a company requires employees to have good written communication skills.
- Proper spelling, grammar usage and a professional way of imparting information are important competencies that must be mastered.
- Written communication that is poorly worded, misspelled or full of errors detracts from the overall message that is being imparted.
- This is even more vital when dealing with the public through written communication. people judge others by the way they write and it is important to make sure that written communication is professional

COMMUNICATIVE COMPETENCE

- A language user needs to use the language not only correctly (based on linguistic competence), but also appropriately (based on communicative competence).
- This approach does not diminish the importance of learning the grammatical rules of a language.
- In fact, it is one of the four components of communicative competence: linguistic, sociolinguistic, discourse, and strategic competence.

1. LINGUISTIC COMPETENCE

- LINGUISTIC COMPETENCE is the knowledge of the language code, i.e. its grammar and vocabulary, and also of the conventions of its written representation (script and orthography).
- The grammar component includes the knowledge of the sounds and their pronunciation (i.e. phonetics), the rules that govern sound interactions and patterns (i.e. phonology), the formation of words by means of e.g. inflection and derivation (i.e. morphology), the rules that govern the combination of words and phrases to structure sentences (i.e. syntax), and the way that meaning is conveyed through language (i.e. semantics).

2. SOCIOLINGUISTIC COMPETENCE

- Sociolinguistic competence is the knowledge of sociocultural rules of use, i.e. knowing how to use and respond to language appropriately.
- The appropriateness depends on the setting of the communication, the topic, and the relationships among the people communicating. moreover, being appropriate depends on knowing what the taboos of the other culture are, what politeness indices are used in each case, what the politically correct term would be for something, how a specific attitude (authority, friendliness, courtesy, irony etc.) is expressed etc.

3. DISCOURSE COMPETENCE

- Discourse competence is the knowledge of how to produce and comprehend oral or written texts in the modes of speaking/writing and listening/reading respectively.
- It knows how to combine language structures into a cohesive and coherent oral or written text of different types.
- Thus, discourse competence deals with organizing words, phrases and sentences in order to create conversations, speeches, poetry, email messages, newspaper articles etc.

4. STRATEGIC COMPETENCE

- Strategic competence is the ability to recognize and repair communication breakdowns before, during, or after they occur.
- For instance, the speaker may not know a certain word, thus will plan to either paraphrase, or ask what that word is in the target language.
- During the conversation, background noise or other factors may hinder communication; thus the speaker must know how to keep the communication channel open.
- If the communication was unsuccessful due to external factors (such as interruptions), or due to the message being misunderstood, the speaker must know how to restore communication.
- These strategies may be requests for repetition, clarification, slower speech, or the usage of gestures, taking turns in conversation etc.