

Business Communication

UNIT 1

Unit 1

- Introduction : Basics of communication.
- Types and modes of communication.
- Models of communication.

Basics of communication

Communication is the art of transmitting information , ideas and attitudes from one person to another. Communication is the process of meaningful interaction among human beings .

Its essences

- Personal process
- Occurs between people
- Involves change in behavior
- Means to influence others
- Expression of thought and emotions through words and action
- Tools for controlling and motivating people

Types and modes of communication.

Types of communication.

- **VERBAL COMMUNICATION**

Verbal communication occurs when we engage in speaking with others. It can be face-to-face, over the telephone, via Skype or Zoom, etc.

Some verbal engagements are informal, such as chatting with a friend over coffee or in the office kitchen, while others are more formal, such as a scheduled meeting. Regardless of the type, it is not just about the words, it is also about the caliber and complexity of those words, how we string those words together to create an overarching message, as well as the intonation (pitch, tone, cadence, etc.) used while speaking. And when occurring face-to-face, while the words are important, they cannot be separated from non-verbal communication.

- **NON-VERBAL COMMUNICATION**

What we do while we speak often says more than the actual words. Non-verbal communication includes facial expressions, posture, eye contact, hand movements, and touch. For example, if you're engaged in a conversation with your boss about your cost-saving idea, it is important to pay attention to both the their words and their non-verbal communication. Your boss might be in agreement with your idea verbally, but their nonverbal cues: avoiding eye contact, sighing, scrunched up face, etc. indicate something different.

- **LISTENING**

The [act of listening](#) does not often make its way onto the list of types of communication. Active listening, however, is perhaps one of the most important types of communication because if we cannot listen to the person sitting across from us, we cannot effectively engage with them. Think about a negotiation – part of the process is to assess what the opposition wants and needs. Without listening, it is impossible to assess that, which makes it difficult to achieve a win/win outcome.

- **WRITTEN COMMUNICATION**

Whether it is an email, a memo, a report, a Facebook post, a Tweet, a contract, etc. all forms of written communication have the same goal to disseminate information in a clear and concise manner – though that objective is often not achieved. In fact, poor writing skills often lead to confusion and embarrassment, and even potential legal jeopardy. One important thing to remember about written communication, especially in the digital age, is the message lives on, perhaps in perpetuity. Thus, there are two things to remember: first, write well – poorly constructed sentences and careless errors make you look bad; and second, ensure the content of the message is something you want to promote or be associated with for the long haul.

- **VISUAL COMMUNICATION**

We are a visual society. Think about it, televisions are running 24/7, Facebook is visual with memes, videos, images, etc., Instagram is an image-only platform, and advertisers use imagery to sell products and ideas. Think about from a personal perspective – the images we post on social media are meant to convey meaning – to communicate a message. In some cases that message might be, look at me, I'm in Italy or I just won an award. Others are carefully curated to tug on our heartstrings – injured animals, crying children, etc.

Modes of communication

- **Interpretive Communication**

Also referred to as the “***one-way communication***”, in this mode, the information conveyed by the sender is interpreted by the receiver in its original form. The target has to understand the message in both written and spoken form keeping various aspects in mind. For example, in a class, the learners may not understand every word said by the teacher but are expected to understand the main crux of the topic. Some of the main highlights of Interpretative Communication are:

- Learners understand, interpret, and analyze what is heard, read, or viewed on a variety of topics.
- This mode of communication involves interpreting the author or producer’s intent.
- There is no alternative to the active negotiation of meaning with the writer, speaker, or the producer.

Interpersonal Communication

- Interpersonal communication is the process by which people exchange information through verbal and nonverbal messages. It is an unmediated mode of communication that occurs when we interact and attempt to mutually influence each other, simultaneously, in order to manage relationships. Although interpersonal communication can encompass oral, written, and non-verbal forms of communication, the term is usually applied to spoken communication that takes place between two or more individuals on a personal or face to face level. Examples of Interpersonal Communication include:
 - Personal Interview
 - Telephonic Conversations
 - Interactive Sessions
 - Debates
 - E-mails
 - Text Messages

Presentational Communication

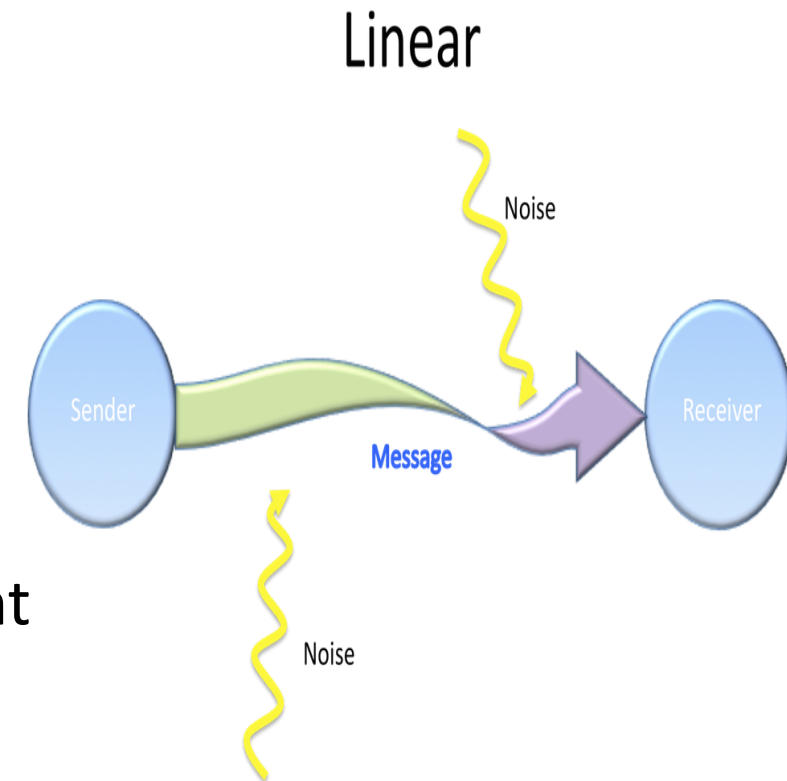
Presentational Communication is another type of one-way communication, which facilitates interpretation by members of another group where no direct opportunity for the active negotiation of meaning between members of the two groups exists. With this mode of communication, a person is speaking to an audience that can be rehearsed, pre-prepared, or scripted. Some of the main highlights of Presentational Communication have been given a rundown below.

- To ensure the intended audience is successful in its interpretation, the “presenter” needs knowledge of the audience’s language and culture.
- No direct opportunity for engaging with larger audience exists in this form of communication.

Models of communication.

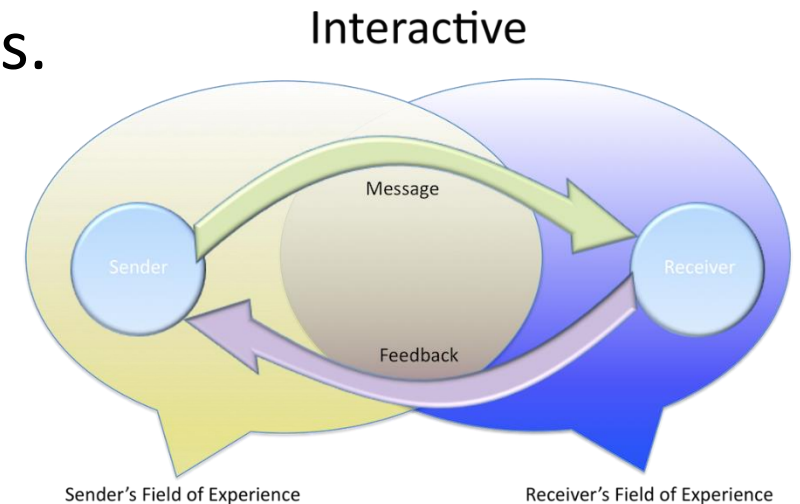
- Linear Models

Originally developed by [Shannon & Weaver](#) in 1948, this model describes communication as a linear process. This model describes how a sender, or speaker, transmits a message to a receiver, or listener. More specifically, the *sender* is the source of the message. A *message* may consist of the sounds, words, or behaviours in a communication interaction. The message itself is transmitted through a *channel*, the pathway or route for communication, to a *receiver*, who is the target or recipient of the message. There may be obstacles in the communication process, or noise. *Noise* refers to any interference in the channel or distortion of the message. This is a fairly simple model in which a message is simply passed from sender to receiver.



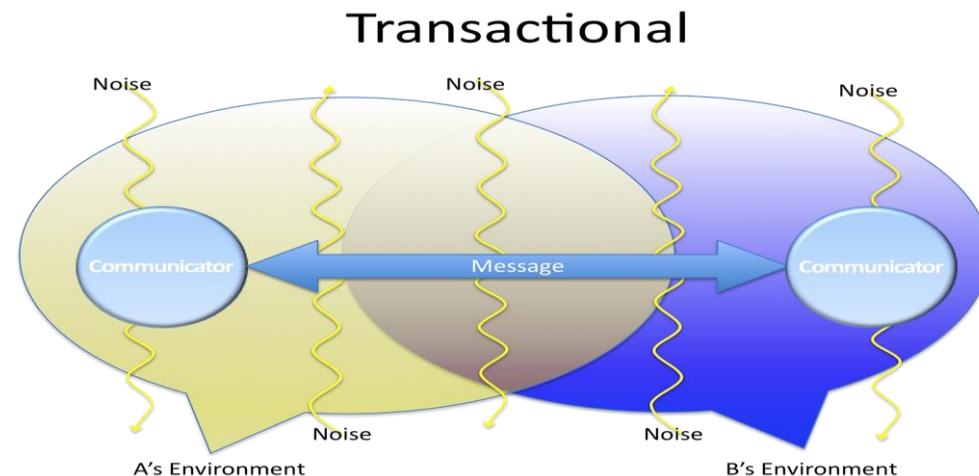
- Interactional Models

In the move to a more dynamic view of communication, interactional models follow two channels in which communication and feedback flow between sender and receiver. *Feedback* is simply a response that a receiver gives to a sender. Feedback can be verbal (i.e. “yes”) or nonverbal (i.e. a nod or smile). Most importantly, feedback indicates comprehension. It can help senders know if their message was received and understood. By focusing on flow and feedback, interactional models view communication as an ongoing process.



Transactional Models

- The transactional is the most dynamic of communication models. One notable feature of this model is the move from referring to people as senders and receivers to referring to people as *communicators*. This implies that communication is achieved as people both send and receive messages. (See Figure 1.3.) Fundamentally, this model views communication as a transaction. In other words, communication is a cooperative action in which communicators co-create the process, outcome and effectiveness of the interaction. Unlike the linear model in which meaning is sent from one person to another, also unlike the interactional model in which understanding is achieved through feedback, people create shared meaning in a more dynamic process in the transactional model.



Language of communication : Verbal and non verbal communication

- **Verbal Communication**

Verbal communication is the use of words to convey a message. Some forms of verbal communication are written and oral communication.

- Examples of Written Communication:

Letters , Texting , Emailing

- Examples of Oral Communication:

Face-to-face conversations , Speech , Radio

- **Nonverbal Communication**

Nonverbal communication is the use of body language to convey a message. One main form of nonverbal communication is body language.

- Examples of Body Language:

- Covering mouth (gesture used to hide a smile or frown)

- Head nod (agreement)

- Finger tapping (impatient or tired of waiting)

- Arms crossed over chest (gesture indicating defensiveness or stress)