

# OBJECTIVE

It is to enable students to:

- Understand the principles of business communication
- Use written English in a variety of business situation and communication
- Draft all the usual forms of business correspondence

# WEEK 1 (4 HOURS)

BUSINESS COMMUNICATION  
BACKGROUND

# BUSINESS COMMUNICATION

The students should be able to:

- Explain the key stages in communication cycle
- Discuss examples of barriers of communication
- Identify the different modes of communication

# COMMUNICATION DEFINED

Communication may be defined as giving, receiving or exchanging information, opinions or ideas by writing, speech or visual means, so that the material communicated is completely understood by everyone concerned.

# KEY STAGES IN A COMMUNICATION CYCLE

## Sender

1. Conceive the message



2. Encode the message



3. Select appropriate message channel



## Receiver

6. Feedback



5. Interpret the message



6. Decode the message

# Sender

## 1. Conceive the message

- Consider the best means of putting your message across, and bear in mind that timing is important.
- Consider your recipient carefully.

## 2. Encode the message

- This stage involves putting the information into an appropriate form suitable to both the sender, the recipient and the aim.
- Decide first what specific outcomes you want from the communication.

### 3. Select the appropriate channel

- This stage is where the message is actually sent and the information is transferred.

- The technological revolution has brought about a wide range of telecommunication methods.

# Recipient

## 4. Decode the message

- It is important to ensure that the message is routed promptly and is given the attention it deserves.
- There is a need to ensure that the recipient will understand the language and vocabulary used.

## 5. Interpret the message

- Important to consider carefully the tone and register used in your communication so that the correct message is received

## 6. Feedback

- The communication process cannot be successful without appropriate feedback.
- Feedback is vital in a communication.

# Barriers of Communication

Barriers of communication are known as obstacles.

These obstacles are the problems encountered in the business and personal lives resulting from miscommunication.

There are three types of barriers:

- Physical
- Psychological
- Cultural

# MODES OF COMMUNICATION

There are two modes of communication. These are:

- Internal communication
- External communication

# Internal Communication

Internal communication is defined as communication that takes place within an organisation.

For example, between a manager and a supervisor, etc.

Further divided into:

- Oral (Telephone, interview, meeting/conference, presentation, face-to-face discussion, message.)
- Written (Report, graphs/charts, e-mail, fax, notice, forms/questionnaire, minutes, staff newsletter.)

# External Communication

External communication is concerned with how an organisation communicates with and is viewed by people and organisations outside the business.

Further divided into:

- Oral (Conversation, telephone, presentation, conference/seminar, meeting.)
- Written (Leaflet/brochure, invitation, forms/questionnaire, press release, advertisement, notice, graph/chart, report, e-mail, fax, letter.)