

LESSON: 1
WEEK: 1
TOPIC: PRINCIPLES OF COMMUNICATION
AIM: To introduce Business Communication and its principles as a subject to students

LEARNING OUTCOMES:

- Definition of communication
- Understand internal and external communication
- Communication media
- Communication process
- Communication flow
- Barriers to communication

NOTES

1. What is communication?
2. Internal communication
3. External communication
4. Communication process
5. Communication flow
6. Communication barriers

1. What is Communication?

Communication is a word not only used in the business world but it is also used in social interaction.

Communication is the transference or conveyance of a message, information, instruction, question or idea from one mind to another without any misunderstanding, interruption or misconception.

Transference Move from one place to another place (transfer).

Conveyance Is a message that moves from one point to another.

Message in short

Information Is made up of details e.g. table form, point form or bullet form.

Question That which requires an answer husband & 5 wives (how, what, where, when, who and why)

Idea Stems from observing something.

Communication in one word means '**UNDERSTANDING**'.

This understanding is used in business to work with superiors, subordinates and peers. Communication is also a part of every employee's contribution towards being clear for other staff to understand him. In many books, communication is described as the lifeblood of an organization. It is true that communication binds people in a company and ensures goodwill with the company's customers.

2. Internal Communications

Internal communication is an exchange of information and ideas within an organization. Communication among the members of an organization is essential for effective functioning. As an employee, you are in a position to observe firsthand things that your supervisors and co-workers may not see:

1. A customer's immediate reaction to a product display.
2. A supplier's momentary hesitation before agreeing to a delivery date.
3. A funny whirring noise in a piece of equipment.
4. A slowdown in the flow of customers. Managers and co-workers need those little gems of information in order to do their jobs. At top performing companies, communication is a way of life, for example, AT & T'S audio news service delivers information to managers and employees by offering callers a choice of reports on specific subjects. Because managers and employees at such companies communicate freely, employees develop a clear sense of the organization's mission and managers are able to identify and react quickly to potential problems.

3. External Communication

External communication connects the public to the company. Companies constantly exchange messages with customers, vendors, distributors, competitors, investors, journalists and community representatives. Sometimes, this external communication is carefully orchestrated especially during a crisis. At other times it occurs informally as part of routine business operations. Advertisements, brochures etc are external communication

Internal & External Communication

Communication in an organization is divided into Internal and External activities.

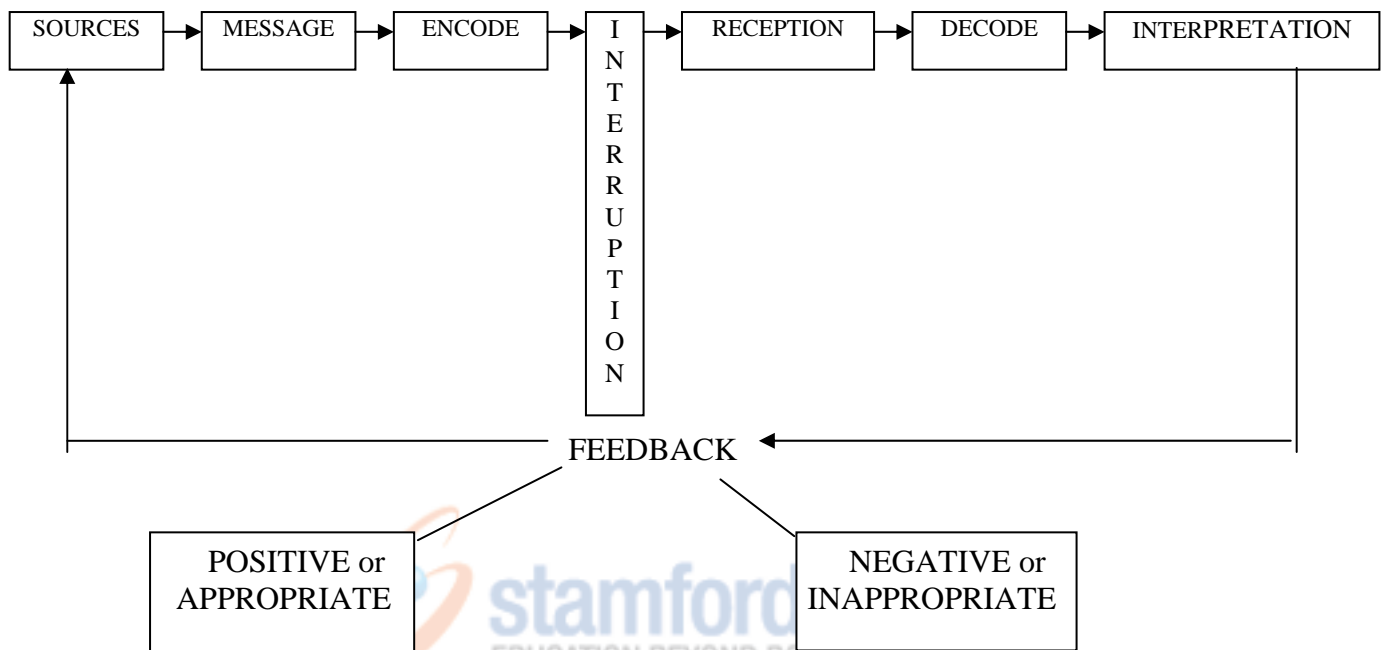
All communication which takes place within one registered Company is called Internal Communication. When one registered Company contacts another it is called External Communication.

Communication	Internal	External
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Media		
ORAL	<ul style="list-style-type: none"> • Telephone • Face to Face • Meeting, discussion • Presentation 	<ul style="list-style-type: none"> • Telephone • Face to face • Interviews • Meetings • Presentations
WRITTEN	<ul style="list-style-type: none"> • Memo, notice & agenda • Reports • Minutes of meetings • Fax, E-mail 	<ul style="list-style-type: none"> • Letter, Report • Advertisement • Fax, E-mail • Brochure, leaflet • Notices, Pamphlets
VISUAL	<ul style="list-style-type: none"> • Notice, charts • Graphs • Gestures (expressive movement or action) • Body language 	<ul style="list-style-type: none"> • Body language • Gestures, visual presentation • Bill boards

4. Communication Process

- Every communication is a two-way activity
- There are 2 parties in every communication process
- We call them '**Parties**' not people
- These parties are – TRANSMITTER (TX) & RECEIVER (RX)
- They have equal responsibility to the success of communication
- Their roles can be reserved



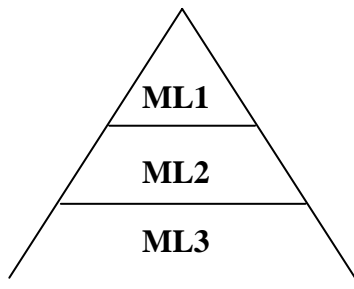
- Transmitter → the initiator of the communication process
- Source → the initial idea in the mind of the transmitter
- Message → the source broken down to its essentials
- Encode → the action of the TX (speaking, writing & showing signals)
- Interruption → obstacles → barriers in communication
- Receiver → the second party in the process
- Reception → the receiver's frame of mind percentage of concentration
- Decode → action of the receiver (listening, reading & observing)
- Interpretation → using receiver's knowledge to understand the message
- Feedback → receiver's response to the message sent by the transmitter. It can be positive or negative.

5. Systems – Communication Flow

Systems are generally Rules & Regulations adopted by an organization like:

- Attendance
- Filing
- Mailing
- Uniform

Most large organizations are divided into three main management levels which are the Upper level, Middle level and the Lower level management. Any kind of information which moves from one level to the other is called communication flow.



System in communication is called **Communication Flow**.

There are basically four resources in business which need to be used constructively. They are the 4 M's of business

- Money
- Machinery
- Material
- Manpower

FORMAL COMMUNICATION FLOW:

1. Vertical communication flow is information which moves from one management level to another.

Upward communication flow is the movement of information from the lower level to the higher level.

Downward communication flow is the flow of information from a higher level to a lower level.

2. Horizontal communication flow- Between Management Levels



Diagonal communication flow-Between branches or Departments.



INFORMAL COMMUNICATION FLOW

These are usually rumours and gossip which cannot be avoided in an office. Some organizations use such informal communication to gather feedback from staff about plans which could become decisions and regulations of that company, depending on the reactions of the staff.

6. Communication Barriers

Barriers are obstacles or obstructions which distort the meaning of the communication resulting in misunderstanding, interruption or misconception. There are many communication barriers and some of them are listed here:

- Non-verbal signals
- Language
- Listening
- Pre-judgment
- Relationship
- Emotional responses
- Systems

Non-verbal signals

Is a 'body language' which can provide valuable feedback like facial expressions, gestures, movement, eye contact and nodding of the head.

Language

A person's vocabulary or word power can make it easy for the receiver to understand what is being explained.

Listening

The key word is Concentration. Any type of communication is to be understood. Attention may depend on the words used, the way the communication is expressed, our interest in the speaker, our interest in the communication and various other factors.

Pre-judgment

Sometimes, we make decisions based on thoughts and ideas from other people or from our own experience. This may prove very costly for the company because it is not reliable.

Relationship

This is the mental link that we create with our colleagues. It helps build teamwork. When it is missing we have clashes of opinions, ego problems, etc.

Emotional responses

Communication cannot succeed for people who are highly emotional. Some people may be sensitive towards words that denote a particular idea in their minds and create a breach in the communication.

Systems

Good organization skill will provide a good message to the people who need them. With this, an effective communication can grow.

ASSIGNMENT QUESTIONS

1. What are the differences between internal and external communication?
2. List and explain the barriers in communication.
3. Explain the formal communication flow in an organization.

REFERENCE:

Communication for Business by Shirley Taylor, III edition, page number 3 to 12.

