

# **Business Communication**

**Prof. Dr. Md Shah Azam  
Department of Marketing  
University of Rajshahi**



# Communication

- **The word communication has derived from Latin word “Communis”. The meaning of this word is common or general.**
- Some writers opine that the word communication has come from French word “Communing”. The meaning of the word is “the act of communicating”.



# What is Communication?

- Communication is the process of exchanging ideas, news, views, feelings, emotions and expression of things and thoughts.
- **This exchange occurs between two or more persons. When one person transmits or sends any information to another and he or she receives the information and ensured by feedback, is termed as communication.**



# Some important definitions

Some important definitions of communication are stated below:

- **Newman and Summer Jr.** - "Communication is an exchange of facts, ideas, opinions or emotions by two or more persons."



# Some important definitions

- **According to American Management Association-** “Communication is one kind of behavior that is the result of transmitting facts.”
- **David H. Holt-** “Communication is interpersonal process of sending and receiving messages through symbols or gesture.”



# Characteristics of Communication

1. Two or more persons are involved
2. Main elements are information, feelings, emotions, ideas and concepts
3. Feedback is must
4. Different kind of information will be communicated



# Characteristics of Communication contd...

- Finally, we can say that when information, ideas, feelings, thoughts are transmitted from one party to another is called communication.
- Communication may be written, oral, face-to-face, visual, audio-visual, computer based or silent.
- It occurs every day, every moment.



# Business

Business in general, refers to the activities that are directed toward producing or acquiring wealth/profit through making, buying or supplying goods or services.





# Business contd...

- Business may be defined as the creation, transportation, and exchange of utilities in the form of goods and services for making profit or and economic surplus.
- **In wider perspective** : any systematic or organized course of activities to earn profit through production and sales of goods or service is business.



# Business...

- Business in general, refers to the activities that are directed toward producing or acquiring wealth/profit through making, buying or supplying goods or services.
- Finally we can say that the organization of economic activities for profit is business



# Business Communication

When business related information are transmitted from one person to another person, it is called business communication.

- Such types of communication occur internally or externally.



# Business Communication

## (Contd.)

- If business oriented events, thoughts and emotions or transactions are exchanged among the businessmen, it is called business communication.
- Professor W.H. Meaning said that, “The exchange of ideas, news and views in connection with business among the related parties is called Business Communication.”



# Steps of Communication Process

- 1. Thought:** The first step in the communication process is to develop and frame a thought or idea in the communicator's mind.
- 2. Encoding:** Encoding means converting the idea or thought of the message into some transmittable form like spoken or written words, body movement, gestured, etc.



# Steps of Communication Process

## 3. **Transmission of Message:**

When thought or ideas are converted into an appropriate language, it is required to transmit to the receiver through a suitable channel.



# Steps of Communication Process

4. **Reception of Message:** In the communication process, it is the first step from the receiver's point of view. The receiver or any one on his/her behalf receives the message.
5. **Decoding:** It is the interpretation of the message. The receiver translates the message to give a precise meaning of the communication.



6. **Understanding:** After decoding the message, understanding takes place.
7. **Response or Feedback:** The sender is naturally interested in knowing how his/her message has been received. Basically it is receiver's response to the actual sender.





# Components of Communication Process

1. Sender
2. Message
3. Channel
4. Receiver
5. Feedback



# Communication Process Model

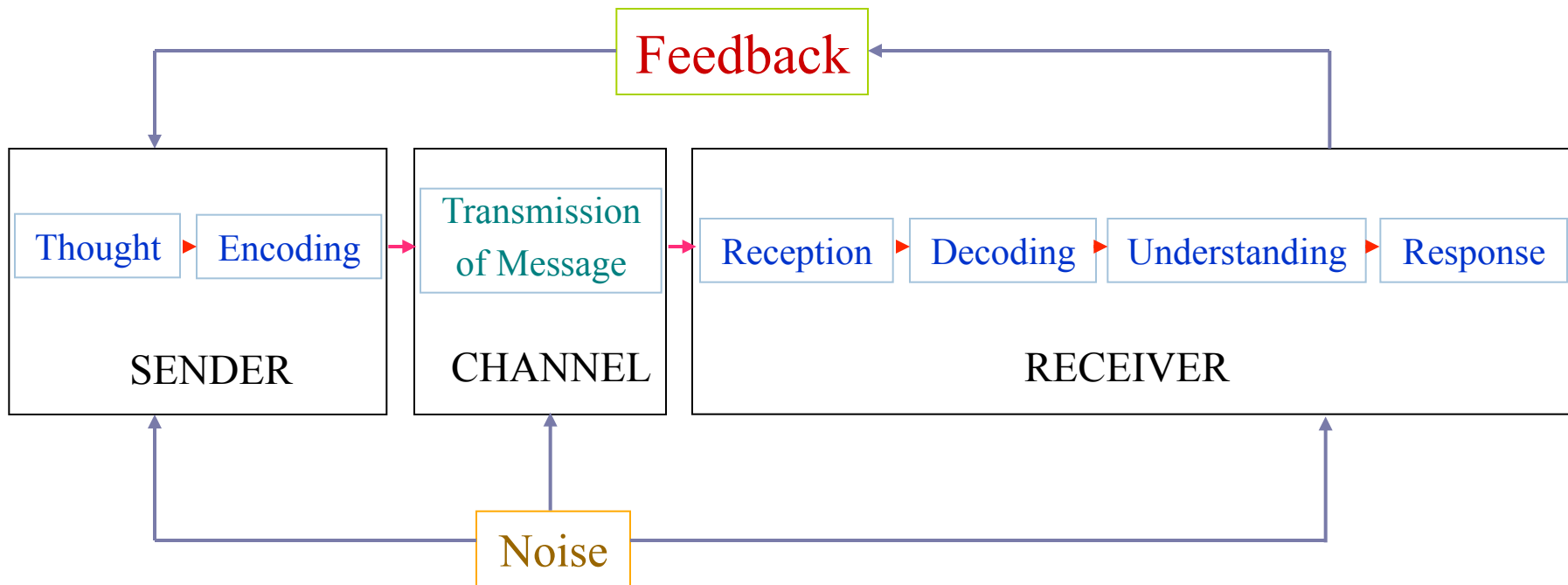


Fig. A communication process model







Adobe Stock | #636059548















# One-way Communication

- Communication may transmit the message in one direction or two directions. When it involves a simple way *i.e.* from a sender to a receiver direction only, it is called one-way communication.

- Sender → Message → Channel → Receiver



# One-way Communication

## Example:

Mr. Karim is a Section Officer of a production oriented firm in Dhaka. A top-level manager sent the following message to Karim-

***“Come to the office tomorrow sharp at 9 am ignoring the labor unrest and blockade. If you fail then I will not entertain any flimsy excuse for not being able to come to the office.”***



# Two-way Communication

- When communication allows information to flow in two directions *i.e.*, back and forth direction, it is called two-way communication system

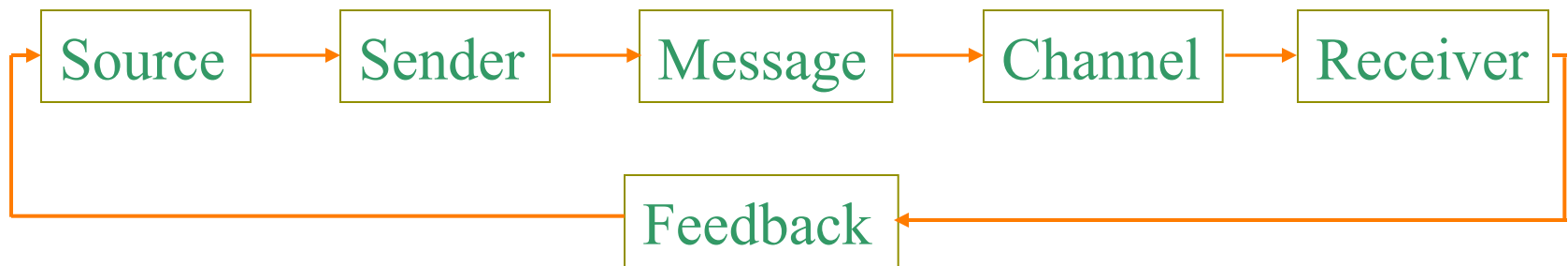


Fig: Two-way Communication Process



# Two-way Communication

## Example:

Mr. Karim is a Section Officer of a production oriented firm in Dhaka. A top-level manager sent the following message to Karim-

***“Come to the office tomorrow sharp at 9 a.m. ignoring the labor unrest and blockade. If you fail then I will not entertain any flimsy excuse for not being able to come to the office.”***



# Two-way Communication contd...

Karim informed the top-level manager "Sorry sir, it would not be possible for me to reach the office at all because we apprehend that there may be severe confrontation between pro and anti CBA labor groups resulting in the stoppage of free movement of passengers on the road."



# Thank you

