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Course :- BBA - 1st Year
Total Marks - 70

57
70

Very good
Thank

1) → Communication is the transfer of information between people resulting in common understanding between them. Communication has been defined differently by different authors and behavioural theorists. Some of the popular definition are as follows :-

Communication

Newman and Summer

They defined Communication as
"it is an exchange of facts, ideas, opinions or emotions by two or more persons."

Allen Louis

He defined as "it is the sum of all the things that one person does when he wants to create an understanding in the mind of receiver"

Berelson and Steiner

They defined as,
"it is the transmissions of information, ideas, emotions or skill etc by the use of symbols, words, pictures, figures, graphs etc"

from all the definition we conclude that

The Characteristics of Communication are as follows :-

- (i) It is unavoidable
- (ii) It is two-way exchange of information
- (iii) It is a process
- (iv) It involves Sender and receiver of information
- (v) It could be verbal and non-verbal communication
- (vi) It is successful when the receiver interprets the message in the same way as that intended by the sender
- (vii) It is a dynamic process
- (viii) It enables understanding

13 1/2

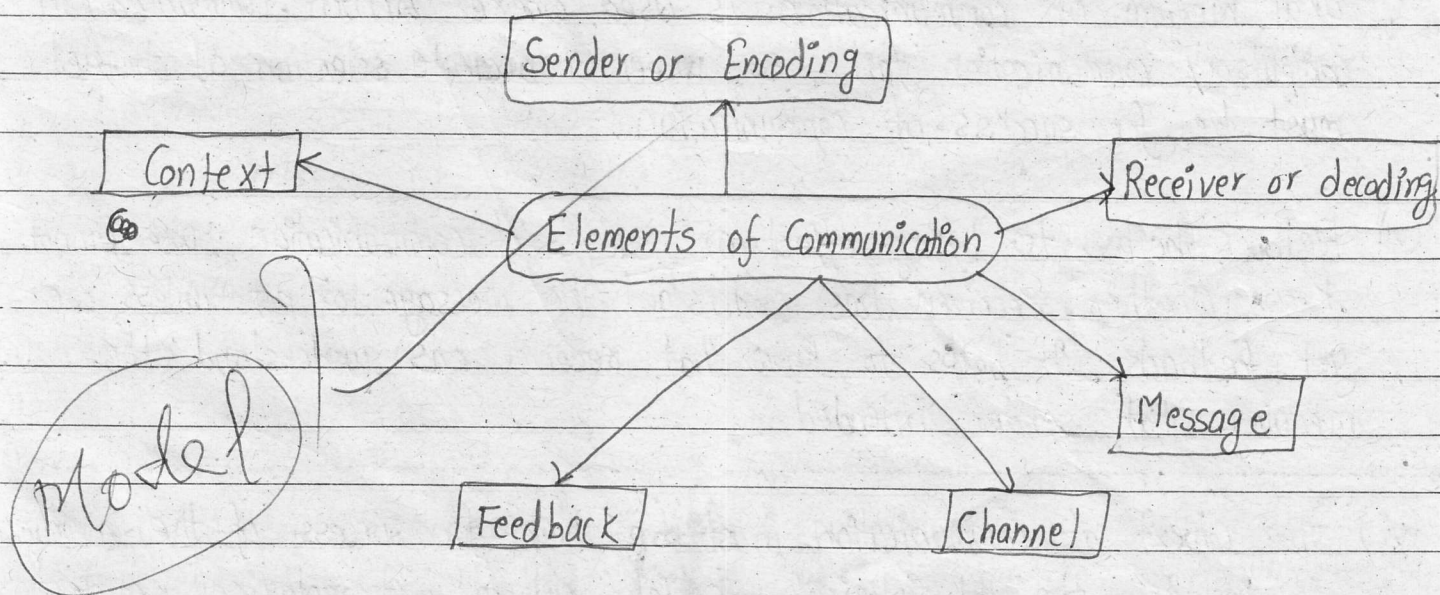
- (i) It is impossible to communicate since we communicate unintentionally all the time even without use of words. Our body language, the way we dress, importance we give to arriving on time, our behaviour and the physical environment in which we work all convey certain meanings to others.
- (ii) Effective communication is a sharing of information between sender and receiver with continuous feedback. In absence of anyone, communication will not take place.
- (iii) Each message is a part of process and does not work in isolation means meaning attached to the message depends on what has happened before and on the present context. For example: Your boss response to your request for promotion depends on your past relationship with him and boss mood at that particular moment.
- (iv) ~~Each~~ Communication starts with a sender of message and requires a receiver to attach some meaning to the message. Hence, effective communication includes both sender and receiver of message.
- (v) Communication could be through the use of words in spoken and written form or could be through the use of signs such as body language, gesture, facial expressions etc.
- (vi) The receiver will not always ~~the same~~ attach the same meaning to the message as that intended by the sender. Wrongly ~~not~~ transmission of message communication will not succeed.
- (vii) Effective communication includes sharing of thoughts and feeling in a meaningful manner i.e. assimilating, processing and responding to the

person one is talking with. The mode and manner of communications depends upon the situations.

(viii) Communication enables the people to understand the necessity for change, result for performing certain things, the methods for implementing the process and importance for their actions.

Q → Element involved in communication are as follows :-

- (i) Sender or encoding
- (ii) Receiver or decoding
- (iii) Message
- (iv) Channel
- (v) feedback
- (vi) Context



(i) Every Communication starts with the idea of the sender. When the sender thinks of an idea or message so to transfer the message

they have to convert the idea or message ~~to~~ into a language in which receiver can understand. Sender can convert the message into a language such as in words written or spoken or in the form of sign such as body language and gesture.

(ii) The sender transfers the message by converting into encoded form to ~~recipr~~ receiver. The receiver converts the encoded language into the language in which he/she understand known as decoding.

(iii) Whatever the sender think i.e. about idea it forms a message. The sender transfers the information to receiver resulting in common understanding between them. Transfer takes place between sender and receiver can be information, ideas, emotions, skills, feelings etc.

(iv) Selection of ~~an~~ right medium of channel must be there. Wrongly selection of channel, communication will fail. Using of wrong medium of channel or oral medium of communication is used where written communication is compulsory communication fail. So, proper or accurate selection of channel must be for success of communication.

(v) Feedback helps to bring effect or success of communication. We cannot know whether receiver has understood the message or not unless we get feedback. It helps to know that receiver has understand the meaning what sender intended.

(vi) The context of communication must be there for success of the communication. It includes the physiological, social, cultural, chronological context. In other words, it includes distracting of sounds, physical illness, just information overbad could interfere the message.

3) → The Communication barriers are :-

- (i) Noise
- (ii) Environment Barriers
- (iii) Individual Barrier
- (iv) Organisational Barrier
- (v) Channel Barrier
- (vi) Linguistic and Cultural Barrier
- (vii) Semantic Barrier
- (viii) Non-Verbal Barrier

14

(i) Noise refers to all those factors that disrupt the communication and can be classified into following types :

(a) Physical Noise → Distracting sounds, poor acoustics or just information overload could interfere the listening process.

(b) Physiological Noise → Hearing or other disabilities, fatigue or physical illness could come in the way of both speaking and listening.

(c) Psychological Noise → Sometimes emotions ~~with the~~ between sender and receiver such as preoccupations, hostility, fear and lack of interest could interfere the listening process.

(ii) An environmental barrier is same as physical noise which could in the form of distracting sounds, an overcrowded rooms, poor facilities and acoustics could hinder the ability to listen to and understand the message.

- (iii) A major barrier to effective communication is a tendency to evaluate, judge, approve or disapprove the view points of others. This happens in the situation when we have strong feelings about something. In such ~~cases~~ case, we block out communication and form our own view points.
- (iv) In organisations that are hierarchical, have ~~one~~ multiple layers, messages may have to pass from many levels before they reach the receiver. Each level adds, modifies or completely changes the message before they finally reach the receiver as that intended by the sender.
- (v) In ~~the~~ each section, ~~we~~ we point out that ~~the~~ if anything goes wrong, the communication fails. Wrong selection of channel, the communication will not succeed. Using of wrong channel or oral communication where the written communication would be appropriate, communication fails. So, selection of appropriate ~~the~~ channel is must for success of communication.
- (vi) When the sender of the message uses the language that the receiver will not understand, communication will not succeed. ~~the~~ Either sender uses different or foreign language or may use the language that is highly technical, receiver will not understand. Linguistic barrier may also occur in cross-cultural ~~to~~ advertising and distort communication, when transmitted campaign or slogan ~~from~~ literally from one language to another.
- (vii) The word 'semantic' refers to meaning of the word and the way in which they are used. For ex - Different words may have different meanings in different cultures. Failure to take this into consideration would lead to serious blunders.
- (viii) This refers to non-verbal communication that goes into particular messages.

This includes tone of voice, body language such as gesture and facial expressions. If the tone of voice and body language are negative, communication will not succeed even if the message is positive.

These barriers can be overcome as follows.

Overcome of Barriers

Organisational Action

- (a) Encourage feedback
- (b) Create a climate of openness
- (c) Use multiple channels for communication.

Individual Action

- (a) Active ~~the~~ listening
- (b) Careful wording of the message
- (c) Selection of appropriate channels
- (d) Avoidance of technical language
- (e) Right feedback

Organisation Action :-

- (a) ~~By~~ Feedback helps to show the effect or to success of the communication. When the sender transfers the message to receiver, we cannot understand unless that whether the receiver understood the message or not unless we get the feedback. So, in an organisation when the information is transmitted there is an encouragement of feedback.
- (b) The parties that involved in communication must have open mind. They should not try to ~~with~~ withhold the information due to their personal interest. The sender and receiver must listen and receive the information carefully results in success of communication.

- (c) To transfer the information in the organisation that are too hierarchial, there are multiple layers so selection of multiple channels will do. Each level add or modify the message to right selection of multiple channels in each level must be there to avoid communication failure.

Individual Action

- (a) ~~When~~ During communication, an individual must have a tendency to evaluate, judge and listen the viewpoints of others. The receiver should not response before completing the message. He/she must listen the words of the message carefully or simply he must be active listener.
- (b) While communication, sender must not use the offensive and jargons words, words with multiple meaning, & in adding may not use the use that hurt the sentiment of receiver so carefully selection of words must be done by sender for communicating the message.
- (c) Sender must use the appropriate channel for communication - for ex - for formal message, written communication will be more appropriate while for emotional orally communication will be appropriate.
- (d) Sometimes, the sender uses the language that are too highly technical that the receiver do not understand which results in communication failure. So, ~~the~~ sender must use the language that is known to receiver.
- (e) When the sender transmits the message to receiver, the receiver must provide correct feedback to sender i.e. whether he understood the message completely or not. Feedback also helps to provide suggestion. So, right feedback must be provided by receiver at the process of communication.

4) → Communication is a life blood of business by the following ways :-
It results into

- (a) Greater Awareness for organisational goals
- (b) Better employer - employee relationships
- (c) Problem Solving
- (d) Improved performance
- (e) Stronger link between managers and ^{external} outside environment

(a) When there is an open communication between superior, sub-ordinate and co-workers there is a smooth flow of information regarding goal of the organisation. Coordination between different departments in particular leads to greater motivation of work together to achieve the common organisational goals rather than working in isolation.

(b) By listening to employees, shows sympathy and giving them more freedom to express their opinions without fear of being repressed, a manager can create a create of openness to build better work relationship. Employees will then feel more comfortable in approaching to employers and discussing matters with them.

(c) Effective Communication can help resolve conflicts between work-related, co-workers, performance-related problems. face to face communication is best suited for this task, since it is one to one and highly personalized in nature.

(d) Effective communication by managers at time of appraising performance of employees that can point out the areas of improvement. A constructive review of performance, through which managers can give correct

feedback and counsels the employees rather than ~~going~~ criticizing him for poor performance can help them to provide better performance.

- (v). Apart from the ~~interm~~ internal environment within the organisation, effective communication by managers with external audiences such as customers, suppliers, bankers, government, media etc can lead to better rapport with them. A manager will be able to understand the needs of the customer, be aware of the presence of quality suppliers of materials, of government regulation and to be expectation of the community at large through proper communication.

Conclusion:-

11

10

- (5) The guidelines useful when selecting a channel for communication for a particular situation i.e. context of the ~~successful~~ communication. For the success of communication context is needed. ~~in the~~

Context of Communication

- ~~Physiological~~ ^{Physical} ~~@ Sometimes~~ Context
- Social Context
- Cultural Context
- Chronological Context

Questions not understood clearly

General Ans

- (i) It includes the hearing of the receiver. Receiver must be in the proper conditions while communication, he must not fatigue as if it is fatigue he will not listen the words of ~~common~~ sender. If the channel of communication is correct receiver will pay attention to the certain words of the sender and makes judgements about what speaker said.

If the channel of communication is wrong, message will fail. For formal, written communication is appropriate for keeping records while for emotions such as feelings for ~~feeling~~ ^{friends} orally communication is appropriate. So, before communicating sender must select an appropriate channels for ~~the~~ transmitting message to receiver. So, that receiver will ~~be~~ enables active listening and completeness of message.

Conclusion :-

(iv) Time is most important for communication. Selection of right time while communication helps ~~the~~ to create bonding between sender and receiver. Inappropriate time during communication will allow the receiver not to listen correctly or he will not pay attention to the words of receiver. So, correct time must be there for communication.

(iii) Cultural Context allows us that we should not use the words that hurt or against of any culture. Sender should not use the words that is against of culture as it hurts the sentiment of receiver and communication will go in opposite direction. So, selection of appropriate channel for respecting the receiver culture for success of communication. It also includes age, gender. So must select words i.e. whether communication with boy or girls words will differ for communicating.

(ii) Social Context refers to the emotions of the sender and receiver. While communicating we should try to understand the emotions of the sender. What is the situation, feelings of sender must be taken into consideration. According to that selection of channels should be there. It ~~help~~ enables the sender for ~~necess~~ communicating well with receiver.