

LEC 1

Definition of Communication

The word communication means the act or process of giving or exchanging of information, signals or messages as by talk, gestures or writing.

Why do we Communicate?

The purpose of any given communication may be:

- a) To initiate some action*
- b) To impart information, ideas, attitudes, beliefs or feelings*
- c) To establish, acknowledge or maintain links or relations with other people.*

Importance

Communicating effectively in speaking and writing is useful in all areas of business, such as management, technical, clerical, and social positions as we have just seen. The ancient world, both the East and the West, depended on oral communication.

Advantages of Communication in your Career

- Your success in your career is based on your ability to do well both in written and oral communication.*
- This ability to communicate effectively is a valuable asset for you.*
- Communication is also required in government and non-profit organizations. Communication skills play a major role at every level.*

LEC 2

Communication is the —Lifeline of every organization.

Internal communication

Communication that takes place inside the organization is called internal communication.

- **Upward communication**

By top management to employees

- **Downward communication**

By employees to top management

- **Horizontal communication**

From one employee to another

External Communication

Communication that takes place outside the organization is called external communication.

Formal

Planned communication with outsiders Memo, letter, report e-mail, Fax's that follow company's chain of command.

Informal

Casual Communication among Customers, suppliers, investors, e-mail face to face conversation phone calls, discussions.

LEC 3

Electronic Theory

One of the very influential communication theories is called the mathematical or electronic theory of communication. This idea emphasized the technical problems of transmitting a message from a sender to a receiver. It uses the language of electronics.

Social Environment Theory

Social environment theory is of the social and behavioral scientists. It says that we must consider the situation, the social context in which we will work.

The social environment theory is helpful because it adds the important dimension of the specific social situation.

Rhetorical Theory

Third set of theorists add more dimensions to our understanding of the communication process: communication is not linear, but circular; not just sending a message to be received, but producing a response; not static, but dynamic.

- The most important difference between business communication and other forms of communication is this circular quality.*

LEC 4

- Communication is a process of sending and receiving verbal and non-verbal messages.*
- The process of communication has six components: sender/encoder, message, medium, receiver/decoder, and feedbacks.*

Context

Every message, whether oral or written, begins with context. Context is a broad field that includes country, culture, organization, and external and internal stimuli. Internal stimuli have effect on how you translate ideas into a message.

Sender / Encoder

While sending a message, you are the —encoder||, the writer or speaker, depending on whether your message is written or oral, you choose symbols — words, graphic, pictures — that express your message so that the receiver(s) will understand and react as you desire.

Message

The message is the main idea that you wish to communicate; it is of both verbal (written or spoken) symbols and non-verbal (unspoken) symbols.

Medium/Channel

It means the way to be used to send your message. You can choose electronic mail, the printed word or sound etc.

Oral Communication

- *The oral communication brings back immediate feedback*
- *It has a conversational nature with shorter words and sentences*
- *It stresses on interpersonal relations*
- *This medium needs less technical details*
- *Its sentence structures are simple*

Written Communication

- *This medium is more formal with focus on contents*
- *It can convey any amount of technical information*
- *It is best for permanent record*
- *This medium uses longer words and longer sentences.*
- *It brings delayed feedback.*

For internal communication,

❖ *written media may be:*

- *Memos, reports, bulletins, job descriptions,*
- *Posters, notes, employee manuals,*
- *Electronic bulletin boards, even internal faxes*

❖ *Oral communication may take the form of*

- *Staff meeting reports, face to face discussions,*
- *Presentations, audio tapes, telephone chats,*
- *Tele-conferences, or videotapes*

For External

❖ *written communication media may be:*

- *Letters, reports, telegrams, cablegrams,*
- *Mailgrams, faxes, telexes, postcards, contracts,*
- *Ads, brochures, catalogs, news releases etc.*

❖ *Orally it may be*

- *face to face discussions, telephone,*
- *Presentations in solo or panel situations*

Receiver / Decoder

The receiver/decoder of your message is your reader or listener.

Feedback

Feedback can either be oral or written; it can also be an action, such as receiving the mail or an item you ordered. Sometimes, silence is used as

feedback, though it is not very useful. Senders need feedback in order to determine the success or failure of the communication.

LEC 5

Barriers in Communication

a. Semantic barriers(Convention of Meaning)

b. Physical Barrier

c. Psychological barriers

- *Emotional barriers*

- *Perceptual barriers*

d. Barriers involving values attitudes etc.

i) Semantic Barrier (Convention of Meaning)

A basic principle of communication is that the symbols the sender uses to communicate messages must have the same meaning in both the sender's and receiver's minds.

Denotation

A denotation is usually the dictionary definition of a word. Denotative meanings name objects, people or events without indicating positive or negative qualities. Such words as car, desk, book, house, and water convey denotative meanings.

Connotation

A connotation is an implication of a word or a suggestion separate from the usual definition. Some words have connotative meanings, that is, qualitative judgment and personal reactions. The word man is denotative, father, prophet, brother are connotative.

ii) Physical Barriers

The communication does not consist of words alone. Another set of barriers is caused by your own physical appearance, your audience, or the context of the document or the presentation. Your ideas, however good and skillfully imparted, are at the mercy of various potential physical barriers.

iii) Psychological Barriers

In this changing world, everyone has his own concept of reality. Also, human beings' sensory perceptions – touch, sight, hearing, smell, and taste are limited, and each person's mental filter is unique.

• Emotional Barriers

One possible psychological block is emotional; you may be emotionally blocked when you are announcing a new policy that whether you may become popular or unpopular.

• Perception Barriers

The perceptual problem is that people think differently so as a result their perception of reality is different.

Abstracting

Selecting some details and omitting others is a process called abstracting.

Slanting

Slanting is unfair in factual reporting. When presenting some particular facts, you include your own biased ideas into it, you make slanting statement.

Inferences

Inferring Conclusions made by reasoning from evidence are called inferences. Some inferences are both necessary and desirable; others are risky, even dangerous.

Barriers Involving Values, Attitudes

Both personality and attitude are complex cognitive process. The difference is that personality usually is thought of as the whole person whereas attitude may be the part of personality. The term attitude describes people and explains their behavior.

LEC 6

Different Aspects of Non-verbal Communication

Theoretical writings and research classify non-verbal communication into seven main areas:

- 1. Body movement (kinesics behavior)*
- 2. Physical characteristics*
- 3. Touching behavior*
- 4. Vocal qualities (paralanguage)*
- 5. Space (proximity)*
- 6. Artifacts*
- 7. Environment*

LEC 7

Proximity (Use of Space)

Proximity means nearness, in terms of physical space i.e. how people use their personal space and that of others communicates a message.

Artifacts

Artifacts are objects used to convey nonverbal messages about self-concept, image, mood, feeling or style.

LEC 8

Following are the traits of good communicators:

• Perception • Precision • Credibility • Control • Congeniality

Perception:

Communicators are able to predict how you will receive their message. They anticipate your reaction and shape the message accordingly.

Precision:

Communicators create a 'meeting of the minds'. When they finish expressing themselves, they share the same mental picture.

Credibility:

Communicators are believable. You have faith in the substance of their message. You trust their information and their intentions. Control:

Communicators shape your response. Depending on their purpose, they can make you laugh or cry, calm down, change your mind or take an action.

Congeniality:

Communicators maintain friendly and pleasant relations with you regardless of whether you agree with them or not. Good communicators command your response and goodwill. You are willing to work with them again, despite their differences.

LEC 9

To communicate easily and effectively with your readers, you should apply the following Seven C' principles

1. Clarity

2. Correctness

3. Conciseness

4. Courtesy

5. Consideration

6. Completeness

7. Concreteness

Clarity

Clarity means getting your message across so that the receiver will understand what you are trying to convey. Clarity is achieved in part through a balance between precise language and familiar language.

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Correctness

The correctness principle is more than proper grammar, punctuation and spelling. A message may be perfect grammatically and mechanically but still lose a customer and fail to achieve the purpose.

Conciseness

A concise message saves time and expense for both the sender and the receiver. It also increases emphasis in the message.

Courtesy

Courtesy does not mean the use of old-fashioned expressions such as ‘your kind enquiry’, ‘thank you’ and ‘please’. Rather, it is politeness that grows out of respect and concern for others. Courtesy is a quality that enables a request to be refused without killing all hope of future business.

LEC 11

Consideration

Consideration means, writing every letter keeping your reader in mind. It also means acting on the you attitude'. When we put ourselves in our reader's place, we are considerate.

Completeness

A business message is complete when it contains all facts that the reader or listener needs for the reaction you desire.

Concreteness

Concreteness means that a message is specific, definite and vivid. If a message lacks these qualities, it will be vague and general. To achieve concreteness, denotative words will be used instead of connotative words.

Lec 12

Globalization

Globalization means that for a Company to survive, it must establish markets not only in its own country but also in many foreign countries.

Lec 13

Ethnocentrism:

Judging other group or countries by the cultural standards, of your group is known as Ethnocentrism.

National Variables

- *Education*
- *Economics*
- *Politics*
- *Social norms*
- *Language*
- *Regulation*

Individual Cultural Variables

- *Time*
- *Food*
- *Space*
- *Accepted Dress*
- *Manners*
- *Decision Making*

Lec 14

PROCESS OF PREPARING EFFECTIVE BUSINESS MESSAGES

While preparing a written or an oral business message, you need to plan, organize, compose, edit and revise it.

Five Planning Steps

Before writing a message, the following steps are necessary for effective communication.

- 1. Define the purpose of the message.*
- 2. Analyze your audience – readers or listeners.*
- 3. Choose the ideas to include.*
- 4. Collect all the facts to back up these ideas.*
- 5. Outline – organize – your message.*

Lec 15

1. Direct (Deductive) Organizational Plan

Direct (Deductive) Approach:

When you think that your audience will be interested in what you have to say or willing to cooperate with you, you can use the direct or deductive plan to organize your message.

2. Indirect or Inductive Organizational Plan

Indirect (Inductive) Approach:

If you think that your message might upset your reader or listener, you use the indirect plan to ease your audience into the part of your message

that shows you are fair-minded and eager to do business with him on some other terms.

Persuasive Request Plan

This plan is used to influence the readers who may resist otherwise. One way to organize persuasive messages is the AIDA plan, which is of four stages:

- 1. Attention*
- 2. Interest*
- 3. Desire*
- 4. Action*

LEC 16

Composing of messages

Composing is the process of drafting your message. Your first draft is a bit difficult to write but at least you have brought the most important information on paper. If you have time, look for the opportunities to improve your ideas. When you feel confident that you can achieve your purpose, begin to write.

Editing & Proofreading your Messages

- Editing means; revising your message that is in a rough draft. It not only involves correct spelling, grammar, punctuation and similar errors but also means much more.*
- Proofreading means checking the final copy to make sure that it is free from errors.*

Stationery

A good company uses a paper which is most often at least 25 percent cotton content. Its quality is usually 20-pound weight. The standard size is 8½ by 11 inches. Some legal firms use 8½ by 14 inches. The colour should be white, cream, or light gray.

Salutation

Salutation is typed two spaces below the inside address and two spaces above the body of the letter.

LEC 17

The Layout of a Business Letter

Business letters are usually arranged in different styles or layouts.

Nowadays firms use the following type of styles and formats:

- 1. The Block-form / Modified – Block form*
- 2. Full-Block form*
- 3. The Semi-Block form*
- 4. AMS (Administrative Management Society)*

1. The Block Form / Modified – Block Form

This form is named so because inside address, salutation and paragraphs are blocked not indented in this form. In Pakistan, closed punctuation is used. This form is a time saver as no part is indented in it.

2. Full Block

This format is considered to be the most modern. All the essential parts, in this form, are started from the left-hand margin. Open punctuation should be used in this form. This form saves time more than any other form.

3. The Semi-Block

This form is much used in Pakistan. Heading, date, complimentary close and signature sections begin at the horizontal of the page or are placed so that they end near the right-hand margin. Only closed form of punctuation is used in this form. This letter style is attractive on the page.

4. AMS (Administrative Management Society)

It has been in use since 1950, AMS is a simple style. It uses full-block form and open punctuation. No salutation or complimentary close is used. Reader's name is used in the first and last sentence. Subject and writer's name are typed in capitals.

Punctuation Styles

1. Close Punctuation

Parts of heading, date, inside address, salutation and complimentary close are punctuated.

2. Standard Punctuation

No line of heading or inside address is punctuated. After salutation and complimentary close a comma is placed.

3. Open Punctuation

It requires no punctuation even after the salutation and the complimentary close.

LEC 18

Email

Electronic mail (email) lets you send a message to a person without your making direct contact or knowledge where the person is located. Subscribers to electronic mail services are called users, and as a user, you can access messages on your system from your home, office, hotel, or anywhere you happen to be.

Several basic components make up email systems including:

- 1. Users*
- 2. Messages*
- 3. Senders' and recipients' addresses*
- 4. Protocols*
- 5. Messaging transports*
- 6. Gateways*
- 7. Value-added networks*
- 8. Directory systems*

- *Valued-added Networks (VANs) For MCQs*

Advantages and Disadvantages of Email

Advantages

- *Email is a faster and more efficient channel than regular mail (sometimes referred to as snail mail). Most messages reach anywhere in the world within minutes of being sent.*
- *It can be sent at any convenient time.*
- *It can be sent to different receivers at the same time.*
- *It saves paper.*
- *A message can be written and edited quickly by several people before it is sent.*

Disadvantages

- *There may be a time lag if the receiver does not read his email for a few days.*
- *The system is inaccessible to those who are computer illiterate or not online.*
- *It lacks nonverbal communication cues to add meaning.*
- *It can be overused.*

Faxes

A facsimile machine scans a printed page, converts it to a signal and transmits the signal over a telephone line to a receiving fax machine. Although faxes have been available for many years, until recently they were slow and expensive.

Voice Mail

Voice mail records messages on a computer disk for later retrieval by the receiver.

Voice mail is Useful because:

- *It solves time-zone difficulties.*
- *It replaces short memos and phone calls that need no response*
- *It is most effective for short, unambiguous messages.*

Groupware

Groupware allows several people to use software at the same time to create documents, keep track of projects, route messages and manage deadlines.

CD-ROM database

CD-ROM database Compact Disk – Read Only Memory (CD-ROM) has been available for several years and is becoming more popular. It is powerful tool for putting masses of information in a form that is easy to digest. Some kinds of information typically found on CD-ROMs are encyclopedias, dictionaries, telephone directories and articles and abstracts on various subjects. A CD-ROM can store more than 100,000 pages of text. It will continue to grow.

Teleconferencing

It is a rapidly developing technology that will eventually change the way companies do business. Teleconferencing is the best for informational meetings, ineffective for negotiation and efficient alternative to a face-to-face meeting

Videotape

Videotape is often effective for getting a motivational message out to a large number of people. By communicating non-verbal cues, it can strengthen the sender's image of sincerity and trustworthiness; however, it offers no opportunity for immediate feedback.

Computer Conferencing

Computer conferencing allows users to meet and collaborate in real time while viewing and sharing documents electronically. It offers democracy because more attention is focused on ideas than on who communicates them.

LEC 19

Direct (Deductive) Approach

When you think that your audience will be interested in what you have to say or willing to cooperate with you, you can use the direct or deductive plan to organize your message.

Indirect (Inductive) Approach

If you think that your message might upset your reader or listener, you use the indirect plan to ease your audience into the part of your message that shows that you are fair-minded and eager to do business with him on some other terms.

LEC 20

Inquiries and General Requests

An inquiry asks for information about products or services the writer is interested in purchasing whereas in a general request the writer seeks information without intention to buy or sell.

Appointments/Recommendations/Requests

While making requests for appointments include five Ws and the H, day and date, time, place etc. Moreover, explain the Purpose of the appointment or meeting.

LEC 21

Persuasive Requests

A request for cooperation, gifts or favors, without any intention to buy or sell, is a persuasive request. This type of letter attempts to persuade the reader to spend time or money or to go to some trouble to help the writer – usually without benefit to the reader.

Placing Orders

An order letter is a contract of selling and purchasing or services. Orders are considered one of the simplest types of direct request. While placing an order, you need not excite your reader's interest; just state your needs clearly and directly.

LEC 22

Acknowledging an Order

Acknowledging an order is a profitable practice. An order acknowledgment does several important functions. A letter acknowledging an order provides an excellent opportunity to resell your product and your organization.

Virtual Notes