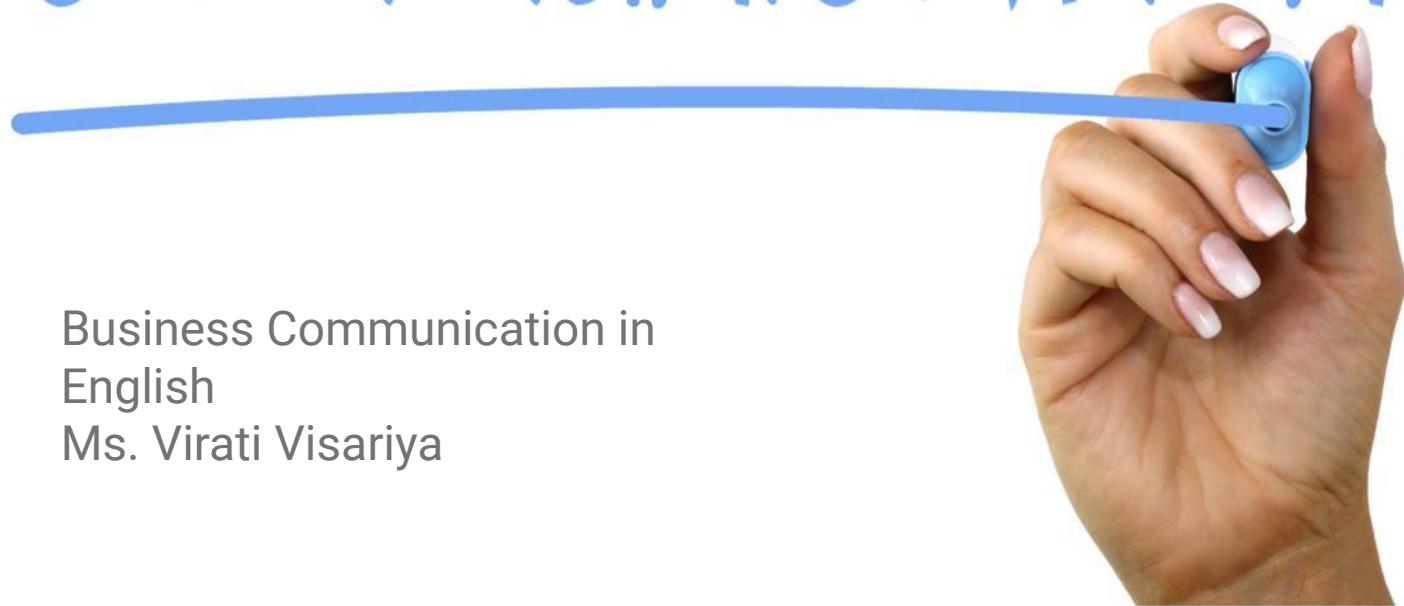Business Communication in English
Ms. Virati Visariya

What is communication?

Exchange or transferring

- Information

- Expressions

- Thoughts
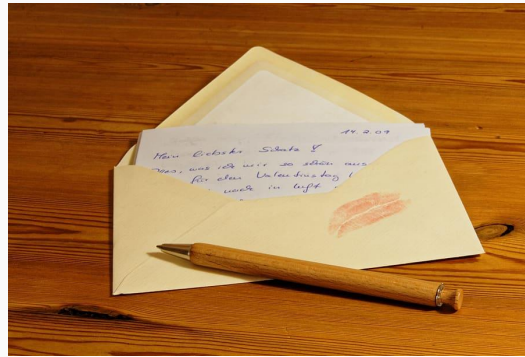
- Feelings

- Ideas

Communication

Meaning and definition:

- Latin word - Communis - Common
           Communicare - to make common
- Peter Little - "Communication is a <u>process</u> by which information is transmitted between individuals or/and organization"

Modes of communication

- Verbal
  - Oral
  - Written
- Non- verbal
  - Gestures
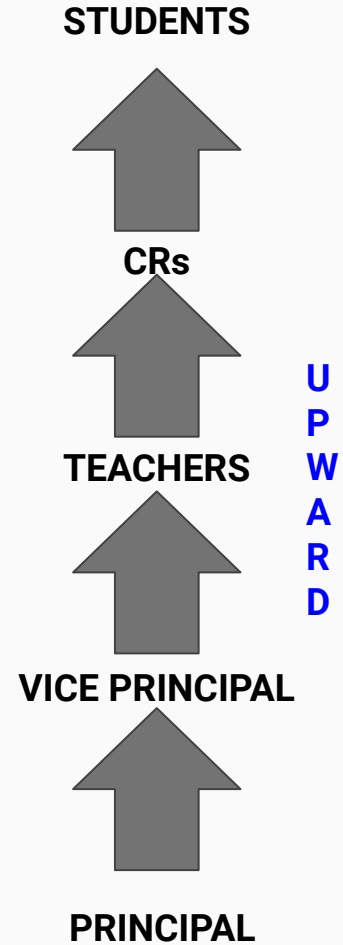 - Signs
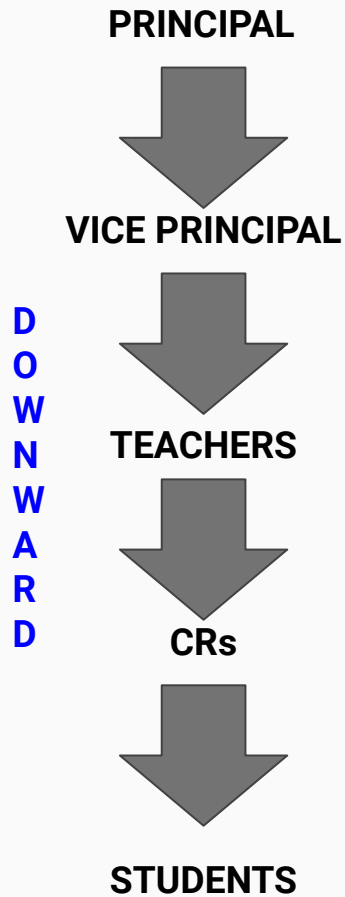 - Symbols
  - Expressions
  - Etc

Factors involved in communication

- Sender
- Receiver
- Idea
- Encoding
- Channel
- Decoding
- Feedback

Hierarchy of Communication

VERTICAL COMMUNICATION

PRINCIPAL

VICE PRINCIPAL

DOWNWARD

TEACHERS

CRs

STUDENTS

STUDENTS

CRs

TEACHERS

UPWARD

VICE PRINCIPAL

PRINCIPAL

HORIZONTAL COMMUNICATION

SALES DEPT. HEAD —————————————————————— **FINANCE DEPT. HEAD**

DIAGONAL COMMUNICATION

Vertical Communication

MERITS:

1. Provides Direction
2. Control of Activities
3. Motivate Employees
4. Clarifications
5. Employee - EMployer Relations
6. Discipline

DEMERITS:

1. Delay
2. Distortion
3. Filtering of information
4. Resentment
5. Problem of over emphasis
6. Over or under communication

Upward Communication

Methods:

1. Open Door Policy
2. Social Gatherings
3. Suggestion Schemes
4. Complaint Boxes
5. Direct Correspondence
6. Reports
7. Reviews and opinions

Advantages:

1. Feedback
2. Complaints and Grievances
3. Suggestions
4. Schemes
5. Harmony

Disadvantages:

1. Distortion
2. Affects relations
3. Reluctancy
4. Resistance

Downward Communication

Advantages:

- Provide Direction
- Control of Activities
- Motivate Employees
- Clarification
- Labour-Management Relation
- Discipline

Disadvantage:

- Delay
- Distortion
- Filtering
- Resentment
- Problem of Over-emphasis
- Problem of Over and Under Communication

Horizontal Communication

Advantages:

1. Improves understanding and coordination
2. Elimination of misunderstanding, jealousies, ego-clashes
3. Time saving
4. Increase in inter departmental communication

Disadvantages:

1. Conflict
2. Replaces vertical communication
3. Leads to rivalry
4. Paves way to Jealousy
5. Gossips

Diagonal Communication

Advantages:

1. Cross departmental teams
2. One of the fastest methods
3. Friendliness and informality
4. Reduction is 'filters' and results in correct information transmission
5. Most effective in critical situation

Disadvantage:

1. Destroys lines of authority
2. Ego hassles
3. Uninformed superiors
4. Conflicting orders and therefore leading to further confusion
5. Mostly verbal - no accountability

Activity

Case Study: Identify the channel of communication and discuss positive and negative aspects

Nagesh was transferred to a new branch. By the end of the second month he wanted leave for a doctor's appointment, but had heard from friends that his boss was very strict and was not happy with employees taking leave, especially new comers. So he went for the appointment without requesting for leave. Unfortunately at the last minute the appointment was postponed to the next day. As it was too late to go to office, Nagesh did not go on that day and the next day. When he went back to office on the 3rd day, he came to know from his colleagues that his boss had been very angry with him. So he avoided meeting his boss and conducted all official matters through mails. On the 5th day his boss called him and asked him about his absence. When Nagesh explained, his boss just told him that the next time he should apply for leave before and keep him informed. Nagesh was surprised to see that the boss was very pleasant and understanding in his dealings.

(a) Mitra had just joined R.F.G. Industries as Personnel Manager. The employees appeared uncomfortable in her presence as they had never had a woman as their boss, and would stop talking the moment she entered a room. She wanted to get the employees to feel comfortable. She began by being very friendly with her subordinates. She would call them to her room for official work, after which she would chat with them about their personal matters. She always had lunch with them. Soon they were very comfortable with Mitra. Even in her absence they would enter her room and use her computer as she had encouraged them to do so. Once an employee happened to read a confidential mail from the management and soon the information spread. The management was angry and when they found that Mitra was responsible for the information leak, she was asked an explanation.