

# *Business Communication*

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# Unit I

- Introduction
- Nature of Communication
- Importance of Communication
- Types of Communication
- Forms of Communication
- Barriers to Communication
- Process of Communication (additional)

# Introduction

- Communication is an integral part of human existence
- Success or failure of human activity is based on how we communicate
- Communication behaviour reflects a person's mindset, attitude and culture
- Increases coordination and integration of people
- To maintain contact with others and make himself understood

# Importance

- In the professional world, communication and related skills decide a person's career curve - better the communication skills, higher are the chances of touching the zenith of success.
- The new global and diverse workplace requires excellent spoken and written communication skills!



# What is Communication?



- Derived from the Latin word "**communis**," meaning to **share**.
- Communication is the **exchange of thoughts, messages, or information** by **speech, visuals, signals, writing, or behaviour**.
- It is the transmission of an idea or feeling so that the **sender and receiver share the same understanding**.

# Definition of Communication

Allen Louis:

“Communication is the sum of all the things, a person does when he wants to create an understanding in the minds of another. It involves a systematic and continuous process of telling, listening and understanding.”

# Definition of Communication

- George R Terry:

“Communication is an exchange of facts, opinion or emotion by two or more persons”

- Robert Anderson:

“Communication is an interchange of thoughts, opinion or information through speech, writing or signs”

# Nature/Features/Characteristics of Communication



# 1. Two Way Process



## 2. On Going Process

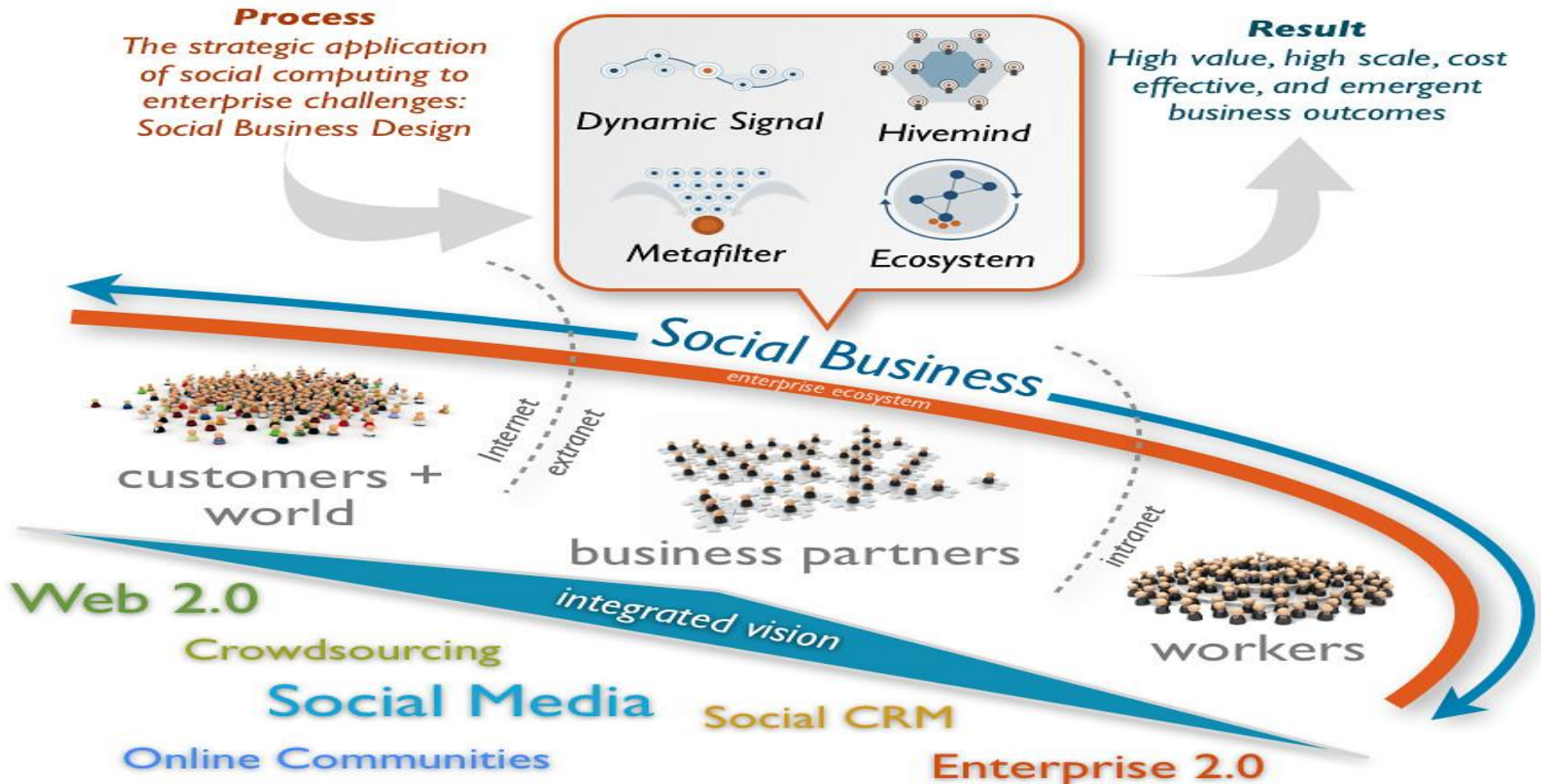


# 3. Goal Oriented Process



# 4. Dynamic Process

## The Social Business Continuum: World + Customers + Partners + Workers



← The significant social computing trends of the last half decade →

**Source:** Dion Hinchcliffe, Dachis Group, 2011 <http://dachisgroup.com>

## 5. Social Process



## 6. Situation Dependent Process



## 7. Promotes Understanding of messages



## 8. Consist of facts, opinion, ideas, emotions etc.





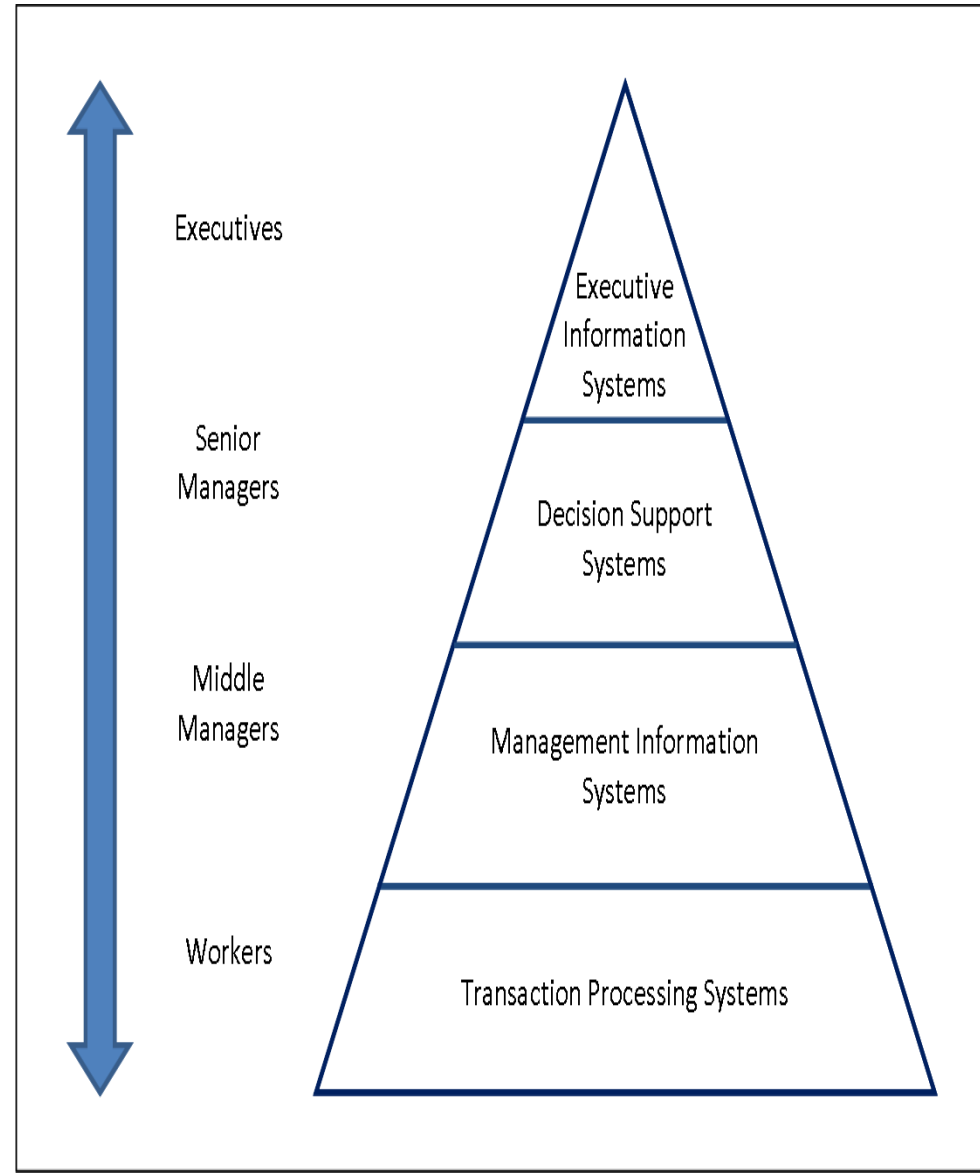
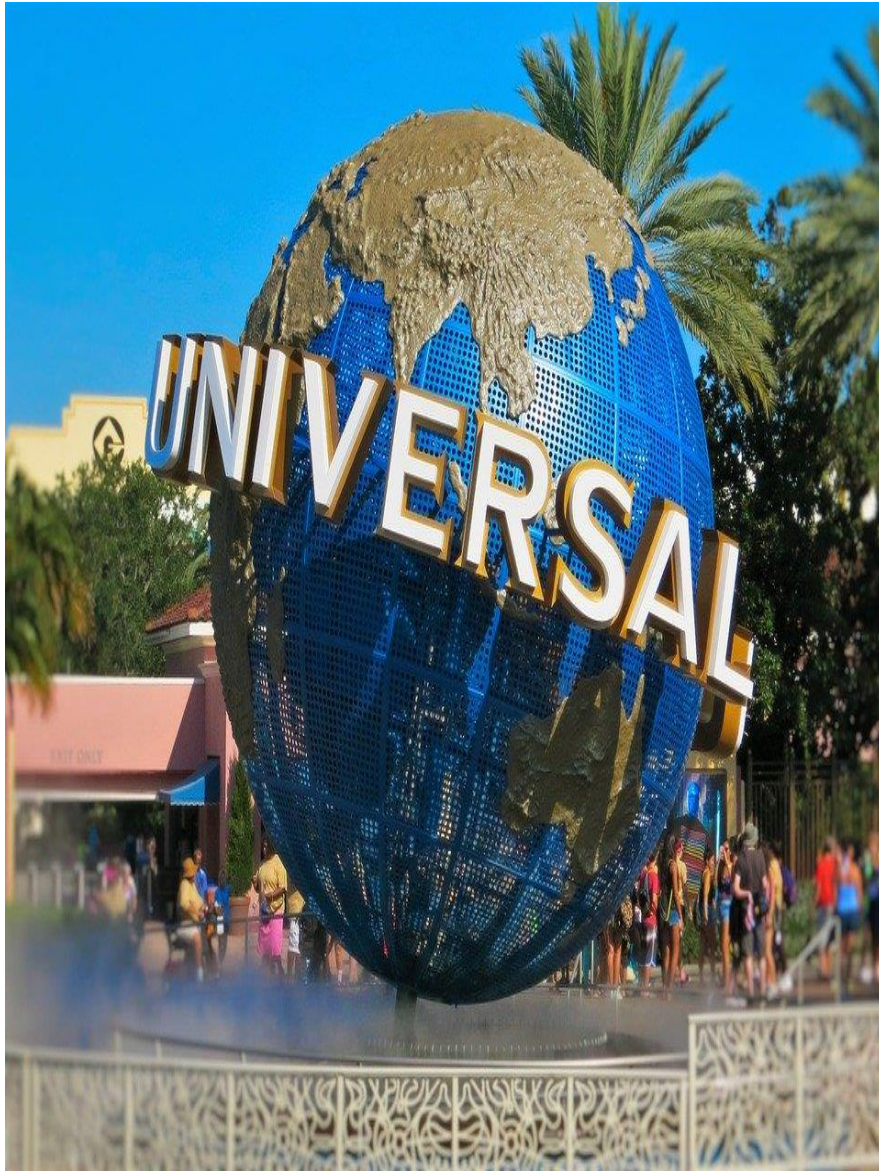
## 9. Nurtures skills



# Nurture Skills



# 10. Pervasive and universal



# Business Communication

“You can have all the great ideas in the world and if you can’t communicate, nobody will hear them.”

-Kara Blackburn

# Business Communication/Business Correspondence

Business: any economic activity – to earn profit

## Business Communication:

- Communication among business parties concerning the affairs of business- to attain a goal.
- Includes: Oral
  - Written
  - Gestural
  - Upward
  - Downward
  - Horizontal
  - Inward
  - Outward
  - Diagonal

# Need/Importance of Effective Communication

## 1. Size of the enterprise



## 2. Increasing specialization



**PURCHASING**  
Department



**Supplier Information**



### 3. Technological Advancements





## 4. Harmonious Industrial Relationship




## 5. Better Human Relations

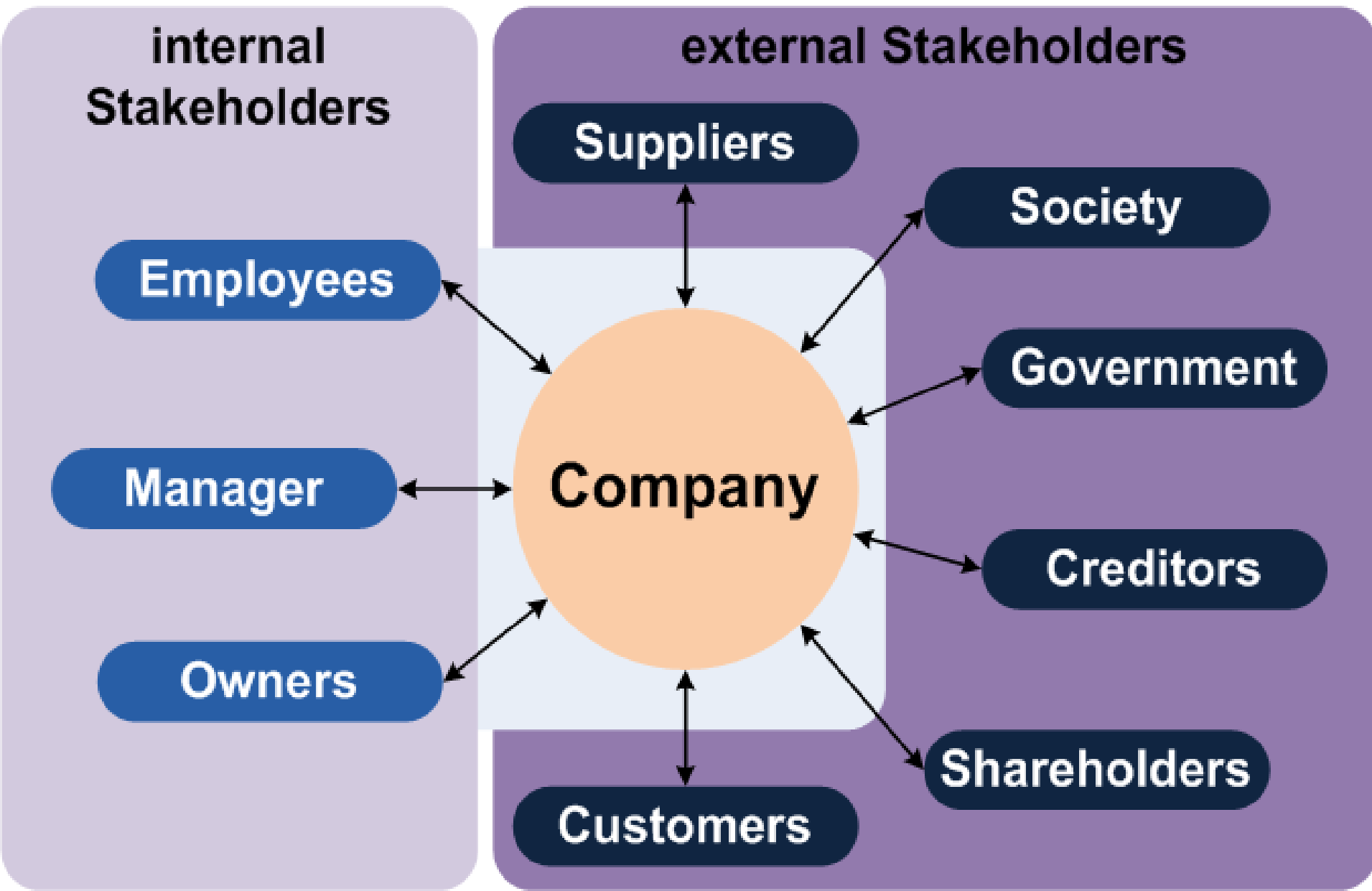


## 6.Motivating Employees

you can

 Profit

# 7. Promoting Relationship with Stakeholders



## 8. Convincing Employees for a Change



## 9. Face Competition



# 10. Personal Asset



# 11. Develop Corporate Image





## 12. Serves as Evidence



EVIDENCE BASED

# Means of Communication

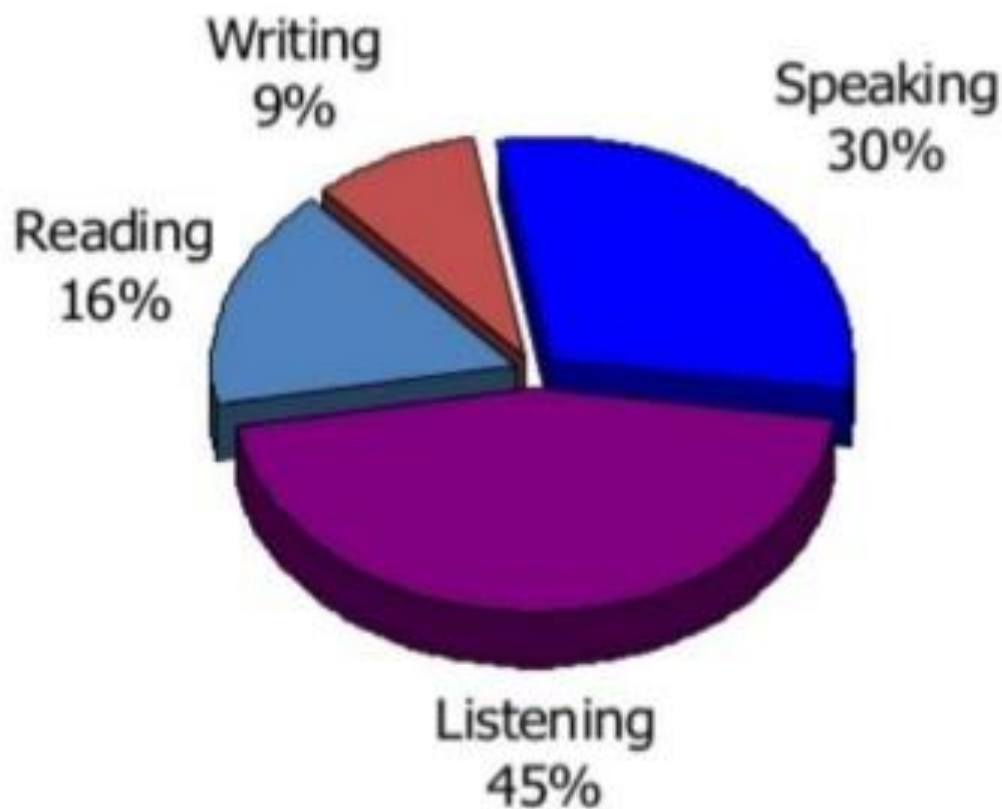
Verbal

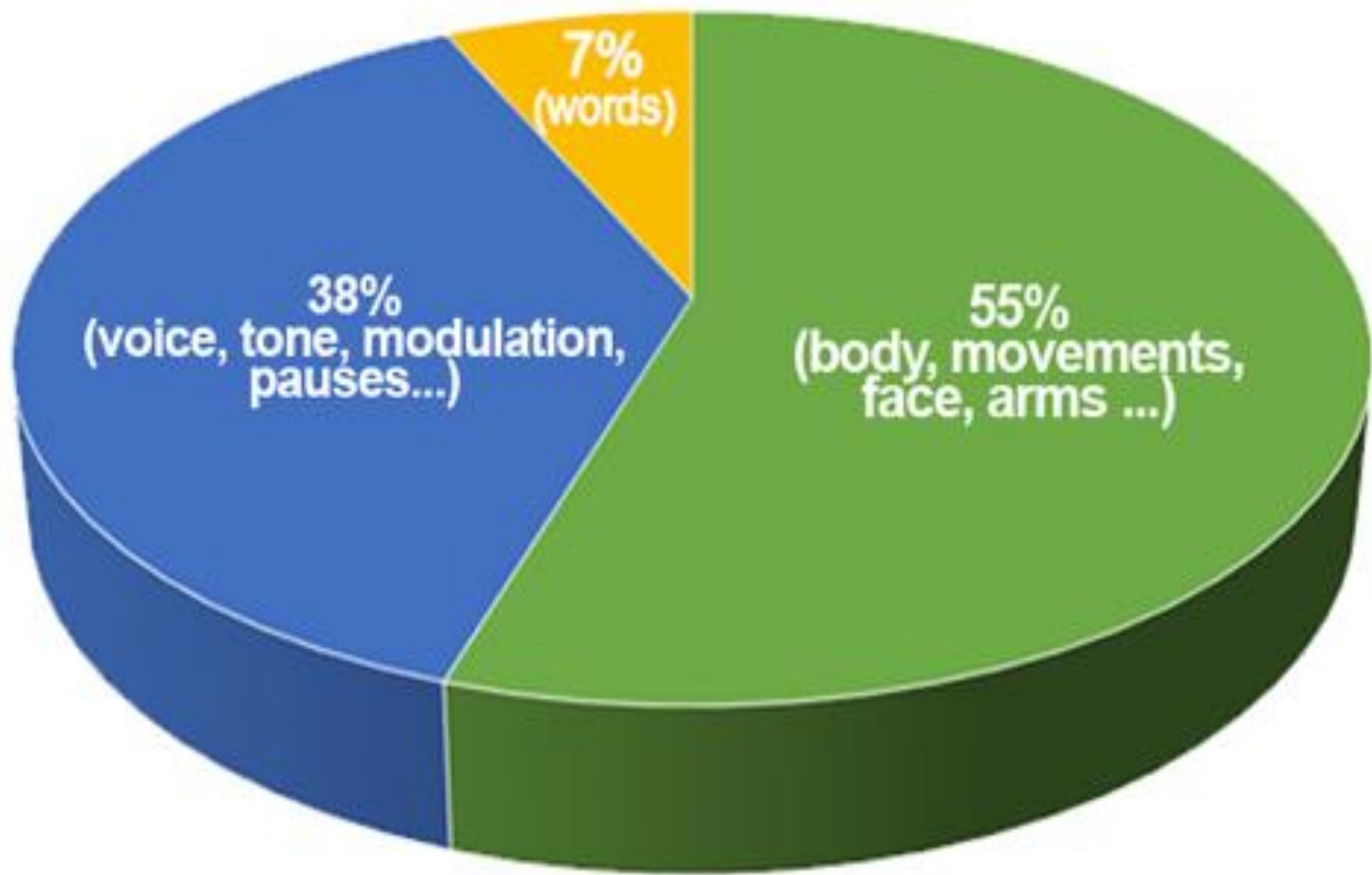
- Oral
- Written

Non  
Verbal

- Kinesics
- Paralanguage

# TOTAL COMMUNICATION PROCESS





# How We Communicate

## Verbal

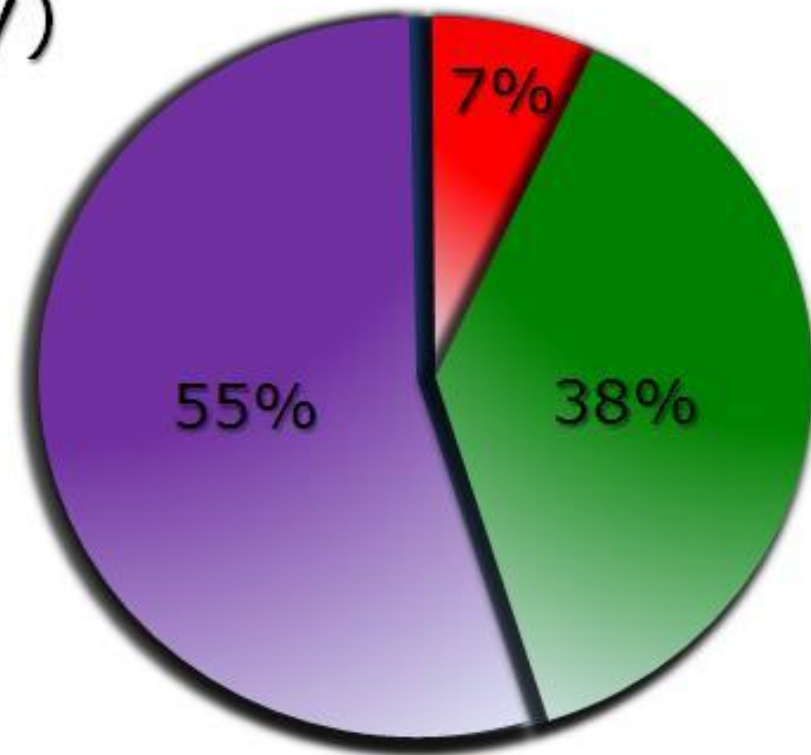
Words – (What we say)

## Para-verbal

Tone (How we say it)

## Non-verbal

Our Expressions and actions



# Verbal

# Non-verbal



Vs



## Communication

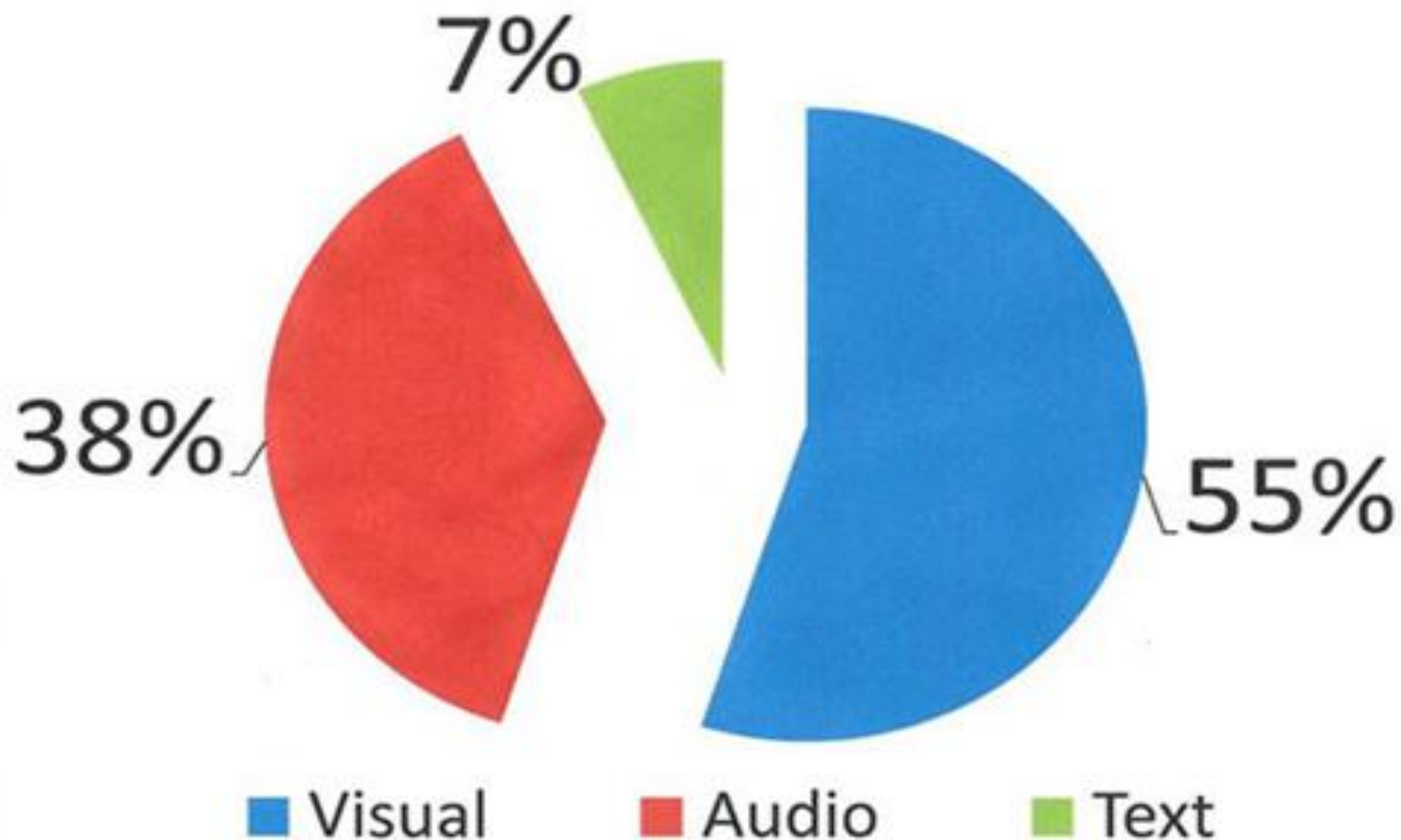
Training | Coaching | Consulting



## Verbal vs Non-Verbal

Which is More Impactful  
in Getting our Message Across?

# Impact of Communication



Source: UCLA study on how audience learns during a presentation