

Introduction to Business Communication

1. What is Business Communication?

- **Understanding Communication**

Communication permeates all aspects of our personal and professional lives. It is the key to having positive interactions and to building and maintaining favorable relationships. The ability to communicate and to have that message understood is vital in today's world.

Communication is a process of exchange of facts, ideas, and opinions and as a means that individual or organization share meaning and understanding with one another. In other words, it is a transmission and interacting the facts, ideas, opinion, feeling and attitudes. It is the ability of mankind to communicate across barriers and beyond boundaries that has helped the progress of mankind. It is the ability of fostering speedy and effective communication around the world that has shrunk the world and made 'globalization' a reality.

- **Communication in an Organizational Setting**

Communication is one of the basic functions of management in any organization. It is a process of transmitting information, ideas, thoughts, opinions and plans between various parts of an organization. Good and effective communication is required not only for good human relation but also for good and successful business. In marketing communication knowing the objective of the communication and understanding the target audience are very important. In an organization you need to communicate with both internal members as well as with external parties.

The term business communication is used for all messages that we send and receive for official purpose like running a business, managing an organization, conducting the formal affairs of a voluntary organization and so on. Business communication is more formal than personal and social communication.

The success of any business to a large extent depends on efficient and effective communication. It takes place among business entities, in market and market places, within organizations and between various group of employees, owners and employees, buyers and sellers, service providers and customers, sales persons and prospects and also between people within the organization and the press. All such communication impacts business.

When people within the organization communicate with each other, it is internal communication. They do so to work as a team and realize the common goals. It could be official or unofficial. Modes of internal communication include face-to-face and written communication. Memos, reports, office order, circular, fax, video conferencing, meeting etc. are the examples of internal communication.

When people in the organization communicate with anyone outside the organization it is called external communication. These people may be clients or customers, dealers or distributors, media, government, general public etc. are the examples of external communication.

Communication may be made through oral or written. In oral communication, listeners can make out what speakers is trying to say, but in written communication, text matter in the message is a reflection of your thinking. So, written communication or message should be clear, purposeful and concise with correct words, to avoid any misinterpretation of your message. Written communication provides a permanent record for future use and it also gives an opportunity to employees to suggest their comments in writing. So, effective communication is very important for successful working of an organization.

2. Role of communication in Business

Communication is the life blood of any organization and its main purpose is to effect change to influence action. In any organization the main problem is of maintaining effective communication process. The management problem generally results in poor communication.

Why communication is so important in an organization setting?

- Effective communication of information and decision is an essential component for management-employee relations.

- Communication is also a basic tool for motivation, which can improve morale of the employees in an organization.
- Sometimes, Inappropriate or faulty communication among employees may cause of conflict and low morale at work. With effective communication, we can maintain a good human relation in the organization.
- Communication encourages ideas or suggestions from employees or workers and implement them whenever possible.

Internal operations within an organization depend on the day-to-day exchange of information among employees. Organizations accomplish long-range planning and strategic decision making by relying on research, reports, proposals, conferences, evaluations, and projections. External communication builds goodwill, brings in orders, and ensures continued existence and growth. Day-to-day external communications include sales calls, product advertisements, news releases, employment notices, bank transactions, and periodic reports to governmental agencies. Therefore, Business writing is very different from journalistic or creative writing.

Effective communication is essential to both you and the organization for which you work. Studying Business communication is helpful to improve your ability to communicate within an organization. It is also important to understand communication barriers occurs in Business Communication and ways to remove them. Done with care, such communication can promote business interests. Otherwise, it will portray the organization in poor light and may adversely affect the business interest.

- **Being a skillful communicator**

A smart and skillful communicator is always expected to have the awareness of the organizational climate, industry trends, and customer preferences in order to create and deliver effective messages. Whether you are preparing e-mail, leading a meeting, writing a report, ironing out a misunderstanding with a coworker, or conveying the vision of an organization, your use of good, and basic communication skills will give you confidence that your message will be effective.

The number and types of work-related communication activities in which a person engages depend on his or her field and level of responsibility. How well you read, listen, speak, and write will affect the quality of

your personal relationships and it will help determine the progress you make in your career. Business professionals reveals that effective communication ranks high among the skills necessary to succeed in business.

For example:

- I. telemarketers spend the majority of their work hours placing calls to prospective customers;
- II. Public relations specialists gather information and write news releases
- III. Human resource managers negotiate contracts, train employees, and prepare reports.

3. Principles of Business Communication

As mentioned before, Business communication is different from journalistic or literary communication. IN Business Communication we use different principles, objectives, and language patterns. Communication is the foundation of any business operation. In Business Communication is required to be quick, clear and precise. An effective communication improves productivity, increases efficiency, and reduces redundancies in a business.

1. Clarity

Clarity is the most important principle of Business Communication. If a message is not clear we cannot expect an effective communication. When considering of Clarity it is important to focus on basic communication elements such as message (what you want to say), and the medium (in what format do you want to say it in).

- Select short, familiar and easy words
- Avoid ambiguous words and jargons
- Use short and effective sentence and paragraphs
- Avoid excessive use of infinitive
- Put appropriate examples, illustration and visual aids where applicable

2. Conciseness

In Business communication briefness is a basic principle. Lyrical prose or academic writing is not appropriate in Business Communication. It is suitable to use short sentences and short words. Jargon and Technical words should be avoided.

- Include only relevant facts
- Avoid repetition
- Avoid trite and wordy expression
- Organize the message well

3. Correctness

Correctness of the message is very important in Business Communication because any incorrect or partial message may lead the receiver misinterpret the message. Therefore, it is important to make sure that message contains correct facts and it is transmitted at the correct time. False and incorrect messages may create confusions in the minds of the receiver. You should not send any message unless you are absolutely sure of its correctness.

- Check your message or writing from grammatical and linguistic viewpoints
- Use none discriminatory words like chair person, police officer, sales person, camera operator instead of sexist words
- Check accuracy of figures, facts and words
- Send your message at the correct time
- Send your message in the correct style.

4. Consistency

Business Communication must have consistency. The overall theme of the message must remain consistent.

5. Completeness

In Business Communication each message must have a clear and logical conclusion. The message must be self-sufficient.

6. Objectivity

Objectivity is a core principle of Business communication. There should be a purpose for communication. In your message this purpose should be visible. Whoever is reading the message should be able to understand the objective easily.

7. Relevancy

Every message you send out must be contextually cohesive with previous/future messages. The message must also be relevant to your primary offering. It is important to make sure that everything you write in a business setting is contextually related and relevant.

8. Audience Knowledge

Most importantly, your message must have a thorough understanding of your primary audience. It is always important to know your audience and what is the most appropriate method to communicate with them. This is possible only if you thoroughly research your audience and can see things from their perspective.

