

# Business Communication

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# Meaning of Communication

- “COMMUNIS”- means ‘Common’. From the origin- communication is exchange of information.

## Definition of Communication

Communication is the process by which information is transmitted between individuals and/or organizations so that an understanding response results.-

**Peter.**

# Definition of Communication Contd...

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

Communication is a process of interrelated elements working together to achieve a desired outcome or goal.

**\*Process means- it is dynamic, ever-changing, and unending.**

# BUSINESS COMMUNICATION

Business communication is the contact between the people in an organization for the intention of carrying out the business activities. It is used to promote a product, service, or organization as well as pass on information within a business or work as an official statement.



## Business Communication Contd....

“Business communication is the expression, channeling, receiving, and interchanging of ideas in commerce and industry” - **Brennan.**

So that,

business correspondence, business English, and business speaking are the scope of business communication.

# Role/importance of communication in modern business

- ✓ Goal achievement
- ✓ Execution of plans
- ✓ Co-ordination for increasing efficiency of subordinates
- ✓ Basis of leadership action
- ✓ Promotion of managerial efficiency
- ✓ Investigation and research
- ✓ Decision-making
- ✓ Create loyalty

# Business Communication vs Social communication

Business communication is the contact between the people in an organization for the intention of carrying out the business activities.

When communication occurred in a social setting is called social communication.

Generally speaking, communication applied to the business world is called business communication.

It has to maintain a link with a host of people e.g.- customers, suppliers, Lenders, government etc.

It occurs in social settings  
It is relaxed, informal, and often friendly  
It is usually concerned with pleasantries/gossip  
Social letters are full of personal news and are informal in language.

# Scope of communication

Communication's scope may be narrow and wide depending on the nature and size of the organization, which are shown below:-

- ✓ Business functioning
- ✓ Decision making
- ✓ Implementation of plan
- ✓ Distribution and Marketing
- ✓ Domestic and foreign trade and investment
- ✓ Social responsibilities
- ✓ Create public relations.



# Principles of communication

Principles are statements, which act as guides. Every individual or organization should follow some sort of principles to run operations in its respective fields.

- ✓ Clarity/clearness and integrity
- ✓ Completeness
- ✓ Conciseness
- ✓ Consideration
- ✓ Courtesy
- ✓ Correctness

# Clarity

- ✓ Use of precise and understandable words.
- ✓ Receiver can easily decipher/interpret the meaning.
- ✓ Avoid dangling expression

# Completeness

- Incomplete communication irritates the readers
- Please communicate with complete information
- For ordering a shirt:

such as – size, color, id/ catalogue number, quantity, mode of payment, delivery date etc.

Most easiest way to avoid mismatch :

Use 'five w' questions: who, what, when, where and why

# Conciseness

- Need to say in few words
- Include only relevant facts
- Avoid repetition:
  - Avoid wordy expression:

For example:

In considerable number of cases – often

Enclosed herewith please find -enclosed

- Organize your message well

# Consideration

## 1. Adopt you attitude

### **We attitude**

- I want to express my sincere thanks for the good words

### **You attitude**

- Thank you for your kind words

## 2. Avoid gender bias

A) Use words **free from gender bias**

-The Chairperson handled the situation

b) Use the **slash** to include both the alternatives

- Dear sir/ Madam, Gentleman/ Ladies

C) Use plural forms inclusive of both the genders:

- Don't write: Each member cast his vote

- Write: All the members cast their vote.

### 3. Emphasize positive and pleasant fact:

Negative: You should not do this

Positive: Please avoid this.

# Courtesy

- Answer the letters promptly
- Omit irritating expression: like- you forgot, you failed, your irresponsible approach etc.
- Apologies sincerely - if you failed or overlooked something then express your regrets promptly and sincerely.



# Correctness

- **Spelling:** You will appear uneducated or sloppy if you use incorrect spelling in written business communications. No matter how well-reasoned your content may be, your recipient may think you don't know your subject if you don't know how to spell.
- **Punctuation:** Punctuation applies to written and verbal communications. Think about the pauses in your sentences. If you are speaking, these places are the equivalent of verbal commas. They give listeners the chance to absorb what you are saying. In written communication, proper use of commas, periods, apostrophes and other marks indicate a preciseness in your writing.

# Barriers of communication

When message are rarely received by the desired people in exactly the form intended by the sender is called communication barrier. Some common barriers are shown below:-

A. Barriers due to organizational structure:

B. Individual Barriers:

C. Language Barriers:

D. Barriers due to status:

E. Barriers due to resistance to change

F. Geographical Barriers

## A. Barriers due to organizational structure:

- Organizational climate  
(atmosphere, personality, trust, openness)
- Lack of policies (how to do. When to do)
- Excessive layering of authority (fabricating)
- Complex organization structure—  
(shared duties & responsibilities)
- Relation between subordinate

## B. Individual Barriers:

- Individual conflict
- Human perception
- Stereotyping (a fixed idea or image)
- Insincerity and lack of confidence

## C. Language Barriers:

- Ambiguous words (variety meaning of words)
- Use of local dialect
- Use of technical words

## D. Barriers due to status:

- Status
- Mental structure

## E. Barriers due to resistance to change

## F. Geographical Barriers

# Overcoming Barriers

1. Following up
2. Training
3. Creating credibility
4. Adopting special care
5. Being aware of inconsistency
6. Repeating message
7. Avoiding assumptions
8. Shortening management layers

# Overcoming Barriers contd....

9. Determining policy
10. Make sound objectives
11. Avoiding local dialect
12. Simplifying language
13. Selecting appropriate channel
14. Regulating information flow

Thanks