

# **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.

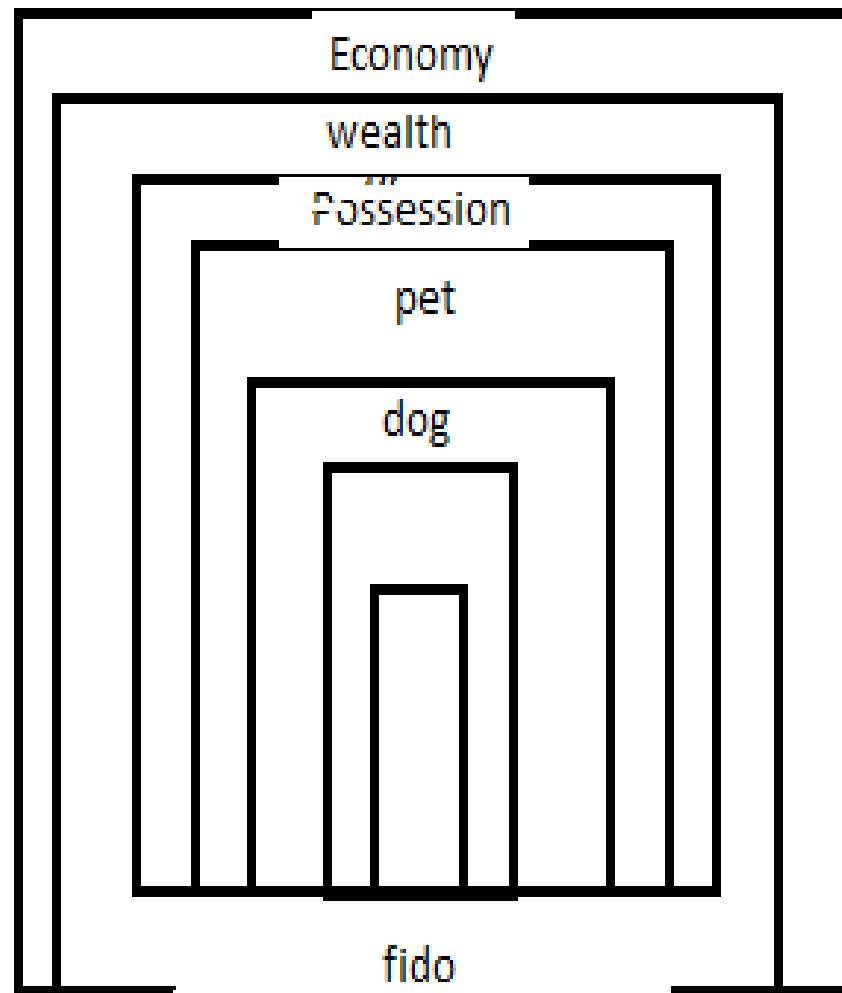
# How viewpoints affect communication

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



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- 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 short sentences*
- *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
- ❖ strong words
- ❖ concrete words
- ❖ active voice
- ❖ Avoid camouflaged words

# Emphasis on short sentence

- Use short communicative sentences
- often use the sentences with single clause
- be care about run on sentences
- often use clear sentences
- write grammatically sound sentences
- giving sentence unity
- logical flow
- omitting unnecessary details
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# Care In Paragraph design

- Giving the paragraph unity
- keeping paragraph short
- putting the topic sentences
- omitting unnecessary details
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# QUESTIONS FOR HOMEWORK

1. Define communication.
2. what do you mean by connotative and denotative meanings of the words?
3. Explain the communication process
4. Define communication environment, signals, and sensory receptors
5. Explain different forms of organization communication.
6. Define filter.

7. What are various reasons or causes of communication malfunctions? Explain them.

8.

# Qualities of Effective Correspondence

- *objectives of business letter*
  1. *primary Goal and*
  2. *public relation goal*

- the purpose why we are writing the letter determines the technique used in it.
- Primary goal refers to immediate purpose for communication
- example : collecting money, sharing information, warning someone and so on.
- public relation goal refers to making a friend for the business
- organization's success largely depends on it
- people grow images abt org. through different sources
- negative image is harmful to company

- Whatever the goal of writing is ,one has to follow some techniques in writing business letters

### 1. ***Conversational style:***

*we should try our best to make our letters sound like human for optimum public relation effect that we should write in the words that have the effect of good conversation. This does not mean that we should write letters exactly as we talk to our readers face to face. The words we use in writing should be from our speaking vocabulary and the tone of our writing should excite our readers.*

The conversational style can not be maintained because of the following reasons:

- 1. Tendency to be formal**
- 2. The language of business**
- 3. The use of rubber stamp**

**Checking these tendencies we can give our business writing a conversational tone .**

## ***2.The You viewpoint***

- seeing the situation from reader's point of view and choosing words and strategies that will bring about favorable responses
- that emphasize the reader's interest
- call the attention of readers
- attachment and detachment



### ***3.Accent on positive language***

- Our goal of letter depends on the words we use to import the message
- positive words when we have to persuade and need goodwill
- mistakes,probles,error,failure,damage,loss,dential,refuse and so on.

## ***4.Overall tone of courtesy***

- good relationship depends on the courtesy .
- courtesy can be maintained through conversational tone, emphasizing readers viewpoint and selecting positive words
- refraining from preaching
- avoiding anger
- doing more than expected

## ***5.Showing sincerity***

- people must believe us
- showing honest
- avoiding exaggeration
- convincing the readers

## ***6. Techniques of emphasizing parts***

- Emphasis by position
- Emphasis by space
- Emphasis by structure
- Emphasis by mechanical devices
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# 7,Coherence in letter

- coherence means the clarity among the relationship among the parts of the letter
- all the parts should be interconnected in order to give clarity to the meaning
- logical order
- use of relevant transitions
- Use of tie words: tie in sentence, repetition of keywords, use of pronouns, and use of transitional wordss

# Writing effective international correspondence

- globalization
- open economy
- business growing multinational
- communication with people having different cultures
- techniques we studied appropriate?
- two primary areas of problems exist

