Business Communication

Unit 1: Introduction

Process of Communication

- Initiation of the thought process by the sender
- Preparation of the content of the message or encoding
- Selection of the channel or medium
- Sending of message
- Receiving the message
- Decoding the content of the message
- Giving the response or feedback

Models of Communication:

- Rhetorical model
- Propagandistic model
- Negotiable model
- Communication model
- Attention-Interest-Desire-Action (AIDA) model

Forms of Communication:

1. **On the basis of organizational structure:**

➥ Formal Communication

➥ Informal Communication

2. **On the basis of direction of flow of information:**

➥ Vertical Communication

➥ Horizontal or lateral Communication

➥ Diagonal or crosswise Communication

3. **On the basis of manner of expression:**

➥ Oral Communication

➥ Written Communication

➥ Gestural Communication

4. **In context to the organization as a whole:**

➥ Internal Communication

➥ External Communication

Principles of Effective Communication

- Principle of Clarity
- Principle of Brevity
- Principle of Adequacy
- Principle of Objectivity
- Principle of Simplicity
- Principle of Consistency
- Principle of Completeness
- Principle of Timeliness
- Principle of Feedback
- Principle of Language control
- Principle of Attentiveness
- Principle of Two-way communication
- Principle of restraint over emotions
- Principle of choosing the right channel

Barriers to Communication

- Language Barrier or Semantic Barrier
- Cultural Barriers
- Emotional and Psychological Barriers
- Perception Barrier
- Preconceived Barriers
- Physical Barrier
- Organizational Barriers
- Transmission Barriers
- Retention Barrier
- Listening Barriers
- Filtering Barriers
- Superiors' Attitudinal Barriers
- Subordinates' attitudinal behavior
- Channel Barriers

Remedial Measures To Overcome Barriers To Effective Communication

- Clarity of ideas

- Empathy

- Ensuring proper feedback

- Appropriate language, tone and content

- Time consideration

- Consistency of message

- Listening carefully

- Selection of channel of communication

- Follow-up communication

- Simple organizational structure

- Reducing perpetual differences

- Being in a balanced emotional state

- Development of interpersonal relationship

- Complete message

7 C's of Effective Communication

- Completeness
- Concreteness
- Courtesy
- Correctness
- Clarity
- Consideration
- Conciseness

Levels of Analysis of Business Communication

- Lower-level communication
- upper-level communication
- Horizontal or lateral-level communication

Role Of Communication In Conflict Resolution:

Conflict: concept

Conflicts arises when an intentional effort is made by one individual to counteract and frustrate the efforts of another individual. It arises due to disagreement or misunderstanding that results from difference of opinion among individuals. Conflicts are unavoidable in organisations.

According to **S.P. Robbins**, "Conflict is a process in which an effort is purposefully made by one person or unit to block another that results in frustrating the attainment of other's goals or furthering of his interests."

Reasons for conflict in organisations:

- Ambiguous definition of task and responsibility

- Conflict of interest

- Lack of resources

- Interpersonal conflicts

Types of Conflict:

- Interpersonal conflicts
- Intrapersonal conflicts
- Intergroup conflict
- Intra-group conflicts
- Inter-organisational conflict
- Perceived conflict
- Felt conflict
- Structural conflict
- Task conflict
- Functional conflict
- Dysfunctional conflict

Effects of Conflict:

Negative impacts or the disadvantages of conflict:

- Become disobedient
- Decrease in productivity
- Hampers team spirit
- Hampers creativity
- Detrimental to the maintenance of a healthy work environment
- Fail to achieve personal targets and meet deadlines
- Delay the normal flow of activities
- Disrupt smooth flow of message

Positive impacts or the advantages of conflict:

- Generate new ideas and take decisions for troubleshooting
- Changes in polices and procedures and developing leadership skills
- Contributes to group cohesiveness
- Enables an individual to analyze his capabilities and also increase their tolerance
- Opportunity to the individuals to express themselves
- Long-standing unresolved issues may come to the forefront to address the causes of conflicts

Role of Communication in Conflict Resolution:

- Removal of misunderstanding

- Judge a situation from another individuals view point

- Remove the barriers of communication

- Greater usage of non-verbal communication

- The tone of communication be neutral as expression of anger or frustration

- Effective communication helps withdrawal of conflicts by protecting interest of every employee of an organization

- Necessary and sufficient exchange of information