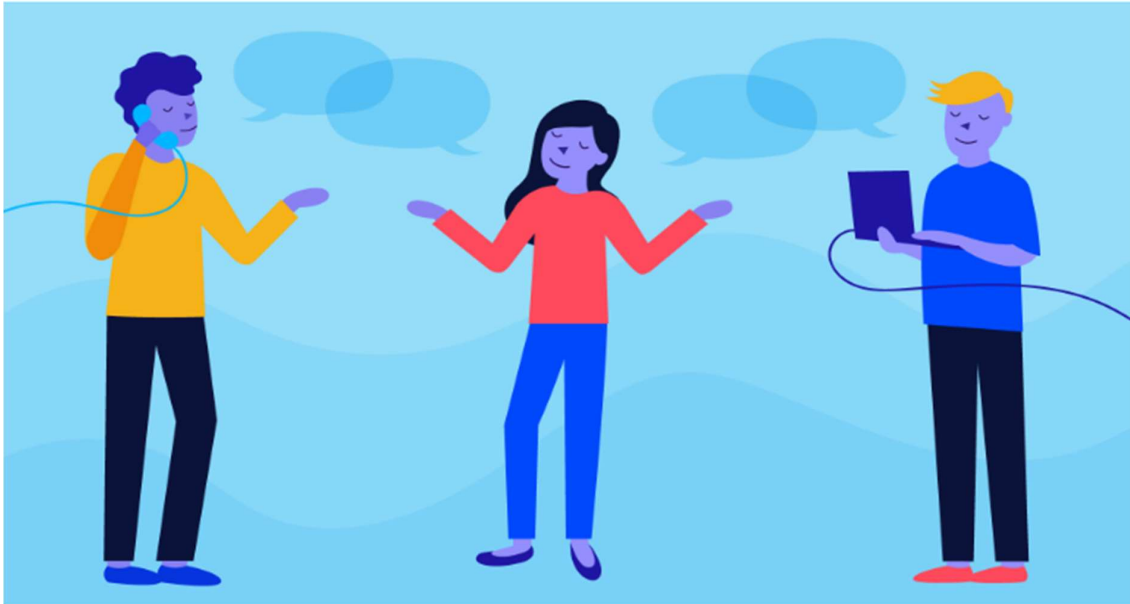


Business Communication

*Dr. M. UmaMageswari
Assistant Professor of Commerce
S. T. Hindu College, Nagerecoil*



Unit I

- Introduction
- Nature of Communication
- Importance of Communication
- Types of Communication
- Forms of Communication
- Barriers to Communication
- Process of Communication (additional)

Introduction

- Communication is an integral part of human existence
- Success or failure of human activity is based on how we communicate
- Communication behaviour reflects a person's mindset, attitude and culture
- Increases coordination and integration of people
- To maintain contact with others and make himself understood

Importance

- In the professional world, communication and related skills decide a person's career curve - better the communication skills, higher are the chances of touching the zenith of success.
- The new global and diverse workplace requires excellent spoken and written communication skills!



What is Communication?



- Derived from the Latin word "**communis**," meaning to **share**.
- Communication is the **exchange of thoughts, messages, or information** by **speech, visuals, signals, writing, or behaviour**.
- It is the transmission of an idea or feeling so that the **sender and receiver share the same understanding**.

Definition of Communication

Allen Louis:

“Communication is the sum of all the things, a person does when he wants to create an understanding in the minds of another. It involves a systematic and continuous process of telling, listening and understanding.”

Definition of Communication

- George R Terry:

“Communication is an exchange of facts, opinion or emotion by two or more persons”

- Robert Anderson:

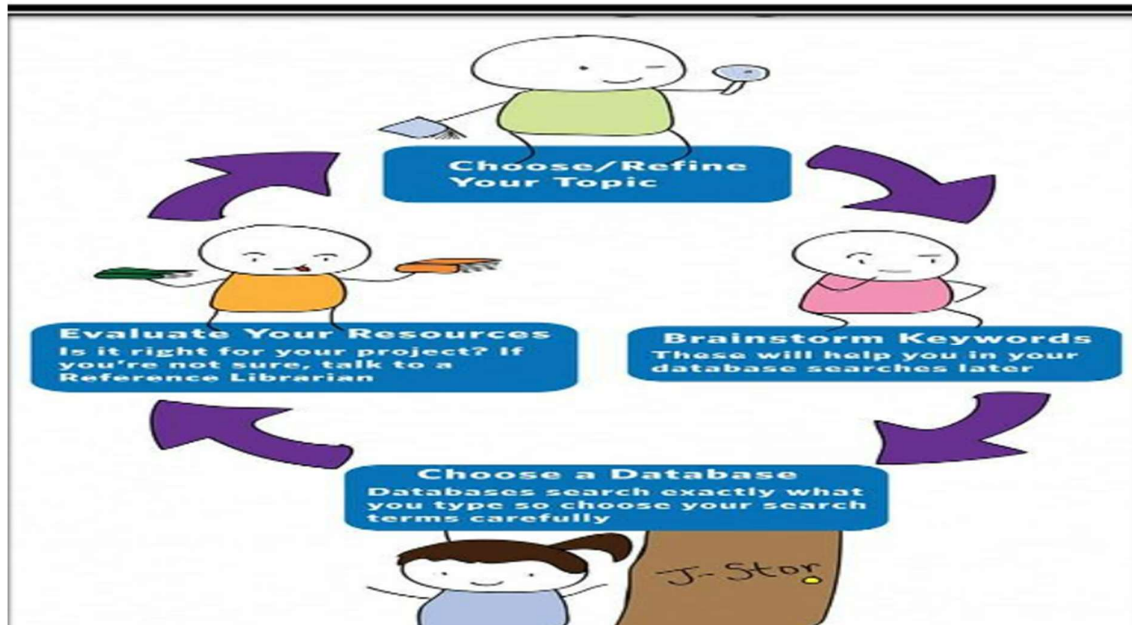
“Communication is an interchange of thoughts, opinion or information through speech, writing or signs”

Nature/Features/Characteristics of Communication

1. Two Way Process



2. On Going Process



3. Goal Oriented Process



6. Situation Dependent Process



7. Promotes Understanding of messages



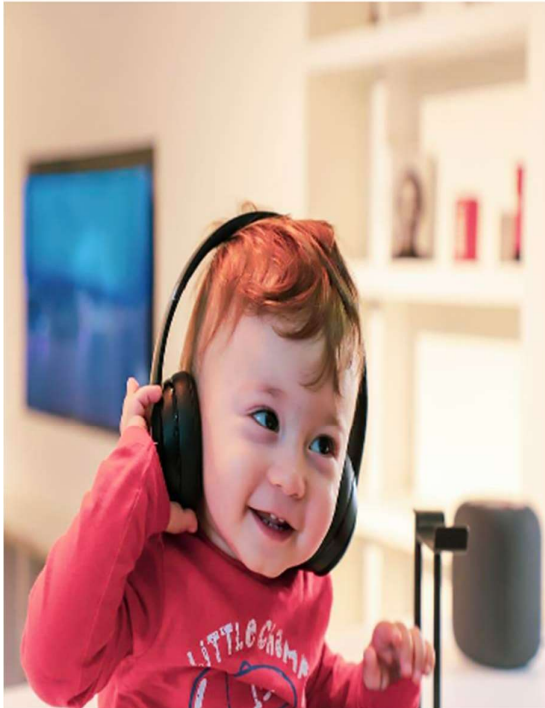
8. Consist of facts, opinion, ideas, emotions etc.



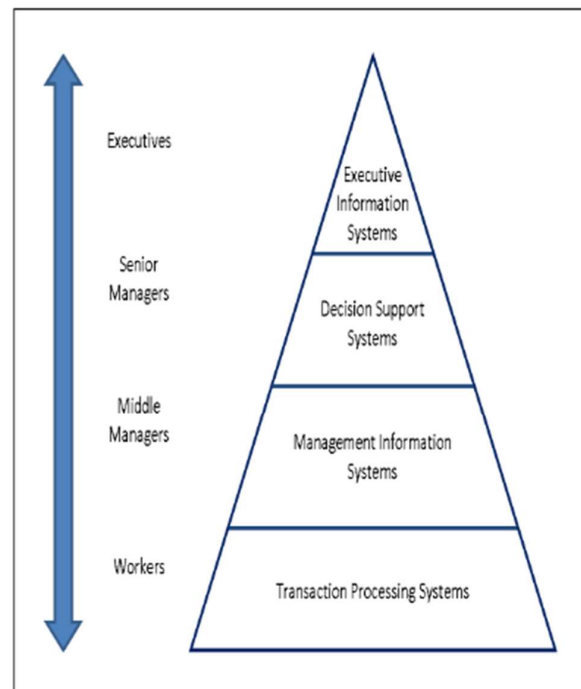
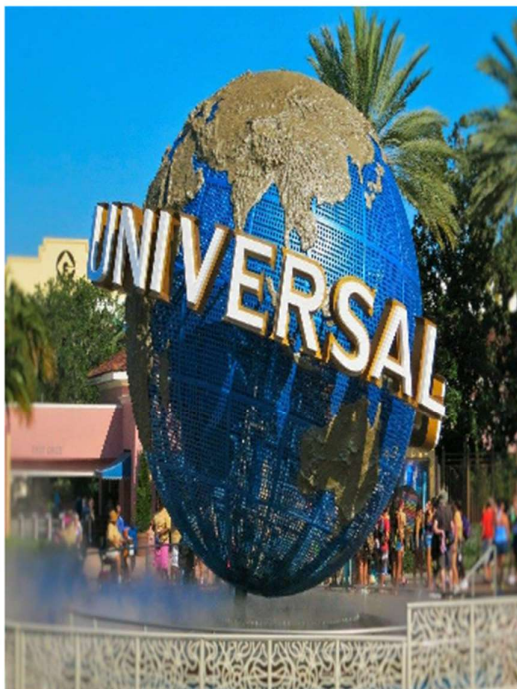
9. Nurtures skills



Nurture Skills



10. Pervasive and universal



Business Communication

“You can have all the great ideas in the world and if you can’t communicate, nobody will hear them.”

-Kara Blackburn

Business Communication/Business Correspondence

Business: any economic activity – to earn profit

Business Communication:

- Communication among business parties concerning the affairs of business- to attain a goal.
- Includes: Oral
 - Written
 - Gestural
 - Upward
 - Downward
 - Horizontal
 - Inward
 - Outward
 - Diagonal

Need/Importance of Effective Communication

1. Size of the enterprise



2. Increasing specialization



PURCHASING
Department



Supplier Information



3. Technological Advancements



4. Harmonious Industrial Relationship



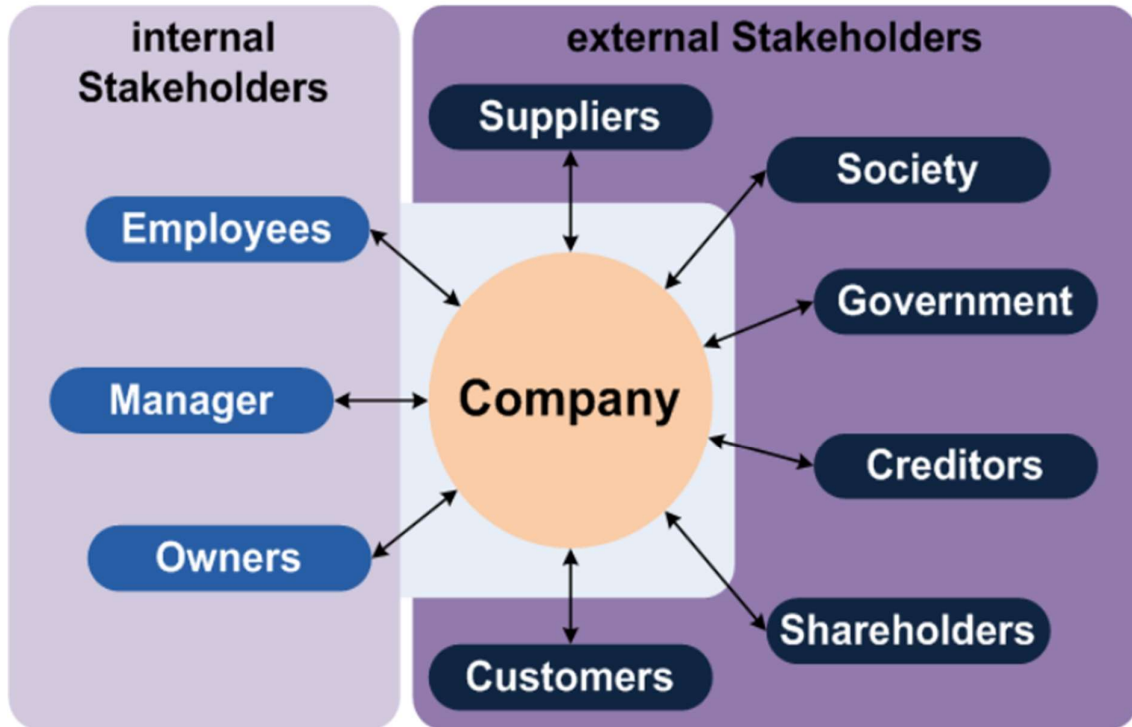
5. Better Human Relations



6. Motivating Employees

you can
Do it

7. Promoting Relationship with Stakeholders



8. Convincing Employees for a Change



9. Face Competition



10. Personal Asset



11. Develop Corporate Image



12. Serves as Evidence



Means of Communication

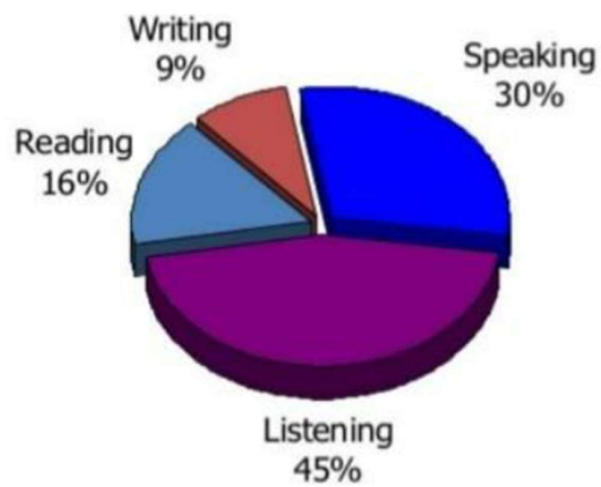
Verbal

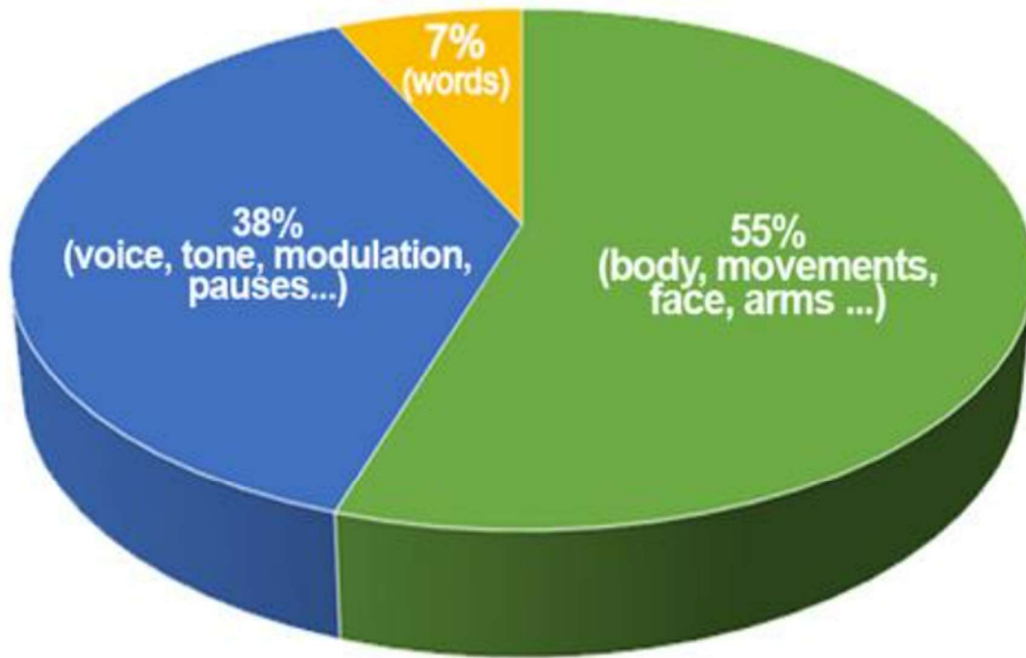
- Oral
- Written

Non Verbal

- Kinesis
- Paralanguage

TOTAL COMMUNICATION PROCESS





How We Communicate

Verbal

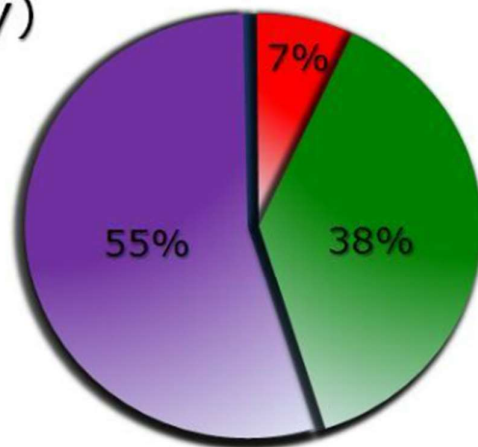
Words – (What we say)

Para-verbal

Tone (How we say it)

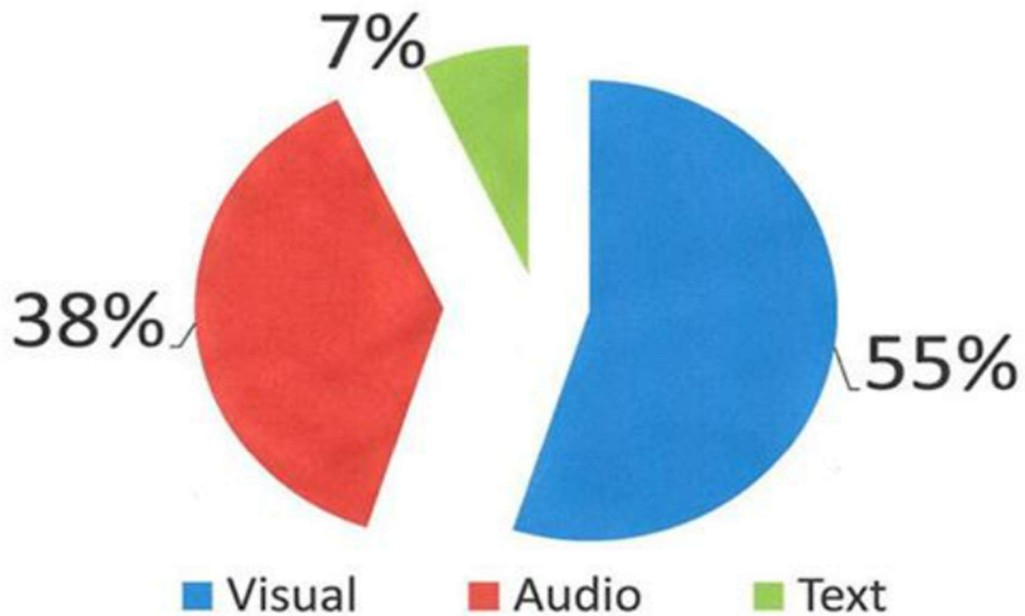
Non-verbal

Our Expressions and actions





Impact of Communication



Source: UCLA study on how audience learns during a presentation