

Business Communication(BIM II Semester)

-

DEBENDRA BDR. SHAH

Nepal Commerce Campus

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?

Seeminly,communication entreprised 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.

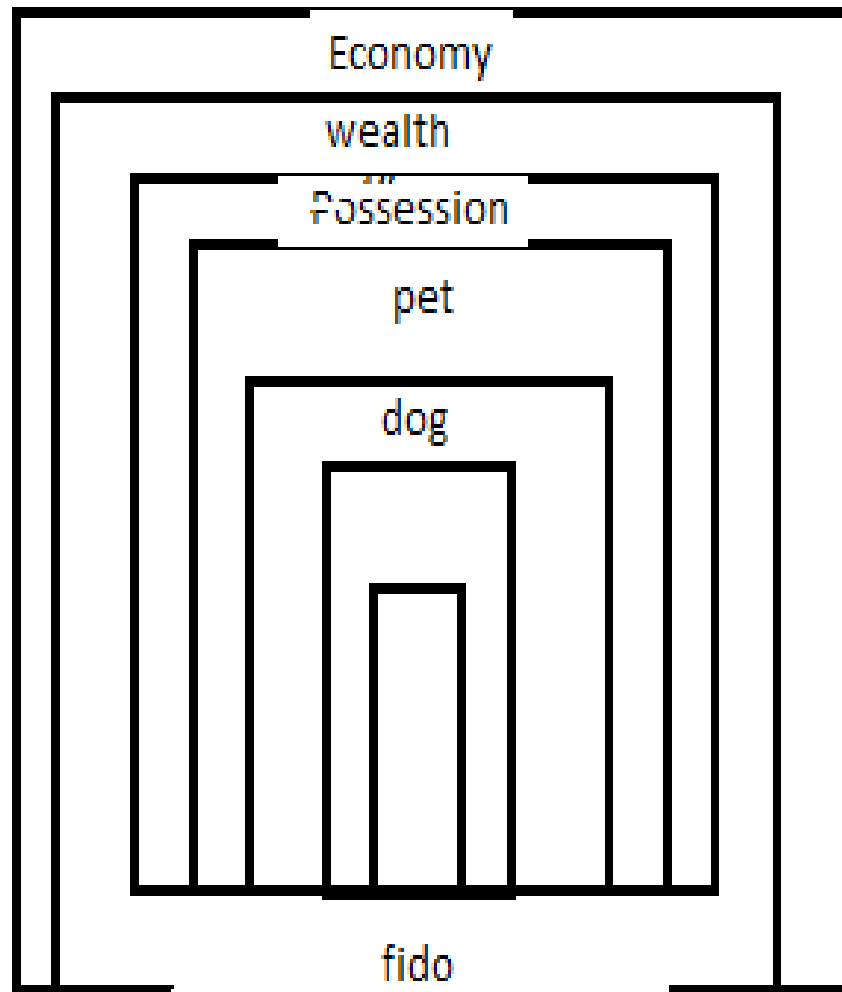
How viewpoints affect communication

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
- ❖ words carry our perceptions of reality to others
- ❖ we developed simpler than reality language to use our communication



...

- From the above picture we can conclude two things:
 1. Use of similarity
 2. the language becomes complex at higher level

The Question of Meaning

- The language fits our minds
- But the word meaning relationship is very complex
- Meaning exists in the mind of people not in the words we use
- If words had the meaning then would have the one language throughout the world.

The living Nature of words

- like other things lg.also changes that keeps it alive
- changing nature of language explains why we have so many words and so many definitions of words.
- For example: a word “Cat” may have different meanings
- Webster 28 definitions at least.

Connotative and Denotative Meaning

- references to the real world-denotative
- conceptual meaning-denotative
- that exists in the mind only-Connotative
- not any reference in the real world-Connotative
- associative meaning -connotative

Context as an aid to meaning

- The situation in which the we use the words is called context
- physical and verbal
- physical context refers to the place in which words are used
- same word may mean different when used in different physical context
- verbal context refers to the meaning provided by other words.

Some malfunctions of communications

- ❖ communication is imperfect because we use we can see a tiny fraction of the total reality
- ❖ our filter(minds) are conditioned to receive information in an individual manner
- ❖ we have five types of malfunctions which generally stem(generated) from our use of language

1 TWO VALUED THINKING

- This situation exists when we consider two possibilities in a given situation
- we consider either....or...
- we never go for middle grounds
- some true dichotomy: married or unmarried, to buy or not to buy
- multi -valued situations

Overcoming two valued system

- ❖ Be aware of problem and
- ❖ using words precisely

In using word precisely we have to consider the quantities measures. Example instead of saying she has an excellent academic record. It is better to say she has a 3.9 GPA.

We can use more middle grounds words instead
Of words with two valued thinking

Fact inference confusion

- Sometimes we can able to communicate actual experience-things or event we have heard or seen.
- It is good to communicate about actual experience for such communication that tend to fit to reality. But unfortunately we cannot always be factual. We frequently communicate about things or events we do not know but only infer which leads to miscommunication.

3.The blocked mind

- The tendency to reject the ideas that opposes our view points
- considers only the limited information
- results of opinions,belief,and attitude
- result of allness.

4.Static view points

- We often view reality as a static one but but it is always changing. Our views to perceive reality as a fixed phenomenon sometimes causes malfunction in communication.
- Therefore while communicating we must reflect changing nature of reality keeping in the mind fact that reality is always in process.
- we must have up to date reference of reality;people,places and events
- reality is often changing but the symbols remain same.

5. Failure to Discriminate

- When we see similarities rather than differences in reality, we miscommunicate.
- Misconception from stereotypes
- Judgment by category

Unit-2 Principle of clear writings

- *The basic principle of adaptation*
- *Care in word choice*
- *Emphasis on word choice*
- *care in paragraph design*

The basic principle of adaptation

- ❖ Capacity of the audience
- ❖ fitting the symbol to specific receiver's filter
- ❖ Example communication with professor and farmer
- ❖ Meanings are in the filter not in the words
- ❖ Conscious effort needed
- ❖ what she/he knows, feels, thinks

Care in words choice

- ❖ To do this job we need to the student of language and people
- ❖ selecting words that the readers can understand
- ❖ simplification of our writings
- ❖ user familiar words
- ❖ ascertain-find out, Terminate-end, demonstrate-show

Emphasis on short sentence