

# **Business Communication(BIM II Semester)**

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# What is communication?

***Communication refers to the process of transferring information and meaning from sender to receiver using at least one channel.***

- Sender
- receiver
- meaning
- channel

# Business communication?

- *It refers to the process receiving and sending information between and among the people in an organization who share similar mission for achieving professional goal the org. has envisioned.*

*As a discipline Business communication helps the learners develop lots of communication skills; written and spoken to better perform communication so that the organization can achieve goal easily.*

# Importance of Business communication?

Communication is the ingredient that makes organization possible. It is the vehicle through which the basic management goals are achieved.

- Coordination
- Direction
- staffing
- planning
- controlling

# Communication Process?

Seemingly, communication enterprise seems easy. But it is not as easy as we simply we think. Various factors and stages have to be considered while conducting communication. It is highly sensitive process. The following steps are followed in the process of communication.

- ❖ Reception of the Single
- ❖ flow to the Brain
- ❖ Role of the filter

- ❖ Symbolizing stage
- ❖ Act of Encoding



# Main Forms of org.communication

- There are three categories of communication in business.
- **Internal-operational communication:**  
Internal operational communication consists of structured communication within org.that directly relates to achieving organization's work goal. By structured we mean that such communication is built into organization's plan of operation.By organization's work goals we mean the organization's reason for being.

# **External-Operational Communication:**

It is that part of an organization's structured communication concerned with achieving the organization's work goal that is conducted with people and groups outside the organization. It is the organization's communication with its publics- suppliers, service companies, customers, and the general public.

# Personal Communication

It refers to the process of exchanging information and feelings that is non business related. It is not directly related with the organization's work goal, still a milestone for motivation to the employees and enhance the relationship among them. It affects the workers' view point and their view point affect their performance level.

# Model of the communication process

1. This area represents our communication Environment. it is all the signs that exist in the real world surrounding us.
2. our sensory receptors pick up some of the signs and symbols
3. Those signs that are picked up go through nervous system and enter into our mental filter
4. our mental filter gives meaning to the sign
5. Sometimes the meaning we form trigger communication responses.

6. We form these responses through our mental filters.
7. We send responses as word symbols and nonverbal symbols
8. the symbols become the part of other communication environment.

# Reality and Perception

**Reality:** Reality all that exists but not what exists only in the mind. Reality means all that our senses can perceive, all that we can see, smell, taste, hear or feel.

**Reality with substance:**

- With physical shape and composition
- eyes can see
- sense of touch
- Example; books, chair and so on

# Reality without substance

- Elements without physical shape
- Without physical composition
- example: water, light, air

# Reality of events

- Parts of reality that relate one another
- The relationships change and changes are the aspects of the reality. By event we mean any changes in the relationships among the parts of reality.

# Infinity of reality

- Complex
- cannot perceive everything of the reality
- simply impossible to know everything related with any object or event.
- not limited
- And not fixed

# Limited effects on perception

- There are two reasons why we cannot perceive infinity in reality
  - ❖ Inadequacy of sensory organs:
  - ❖ Perception differences:

1. Infinity of reality
2. uniqueness in everything
3. Effects on perception
4. All in process

**Relative Nature of perception**  
**Truth and reality**

# Filter of the mind

Filter is the meaning making mechanism in the mind.

It comprises of various notions like our knowledge, emotions, experience and son on. In filter ,our perceptions of reality are interpreted and given meaning.

## **Filter as the store house of knowledge**

- Major determinants of meaning
- knowledge stored in filter is changing
- lack of knowledge leads to the misinterpretation

# The role of opinions attitude and belief

- They are next determinant of meaning of the perception

We form view points in the following five ways:

1. Through objective reasoning
2. Social strata: economic class, residence, ethnical, gender, and age
3. Early influence of the family
4. Change effect of the group
5. self interest

# Influence of the emotion

Emotions are the third major factor in filtering meaning. They are the sources of energy that make the mind work which keeps us alive. Without we might control it, we cannot stop it. Our emotions determine the meaning.

Example: Cheerful Good morning might get negative meaning from an upset person.

# How viewpoints affect communication

The longer we hold the viewpoints, the more we resist changing them. strong resistance exist where interest and emotions are intense.

Example: religion and politics

# Words and Meaning

- ❖ different symbols for communication
- ❖ Words are the most important symbols
- ❖ Time binding
- ❖ been able to communicate with the people of other generations
- ❖ language structure on similarity not on difference
- ❖