

Understanding Business Communication

Business Skills 1



What is the differences between the two sentences?

Let's eat
Grandma!

Let's eat,
Grandma!

**Punctuation
saves lives.**



Outline:

1. What is Communication?
2. Why Communication is Important?
3. Communication in Organisations.
4. The Basic Communication Model.
5. Communication Barriers.
6. Committing to Ethical Communication.
7. Effective Communication.

1. What is Communication?

Communication is the **process** of **transferring information** and meaning between **senders** and **receivers**, using one or more written, oral, visual, or electronic media.

- **The process** by which **ideas, information, opinions, attitudes** and **feelings** are conveyed from one person or group to another.



1. What is Communication?

Communication May Be:

1. **Deliberate**, carefully planned and thought out – i.e., a written report.
2. **Casual**, spontaneous – i.e., ordinary conversation .
3. **Unintentional**, unconscious – i.e., non-verbal communication such as body language.



2. Why Communication is Important?



كباب بن قاسم

المكونات

طريقة الطوص
نظم الخضار
شرائح الباذنجان والفلفل الرومي
والطماطم نصين
في سببخ ثاني نخط الخضار ونبخ
عليهم الزبد وعلى الشبويه
بعد ماينشوي نفرمهم
في تاوه نخط زبد
وجز من الخضار اللي فرمناه
والحين الطوص جاهز

الطريقة

نظم الفلفل الرومي صفار
في باجنه نخط اللحم مع البهارات والفلفل الرومي و البصل
المفروم
ونصفه بالسبيخ ونطه بالشبويه لمدة عشر دقائق تقريبا
وماقيلهم كثير عشان مايفتكك
نجيب الخبز المفرد وندهه باللبنة
ونخط الكباب ونلف الخبز ونقطعه
وندهن الطوص عليه ونبرين بالبقسوس والقسماط

وبالعافية عليكم
BINKASEM



2. Why Communication is Important?

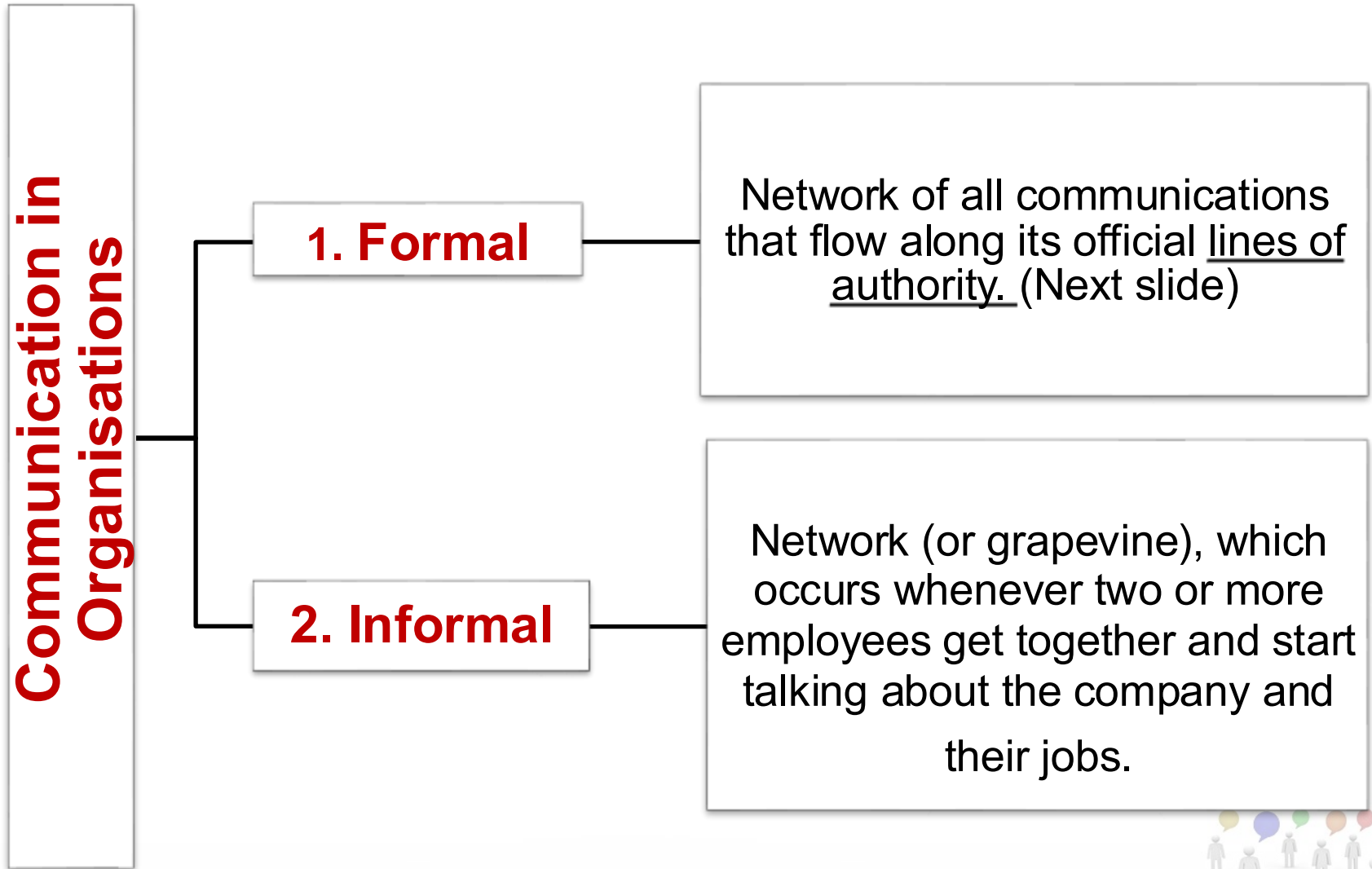
- It is **everywhere!**

In Your Career:

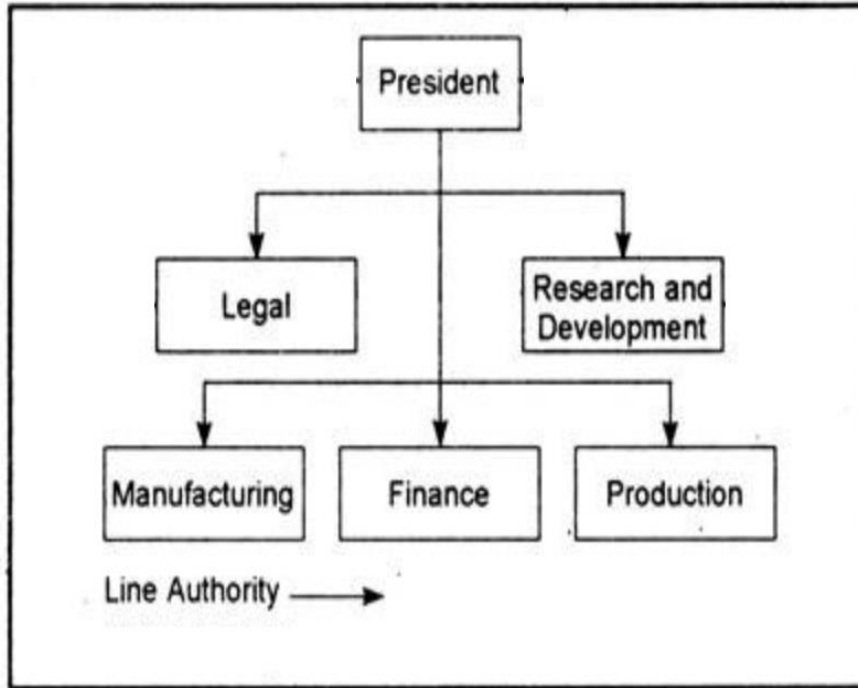
- Effective communication **avoids misunderstanding by:**
 - **Presenting** your ideas **and speaking** appropriately with a wide variety of people.
 - **Demonstrating** a varied vocabulary and tailor your language to your audience.
 - **Writing** clearly and concisely.
- It helps you to **express yourself.**
- It helps us to **work in teams and connect with people.**



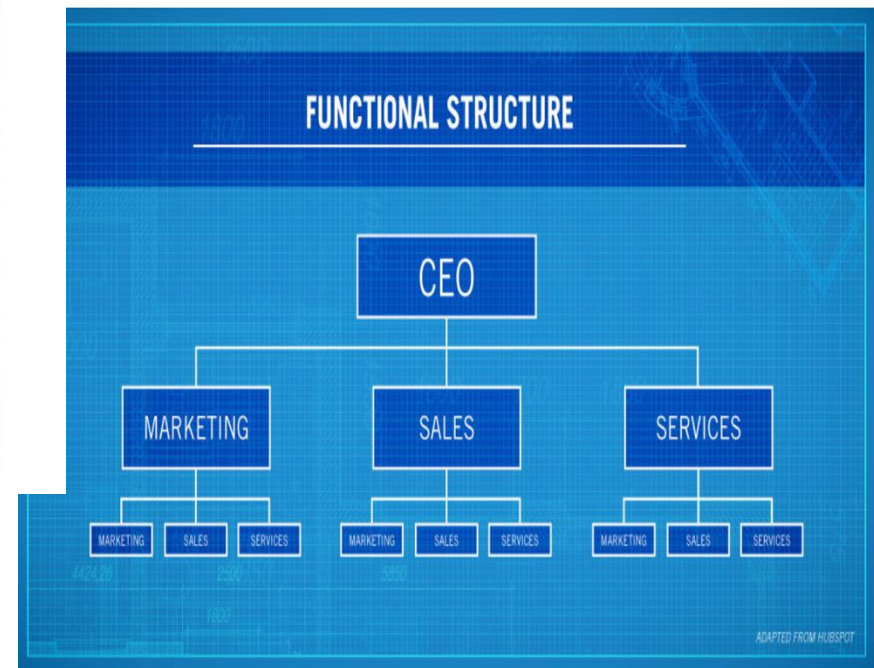
3. Communication in Organisations



3. Communication in Organisations



<https://www.businessmanagementideas.com/organization/how-to-make-an-organization-more-effective/7667>



Organisational Structure represents the lines of authority.

3. Communication in Organisations

- Adopting an Audience- Centered Approach

Adopting an **audience-centered approach** means **focusing on** and caring about the members of **your audience**. This approach is also known as adopting the **“you” attitude**.

It includes **two main element:**



3. Communication in Organisations

- Adopting an Audience- Centered Approach

Relating to the needs of others is a key part of (*emotional intelligence*), widely considered to be a vital characteristic of successful managers and leaders.

1. *Emotional intelligence includes:*

- Learning as much as possible about your audience.

If you are addressing people you do not know, try to project yourself into their position by using common sense and imagination.



3. Communication in Organisations

- Adopting an Audience- Centered Approach

The more you know about your audience → the easier it will be to concentrate on their needs → in turn, will make it easier for them to respond positively.



3. Communication in Organisations

- Adopting an Audience- Centered Approach

An important element of audience-centered communication is:

2. *etiquette* which means the expected norms of behavior in a particular situation.

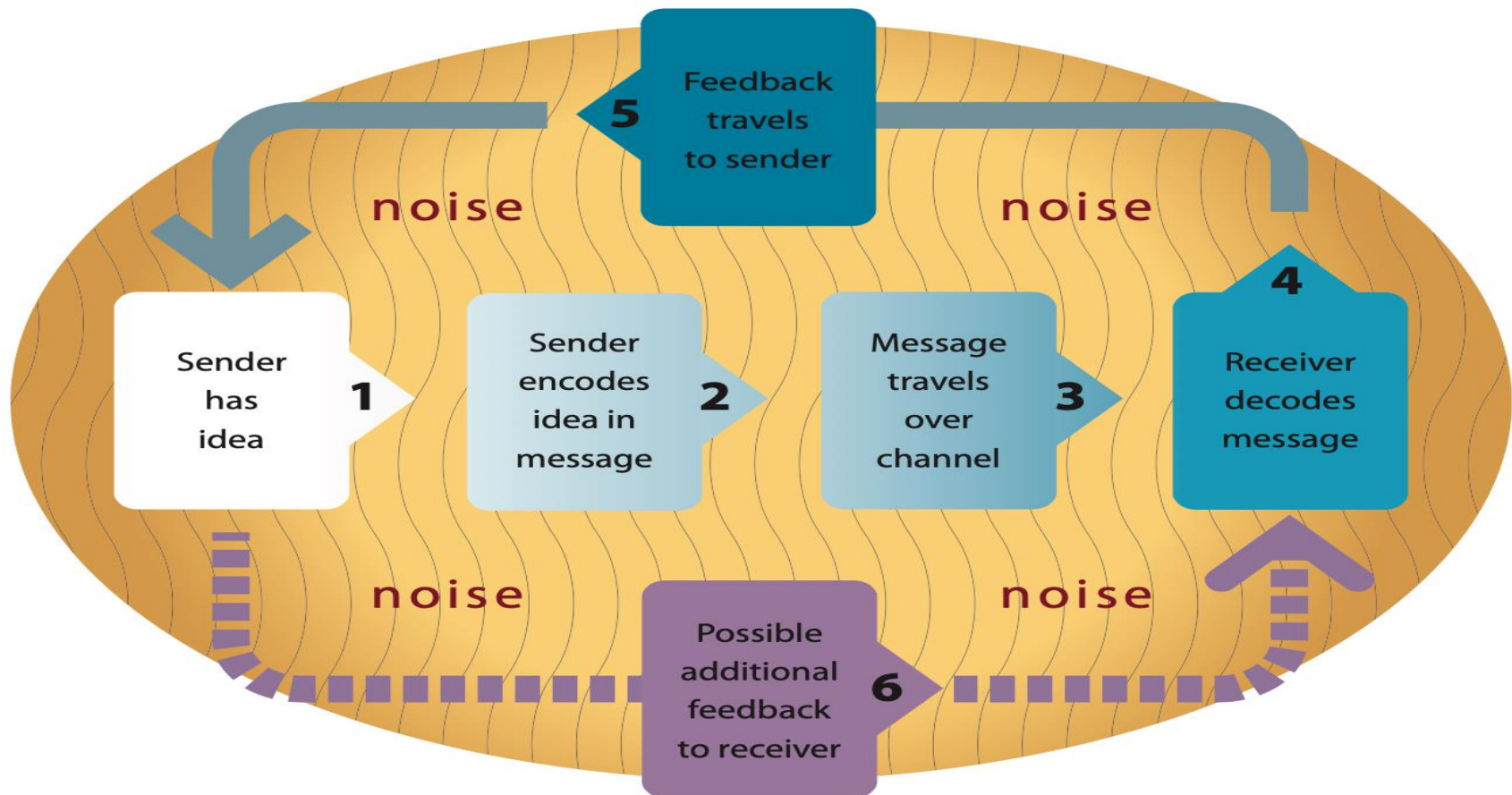


4. The Basic Communication Model



4. The Basic Communication Model

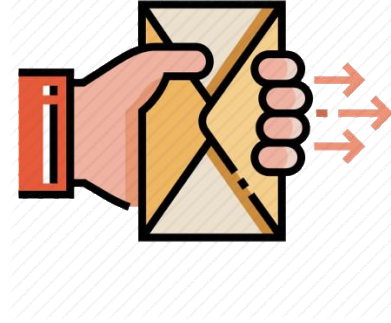
The Communication Process



Note: A more comprehensive model of the communication process is available in the instructor's PowerPoint program.

4. The Basic Communication Model

-The Communication Process



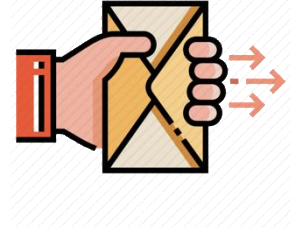
1. **Sender** has Idea

- **Ideas** may be **influenced** by mood, frame of reference, background, culture, physical makeup, context of the situation, and other factors.
- Success is possible when the sender **knows** the purpose and expected response.



4. The Basic Communication Model

- The Communication Process



Sender Encodes Idea

- **Encoding** – converting the idea into words or gestures that will convey meaning.
- Skilled communicators use familiar, concrete words to avoid **misunderstanding**.
- Be alert to the receiver's communication skills, attitudes, background, experiences, and culture.



4. The Basic Communication Model



- The Communication Process

Sender Selects Channel and Transmits Message

2. Channel – the medium over which the message travels (**computer, smartphone, social network, letter, report, picture, spoken word, fax, etc.**)



4. The Basic Communication Model

- The Communication Process



Types of Medium:

Written	Letter, report, company magazine
Oral	Meeting, interview, presentation
Visual	Charts, maps, diagrams
Electronic	E-mail, Internet, telephone
Mass	Television, radio, newspapers



4. The Basic Communication Model

- The Communication Process

Receiver Decodes Message

3. Receiver – the individual for whom the message is intended.

- **Decoding** – translating the message from its symbol form into meaning.



4. The Basic Communication Model

- The Communication Process

- Communication takes place only when the receiver **successfully** decodes (understands the intended meaning of) the message.



4. The Basic Communication Model

- The Communication Process

- **Decoding can be disrupted by:**
 - Lack of attention, bias against sender (**internal disruptions**).
 - Loud sounds, illegible words (**external disruptions**).
 - Misunderstood words or emotional reactions to terms (**semantic obstacles**).



4. The Basic Communication Model



- The Communication Process

Feedback Returns to Sender

4. Feedback – the verbal and nonverbal responses of the receiver.



4. The Basic Communication Model

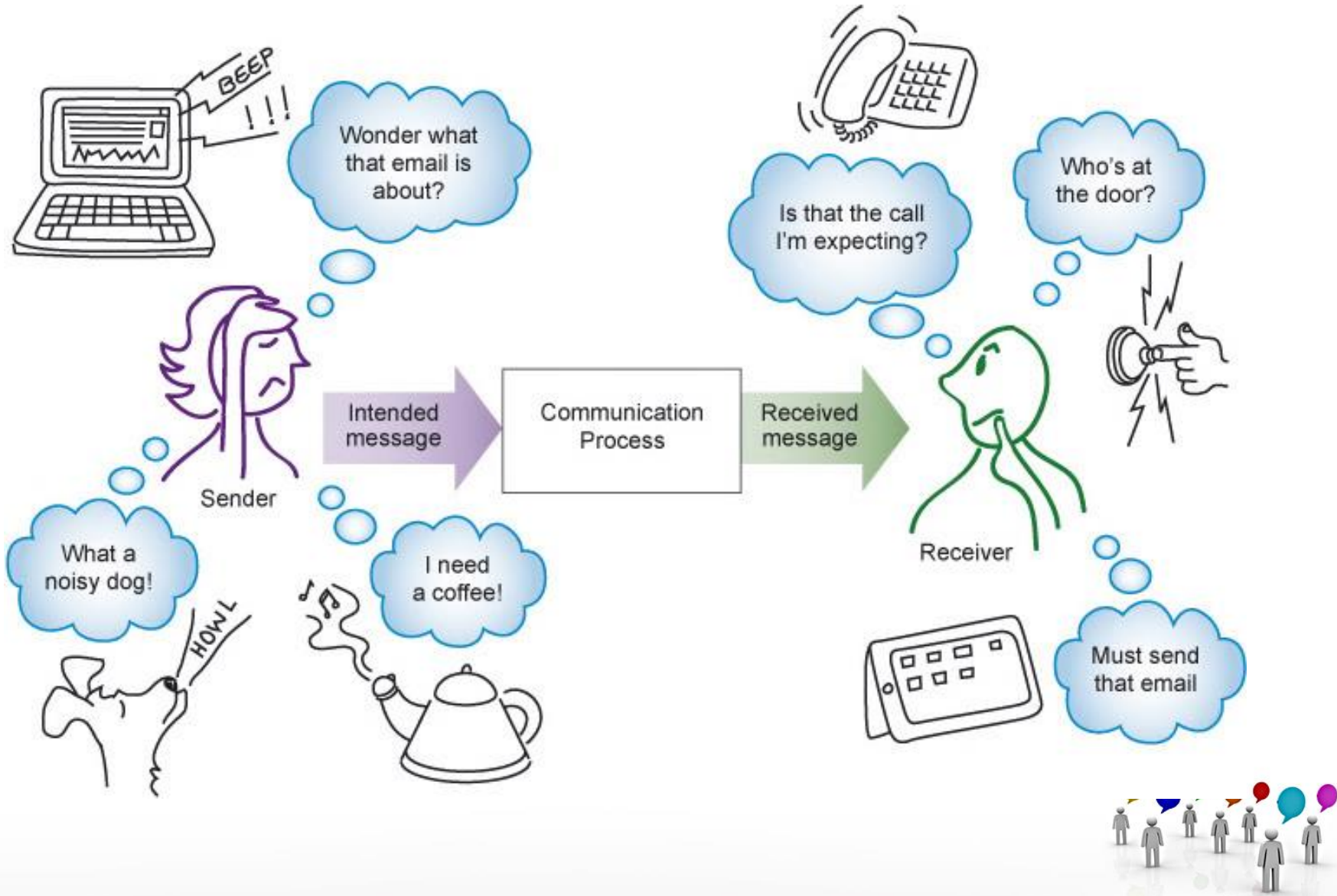
- The Communication Process

5. Noise – anything that interrupts the transmission of a message in the communication process

(weak internet signal, sloppy formatting and typos, annoyance a receiver feels when dealing with too many messages, etc.)



5. Communication Barriers



5. Communication Barriers

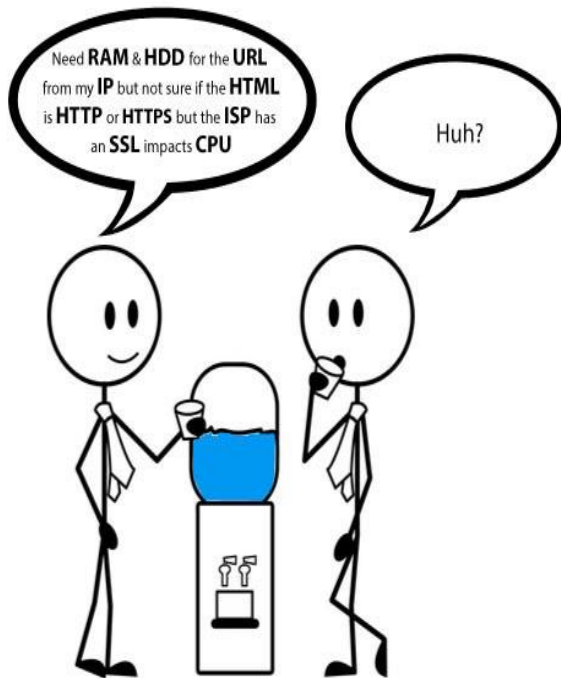
1. Physical Barriers to Communication

- **Disabilities** such as poor hearing or vision.
- **Physiological states** such as tiredness, stress or illness.
- **Environment** problems such as a noisy workplace.
- **Technology** problems.



5. Communication Barriers

2. Verbal Barriers to Communication



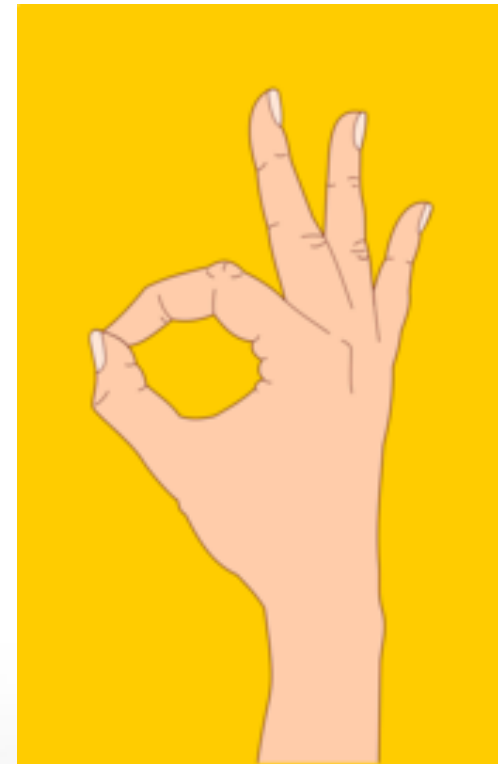
- **Jargon:** technical language in the wrong place/'show off' language.
- **Dialect:** a version of a language used only in a local region.
- **Slang:** casual expressions that should not be used in formal communication.



5. Communication Barriers

3. Non-Verbal Barriers to Communication

- **Sending** out the **wrong non-verbal signs**, perhaps through **nervousness** or misinterpreting the non-verbal language of another **culture**.



5. Communication Barriers

4. Attitudinal Barriers

- Misinterpreting a message due to stereotyping or prejudices.



6. Committing to Ethical Communication

Definition: Ethics are the accepted principles of conduct that govern behavior within a society.

Unethical communication could include:

1. Plagiarism.
2. Omitting essential information.
3. Selective misquoting.
4. Misrepresenting numbers.
5. Distorting visuals.
6. Failing to respect privacy or information security needs.



7. Effective Communication

Principles of Effective Communication

1. Consider the **receiver**.
2. Think out your **objectives** and plan the message.
3. Select the right **medium**.
4. Use **simple**, clear language.
5. Use an appropriate **tone**.



7. Effective Communication

Principles of Effective Communication

6. Give information at the **right time and place**.
7. Remove all **'noise'**.
8. As **receiver**, attend carefully to the message (listen).
9. **Be open** to information.
10. **Respond** in the right way.



Information:

Bear in Mind

90% of information that is transmitted to the brain is **visual**.

(Hyerle, 2000)

Visuals are processed **60,000X faster** in the brain than text!

(3M Corporation, 2001)

People remember:

10% of what they **hear**.

20% of what they **read**.

80% of what they **see and do**.

(Edgar Dale)



Thank you

Any question?



Reference List

- Anon. (2010). *Principles Of Management*. [ebook] University of Minnesota Libraries Publishing, p. 491-530. Available at: <https://open.lib.umn.edu/principlesmanagement/front-matter/publisher-information/> [Accessed 12 January 2021].
- Bovée, C. and Thill, J. (2016). *Business Communications Essentials, A Skills-Based Approach*. 7th ed. Pearson, p. 47-76.
- Guffey, M. and Loewy, D. (2011). *Business Communication: Process & Product*. 7th ed. Cengage, p. 13-37.

