



# Business Communication

**Course Instructor**

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# Course Contents

- ❖ Introduction to communication Process//Barriers to communication
- ❖ Principles of effective business communication
- ❖ 7Cs of effective written communication
- ❖ Audience analysis/Audience Involvement /Managing Heterogeneous Audience
- ❖ Developing effective listening and reading skills
- ❖ Types , media, audio & visual aids, communication networks
- ❖ Verbal and non-verbal communication
- ❖ Managing change
- ❖ Letter writing, memo & E-mail writing
- ❖ Proposal writing
- ❖ Writing Notices
- ❖ Writing Minutes of meeting
- ❖ Developing an Informative presentations
- ❖ Engaging in Constructive Discussions
- ❖ Conducting and attending meetings
- ❖ Style and tone in business gatherings ,seminars ,conferences ,lunch /tea/dinner
- ❖ Telephoning/Networking
- ❖ Walk in interviews
- ❖ Use of websites, web pages, and blogs for business communication

# Students' Output Measurement Scale

Sr. No.	Topics/ Area	Weight age (%)
1	Quiz	10
2	Presentation	15
3	Writing Portfolio	15
4	Final term Project	20
5	Final Term Paper	40
	Total Marks	100

# Class Rules and Regulations

- ❖ Regularity
- ❖ Punctuality
- ❖ Dress Code
- ❖ Mobile Phone
- ❖ Quiz, Presentation, Assignments
- ❖ Atmosphere

# Your Introduction

- ❖ Name
- ❖ Roll No.
- ❖ Background
- ❖ Hobby
- ❖ Goals
- ❖ Strategy to achieve goals
- ❖ Strengths
- ❖ Weaknesses

# What is Communication?

# Communication (Definition)

“The transfer and understanding of meaning.”

**OR**

“The exchange of messages between people for the purpose of achieving common meaning”

# Types Of Communication

- ❖ **Interpersonal Communication:** Communication between two or more people
- ❖ **Organizational Communication:** All the patterns, network, and systems of communications within an organization
  - ✓ **Internal Communication**
    - **Horizontal communication**
    - **Vertical communication (upward and downward)**
  - ✓ **External Communication**



# Ways of Communication

## ❖ One way Communication:

The communication that results when the communication process does not allow for feedback.

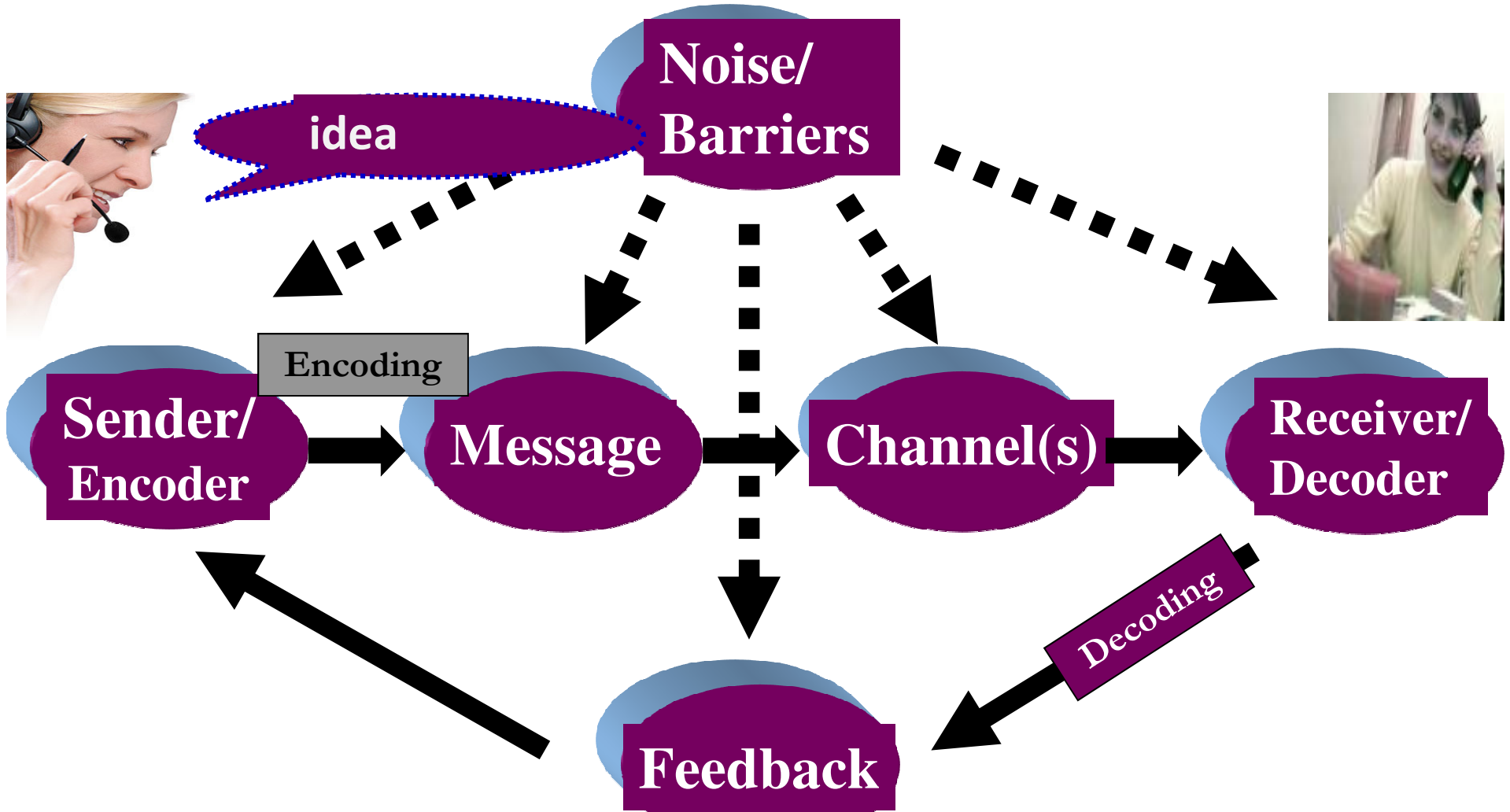
## ❖ Two way Communication:

The communication that results when the communication process includes feedback.

# Communication Process

**Seven elements involve in transferring meaning from one person to another in a communication process.**

# Communication Process



# Elements of Communication Process

- ❖ **Sender /Encoder:** The sender makes the decision to communicate.
- ❖ **Message:** What is being communicated.
- ❖ **Channel:** The medium through which the message travels.
- ❖ **Receiver/Decoder:** Who translates sender's message.
- ❖ **Feedback:** Verbal and nonverbal reactions to communicated message.
- ❖ **Noise:** Disturbances that interfere with communications.



# Activity

# Problems in Communication Process

# Problems in Communications Process

## Message Encoding:

- The effect of the skills, attitudes, and knowledge of the sender on the process of encoding the message
  - The social-cultural system of the sender

## The Message:

- Symbols used to convey the message's meaning
- The content of the message itself
- The choice of message format
- Noise interfering with the message

## **The Channel:**

- The sender's choice of the appropriate channel or multiple channels for conveying the message

## **Message Decoding:**

- The effect of skills, attitudes, and knowledge of the receiver on the process of decoding the message
- The social-cultural system of the receiver

## **Feedback Loop:**

- Communication channel distortions affecting the return message from receiver to sender



# Types of Interpersonal Communication Methods

## ➤ **Verbal Communication:**

The written and Oral use of words to Communicate.

## ➤ **Non-Verbal Communication:**

Communication by means of elements and behaviors that are not coded to words.

# Verbal Communication Methods

- ❖ Face to face
- ❖ Telephone
- ❖ Group meetings
- ❖ Fax machines
- ❖ Employee publications
- ❖ Bulletin boards
- ❖ Audio and videotapes
- ❖ Email
- ❖ Computer conferencing
- ❖ Teleconferencing
- ❖ Videoconferences

# Non-verbal Communication

**Communication that is transmitted without words.**

- ❖ Sounds with specific meanings or warnings
- ❖ Images that control or encourage behaviors
- ❖ Situational behaviors that convey meanings
- ❖ Clothing and physical surroundings that imply status

# Types of Non-verbal Communication

❖ **Body language: Gestures, facial expressions, and other body movements that convey meaning.**

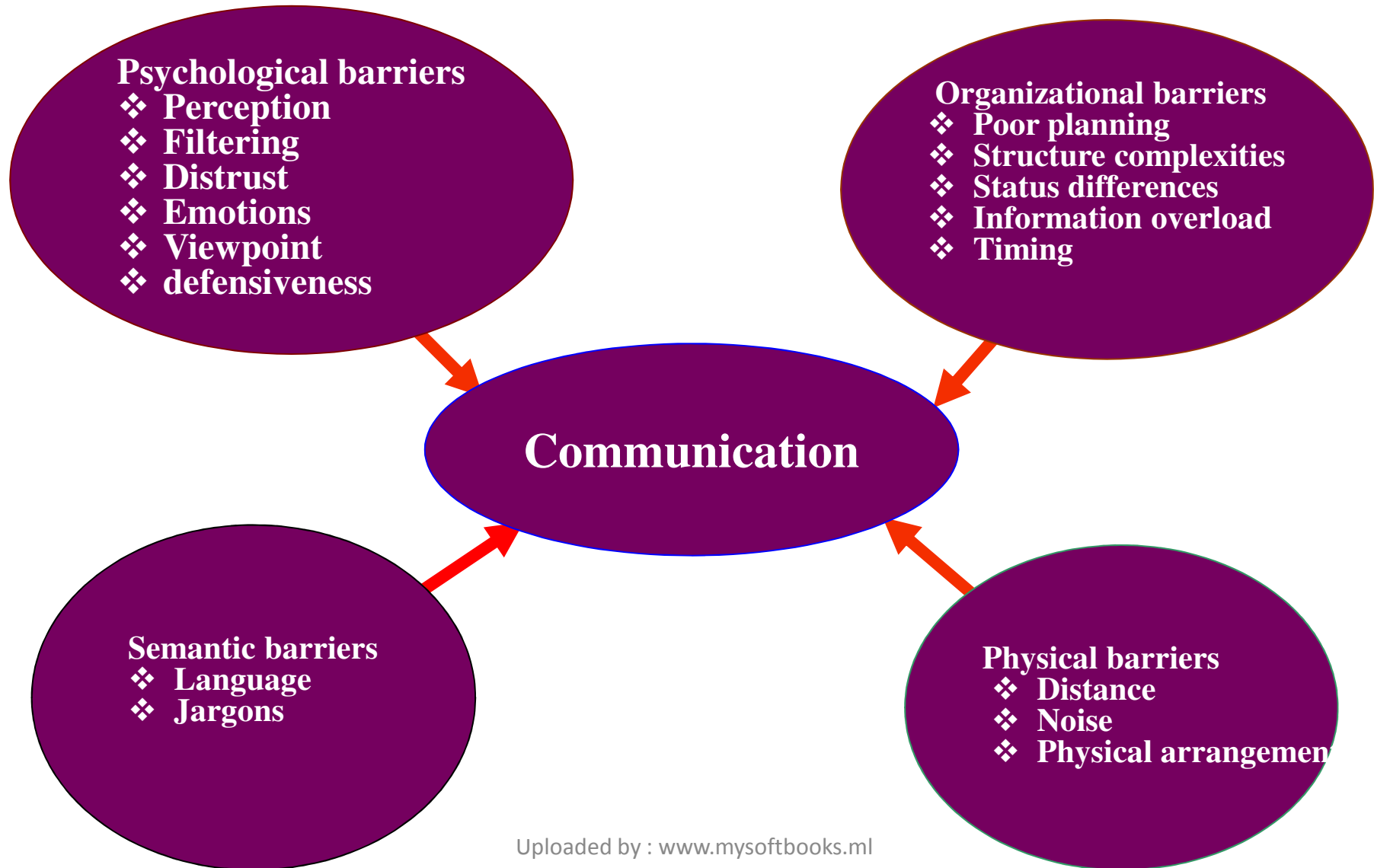


❖ **Verbal intonation: Emphasis that a speaker gives to certain words or phrases that conveys meaning.**



# Barriers to Communication

# Barriers to Communication





# **How to Overcome Barriers to Communications?**

# How to Overcome Barriers to Communications

- ❖ Clarify Ideas before Communication
- ❖ Communicate According to the Need of the Receiver
- ❖ Consult Others before Communication
- ❖ Be Aware of Language, Tone and Content of Message
- ❖ Convey Things of Help and Value to the Listener
- ❖ Ensure Proper Feedback
- ❖ Consistency of Message
- ❖ Follow up Communication
- ❖ Be a Good Listener





# Activity



**Thanks**