

LESSON 4

UNIT 4: COMMUNICATION

Lesson Objectives:

Student should be able to:

- **Acquire knowledge on various types of communication**
- **Understand the importance of communication and the barriers of communication**

Definition

- Effective communication is one of the main elements contributing to the efficient management of an organisation.
- The main purpose of communication is to transmit information.

Methods of Communication

An organisation deals with various groups of people, who are either based internally (employees and managers) or externally (customers, shareholders, suppliers, central and local government). Internal and external communication takes place using oral, written, and electronic means.

- **Oral communication** - most appropriate for transmitting basic, low-volume information quickly.
- Advantages: two-way process which is quick and flexible, and has immediate impact.
- Disadvantages: does not provide a written record of what was said or decided.

Types of oral communication

1. Meeting - follow formal procedures, the order of business being determined by an agenda.
2. Interview - widely used in selection procedures and in grievance or disciplinary procedures.
3. Presentation - provide structured information, and need supporting written or diagrammatic material to assist retention of the message.

NOTES: Non-verbal communication is important in both formal and informal social situation. It includes the use of facial expression, tone of voice, gestures, body contact, physical appearance and physical proximity. The communicator ensures that any non-verbal signal supports the oral message, rather than contradicts it.

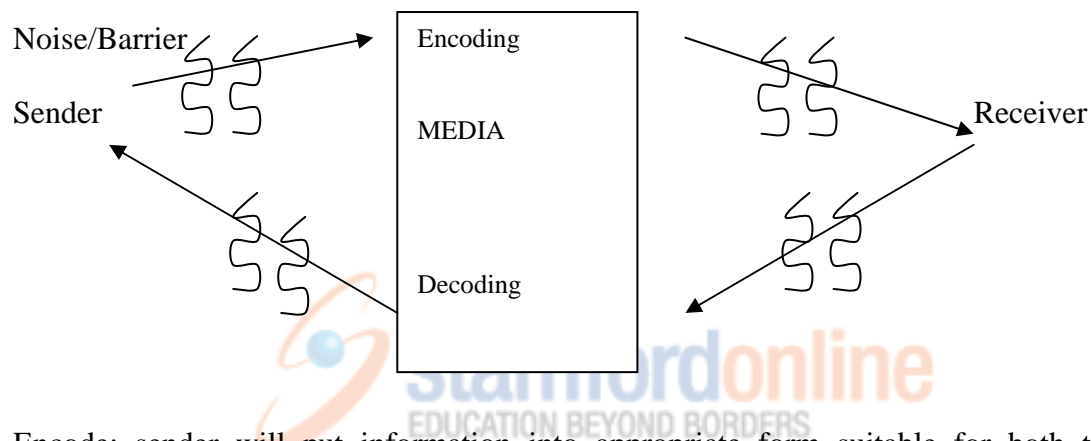
- **Written Communication**- widely used when high-volume and/ or technical information must be transmitted
- Advantages: appropriate where a formal long-term record of the detail is required, or where such a record is to be used in a future transaction or communication.
- Disadvantages: Do not have non-verbal communication, misinterpretation.

Types of written communication

- 1) Memoranda- the main internal written form for an organisation where heads use to communicate with staff.
- 2) Business Letter - a formal statement to an employee/ employer
- 3) Manual - used to make written summaries of technical specification and procedures
- 4) Report - used to provide written details of activities such as research or financial performance of a company

Electronic support for communication

- Fax machines
- Electronic mails
- Video conferencing



Encode: sender will put information into appropriate form suitable for both the recipients and the aims

Decode: receiver will take the information and interpret it

Barriers of Communication

- Non-verbal signal/ Body language
- Language
- Listening skills
- Pre-judgement
- Relationship
- Emotional responses
- System

Improving communication

- Training the transmitter/ sender in the use of appropriate language (includes body language)
- Selection of appropriate media by obtaining efficient support technology
- Training the recipient in listening techniques and methods of feedback.

Main references

Buckley, Martin W. (1994), *The Structure of Business*, 3rd Edition, Pitman Publishing.

Floyd, David (2001), *GCSE Revise Study Guide: Business Studies*, Letts Educational.

