

SUBJECT: E-COMMERCE & BUSINESS COMMUNICATION

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SEMESTER: II

COMMUNICATION



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- What is Communication?
- Process of Communication
- Types of Communication
- Levels of Communication
- Communication Barriers
- Tools of Effective Communication



DEFINITION OF COMMUNICATION

Communication can be defined in many ways.

In simple terms communication is:

- Information transmitted
- A verbal or nonverbal message
- A process by which information is exchanged between individuals through a common system of symbols, signs, or behavior

Communication is what ??

It is a process of exchanging –

- ☐ Information

- ☐ Ideas

- ☐ Thoughts

- ☐ Feelings

- ☐ Emotions

Through –

- ☐ Speech

- ☐ Signals

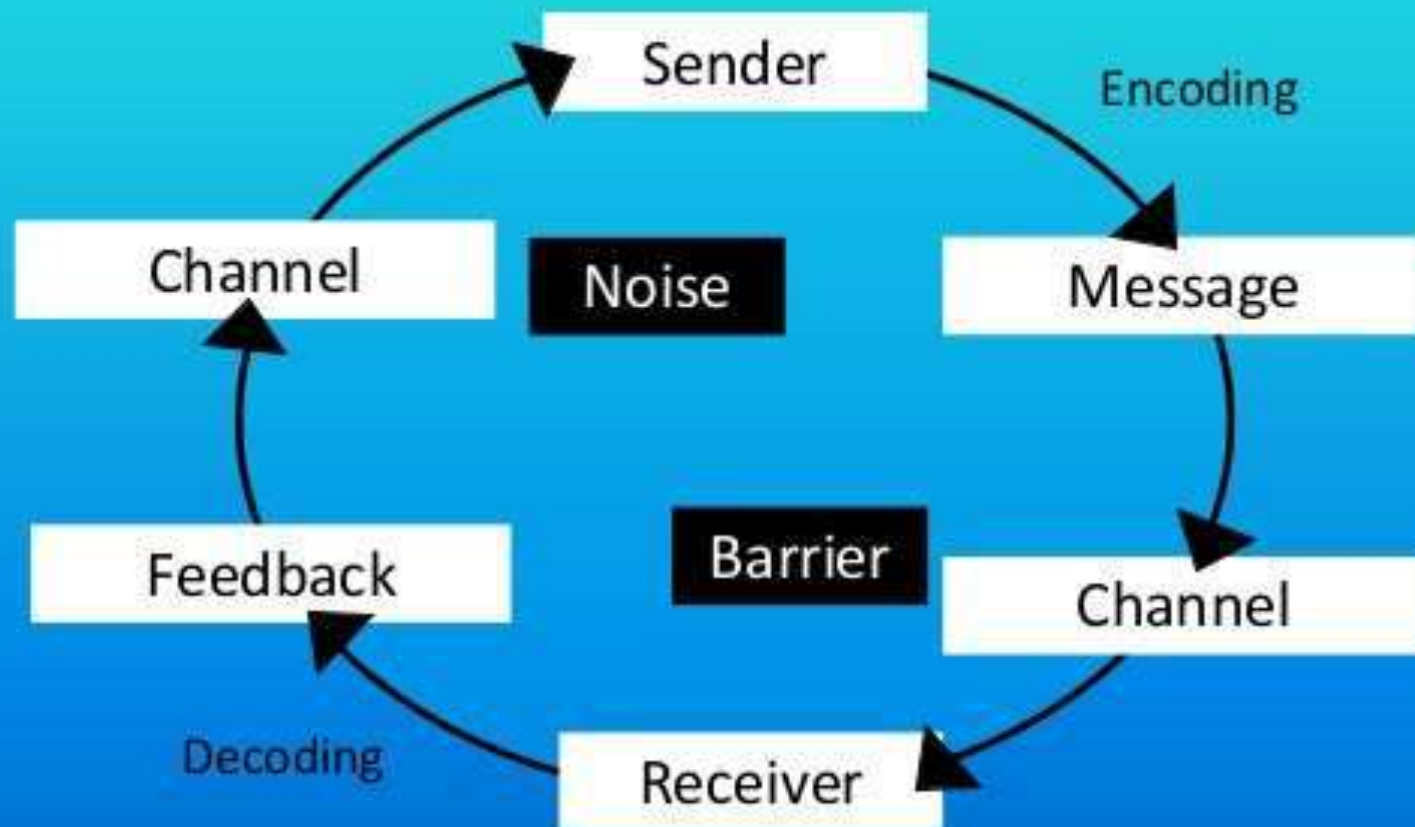
- ☐ Writing

- ☐ Behavior

Benefits of Business Communication

- Enhanced professional image
- Increased productivity
- Stronger decision making
- Quicker problem solving
- Healthier business relationship
- Improved customer relations
- Increased awareness among employees
- Lesser misunderstanding
- Better quality of documents

Process of *Communication*



Types of

Communication

People communicate with each other in a number of ways that depend upon the message and its context in which it is being sent.

Types of communication based on the communication channels used are –

- ❖ Verbal Communication
- ❖ Nonverbal Communication

Verbal *Communication*

- It refers to the form of communication in which message is transmitted verbally.
- Communication is done by word of mouth and a piece of writing.
- In verbal communication remember the acronym **“KISS”** (keep it short and simple).

Verbal Communication is divided into:

- ☐ Oral Communication
- ☐ Written Communication

Oral Communication

- In oral communication, Spoken words are used.
- It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet.
- Communication is influence by pitch, volume, speed and clarity of speaking.

❑ Advantages –

It brings quick feedback.

In a face-to-face conversation, by reading facial expression and body language one can guess whether he/she should trust what's being said or not.

❑ Disadvantages –

In face-to-face discussion, user is unable to deeply think about what he is delivering, so this can be counted as a fault.



Written *Communication*



- In written communication, written signs or symbols are used to communicate.
- In written communication message can be transmitted via email, letter, report, memo etc.
- Written Communication is most common form of communication being used in business.

☐ Advantages –

Messages can be edited and revised
Written communication provide record and backup.
A written message enables receiver to fully understand it and send appropriate feedback.

☐ Disadvantages –

Written communication doesn't bring instant feedback. It take more time in composing a written message as compared to word-of-mouth and number of people struggles for writing ability.⁸

Nonverbal

Communication

- Nonverbal communication is the sending or receiving of wordless messages. Such as **gesture, body language, posture, tone of voice** or **facial expressions**, is called nonverbal communication.
- Nonverbal communication is all about the **body language of speaker**.

Nonverbal communication have the following three elements –

- **Appearance**
Speaker – clothing, hairstyle, neatness, use of cosmetics
Surrounding – room size, lighting, decorations, furnishings
- **Body Language**
facial expressions, gestures, postures
- **Sounds**
Voice Tone, Volume, Speech rate

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Informal Communication

- One of the important function of this known as “grapevine”, this structure less network of informal communication flourishes in all organization because communication is natural human tendency.
- Example:- A manger cannot announce his bad mood officially to his subordinates. The best way to do this would be to put this information on the grapevine so that it reaches the subordinates informally.

Difference between Formal and Informal Communication

Basis	Formal Communication	Informal Communication
<i>Origin</i>	Deliberately Structured	Spontaneous and Unstructured
<i>Nature</i>	Well Planned, Systematic and Authorized	Unplanned, unsystematic and unauthorized
<i>Flow</i>	Prescribed through chain of command	Unofficial channels not Prescribed
<i>Flexibility</i>	Rigid	Flexible
<i>Authority</i>	Official Channel	Unofficial
<i>Purpose</i>	To achieve Business Objectives	To satisfy personal needs
<i>Speed</i>	Time taking	Fast
<i>Accuracy</i>	Accurate, Legal and Authentic	Often Distorted, may be Rumors and Gossips
<i>Form</i>	Oral and Written	Usually Oral
<i>Source</i>	Can be traced	Cannot be traced

Levels of *Communication*

- **Intrapersonal Communication** is communication that occurs in your own mind. It is the basis of your feelings, biases, prejudices, and beliefs.

- Examples are when you make any kind of decision – what to eat or wear. When you think about something – what you want to do on the weekend or when you think about another person.





- **Interpersonal communication** is the communication between two people but can involve more in informal conversations.
 - Examples are when you are talking to your friends. A teacher and student discussing an assignment. A patient and a doctor discussing a treatment. A manager and a potential employee during an interview.

- **Mass communication** is the electronic or print transmission of messages to the general public. Outlets called mass media include things like radio, television, film, and printed materials designed to reach large audiences.

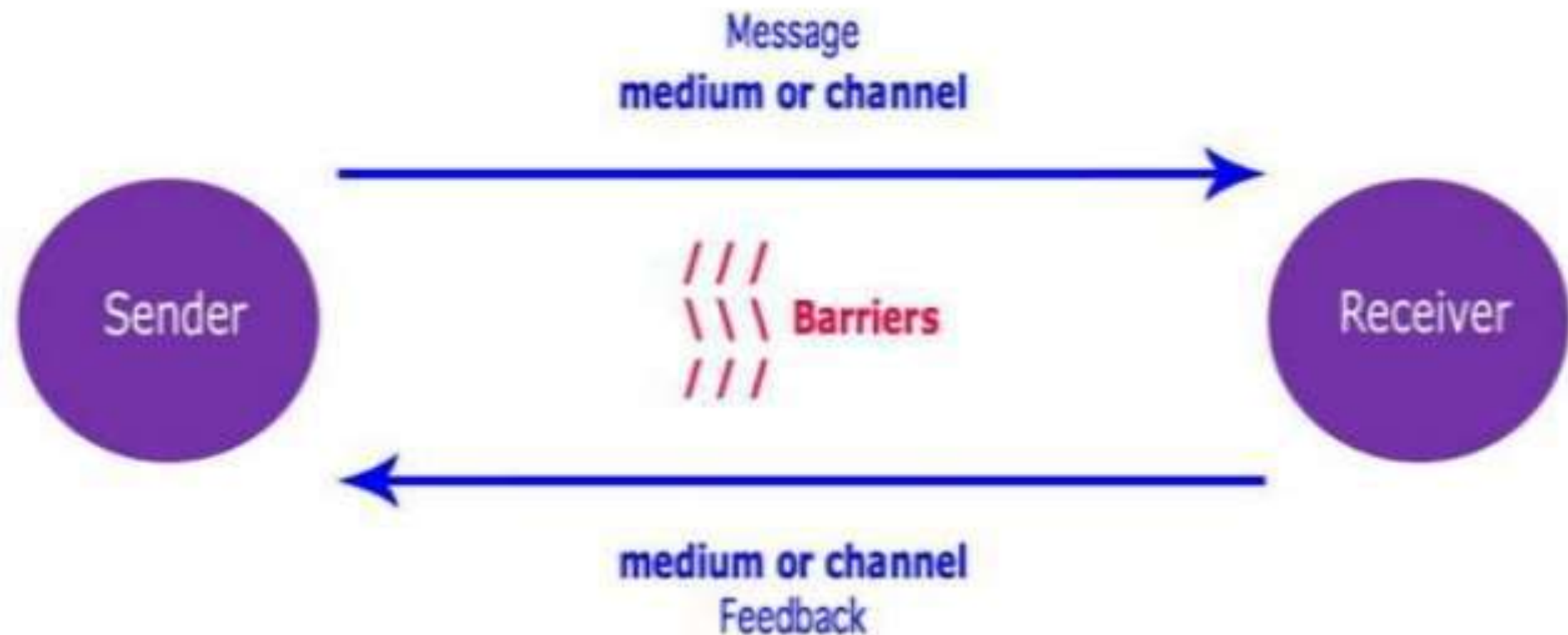


- A television commercial. A magazine article. Hearing a song on the radio.

Books, Newspapers, Billboards. The key is that you are reaching a large amount of people without it being face to face. Feedback is generally delayed with mass communication.



Barriers of *Communication*



- 1. Physical barriers



- 2. Perceptual barriers



- 3. Emotional barriers



- 4. Cultural barriers



- 5. Language barriers



- 6. Gender barriers



7. Interpersonal barriers



How to Overcome Barriers of *Communication*

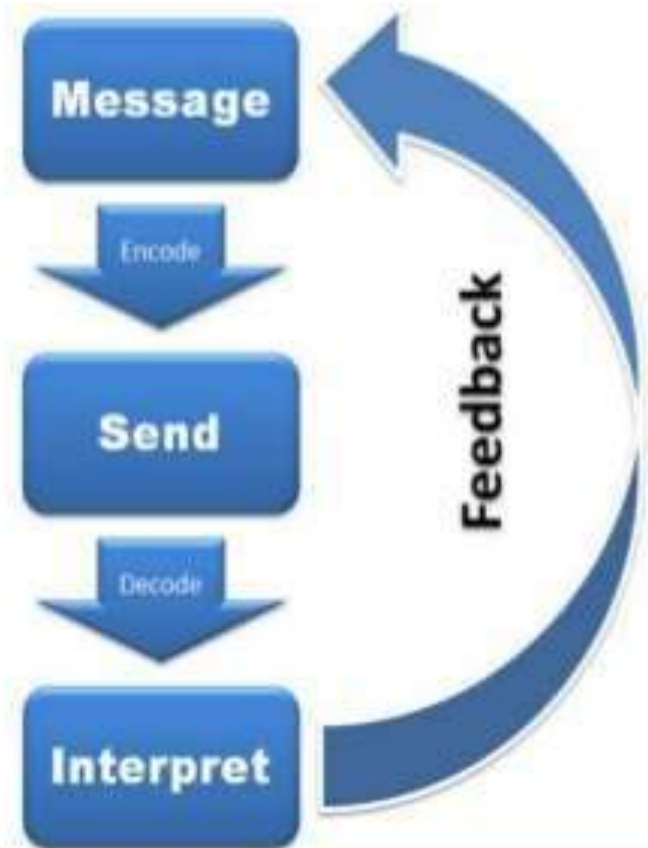
- Taking the receiver more seriously
- Crystal clear message
- Delivering messages skilfully
- Focusing on the receiver
- Using multiple channels to communicate instead of relying on one channel
- Ensuring appropriate feedback
- Be aware of your own state of mind/emotions/attitude

Tools of effective

Communication

- **Be Brief**
- **Manners**
- **Using “I”**
- **Be Positive**
- **Good listener**
- **Spice up your words**
- **Clarity**
- **Pronunciation**

Effective Communication Cycle





Thank You