FORMS OF BUSINESS COMMUNICATION

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Communication:

- Natural phenomenon

- Genetically inbuilt in all forms of life like human beings, animals.

- An art to express one’s feelings, ideas and emotions effectively and fruitfully
Forms of Communication:

- Verbal – speech, words
- Non-verbal – winks, smile, tap, waves, pictures, symbols, signs
- Hieroglyphics – Alphabets as pictures
- Body language – gestures, sighs
Communication Process

- Idea → Encoding → Transmission
- Decode → Message → Reception
- Feedback
Basic Ingredients:

- Clarity
- Accuracy
- Empathy (ability to understand)
- Sincerity
- Relaxation
- Eye contact
- Posture
- Modulation of voice
Four Communication Skills

- Listening
- Speaking
- Reading
- Writing
Communication in Business

- Business involves a lot of Communication
- Communication is a major and essential part of the work involved in business
Business needs good communicators

- Needs people with good Communication Skills
- 85% recruiters give priority to effective communication skills
- Higher and better the position, the more one needs to improve one’s communicating ability
Necessity for Business Communication

- Workers receive and send information,
- Process with computers
- Write messages – fill forms
- Give and receive orders
- Contact people over phone-
- Sell, instruct
- Send weekly summaries so on
- Oral (for the most part)
- Write records
- Computer – letters, E-mails, messages, reports

To have all this organized efforts – B needs C
Cont…

- C enables people to work together
- It is a vehicle through which management performs its basic functions.
- Hence Managers direct through Communication.
- Coordinate the entire B through C
- Coordinate the staff – plan and control through C
Forms of Communications

- **Three broad categories:**
  - Internal (Operational) communication
  - External (Operational) communication
  - Personal communication
Internal – Operational Communication

- All Communication that occurs in conducting work within a business – among the workers in
- Manufacturing, servicing and selling
- Giving orders, assembling
- Reporting, writing memorandums and communicating through Computers.
- Maintaining and improving the morale of the workers
- Prescribing methods and procedures
- Announcing policies and organizational changes
- Keeping the management informed
External – Operational Communication

- Work related communication with people outside the organization
- Communication with Public, suppliers, service companies, customers for selling and servicing
- Reporting to shareholders and governments
- Brochures, telephone callbacks, advertising
- Clarity, warmth and understanding required in sending message
- Positiveness of the messages referred to as good business etiquette which contributes to the good image
Personal – Communication

- With friends and strangers
- Affects workers’ attitudes and performance
- In Travel, waiting room
- Heated words negative impact
- Rollicking (amusing) – being jovial affects the productivity
- Refusal to communicate leads to emotional upset
- Excessive Personal Communication also affects business.
Business language

SHOULD BE

☐ Plain, direct, concise, and to the point
☐ Style should be formal
☐ Focus on drawing the attention
☐ Arousing the interest, creating desire, developing communication and inducing action
Vertical communication

☐ Downward:
Messages from higher authority to lower level – letters – notes – circulars, sometimes face to face or through public address system – meetings.

☐ Upward:
Messages from subordinates to higher people – reports on work done, suggestions, mostly formal.
Horizontal communication

- With those in equal rank
- Oral or written
- Exchange of information about activities progress made
- Discussion of plans
- Advice in a friendly way
Consensus

- Common agreement or

- Understanding of opinion on policies, demands
Grapevine

- Secondary channel of personal or informal communication existing within the organization in addition to the formal channel
- No definite pattern or direction
- Largely horizontal – person to person – people with the same temperament
- Carries lot of information – may develop or affect the growth of the organization
- Management to be careful regarding this
Thank You