UNIT 1

Understanding Communication-Communication Process - Barriers to Communication-Importance of Communication in the Workplace - Types of Communication - Verbal and Non-Verbal Communication- Classification of Communication Channels - Listening Process-Guidelines for Listening process-
Strategies for Effective Listening- Listening in a Business Context

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INTRODUCTION

The word communication originates from the Latin word "*communis*", which means "common" and the word business stands for any economic activity which is undertaken with a view to earn profit and the communication undertaken in the process of this activity is termed as "business communication

DEFINITION

Communication is a process of passing information and understanding from one person to another.

Keith Devis

Communication is generally defined as the activity of conveying information. Communication has been derived from the

Latin word "communis", meaning to share.

Wikipedia

Communication is something people do. To understand human communication process, one must understand how people relate to each other.

Wilbur Schramm

MEANING

Communication is defined as "The flow of material information perception, understanding and imagination among various parties".

Business includes those organizations, which are engaged in the production and distribution

of goods and services to earn profit. Therefore Business communication means, "Flow of information,

perception etc. either within a business organization or outside the organization among different parties".

1. **C**ommunication is a **source of information** to the organizational members for decision-making process as it helps identifying and assessing alternative course of actions.
2. Communication also plays a crucial role in **altering individual's attitudes**, i.e., a well informed individual will have better attitude than a less-informed individual. Organizational magazines, journals, meetings and various other forms of oral and written communication help in moulding employee's attitudes.
3. Communication also **helps in socializing**. In todays life the only presence of another individual fosters communication. It is also said that one cannot survive without communication.
4. Communication assists in **controlling process**. It helps controlling organizational member's behaviour in various ways. There are various levels of hierarchy and certain principles and guidelines that employees must follow in an organization. They must comply with organizational policies, perform their job role efficiently and communicate any work problem and grievance to their superiors. Thus, communication helps in controlling function of management.

OBJECTIVES OF COMMUNICATION:

1. **Stronger Decision Making:** Your ability to communicate effectively increases productivity , both yours and your organization.
2. **Increased Productivity:** With good communication skills , you can anticipate problems , make decisions , co-ordinate work flow , supervise others , develop relationships and promote products and services.
3. **Steadier Work Flow:** Communication acts as tool for the effective work related flow of information.
4. **Strong Business Relationships & Enhanced Professional Image**: You can shape the impressions you and your company make on colleagues , employees ,supervisors , investors ,and customers in addition to perceiving and responding to the needs of these stakeholders(the various group you interact with) without effective communication , people misunderstand each

other and misinterpret information. Ideas misfire or fail to gain attention and people and companies flounder.

5. **Clearer Promotional Materials:** Your organizations need for effective reach of company name and public promotions are based on effective promotional material such as advertisements , bill boards , online add , posters etc are all communicated for effective message delivery and meaning.

6. **Provide Advice:** Giving advice is based on individual-oriented and work-oriented ,advice should not given to the person for pinpointing his mistakes rather it should be helpful for his improvement. Effective advice promotes understanding and it can be a two way process if the subordinate staff given freedom.

7. **Provide Order:** Order is an authoritative communication pattern and it is directive to somebody always a subordinate to do something. Orders will be written and oral orders , general and specific orders

,procedural and operational orders , mandatory and discretionary order. Order should be clear and complete ,execution should be possible and given in a friendly way.

8. **Suggestion:** Suggestion is supposed to be very mild and subtle form of communication. Suggestions are welcomed for it is not obligatory to accept them , it can be voluntary and anonymous and submitted through suggestion boxes.

9. **Persuasion:** Persuasion may be defined as an effort ' to influence the attitudes , feelings ,or beliefs of others , or to influence actions based on those attitudes , feelings , or beliefs. Persuasion can be done to others if you are convinced , you do not impose , you are not rigid are prepared to meet half-way and you can look at the situation from the other person's angle also.

10. **Education**: Education is a very conscious process of communication ,it involves both teaching and learning by which organizations provide to their employees in the form of training. Education is given for management employees and outside public.

11. **Warning**: If the employees do not abide by the norms of the organization warning is a power communication tool and it can be general and specific. Specific warning should be administered in private and after thorough investigation. The aim of the warning should be the organization betterment.

12. **Raising Morale and Motivation**: Morale stands for mental health and it is a sum of several qualities like courage , resolution , confidence .High morale and effective performance go hand to hand. Motivation is a process that account for an individual intensity, direction , and persistence of effort towards attaining a goal.
13. **To Give and Receive Information**: Communication's main idea is to give and receive information because managers need complete , accurate and precise information to plan and organize employee need it to translate planning in to reality. Information will cover all aspects of the business.
14. **To Provide Counselling:** Counseling is given to solve employees mental stress and improve the employees productivity.
15. **To Improve Discipline:** Finally discipline is the foremost part of any business communication. The various disciplinary codes are effectively communicated to employees through disciplinary codes.

NATURE OF COMMUNICATION:

Communication has the following features:

1. Two-way process: Communication is a two-way process of understanding between two or more persons – sender and receiver. A person cannot communicate with himself.
2. Continuous process: Exchange of ideas and opinion amongst people is an ongoing process in business and non-business organizations. Continuous interaction promotes understanding and exchange of information relevant for decision-making.
3. Dynamic process: Communication between sender and receiver takes different forms and medium depending upon their moods and behaviour. It is, thus, a dynamic process that keeps changing in different situations.
4. Pervasive: Communication is a pervasive activity. It takes place at all levels (top, middle, low) in all functional areas (production, finance, personnel, sales) of a business organization.
5. Two people: A minimum of two persons — sender and receiver — must be present for communication to take place. It may be between superiors, subordinates and peer group, intra or inter se.
6. Exchange: Communication involves exchange of ideas and opinions. People interact and develop understanding for each other.

7. Means of unifying organizational activities: Communication unifies internal organizational environment with its external environment. It also integrates the human and physical resources and converts them into organizational output.

Verbal and non-verbal: Though words are active carriers of information, gestures can sometimes be more powerful than words. Facial expressions, sounds, signs and symbols are the non-verbal Principles of Communication

1. Principle of Clarity:

The idea or message to be communicated should be clearly spelt out. It should be worded in such a way that the receiver understands the same thing which the sender wants to convey. There should be no ambiguity in the message. It should be kept in mind that the words do not speak themselves, but the speaker gives them the meaning. A clear message will evoke the same response from the other party. It is also essential that the receiver is conversant with the language, inherent assumptions, and the mechanics of communication.

2. Principle of Attention:

In order to make communication effective, the receiver's attention should be drawn towards message. People are different in behaviour, attention, emotions etc. so they may respond differently to the message. Subordinates should act similarly as per the contents of the message. The acts of a superior also draw the attention of subordinates and they may follow what they observe. For example, if a superior is very punctual in coming to the office then subordinates will also develop such habits. It is said that 'actions speak louder than words.

3. Principle of Feedback:

The principle of feedback is very important to make the communication effective. There should be a feedback information from the recipient to know whether he has understood the message in the same sense in which the sender has meant it.

4. Principle of Informality:

Formal communication is generally used for transmitting messages and other information. Sometimes formal communication may not achieve the desired results, informal communication may prove effective in such situations. Management should use informal communication for assessing the reaction of employees towards various policies. Senior management may informally convey certain decisions to the employees for getting their feedback. So this principle states that informal communication is as important as formal communication.

5. Principle of Consistency:

This principle states that communication should always be consistent with the policies, plans, programmes and objectives of the organization and not in conflict with them. If the messages and communications are in conflict with the policies and programmes, then there will be confusion in the minds of subordinates and they may not implement them properly. Such a situation will be detrimental to the interests of the organization.

6. Principle of Timeliness:

This principle states that communication should be done at proper time so that it helps in implementing plans. Any delay in communication may not serve any purpose rather decisions become of historical importance only.

7. Principle of Adequacy:

The information communicated should be adequate and complete in all respects. Inadequate information may delay action and create confusion. Inadequate information also affects efficiency of the receiver. So adequate information is essential for taking proper decisions and making action plans.

8. of communication.
9. Mutual understanding: Communication is effective when sender and receiver develop mutual understanding of the subject. Messages conveyed should be understood by the receiver in the desired sense.
10. Goal-oriented: Communication is goal-oriented. Unless the receiver and sender know the purpose they intend to achieve through communication, it has little practical utility.
11. Foundation of management: Though communication is a directing function, it is important for other managerial functions also. Designing plans and organization structures, motivating people to accomplish goals and controlling organizational activities; all require communication amongst managers at various levels.
12. A means, not an end: communication is not an end. Effective communication is a means towards achieving the end, that is, goal accomplishment. It smoothens managerial operations by facilitating planning, organizing, staffing, directing and controlling functions.
13. Human activity: Since communication makes accomplishment of organizational goals possible, it is essential that people understand and like each other. If people do not understand each others' viewpoint, there cannot be effective communication.

14. Inter-disciplinary: Communication is the art of how communicators use knowledge of different fields of study like anthropology, psychology and sociology. Making best use of these disciplines makes
communication effective. It is, thus, an inter-disciplinary area of management.

The Seven Cs of Communication help overcome barriers:

1. **Consideration:** consideration states that every message should be prepared keeping in mind the person who will be the receiver of the message. Receiver's interest should be kept in mind while drafting the message.
2. **Clarity:** Clarity is most important characteristic of communication especially in case or oral Communication/Presentation. Clarity in words, language of expression is very important to ensure proper presentation of ideas, message one wants to communicate during conversation.
3. **Completeness:** Complete message is very important to communicate the main idea or information behind the message. Oral presentations should be as far as possible planned on restructured and all the information related to message should be properly communicated.
4. **Conciseness:** Conciseness is the essential requirement of oral communication. Concise message saves time on expense for both sender on receiver concise means brief, short on informative message which is able to explain the idea of message with minimum words. Words in message should not be repetitive in nature & only relevant information should be communicated in message.
5. **Correctness:** In oral communication grammatical errors should be avoided. Right level of language should be used both in formal & informal communication. Use of accurate words and spellings should be considered.
6. **Concreteness:** it means specific, definite on valid use of information than vague or general. Concrete facts on figures should be used to make the receivers know exactly what is required or desired. Concrete languageon information helps in interpreting the message in same way as communicate intend to communicate the message.
7. **Courtesy:** A proper decorum of speaking should be maintained while making oral communication/ presentation. One should say things with force of assertive without being rude. Polite or humble language shall be used which should not be insulting, against the religious,

social as personal values of listener. Discriminatory language based, on gender, race, age, colour, cost creed, religion etc should be avoided.

PROCESS OF COMMUNICATION

- **Sender:**

Someone who is sending the message to someone lese. For example, in ad the brand being advertised

is ‘Pantaloons’. Naturally, the maker of this brand is the sender of the advertising message.

- **Encoding:**

When we address someone, we use language, visuals, body gestures, etc. to communicate. All these are called symbols. The process of putting our thought into symbolic forms is called encoding. In a following Ad, you see a face full of wrinkles. Then you read the headlines which simply say: “Wrinkle free.” This process of communication is called encoding.

- **Message:**

The symbols themselves constitute the message. Hence, the visuals, headlines body copy, tag line, brand name, logo, etc., are all parts of the message. If you have already heard the name of ‘Pantaloons’, then the message being given to you is that are dealing with a known company.

- **Media:**

The channels used for sending the message across to the receiver (customer) is called medium (or media; note that media is also singular). This Ad has appeared in the print media (just for the sake of knowledge, TV is an audio-visual medium, radio is an audio medium, etc. You will learn more about media in the second year). An individual member of the medium is called a vehicle. Here, India Today is the vehicle. A vehicle is the carrier of the message.

- **Decoding:**

Once we receive the message, we start interpreting it. For example, when you look at the wrinkled face shown in the Ad, you realize how bad it looks. The implication is that your clothes will also look as bad if they were not wrinkle free. Likewise, there are visuals of a shirt and a pair of trouser. These immediately give you the message that the Ad is perhaps for readymade clothes.

At the bottom, the message given is that the brand is available at various cities and Pantaloon Shoppes.

- **Receiver:**

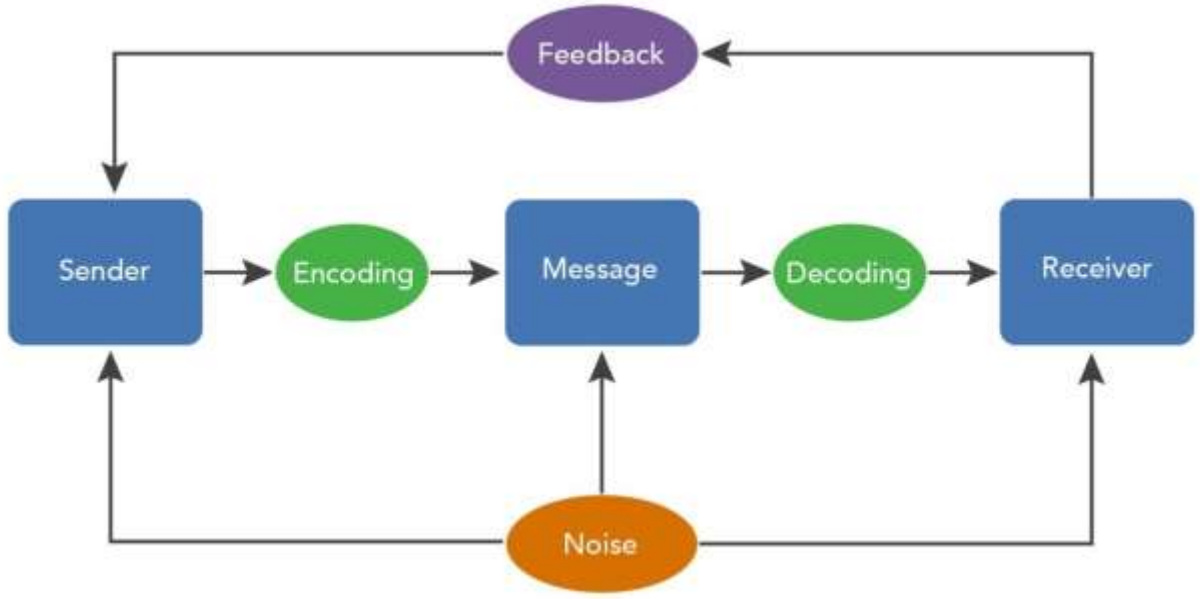
A receiver is one who reads/listen hears the message of the communicator. For example, any reader of India Today who is likely to see this Ad, is the receiver of the message. It may be noted, however, that the communicator (in our example, the manufacturer of Pantaloons) is not interested in just any receiver (i.e. any reader of India Today) but only those who would be interested in using his product. Thus, if never wear trousers, then the company will not be interested in me.

- **Response:**

After having read the ad, I will react to the message. My reaction (alternatively known as response) could be objective (if I accept what the sender of the message is saying) or negative (If I don't accept the message). For example, the body copy in the Ad says: "Pantaloons presents T 2000…." I may get impressed by the fact that the range has T 2000 choices available! But I may also reject the claims made in the body copy in case I find them unbelievable.

- **Feedback:**

Every communicator waits to know whether the message (a) has reached the target audience or not, and (b0 whether it has been accepted or not. In other words, one waits for feedback from the audience. The most desirable form of feedback from the marketer's point of view, of course, would be the purchase of the product by the customers. Thus, after this Ad is released in the media, if the sale of such trousers goes up significantly, the feedback is said to be positive. Similarly, if the company conducts a surveys and questions about the intention to buy; and customers say that they will buy the brand, again, the feedback is positive.



COMMUNICATION PROCESS

TYPES OF COMMUNICATION

- **Verbal communication**
- **Non – verbal communication**

Verbal communication:

When messages or information is exchanged or communicated through words is called verbal communication. Verbal communication may be two types: written and oral communication. Verbal communication takes place through face-to-face conversations, group discussions, counseling, interview, radio, television, calls, memos, letters, reports, notes, email etc.

ORAL COMMUNICATION

Oral communication implies communication through mouth. It includes individuals conversing with each other, be it direct conversation or telephonic conversation. Speeches, presentations, discussions are all forms of oral communication. Oral communication is generally recommended when the communication matter is of temporary kind or where a direct nteraction

is required. Face to face communication (meetings, lectures, conferences, interviews, etc.) is significant so as to build a rapport and trust.

Advantages of Oral Communication

- There is high level of understanding and transparency in oral communication as it is interpersonal.
- There is no element of rigidity in oral communication. There is flexibility for allowing changes in the decisions previously taken.
- The feedback is spontaneous in case of oral communication. Thus, decisions can be made quickly without any delay.
- Oral communication is not only time saving, but it also saves upon money and efforts.
- Oral communication is best in case of problem resolution. The conflicts, disputes and many issues/differences can be put to an end by talking them over.
- Oral communication is an essential for teamwork and group energy.
- Oral communication promotes a receptive and encouraging morale among organizational employees.
- Oral communication can be best used to transfer private and confidential information/matter.

Disadvantages/Limitations of Oral Communication

- Relying only on oral communication may not be sufficient as business communication is formal and very organized.
- Oral communication is less authentic than written communication as they are informal and not as organized as written communication.
- Oral communication is time-saving as far as daily interactions are concerned, but in case of meetings, long speeches consume lot of time and are unproductive at times.
- Oral communications are not easy to maintain and thus they are unsteady.
- There may be misunderstandings as the information is not complete and may lack essentials.
- It requires attentiveness and great receptivity on part of the receivers/audience.
- Oral communication (such as speeches) is not frequently used as legal records except in investigation work.

WRITTEN COMMUNICATION

A "Written Communication' means the sending of messages, orders or instructions in writing through letters, circulars, manuals, reports, telegrams, office memos, bulletins, etc. It is a formal method of communication and is less flexible. A written document preserved properly becomes a permanent record for future reference. It can also be used as legal evidence. It is time-consuming, costly and unsuitable for confidential and emergent communication. Written communication, to be effective, should be clear, complete, concise, correct, and courteous.

ADVANTAGES OF WRITTEN COMMUNICATION:

- **Easy to preserve:** The documents of **written communication** are easy to preserve. Oral and non-verbal communication cannot be preserved. If it is needed, important information can be collected from the preserved documents.
- **Easy presentation of complex matter:** Written communication is the best way to represent any complex matter easily and attractively.
- **Permanent record:** The documents of written communication act as a permanent record. When it is needed, important information can be easily collected from the preserved documents.
- **Prevention of wastage of time and money:** Written communication prevents the waste of money and time. Without meeting with each other the communicator and communicate can exchange their views.
- **Accurate presentation:** Through the documents of the written communication top executive can present the information more accurately and clearly. As it is a legal document everybody takes much care does draft it.
- **Use as a reference:** If it is needed, written communication can be used as future reference.
- **Delegation of authority:** Written communication can help the authority to delegate the power and authority to the subordinate. It is quite impossible to delegate power without a written document.
- **Longevity:** Written document can be preserved for a long time easily. That is why; all the important issues of an organization should be back and white.
- **Effective communication:** Written communication helps to make communication effective. It is more dependable and effective than those of other forms of communication.

- **Maintaining image:** Written communication helps to maintain the images of both the person and the organization. It also protects the images of the company or organization.
- **Proper information:** It is a proper and complete communication system. There is no opportunity to include any unnecessary information in a written document.
- **Less distortion possibility:** In this communication system information is recorded permanently. So, there is less possibility of distortion and alteration of the information.
- **No opportunity to misinterpret:** there is any opportunity to misinterpret the information or messages of written communication.
- **Controlling tool:** Written communication can help to control the organizational activity. The written document may be used as a tool for controlling.
- **Easy to verify:** The information and messages that are preserved can be verified easily. If there arises any misunderstanding any party can easily verify the information.
- **Others:** Clear understanding, Legal document, Acceptability, Reduction of risk, Creating confidence, Easy circulation, Wide access or coverage etc.

DISADVANTAGES OF WRITTEN COMMUNICATION

- **Expensive:** Written communication is comparatively expensive. For this communication paper, pen, ink, typewriter, computer and a large number of employees are needed.
- **Time consuming:** Written communication takes time to communicate with others. It is a time consuming media. It costs the valuable time of both the writer and the reader.
- **Red-Taoism:** Red-Taoism is one of the most disadvantages of written communication. It means to take time for approval of a project.
- **Useless for illiterate person:** It messages receiver is illiterate, written communication is quite impossible. This is major disadvantage written communication.
- **Difficult to maintain secrecy:** It is an unexpected medium to keep business secrecy. Secrecy is not always possible to maintain through written communication. Because here needs to discuss everything in black and white.
- **Lack of flexibility:** Since writing documents cannot be changed easily at any time. Lack of flexibility is one of the most important limitations of written communication.

- **Delay in response:** It takes much time to get a response from the message receiver; prompt response is not possible in case of written communication that is possible in oral communication.
- **Delay in decision making:** Written communication takes much time to communicate with all the parties concerned. So the decision maker cannot take decisions quickly.
- **Cost in record keeping:** It is very difficult and expensive to keep all the records in written communication.
- **Complex words:** Sometimes the writer uses complex words in writing a message. It becomes difficult to meaning out to the reader. So the objectives of the communication may lose.
- **Lack of direct relation:** If there is no direct relation between the writer and the reader, writer communication cannot help to establish a direct relation between them.
- **Other:** Prompt feedback is impossible, Slowness, Bureaucratic attitude, Understanding problem between boos and subordinates, lack in quick clarification and correction, formality problem, lack of personal intimacy, etc.

NON – VERBAL COMMUNICATION

Behavior and elements of speech aside from the words themselves that transmit meaning. Non-verbal communication includes pitch, speed, tone and volume of voice, gestures and facial expressions, body posture, stance, and proximity to the listener, eye movements and contact, and dress and appearance. Research suggests that only 5 percent effect is produced by the spoken word, 45 percent by the tone, inflexion, and other elements of voice, and 50 percent by body language, movements, eye contact,etc.,.

A.BODY LANGUAGE

Some parts of our body can express many indications without any sound. Message can be transmitted with the help of our body movements which is called body language. Body language is a form of non-verbal communication, which consists of posture, gestures, facial expressions, eye movements etc.

1. **Facial expression**: A facial expression is one or more motions or positions of the muscles in the skin of face. These movements convey the emotional state of the individual to observers. Facial

expressions for happiness, sadness, anger and fear are similar throughout the world.A proverb says, “Face is the index of mind.”Example: By waving our hands we express ‘good-bye’; by shaking our head from side to side we express “we do not know”.

2. **Gestures**: Gestures refers to visible bodily actions communicate particular messages which include movement of the hands, face, eyes, head or other parts of the body. Common gestures include waving, pointing, and using fingers to indicate numeric amounts. Culture-specific gestures that can be used as replacement for words, such as the hand wave used in western cultures for “hello” and “goodbye”.
3. **Posture**: Posture indicates the position in which we hold the body when standing or sitting. It can help to communicate non-verbally. Consider the following actions and note cultural differences:
   - Bowing not done criticized or affected in US; shows rank in Japan.
   - Slouching rude in most Northern European areas.
   - Hands in pocket-disrespectful in Turkey.
   - Sitting with legs crossed-offensive in Ghana, Turkey.
   - Showing soles of feet-offensive in Thailand, Saudi Arabia.
4. **Eye Gaze or Eye contact**: Eye contact indicates looking, staring and blinking etc. which is important in nonverbal behaviors. Looking at another person can indicate a range of emotions, including hostility, attention, interest, and attraction, defines power and status and has a central role in managing impressions of others.
5. **Appearance and dress**: External appearances also play a vital role to communicate others. Our clothes dress provide a good visual signal to our interest, age, personality, taste, and sex. Our choice of color, clothing, hairstyles and other factors affecting appearance are also considered a means of nonverbal can evoke different moods. Consider differing cultural standards on what is attractive in dress and on what constitutes modesty. For example, seeing the dress of army officers, we can easily determine the job status.
6. **Touch**: Touch is culturally determined. But each culture has a clear concept of what parts of the body one may not touch. Basic message of touch is to affect or control-protect, support and disapprove (i.e. hug, kiss, hit, kick)

- USA-Handshake is common (even for strangers), hugs and kisses for those of opposite gender or of family (usually) on an increasingly more intimate basis.

- Islamic and Hindu- Typically don't touch with the left hand. Left hand is for toilet functions.
- Islamic cultures generally don't approve of any touching to opposite genders (even handshakes).

But consider such touching (including hand holding, hugs) between same sexes to be appropriate.

7. **Silence**: Silence is another form of non-verbal communication which expresses the positive or negative meanings of particular messages. In a classroom, silence indicates that students are listening carefully and attentively.

B. SPACE OR PROXIMITY

People often refer to their need for "personal space", which are also important types of non-verbal communication. The physical distance between you and others signals your level of intimacy and comfort. If someone you don't know stand too close or touches too often, you will probably begin to feel uncomfortable.

C. TIME:

Another type of non-verbal communication involves time. Thant is how we give meaning to time communicates to other. For example, begin late in work everybody a worker can be considered as a man of carelessness but if a manager does it; we say it is a symbol of power. We know, time can play a vital role to reduce tension, conflict among groups. It is said that- "Kill the time to delay the justice".

D. PARALINGUISTIC (TONE AND VOLUME OF VOICE)

Paralinguistic refers to vocal communication that is separate from actual language. Paralanguage also includes such vocal characteristics as rate (speed of speaking), pitch (highness or lowness of tone), inflection, volume (loudness) and quality (pleasing or unpleasant sound).

Vocal characterizers (laugh, cry, yell, moan, whine, belch and yawn). These send different message in different cultures (Japan- giggling indicates embarrassment; India- belch indicates satisfaction)

- Vocal qualifiers (volume, pitch, rhythm, tempo, and tone). Loudness indicates strength in Arabic cultures and softness indicates weakness; indicates confidence and authority to the Germans; indicates impoliteness to the Thai; indicates loss of control to the Japanese. (Generally, one learns not to "shout" in Asia for nearly any reason). Gender-based as well women tend to speak higher and more softly than men.
- Vocal segregates (UN-huh, shh, uh, ooh, mmmh, hummm, eh mah, lah). Segretates indicate formality, acceptance, assent, uncertainty.

E. VISUAL COMMUNICATION

When communication takes place by means of any visual aid, it is known as visual communication. Such as facial expression, gesture, eye contact, signals, map, chart, poster, slide, sign etc. for example, to indicate

'danger', we use red sign, to indicate 'no smoking', we use an image showing a lighted cigarette with across

mark on it etc.

BARRIERS TO COMMUNICATION

1. Mechanical Barriers:

A communication is a two-way process, distance between the sender and the receiver of the message is an important barrier to communication. Noise and environmental factors also block communication.

2. Personal Barriers:

Personal factors like difference in judgment, social values, inferiority complex, bias, attitude, pressure of time, inability to communicate, etc. widen the psychological distance between the communicator and the communicate. Credibility gap i.e., inconsistency between what one says and what one does, also, acts as a barrier to communication.

3. Semantic or Language Barriers:

Semantic is the science of meaning. The same words and symbols carry different meanings to different people. Difficulties in communication arise when the sender and the receiver of the message use words or symbols in different senses. The meaning intended by the sender may be quite different from the meaning followed by the receiver. People interpret the message in terms of their own behaviour and experience. Sometimes, the language used by the sender may not at all be followed by the receiver.

4. Status Barriers (Superior-Subordinate Relationship):

Status or position in the hierarchy of an organization is one of the fundamental barriers that obstructs free flow of information. A superior may give only selected information to his subordinates so as to maintain status differences. Subordinates, usually, tend to convey only those things which the superiors would appreciate.

This creates distortion in upward communication. Such selective communication is also known as filtering. Sometimes, "the superior feels that he cannot fully admit to his subordinates those problems, conditions or results which may affect adversely on his ability and judgment. To do so would undermine his position as a superior being in the formal organization." This causes distortion in downward communication. A subordinate may also feel reluctant to report his shortcomings or may not seek clarification on instructions which are subject to different interpretations for fear of loss of prestige in the eyes of the superior.

5. Organizational Structure Barriers:

Effective communication largely depends upon sound organizational structure. If the structure is complex involving several layers of management, the breakdown or distortion in communication wall arise. It is an established fact that every layer cuts off a bit of information. In the words of W.C. Bennis, "Communication gets distorted particularly as it goes up the hierarchy."

Moreover, information travelling through formal structure introduces rigidity and causes-delay because of long lines of communication. Similarly, lack of instructions for further conveying information to the subordinates and heavy pressure of work at certain levels of authority also act as barriers to effective communication.

6. Barriers Due to Inadequate Attention:

Inadequate attention to the message makes communication less effective and the message is likely to be misunderstood. Inattention may arise because of over business of the communicate or because of the message being contrary to his expectations and beliefs. The simple failure to read notices, minutes and reports is also a common feature.

Whatever be the reason, communication remains only a one-way process and there is no understanding of the message, if the receiver pays little attention to the message. In the words of Joseph Dooher. "Listening is the most neglected skill of communication." "half listening is like racing your engine with the gears in neutral. You use gasoline, but you get nowhere."

7. Premature Evaluation:

Some people have the tendency to form a judgment before listening to the entire message. This is known as premature evaluation. As discussed in the previous point, "half-listening is like racing your engine with the gears in neutral. You use gasoline but you get nowhere." Premature evaluation distorts understanding and acts as a barrier to effective communication.

8. Emotional Attitude:

Barriers may also arise due to emotional attitude because when emotions are strong, it is difficult to know the frame of mind of another person or group. Emotional attitudes of both, the communicator as well as the communicate, obstruct free flow of transmission and understanding of messages.

9. Resistance to Change:

It is a general tendency of human beings to stick to old and customary patterns of life. They may resist change to maintain status quo. Thus, when new ideas are being communicated to introduce a change, it is likely to be overlooked or even opposed. This resistance to change creates an important obstacle to effective communication.

10. Barriers Due to Lack of Mutual Trust:

Communication means sharing of ideas in common. "When we communicate, we are trying to establish a commonness." Thus, one will freely transfer information and understanding with another only when there is mutual trust between the two. When there is a lack of mutual trust between the communicator and the communicate, the message is not followed. Credibility gaps, i.e., inconsistency in saying and doing, also causes lack of mutual trust which acts as a basic obstacle to effective communication.

11. Other Barriers:

There may be many other barriers, such as un-clarified assumptions, lack of ability to communicate, mirage of too much knowledge of closed minds, communication overload, shortage of time, etc., which cause distortion or obstruction in the free flow of communication and thus make it ineffective. Failure to retain or store information for future use becomes a barrier to communication when the information is needed in future.

- **The use of jargon.** Over-complicated, unfamiliar and/or technical terms.
- **taboos.** Some people may find it difficult to express their emotions and some topics may be completely

'off-limits' or taboo. Taboo or difficult topics may include, but are not limited to, politics, religion, disabilities (mental and physical), sexuality and sex, racism and any opinion that may be seen as unpopular.

- **Physical barriers to non-verbal communication.** Not being able to see the non-verbal cues, gestures, posture and general body language can make communication less effective. Phone calls, text messages and other communication methods that rely on technology are often less effective than face-to-face communication.
- **Expectations and prejudices which may lead to false assumptions or stereotyping.** People often hear what they expect to hear rather than what is actually said and jump to incorrect conclusions.
- **Cultural differences.** The norms of social interaction vary greatly in different cultures, as do the way in which emotions are expressed. For example, the concept of personal space varies between cultures and between different social settings.
- **Lack of attention, interest, distractions, or irrelevance to the receiver.**
- **Differences in perception and viewpoint.**
- **Physical disabilities such as hearing problems or speech difficulties.**
- **Language differences and the difficulty in understanding unfamiliar accents.**

CHANNELS OF COMMUNICATION

Formal communication: If refers to interchange of information officially. The flow of communication is controlled and is a deliberate effort. This makes it possible for the information to reach the desired place without any hindrance, at a little cost and in a proper way.

- **Example:** Requests, commands, orders, reports etc.

Informal communication: The communication which does not follow any pre-defined channel for the transmission of information is known as informal communication. This type of communication moves freely in all directions, and thus, it is very quick and rapid. In any organization, this type of communication is very natural as people interact with each other about their professional life, personal life, and other matter.

- **Example:** Sharing of feelings, casual discussion, gossips, etc.

UPWARD COMMUNICATION:

Upward Communication is the process of information flowing from the lower levels of a hierarchy to the upper levels. This type of communication is becoming more popular in organizations as traditional forms of communication are becoming less popular. The more traditional organization types such as a hierarchy, places people into separate ranks. Upward communication helps employees to express their requirements, ideas, and feelings. For the top management, upward communication is an important source of information for business decisions. It helps in alerting top management about the requirement of changes in an organisations. Upward contribution is the core contributor of business process re-engineering in many organisations.

DOWNWARD COMMUNICATION: Downward communication is that communication in which information flows form superior to subordinates. Through downward communication, managers communicate organizational goals, policies, procedures, orders, instructions, decisions etc. to their subordinates.

In the process of downward communication, messages of the top executive reach to the lower levels moving through the chain of hierarchy. Downward communication can be of written or oral. Written forms of downward communication are manuals, handbook, notices, electronic news displays etc. whereas, face-to-face conversation, telephonic conversations, speeches, meetings etc. are the oral media of downward communication.

HORIZONTAL COMMUNICATION: The term lateral communication can be used interchangeably as horizontal communication. Horizontal communication is a communication among people at the parallel or same level, position, rank or statues people of the organization. Horizontal communication is the communication that flows laterally within the organization, involves persons at the same level of the organization. Horizontal communication normally involves coordinating information and allows people with the same or similar rank in an organization to cooperate or collaborate.

DIAGONAL COMMUNICATION:

Diagonal Communication is the communication held between different structures of a business firm. It is the communication between the higher and lower sectors of a business firm. It is also known as cross-functional communication.

GRAPEVINE COMMUNICATION: If communication is done without maintaining the formalities prescribed by the organization, it is called informal communication. The basis of informal communication is personal or informal relationship between the members of a group. It is also known as grapevine that takes place when the people of an organization or group, especially of same level or rank gather or meet tighter and discuss informally. It has no definite pattern or direction though it is largely horizontal in nature. It is a complex web of oral information flow linking all the members of the organization.

TYPES:

- **Single Strand Chain**: The single strand chain involves the passing of information through a line of persons to the ultimate recipient. In the figure, the person A tells B, who tells C, who tells D, and so on, till the information has reached most of the persons involved or concerned.

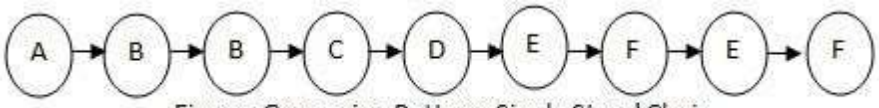


Figure: Grapevine Pattern-Single Stand Chain

- **Gossip Chain**: In the gossip chain, one person seeks and tells the information to everyone. This chain is just like the wheel where one person stays at the centre and the information passes along the spokes of the wheel to others stationed on the rim. In the following figure, A is at the center and passes the information to others staying on the rim of the wheel.
- **Probability Chain**: The probability chain is a random process in which someone transmits the information to others in accordance with the laws of probability and then these others tell still others in a similar way. This chain may also be called random process.

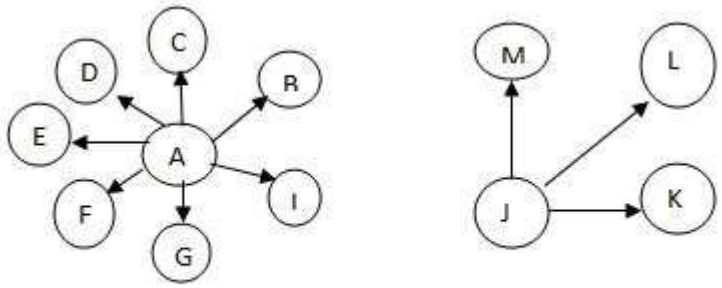


Figure: Grapevine Pattern-Probability Chain

- **Cluster Chain**: In the cluster chain, a person tells the information to the selected persons who may in turn relay (pass) the information to other selected persons. Most of the information communication follows this chain. Cluster chain is shown in the following figure-

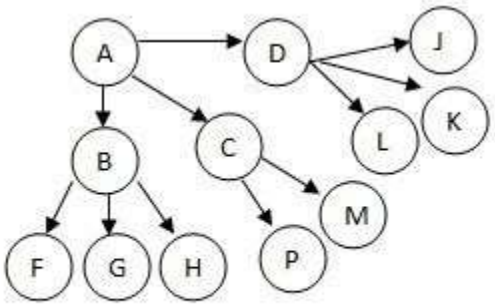


Figure: Grapevine Pattern-Probability Chain

LISTENING SKILLS

Listening is the ability to accurately receive and interpret messages in the communication process. Listening is key to all effective communication. Without the ability to listen effectively, messages are easily misunderstood. As a result, communication breaks down and the sender of the message can easily become frustrated or irritated.

Listening:

Listening is the ability to accurately receive and interpret messages in the communication process. Listening is key to all effective communication. Without the ability to listen effectively, messages are easily misunderstood. Improper listening leads to communication breaks down

Listening is not same as hearing.

Hearing:

Hearing refers to the sounds that enter your ears. It is a physical process that, provided you do not have any hearing problems, happens automatically. Listening, however, requires more than that: it requires focus and concentrated effort, both mental and sometimes physical as well.

Need or purpose of listening skills

1. To specifically focus on the messages being communicated, avoiding distractions and preconceptions.
2. To gain a full and accurate understanding into the speakers point of view and ideas.
3. To critically assess what is being said. (See our page on **Critical Thinking** for more).
4. To observe the **non-verbal signals** accompanying what is being said to enhance understanding.
5. To show interest, concern and concentration.
6. To encourage the speaker to communicate fully, openly and honestly.
7. To develop an selflessness approach, putting the speaker first.
8. To arrive at a shared and agreed understanding and acceptance of both sides views.

Characteristics of Good and Effective Listener

Good and effective listener tries to give maximum amount of thought to the speaker's ideas being

communicated, leaving a minimum amount of time for mental exercises to go off track. A good listener:

1. **Is attentive-** Good listener must pay attention to the key points. He should be alert. He should avoid any kind of distraction.
2. **Do not assume-** Good listener does not ignore the information he considers is unnecessary. He should always summarize the speaker's ideas so that there is no misunderstanding of thoughts of speakers. He avoids premature judgements about the speakers message.
3. **Listen for feelings and facts-** Good listener deliberately listens for the feelings of the speaker. He concentrates totally on the facts. He evaluates the facts objectively. His listening is sympathetic, active and alert. He keenly observes the gestures, facial expression and body language of the speaker. In short, a good listener should be projective (i.e. one who tries to understand the views of the speaker) and empathic (i.e. one who concentrates not only on the surface meaning of the message but tries to probe the feelings and emotions of the speaker).

4. **Concentrate on the other speakers kindly and generously-** A good listener makes deliberate efforts to give a chance to other speakers also to express their thoughts and views. He tries to learn from every speaker. He evaluates the speaker's ideas in spare time. He focuses on the content of the speaker's message and not on the speaker's personality and looks.

5. **Opportunizes-** A good listener tries to take benefit from the opportunities arising. He asks "What's in it for me.

STAGES OF LISTENING PROCESS: Hearing

It refers to the response caused by sound waves stimulating the sensory receptors of the ear; it is physical response; hearing is perception of sound waves; you must hear to listen, but you need not listen to hear (perception necessary for listening depends on attention

Attention

Brain screens stimuli and permits only a select few to come into focus- these selective perception is known as attention, an important requirement for effective listening; strong stimuli like bright lights, sudden noise…are attention getters; attention to more commonplace or less striking stimuli requires special effort; postural adjustments are aided by physical changes in sensory receptor organs; receptor adjustments might include tensing of the ear´s tympanic muscle for better response to weak sounds

Understanding-

To understand symbols we have seen and heard, we must analyze the meaning of the stimuli we have perceived; symbolic stimuli are not only words but also sounds like applause… and sights like blue uniform…that have symbolic meanings as well; the meanings attached to these symbols are a function of our past associations and of the context in which the symbols occur; for successful interpersonal communication, t he listener must understand the intended meaning and the context assumed by the sender.

Remembering-

it is important listening process because it means that an individual has not only received and interpreted a message but has also added it to the mind"s storage bank; but just as our attention is selective, so too is our memory- what is remembered may be quite different from what was originally seen or heard.

Evaluating

it is a stage in which active listeners participate; it is at these point that the act ive listener weighs evidence, sorts fact from opinion, and determines the presence or absence of bias or prejudice in a message; the effective listener makes sure that he or she doesn't begin this activity too soon ; beginning this stage of the process before a message is completed requires that we no longer hear and attend to the incoming message-as a result, the listening process ceases

Responding

this stage requires that the receiver complete the process through verbal and/or nonverbal feedback; because the speaker has no other way to determine if a message has been received , this stage becomes the only overt means by which the sender may determine the degree of success in transmitting the message.

TEN PRINCIPLES FOR EFFECTIVE LISTENING

1.Stop Talking- Don't talk, listen.

When somebody else is talking listen to what they are saying, do not interrupt, talk over them or finish their sentences for them. Stop, just listen. When the other person has finished talking you may need to clarify to ensure you have received their message accurately.

2. Prepare Yourself to Listen- Relax.

Focus on the speaker. Put other things out of mind. The human mind is easily distracted by other thoughts – what's for lunch, what time do I need to leave to catch my train, is it going to rain – try to put other thoughts out of mind and concentrate on the messages that are being communicated.

3. Put the Speaker at Ease - Help the speaker to feel free to speak.

Remember their needs and concerns. Nod or use other gestures or words to encourage them to continue.

Maintain eye contact but don't stare – show you are listening and understanding what is being said.

4. Remove Distractions- Focus on what is being said.

Don't doodle, shuffle papers, look out the window, pick your fingernails or similar. Avoid unnecessary interruptions. These behaviours disrupt the listening process and send messages to the speaker that you are bored or distracted.

5.Empathise

Try to understand the other person's point of view .Look at issues from their perspective. Let go of preconceived ideas. By having an open mind we can more fully empathise with the speaker. If the speaker says something that you disagree with then wait and construct an argument to counter what is said but keep an open mind to the views and opinions of others.

6. Be Patient

A pause, even a long pause, does not necessarily mean that the speaker has finished.Be patient and let the speaker continue in their own time, sometimes it takes time to formulate what to say and how to say it. Never interrupt or finish a sentence for someone.

7.Avoid Personal Prejudice –

Try to be impartial.Don't become irritated and don't let the person's habits or mannerisms distract you from what the speaker is really saying.Everybody has a different way of speaking - some people are for example more nervous or shy than others, some have regional accents or make excessive arm movements, some people like to pace whilst talking - others like to sit still. Focus on what is being said and try to ignore styles of delivery.

8. Listen to the Tone

Volume and tone both add to what someone is saying.A good speaker will use both volume and tone to their advantage to keep an audience attentive; everybody will use pitch, tone and volume of voice in certain situations

– let these help you to understand the emphasis of what is being said.

9. Listen for Ideas – Not Just Words

You need to get the whole picture, not just isolated bits and pieces.Maybe one of the most difficult aspects of listening is the ability to link together pieces of information to reveal the ideas of others. With proper concentration, letting go of distractions, and focus this becomes easier.

10.Wait and Watch for Non-Verbal Communication:

Gestures, facial expressions, and eye-movements can all be important.We don't just listen with our ears but also

with our eyes – watch and pick up the additional information being transmitted via non-verbal communication.

STRATEGIES TO IMPROVE YOUR LISTENING SKILLS:

Be Attentive: Successful listeners hear it the first time. They are focused on the speaker and in the moment. Have you ever had someone tell you something and then ask you a question afterwards and not have any idea what to answer? You probably thought you were listening, but it is very easy for our minds to stray. Practice mindfulness by consciously eliminating distractions from your mind and body. Shut off your smartphone, close your door, and move away from the computer screen.

Ask Questions: One of the ways you can stay in the moment is to ask clarifying questions. Repeat what you think the speaker was saying to gain clarity and understanding: "What I think you're saying is…" Often people's comments are open to interpretation, so show your desire to understand while reinforcing you are listening.

Don't Interrupt Unnecessarily. Use the acronym WAIT, Why Am I Talking? to keep your comments relative to the speaker's thoughts. Often I observe people ask questions just to transition the conversation in another direction. Interject your questions, or thoughts, at appropriate intervals so not to throw the speaker off track.

Use Body Language: Face-to-face you can convey you are listening by nodding, smiling, and maintaining eye contact. Public speakers are taught to actively engage an audience by making eye contact with one person, at a time. You can pick up subtle non-verbal cues from watching the speaker's body language. Are they leaning away from you, or leaning in? Do they have their arms crossed? Sounds basic, but 55% of communication is conveyed without even saying a word.

Empathize: Steven Covey coined the phrase "Seek first to understand, then be understood" which is my goal when listening. In order to effectively hear what the speaker is saying, try to look at it from their perspective. It is easy to jump to conclusions and judge when we don't put ourselves in the other person's shoes—and it is difficult to withhold judgment. Good listeners do this. Set aside filters and just listen.

Take notes: Muscle memory works. Note taking can be done in person or on the phone. Not only will note taking reinforce what's being said, but also it provides you with a permanent record to refer back to. People are flattered when you take notes; ask if it is okay before doing so.

Listening enables you to acquire facts so that you can make decisions that benefit your business.

To Gain Information

Listening enables you to acquire facts so that you can make decisions that benefit your business. By listening to a job applicant in an interview, for example, you might discover his attitudes toward the profession, performance in previous jobs and information not detailed on his resume. This additional insight can help you decide whether the applicant is a good fit for your company. A supervisor who listens to an employee's complaint about a health risk on the job might reduce injuries and enhance job performance.

Developing and Building Trust

Listening is essential to building trust. If one member of a team doesn't listen to instructions, an entire project might fail. To develop trust, pay attention to verbal instructions and deadlines. Listen for statements a coworker might make regarding his own strengths and weaknesses as it relates to a project, so that you can collaborate in a way that maximizes each other's strengths.

Maintaining Your Reputation

The reputation of a business depends upon listening skills. If you fail to listen to a customer, for example, the customer might not receive the service or product she expected. When this occurs repeatedly, it can tarnish the company's reputation. A company develops relationships with other businesses through verbal communication, too. Talking on the phone and working on a task at the same time can result in misunderstandings.

Listening Can Reduce Conflict

Listening can reduce conflict. A conflict can arise when an individual feels misunderstood or mistreated. For example, if you fail to listen to instructions and your coworker does the task you were supposed to perform,

the coworker might be unhappy with you. Pay attention to nonverbal cues, as well. If an individual's facial expressions, gestures or behavior contradict her words, ask questions to find out what she really means. **Motivating Employees Through Listening**

A manager can improve morale and productivity by understanding what motivates each employee. Listen to employees to discover what aspects of the job they find most rewarding and challenging. Don't expect to understand an employee's needs from a single conversation. Continue to be an attentive listener so that the employee knows you are sincerely interested in what she has to say.

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SCHOOL OF MANAGEMENT STUDIES

UNIT 2 – BUSINESS COMMUNICATION- SBAA1101

Unit 2

Type of meeting- importance of business meetings-Conducting meetings, seminars, conferences- opening and closing- meetings- GD- presentation-guidelines for delivery- Agenda-Minutes-Difference between Meeting and GD – Preparation for speeches.

MEETINGS

A meeting is an event in which a group of people come together to discuss things or make decisions. Meeting is a formal deliberative assembly of individuals called to debate certain issues and problems, and to take decisions. Formal meetings are held at definite times, at a definite place, and usually for a definite duration to follow an agreed upon agenda. In a corporate setting, they are divided into two main groups

(1) Organizational meeting: normally a regular meeting involving stockholders (shareholders) and management, such as a board meeting and annual general meeting (AGM).

(2) Operational meeting: regular or ad hoc meeting involving management and employees, such as a committee meeting, planning meeting, and sales meeting.

Importance of meeting

1.Conflicts are resolved

Problems and issues are always evident within the team, and they can negatively affect the way employees do their daily tasks. Properly managed meetings can be a venue for team members to share their side of the story. Once a resolution is reached, employees can apply it to other similar situations to avoid repeating the

problem.

2. Better decisions are made

A good leader realizes that employees should be included in the decision-making process. A major decision will not work unless company members understand why it is being made. Through meetings, members can ask about issues concerning the change and have them clarified.

3. Team members realize their importance

Project goals are always discussed in meetings. As a team leader, you can explain to your team members how their tasks contribute to the overall goal. When tasks and goals are clear, employees are more motivated to work because they realize their importance in the company.

4. Time, effort, and money are well spent

As decisions are made faster and employees are more engaged in their work, important company resources are put to good use. You don't have to conduct more meetings just to resolve an issue or re-explain project goals. Managers can help direct your team toward the right goal by conducting effective and clear meetings. Set them up in conducive areas, like those offered by Connecticut Business Centers.

Strategies to conduct Effective Meetings

To stay on track, consider the following strategies to make a meeting efficient and effective meeting:

1. Send out the last meeting's minutes one week before the next meeting.
2. Send out the agenda for the current meeting at least one week in advance.
3. Send out reminders for the meeting the day before and the day of the meeting.
4. Schedule the meeting in Outlook or a similar program so everyone receives a reminder.
5. Start and end your meetings on time.
6. Make sure the participants know their role and requirements prior to the meeting.
7. Make sure all participants know one another before discussion starts.
8. Formal communication styles and reference to the agenda can help reinforce the time frame and tasks.
9. Follow Robert's Rules of Order when applicable, or at least be familiar with them.
10. Make sure notes taken at the meeting are legible and can be converted to minutes for distribution later.
11. Keep the discussion on track, and if you are the chair, or leader of a meeting, don't hesitate to restate a

point to interject and redirect the attention back to the next agenda point.

12. If you are the chair, draw a clear distinction between on-topic discussions and those that are more personal, individual, or off topic.
13. communicate your respect and appreciation for everyone's time and effort..
14. Clearly communicate the time, date, and location or means of contact for the next meeting.

Preconditions of A Valid Meeting

A valid meeting should have the following elements:

1. **Legal objectives**: Any meeting must have legal objectives. Meetings on illegal or unethical purposes cannot be valid in the eye of law.
2. **Convened by proper authority**: A valid meeting should be contended by the proper authority of the company.
3. **Serving proper notice in proper time**: Notice of a meeting must be served timely by maintaining rules and regulations of the companies act.
4. **Presence of authorized persons**: To make a meeting valid person who is entitled to present in a particular type of meeting should be present at the meeting.
5. **Presided over by a chairman**: A valid meeting should be presided over by a chairman who will be selected by the members.
6. **Specific agenda**: A detail agenda should be prepared before the meeting and the meeting should be operated by following agenda.
7. **Quorum**: Quorum is the minimum number of persons that must be present at the meeting to make it valid.

Advantages of Meetings

In the business organizations meetings are used for a variety of purpose. There are some advantages of meeting which are stated below:

1. **Democratic process**: Meeting is a democratic process of taking decision. None can blame other for the decision because it is taken in presence of all the members.
2. **Improve decision**: Improve decision can be taken through meeting. Because every matter is discussed pros and cons and nothing is left over unconsidered. Proverb says "Two heads are better than one."

3. **Participative management**: Participative management can be materialized through meeting. Al the departmental heads and supervisors may sit together for taking decision.
4. **Help in co-ordination**: Meeting can help for co-coordinating the work as a whole because all the parties or members are presented in the meeting.
5. **Covey information to a large gathering**: Meeting can convey information for all departments.

   Besides the presented members exchange their views, idea, opinion and feeling at a large gathering.
6. **Others**: Provide necessary information to a group of people, report on some incidents or activities, create involvement and interest, formulate policies etc.

Disadvantages of Meetings:

There are some limitations and disadvantages of meeting. These limitations and disadvantages are discussed below:

1. **Time-consuming**: Meeting takes much time to take decision. We know that to hold a meeting is very time-consuming.
2. **Costly**: It is too much expensive. Because the company has to decorate the conference room, pay the

   T.A. and D. A. to the members, pay for cards etc.
3. **Formalities**: There are many formalities to hold on a meeting. Agenda, minutes, regulations are needed for a valid meeting.
4. **Difficult to control**: Sometimes it becomes very difficult for the speaker or chairman to control over the **meeting** because proverb says, "Many men many minds."

SEMINAR AND CONFERENCES

Seminars and conferences are formal meetings that are organized and attended by participants with the aim of discussing a specific agenda of common interest.

Conference:

A conference is a formal meeting organized by members of an organization, group or people to discuss a topic that members have a common interest. A conference is typically a consultative forum where participants give their opinion on the subject.

Purpose of a conference

1. At a conference, innovative ideas are thrown about and new information is exchanged among experts.

   Its purpose could be one of the following:

2. An academic conference is a gathering of scientists or academicians, where research findings are presented or a workshop is conducted.
3. A business conference is held for people working in the same company or industry. They come together to discuss new trends and opportunities pertaining to the business
4. A trade conference takes place on a larger scale. Besides businessmen, there are members of the public who come to network with vendors and made new connections. Such a conference consists of workshops and white paper presentations.
5. An unconference differs from the traditional conference, since it avoids the high costs, top-down organizational hierarchy and sponsored presentations. All attendees are equally knowledgeable about the topic and the discussion follows an open mode; usually without a single speaker addressing the gathering.
6. Most conferences have one or more keynote speakers who will deliver the keynote speech. These are common at academic and business conferences. The speakers chosen are eminent personalities in the related field and their presence is meant to attract more people to attend the conference. There are various types of conferences:

Steps to plan a conference

For the smooth running of a conference, meticulous planning must be carried out well in advance. All important aspects of the conference must be covered, so it is better to maintain a checklist. A back-up plan to handle emergencies is always mandatory. The planning works better when individuals in the planning and administrative committee have clear roles and responsibilities assigned.

1. Purpose of the conference must be clearly understood.
2. The budget needs to be defined.
3. Venue should be arranged. While some companies have sufficiently large conference rooms to accommodate the event, an external venue is most commonly needed.

4. The advantage of using a conference room in a hotel is that accommodation costs might be offered at a discounted rate.
5. One needs to negotiate for the lowest price at several venues that meet the specifications of the conference. Eg: Venues.com offers online search and booking facilities for all types of events, especially conferences.
6. Once the date, time and venue of the conference are fixed, the availability of all presenters, vendors, attendees and special guests needs to be confirmed.
7. Registration forms have to be sent out and as the responses come in, they must be recorded to get the confirmed number of attendees.
8. This is needed to take care of the logistics for the conference, such as flight bookings, accommodation and car pick-ups for important attendees like the keynote speaker and special guests
9. Based on the theme of the conference, the invites, agendas and brochures have to be designed.
10. Sponsors' names and logos must be included in these leaflets for advertising.
11. Detailed program schedule has to be ready
12. List of speakers and breaks for refreshments and meals
13. Volunteers must be assigned to help and guide attendees during the conference

SEMINAR:

A seminar is a formal academic forum that brings together a small group of participants who are taught about a specific subject. In a seminar, experts provide knowledge and training to the participants.

A seminar may be defined as a gathering of people for the purpose of discussing a stated topic. Such gatherings are usually interactive sessions where the participants engage in discussions about the delineated topic. The sessions are usually headed or led by one or two presenters who serve to steer the discussion along the desired path.

Purpose of a seminar

A seminar may have several purposes or just one purpose.

1. A seminar may be for the purpose of education, such as a lecture, where the participants engage in the discussion of an academic subject for the aim of gaining a better insight into the subject.

2. Other forms of educational seminars might be held to impart some skills or knowledge to the participants. Examples of such seminars include personal finance, web marketing, real estate, investing or other types of seminars where the participants gain knowledge or tips about the topic of discussion.
3. A seminar can be motivational, in which case the purpose is usually to inspire the attendees to become better people, or to work towards implementing the skills they might have learned from the seminar.
4. Sometimes, seminars are simply a way for businessmen and women, or other like-minded people, to network and meet other attendees with similar interests.
5. Such seminars provide opportunities for the attendees to make some potentially valuable contacts that can help them move to the next level in their careers or endeavors.
6. A trade seminar brings a wide cross-section of the community together, such as government officials, businessmen and women and the general public.

SEMINARS VS. WORKSHOPS

The main difference between seminars and workshops is that seminars are usually more academic and less hands-on than workshops. Seminars are events that are mostly geared towards educational topics and usually feature one or more experts on the subject matter. On the other hand, workshops are generally less formal and require more attendee participation than seminars. The main thrust of workshops is for the participants to gain new skills during the event under the guidance of the instructor.

Planning a seminar

- The first step towards planning an effective seminar is to determine what the purpose of the seminar will be.
- Think about the target audience who will participate and what they stand to gain from attending the seminar.

Every seminar must have an agenda, so determine what the agenda will be.

- Set a budget for the seminar and work within this budget, and don't get too carried away with the selection of venue and other considerations that could potentially cost money.
- Find speakers for the seminar through an analysis of the subject matter and the speakers who can best fit the occasion. Such speakers may be professional speakers, or just people with the requisite knowledge and authority to effectively convey the desired message.

- You also have to find a proper venue for the seminar. This process can be simplified by utilizing the venue finder here on eVenues.
- Some of the things to consider when choosing an event venue include the availability of the necessary technical infrastructure to support the event.For example: audio-visual facilities, communication equipment,Air-conditioning or heating facility, podium or stand or dais etc .
- Send out invites to those who will attend the seminar and engage in active marketing of the event through various means. Eg: social websites like Facebook events
- Confirm the number of attendees to the seminar since this information is necessary for logistics like accommodations, seating arrangements, car pick-ups and even the catering arrangements.
- The confirmation of the willingness of the keynote speakers to attend is especially important very early in the planning stages since this will help in the designing of the logos, brochures and other promotional materials.
- Select volunteers to help with activities like guiding and helping the seminar attendees. If they need training to familiarize themselves with their expected duties, ensure that they receive such training well ahead of the seminar.

After the seminar

- Analyze the outcome of the seminar, including the response of the attendees and their feedback in order to discover whether the aims of the seminar were met.
- You can also send out thank you notes to the attendees through emails and any other follow up, such as upcoming seminars

Difference between Conference and Seminar

1. **Time taken for Conference and seminars**

Time Taken for Conference and Seminar

Seminars are usually shorter meetings that are specifically focused on educating the participants about a specific subject that is of interests to all the participants. It is also common to find that the participants of a seminar are taught on various aspects that are directly related.

On the other hand, conferences take longer periods because a complete analysis of the subject under discussion has to be made where participants have to give their opinion and a conclusion realized.

Due to the time is taken before a conference can be officially closed, facilities such as accommodation and dining facilities must be available to the participants

2. Mode of Delivery in Conference

Seminars take an educational or academic forum where the participants are treated as students and are required to acquire knowledge offered to them by the moderators. Experts are invited to offer technical and theoretical knowledge about a specific topic.

The conference takes a consultative mode where all the participants are required to provide and an opinion or position concerning a specific scenario or aspect that is a common interest to all participants.

In a conference, opinions count and every participant's contribution is analyzed since there is no one considered
to be proficient than other participants.

3. Certification in Conference and Seminar

The participants of a seminar are offered a certificate that highlights and records that they participated in a specific seminar that was addressing a specific subject. This certificate can be used in adding the educational value to the participant when applying for job opportunities or promotion.

There is no certificate offered after one attends a conference. This is because a conference is not an educational or academic forum where one can be deemed to have acquired training. In conferences, one only gets
clarification about a specific topic but not new knowledge.

4. Participation and Contribution

In a seminar, participants do not contribute or express their position about a specific agenda under consideration. The moderator, expert, takes charge and disseminates information to the attendees who have the right to ask a question in case one wants to get a clarification.

Active participation and contribution are highly encouraged in a conference where all members are required to give an opinion or express their position on a specific area of interest.

Nevertheless, it is essential to highlight that a point of consensus has to be found and agreed by the participants of the conference.

5. Motive or Purpose of Conference and Seminar

The purpose of organizing a seminar is to impart knowledge about a specific aspect to the interested or concerned group of people. For example, an organization can organize a seminar to educate workers in the human resource department about the emerging trends in human resource management.

The seminar is geared towards helping the workers in the human resource department to be updated about the current practices in their department so that they can be efficient.

Conferences are organized with the aim of getting people's opinion or feelings towards a specific subject. For example, an organization can organize a conference with the customers so that it can get opinions and feelings concerning a recently launched product.

6. Formality in Conference and Seminar

A seminar appears to be more formal because there are people who possess authority and instruct the participants on what to do.

Seminars are attended by people who want to acquire knowledge is a specific field where they are taught by experts, lectures, and professionals who convey authority and are supposed to be respected in equal measure

Although respect cuts across seminars and conferences, there seems to be less formality in conferences since there is no person who has complete control or authority over other participants. Members' opinion is respected with equal measure and each opion.

Opening and closing meetings

A well run and professional opening meeting sets the seen for the audit and, if done well, creates a great first impression. Likewise, a well run closing meeting draws the audit to a close in a professional and controlled manner.

Items to cover in an opening meeting. (Typically this would last about 15 minute's maximum)

Introduce the team and their roles.

Allow the team to introduce themselves.

Remind the members of the reason and scope for the audit. Confirm that the programme is still OK. Clarify the role of any Guides. Confirm communication channels on how the will be run and reported. Confirm that any logistical requirements are OK.

Check that any documents that you may have seen during preparation are still valid. Remind the members that the meeting has to add-value and promote improvements. Explain how about the Closing Meeting and report preparation has to be done. Check arrangements for the Closing Meeting (time, location, attendees).

Items to cover in a closing meeting

The Lead Auditor is in charge.

• Record attendees.

• Give an expression of thanks.

• Remind them of the reason and scope for the audit.

• Explain how findings will be reported now and in the future.

• Tell the members when they will get the report.

• Present your findings – use strengths to promote improvements.

• Provide a summary/ overview of the whole audit.

• Give any statement of recommendation (if you are permitted to do so).

• Invite discussions.

• Agree timelines for any Corrective Actions.
• Draw the meeting to a close. Remember to include both of these meetings in your audit

GROUP DISCUSSION

Group discussions may be defined as an activity in which a small number of persons meet face to face and exchange and share ideas freely or attempt to reach a decision on a common issue.

- Group discussion is commonly known as GD, as the name suggests, it is a group activity.
- People are grouped in a bunch for a common purpose:
- Share knowledge
- Exchange opinions
- Brainstorm [find solutions innovative look for improvements]
- Job selection process
- It is a systematic purposeful interactive oral process. Here the members of the group share certain common objectives.
- It is characterized by the formal and structural exchange of views on a particular topic / issue / problem.

Importance of GD

GD is used as a technique for personality assessment of candidate for job selection or admission to professional courses.
GD aims at problem solving, decision making and personality assessment

Characteristics of Group Discussions

Some of the salient features common to all group discussions are as follows:

Interface: A basic feature of group discussions is the interaction among the various members of the group. They see, hear and communicate with each other orally by paying attention to each other.
Leader and Members: Group discussions are effective only when there is a group of members and a leader. The leader has to summarize facts and information, integrate them, stimulate thinking and agree to a unanimous solution of the problem. The members of the group become actively related to each other in their respective roles.
Participation: The effectiveness and efficiency of a group discussion depend, to a large extent, upon the active participation of the members.
Interpersonal Attraction:

Another characteristic feature of a group discussion is interpersonal attraction. As long as interaction continues, the likes, dislikes, behavior and temperament of members are known to each other. Among them, empathy develops and as such they share each others problem.
Pressure to Conform:

In a group discussion, there is always an element of pressure to conform to norms. The pre-defined and established standards are always enforced and followed.
Conflict:

A conflict is a difference or disagreement among the members of the group, which often arise during deliberations and discussions. A conflict is inevitable and usually develops when alternative solutions are present. It can stimulate the members to find new solutions to the problem. Thus, conflict is not necessarily bad. But if it arises due to the political behavior of the members it will have dysfunctional consequences.

Purpose of Group Discussions

(i) To reach a solution on an issue of concern

(ii) To generate new ideas or new approaches to solving a problem

(iii) For selecting candidates after the written test for employment or for admission to educational institutes

(iv) To provide us with an avenue to train ourselves in various interpersonal skills

Advantages of Group Discussions

The advantages of group discussions are as follows: (i) It provides a deeper understanding of the subject. (ii) It improves the ability to think critically.
(iii) It provides different approaches to solving a problem. (iv) It helps the group in taking a decision.
(v) It gives an opportunity to hear the opinions of other persons. (vi) It enables a participant to put across his/her viewpoint.
(vii) It enhances confidence in speaking.

(viii) It can change your opinion and show you things from a different perspective
Guidelines for delivery of a group discussion. Steps for GD

1. Normally 8-10 students are taken as a group, though in some cases, up to 16 people may be included in a group. The GD lasts for 10-15 minutes.

2. For a topic-based GD, 2-3 minutes of thinking time may be given; though the group is often told to start right away. For case studies, however, about 15 minutes is given.
3. The evaluation is done by one or two experts, usually professors from the B-School itself. Please remember that these people are experts with a lot of experience and can be counted upo n to observe all details, even if the GD is chaotic.
4. The candidates may be seated in a circle or in a rectangular arrangement, with or without a table. Seating arrangements may be prefixed or there may be free seating.
5. The discussion may be stopped at the set time or even earlier. A conclusion or consensus may be asked for, though it usually does not occur. A written or oral summary may asked for at the end from each candidate.

Key Points for a successful GD

1) Team spirit
2) Reasoning ability
3) Leadership
4) Creativity
5) Inspiring ability
6) Awareness
7)Listening

To make a Successful GD: Content:
Fairly good knowledge of the topic and awareness of the current situation will help prevent ideas from drying up fast and keep the GD alive and lively. If you are unfamiliar with the topic, wait for someone else to come up with important information and facts, then quickly formulate you stance and come with your perspective. Communication:
The language should be simple and lucid, use the right word at the right time that gives clarity to the GD and

highlights your role in generating ideas in the group. Not to exhaust your ideas at one go. Every time you contribute, make your talk relevant and brief. It is necessary to listen with great attention and react with pertinent comments.
Think before you speak:

Listen and understand the arguments of other participants and at the same time decide what points you should raise and how

Avoid Constant interruption while others are speaking

The discussion becomes meaningless if all the participants speak at the same time. Some candidates try to interrupt and even make fun of other participants. This strategy will adversely affect them.

Support or agree with valid reasons

No points will be lost even if a candidate openly supports or agrees with the views of the other candidates. Valid reasons must be given as to why you support a particular point of view.

Avoid Blunt statements:

Blunt statements such as 'Your arguments are baseless', or 'You are absolutely wrong', are to be avoided strictly. The participant has to disagree without sounding rude by saying things such as 'I beg to differ' or

'Sorry to disagree with you.

Criticism should be accepted

In case your views are strongly criticized, there is no need to be upset. Criticism taken positively will act in the candidate's favour.

Group behavior:

Expressing your views emphatically will be appreciated in a GD, it is equally import ant that you draw the more reticent participants into the discussion and involve them in the decision-

making process. The participant should be tactful while contradicting the views of other participants.

SUCCESSFUL GD'S

A good and successful group discussion is one where the topic has been discussed threadbare.

Analyze the topic word by word. Identify the frame of reference you would be using during the discussion. Look at the topic from the point of view of all the affected parties.
Look at the topic from all the various angles and all the possible perspectives.

At the end of a discussion or when you know that the discussion time is almost up, it is necessary to give an appropriate conclusion. To do this, quickly recap the important points that have come up during the discussion, emphasize the points on which there were differences and where there was convergence of opinion and make the concluding remark.
Points to be remembered:

- Prepare well by reading and reflecting on the topic.

- Anticipate the points of others.

- Listen keenly and understand the points made by others.

- Break in and make your point without waiting to be called upon to do so, ensuring relevance to the context.
- Be loud enough to be heard by everyone.

- Make brief remarks often rather than giving long speeches.

- Be open minded and conciliatory rather than dogmatic.

- Try to be group-centered rather than self-centered.

- Avoid personal attacks and name-calling. Accept criticism with dignity and rebut it with strong arguments
- Back your arguments with evidence and authority.

- Use appropriate gestures and expressions.

- Maintain eye contact with group members.

AGENDA

Agenda is a document that outlines the contents of a forthcoming meeting. It is usually sent along with the notice of the meeting. It comes from the Latin word “agendum” (singular) which means ‘a thing to be done.’ It is the route map of the meeting. The specimen notices above already contain a hint of how it is written. The agenda may be a part of the notice or may be attached as an annexure. The conveyor/secretary prepares it in consultation with the chairperson and gets his approval.
Features or characteristics of agenda

The features of agenda can be state as follows:

- Generally, agenda is sent along with the notice of the meeting.

- It is written at the end but before or after the signature of the convener of the meeting.

- It is arranged according to the importance of the end.

- Controversial topics should be written at the end.

•The topics are determined by the secretary with consulting the higher authority or the convener of the meeting.

- It written in brief but explicit manner.

Importance:

Agenda is the explicit topics to be discussed in a meeting the members. No one can ignore the importance of an

Agenda. The necessity or importance's of an agenda are as follows:

•As it is circulated in advance, the members of the committee or meeting can take preparation to discuss the topics accurately.

- It helps to take prompt decision.

- Since it has a set of order, it helps the chairperson to conduct the meeting smoothly.

- It can ensure covering all the topics that will be discussed in a meeting.

- It helps to control the unnecessary talking in the meeting.

- It is helps to write the minutes and resolution of the meeting.

•As it is served earlier, the members of the meeting can exchange their thought and ideas informally before holding the meeting.

Agenda Advantages

1. Agendas convey important information to meeting participants, including goals, attendee responsibilities and topics of discussion.
2. When distributed ahead of the meeting, the agenda lets participants plan ahead in preparing materials or ideas on topics.
3. This helps ensure that meeting discussions focus on the most important issues and ideas.

4. Agendas also help meeting leaders maintain structure and keep the meeting from running long, which is valuable for participants who need to return to other important projects as soon as the meeting is over.

Agenda Disadvantages

1. One potential disadvantage of a structured agenda is that it often prevents conversations from evolving on a topic that participants deem important.
2. If a meeting goes off the agenda topic -- even if what's being discussed is of great value -- leaders often cut the conversation short so the meeting goes back on topic.
3. A strict agenda may also minimize opportunities to initiate on-the-spot, spontaneous topics during the meeting. This hampers the free flow of ideas that often result in favorable results.

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SCHOOL OF MANAGEMENT STUDIES

UNIT 3 – BUSINESS COMMUNICATION- SBAA1101

UNIT III

EFFECTIVE WRITING

Meaning, Objectives, Types of written communication, Merits and demerits of written communication – Types of business letters, Layout of a business letter and styles of layout, Practice letter – Resume, Practice letter - Enquiries and replies, Practice letter – Orders and replies, Practice letter – Complaints, claims and Adjustment.

Written Communication

A "Written Communication' means the sending of messages, orders or instructions in writing through letters, circulars, manuals, reports, telegrams, office memos, bulletins, etc. It is a formal method of communication and is less flexible. A written document preserved properly becomes a permanent record for future reference. It can also be used as legal evidence. It is time- consuming, costly and unsuitable for confidential and emergent communication. Written communication, to be effective, should be clear, complete, concise, correct, and courteous.

Examples of written communications generally used with clients or other businesses include:

- Email.
- Internet websites.
- Letters.
- Proposals.
- Telegrams.
- Faxes.
- Postcards.
- Contracts

Types of Written Communication

- Letters - A **letter** is a written message that can be handwritten or printed on paper. It is usually sent to the recipient via mail or post in an envelope, although this is not a requirement as such. Any such message that is transferred via post is a **letter**, a written conversation between two parties.
- Memoranda - a document recording the terms of a contract or other legal details.

 Reports - A report is a document that presents information in an organized format for a specific audience and purpose. Although summaries of reports may be delivered orally, complete reports are almost always in the form of written documents.

 Notices - **Notices** are a means of formal communication targetted at a particular person or a group of persons. It is like a news item informing such person or persons of some important event. This can be an invitation to a meeting, an announcement of any event, to issue certain instructions,etc.

Advantages of Written Communication:

 Easy to preserve: The documents of **written communication** are easy to preserve. Oral and non-verbal communication cannot be preserved. If it is needed, important information can be collected from the preserved documents.

 Easy presentation of complex matter: Written communication is the best way to represent any complex matter easily and attractively.

 Permanent record: The documents of written communication act as a permanent record.

When it is needed, important information can be easily collected from the preserved documents.

 Prevention of wastage of time and money: Written communication prevents the waste of money and time. Without meeting with each other the communicator and communicate can exchange their views.

 Accurate presentation: Through the documents of the written communication top executive can present the information more accurately and clearly. As it is a legal document everybody takes much care does draft it.

 Use as a reference: If it is needed, written communication can be used as future reference.

 Delegation of authority: Written communication can help the authority to delegate the power and authority to the subordinate. It is quite impossible to delegate power without a written document.

 Longevity: Written document can be preserved for a long time easily. That is why; all the important issues of an organization should be back and white.

- **Effective communication:** Written communication helps to make communication effective. It is more dependable and effective than those of other forms of communication.
- **Maintaining image:** Written communication helps to maintain the images of both the person and the organization. It also protects the images of the company or organization.
- **Proper information:** It is a proper and complete communication system. There is no opportunity to include any unnecessary information in a written document.
- **Less distortion possibility:** In this communication system information is recorded permanently. So, there is less possibility of distortion and alteration of the information.
- **No opportunity to misinterpret:** there is any opportunity to misinterpret the information or messages of written communication.
- **Controlling tool:** Written communication can help to control the organizational activity.

  The written document may be used as a tool for controlling
- **Easy to verify:** The information and messages that are preserved can be verified easily.

  If there arises any misunderstanding any party can easily verify the information.
- **Others:** Clear understanding, Legal document, Acceptability, Reduction of risk, Creating confidence, Easy circulation, Wide access or coverage etc.

Disadvantages of Written Communication

- **Expensive:** Written communication is comparatively expensive. For this communication paper, pen, ink, typewriter, computer and a large number of employees are needed.
- **Time consuming:** Written communication takes time to communicate with others. It is a time consuming media. It costs the valuable time of both the writer and the reader.
- **Red-Taoism:** Red-Taoism is one of the most disadvantages of written communication. It means to take time for approval of a project.
- **Useless for illiterate person:** It messages receiver is illiterate, written communication is quite impossible. This is major disadvantage written communication.

- **Difficult to maintain secrecy:** It is an unexpected medium to keep business secrecy.

  Secrecy is not always possible to maintain through written communication. Because here needs to discuss everything in black and white.

- **Lack of flexibility:** Since writing documents cannot be changed easily at any time. Lack of flexibility is one of the most important limitations of written communication.

- **Delay in response:** It takes much time to get a response from the message receiver; prompt response is not possible in case of written communication that is possible in oral communication.
- **Delay in decision making:** Written communication takes much time to communicate with all the parties concerned. So the decision maker cannot take decisions quickly.
- **Cost in record keeping:** It is very difficult and expensive to keep all the records in written communication.
- **Complex words:** Sometimes the writer uses complex words in writing a message. It becomes difficult to meaning out to the reader. So the objectives of the communication may lose.
- **Lack of direct relation:** If there is no direct relation between the writer and the reader, writer communication cannot help to establish a direct relation between them.
- **Other:** Prompt feedback is impossible, Slowness, Bureaucratic attitude, Understanding problem between boos and subordinates, lack in quick clarification and correction, formality problem, lack of personal intimacy, etc.

BUSINESS LETTERS

Business letters are the life-breath of business. Despite the availability of telephone, fax etc. which are very fast, conventional mail is still very popular. People like the feel of a good old “letter” in hand. It also increases the reach of a business house.

A letter is written to reach where you cannot reach yourself, and say what you cannot say yourself personally. Thus a letter plays the role of your representative or ambassador. All the qualities of a good ambassador – the polish and the courtesy, the knowledge and the convincing power – have to be there in a good business letter.

Types of letters

1. Personal (to a friend or within a family)
2. Social (invitations, death notices, etc.)
3. Official (from government or its corporations, etc.)
4. Business (trade enquiries, orders, complaints, import-export correspondence, etc.)
5. Miscellaneous (letters to the editor etc.)

1. **Personal letters**: These being letters to friends and family, express emotions or give news in an informal manner. They are often handwritten and have little restriction of style and format. Sometimes one uses a card with a printed message or greeting and adds something of one's own.
2. **Social letters**: these are in the form of invitations (to a wedding, a dinner, etc.) and follow a certain format, sometimes with ample use of the imagination. Death notices are also sent in a standardized format.
3. **Official letter** – They originate from government offices, corporations etc. and move within the narrow restrictions of law. Hence they sound very formal. A distinct and limited vocabulary is used in such letters.
4. **Business letters** – These are letters from business houses to their customers or other business houses or to statutory bodies; they are also from individuals to business houses. The aim of these letters is to increase one's business prospects, and hence tact and persuasive power is used in writing them. A classification of business letter are
    - Enquiries and replies
    - Quotations, estimates and tender notices
    - Orders and letters informing their fulfilment
    - Circular letters
    - Letter requesting payments
    - Sales letters
    - Complaints and replies
    - Goodwill letters

- Credit and status enquiries

5. **Miscellaneous letters** – These include letters to the editor, open letter to famous persons, letter by non- government organization etc

Importance / advantages of business letters

- Drafting at convenience
- Reaches far and wide
- A record for purpose of law
- A record for reference
- Solidifies business brand
- Helps to expand business
- Saves money in communication
- Convenient for giving unpleasant news

Essentials of a good business letter

i. Correctness
ii. Completeness
iii. Clarity
iv. Conciseness
v. Courtesy
vi. Consideration
vii. Concreteness
viii. Convincing power

The layout of BUSINESS LETTERS

The Business letters are a sort of company visiting card. The most frequently used layout of business letters is the block style, where all elements are aligned with the left-hand margin, except the heading, which is usually centred.

The Heading

The heading is the part of a business letter that contains the name of the firm sending the letter, it is usually printed on the letter paper and contains information about the firm, logo, name, style, full address, telephone, telex, fax numbers, e-mail addresses and web site.

The Date

The date states the day when the letter was written and is usually placed just under the heading, either on the right or on the left. In British English, the standard date is formed by the ordinal number of the day, the name of the month, a comma and the full year in numerals. so the date on the left.

Uses this form: 9^{th} December, 1902 = the ninth of December, nineteen - o - two

In American English, the standard date is formed by the month written out in full, the cardinal number of the day, a comma and the full year in numerals.

Uses this form: December 9, 1902 = December the ninth, nineteen - o - two

The Reference Line

This is not always present in business letter. Its most common form is represented by the initials of the person who wrote the letter in capital letters, and the initials of the person who typed the letter in small letters.

The Inside Address

The inside address is always present in a business letter, as it states the name and address of the company you are writing to. There are three cases:

1. the name of the firm is made up of proper names, or the letter is addressed to a single person;
2. the name of the firm does not include proper names;
3. the firm is a company limited by shares.

1. In the first case, you will use a courtesy title:

- Mr., if the addressee is a man;

- Mrs., if the addressee is a married woman;

- Miss, if the addressee is an unmarried woman;

- Ms., if the addressee is a woman, whose marital status is not known. If the company

name is made of two or more proper names, you will use:

- Messrs, it is used as the plural form of Mr.

2. In the second case you will use *The* in front of the name. Examples: The chamber of Commerce

3. In the third case you will simply copy the name of the company. Examples: Brookstone Co.

Ltd

The Attention Line

This is not always present in a business letter and you will place it just below the inside address.

The Salutation

The salutation is always present is business letters and it is placed under the inside address. The salutation differs according to whom the letter is addressed and has different forms in British English and American English. All the words forming the salutation are written with an initial

capital letter.

Addressee	**British English**	**American English**
The letter is addressed to a single person, whose name is not know.	Dear Sir/Madame	Dear Sir/Madame

The letter is addressed to a single person, whose name is know.	Dear Mr. Brown Dear Miss Brown	Dear Mr. Brown Dear Miss Brown
The letter is addressed to more than one person, a company, an authority/agency.	Dear Sir	Gentlemen

The body of the letter

The body of the letter contains the reason for the letter. The body usually consist of three parts:

1. (first): introduction; 2. (second): object; 3. conclusion.
2. **The complimentary close**

Is always present in a business letter, as it is a form of courtesy to end the letter.

The signature

Is always present in a business letter, as is states the person who wrote, or dictated.

Sample format of business letter

Contact Information

Your Name

Your Address

Your City, State Zip Code

Your Phone Number Your Email Address *(space)*

Date

(space)

Contact Information

Name Title Company Address

City, State Zip Code

(space) **Salutation** *(space)*

Dear Mr./Ms. Last Name:

(space)

Body of Business Letter

The first paragraph of your business letter should provide an introduction to why you are writing.

(space between paragraphs)

Then, in the following paragraphs provide more information and details about your request.

(space between paragraphs)

The final paragraph should reiterate the reason you are writing and thank the reader for reviewing your request.

Closing: *(space)* Respectfully yours, *(double space)* **Signature:**

Handwritten Signature *(for a mailed letter) (double space)*

Typed Signature

ENQUIRIES

A letter of enquiry is written to ask about goods or services that you may require. In this, you state your purpose and ask for the price list, quotation, sample etc. It is a letter from a prospective buyer to a seller.

Types of enquiry letter

1. Unsolicited enquiries : These are made at the buyer's initiative

2. Solicited enquiries : These are made when the seller solicits that is asks for enquiries through an advertisement or otherwise

3. Request for special terms or concession

4. Routine enquiries by existing customers in continuation of the business process

Guidelines for drafting a letter of Enquiry

1. State clearly and briefly what you wish to buy and whether you want general information, a price list, a catalogue or a quotation.
2. If there is a limit up to which you can pay the price, do NOT mention that in the letter, otherwise the seller may be inclined to hike the price to that limit.
3. Most suppliers state their terms of payment and delivery, so this need not be asked for unless you want a special mode.

Specimen Enquiries

1. **Enquiry about water heaters advertised in the papers**

   Dear Sir/Madam,

   I am interested in buying your solar water heater advertised in the papers. Could you please send me your price list and any descriptive leaflet that you may have?

   Yours faithfully

2. **Enquiry about readymade garments**

   Dear Sir/Madam,

   We are a large department store in Nagpur and would like to know more about the readymade garments that you manufacture. Could you tell us the brand names that you deal in, the range of clothes that you market, and something about their quality? Please send us your price list as well.

   Yours faithfully,

   A. K. Sinha

   Manager

QUOTATIONS (Replies to enquiries)

A quotation is an offer to sell goods at a given price and upon the stated conditions. That enables the prospective buyer to know where the seller stands in the deal.

Guidelines for drafting a quotation

1. Thank the enquirer for his interest.
2. Give details of price, discounts and terms of payment.
3. Indicate whether the price includes packing, insurance, freight etc. or they are to be charged for separately.
4. State the date of delivery
5. Give the date upto which the quotation is valid.
6. Solicit business by expressing the hope for an order. Some of the common terms used in quotations :

- The prices are ex-factory/ex-warehouse – that means the buyer has to pay for the movement of the goods from that point onwards
- FOR – this is a standard expression meaning "free on rail/road
- FOB(free on board) – this means the goods will be loaded on board a ship free of cost.
- Ex ship – This means the quoted price includes delivery over the side of the ship.
- Carriage paid – the quoted price includes delivery to the buyer's premises.
- Carriage forward – The buyer has to pay the delivery charges. Some opening lines for replying to enquiries are
- *Thanks for your letter of enquiry dated….. As requested, we enclose…….*
- *In reply to your enquiry of ….. we are pleased to send, by separate post….*
- *We are happy to know that you are interested in ……*

Some closing lines are

- *We hope to hear from you soon and shall attend your orders promptly.*
- *You may contact us over phone or by email for any further details.*
- *I hope the samples reach you soon and look forward to receive your order.*

Specimen Quotations

1. **Reply to enquiry about readymade garments**

   Dear Sir/Madam,

   Thanks for your enquiry dated 10th March about our readymade garments. We manufacture jeans and t-shirts under the brand name of Tike.

   We would like to draw your attention to the trade and quantity discounts you can enjoy printed on the back of the enclosed price list. Our terms of sale are also stated there in.

   We shall be happy to do business with you. Yours faithfully,

2. **Reply to enquiry about air-conditioning**

   Dear Sir/Madam,

   As requested by you, we have got our engineers to survey your office for air-conditioning and we are pleased to quote for the job as follows :

   Rs. 65,500 for installation of air-conditioners including cost of materials.(Offer valid for

   15 days).

   We feel you will find this a competitive offer. We take this opportunity to enclose a list of our satisfied customers.

   Yours faithfully,

   B. K. Sinha

   Manager

ORDER

A letter of order is a legally binding contract; hence it is to be written with proper caution. If an order is sent over the telephone, it is desirable to confirm it in writing.

Guidelines for placing an order

i. You should place an order in a simple and clear language.ii. Even if stated in earlier correspondence, give a detailed, exact and full description of what goods or services you wish to have.

iii. Mention the quantity you wish to buy and give a reference of the price list or state the price at which you wish to buy.

iv. Clarify the mode of payment.

v. If the mode of transport (rail, road, courier etc) – is settled with the quotation or price list the you will have to accept it.

vi. The time period of delivery needs to be clarified.

vii. State the address where you want the delivery of goods.

viii. Make sure of your position as regards transit insurance of the consignment.

Specimen Orders

1. Orders for TV sets

Dear Sir/ madam

We hereby conform the order placed over the phone today and request you to supply:

10 Luxem TV sets E-125 @ 21,500 each.

5 Luxem TV sets A-23 @ 18,900 each. Please bill with your 20% trade discount.

The TV sets are required for the forthcoming Dashehra-Diwali season and we look forward to their early delivery as agreed.

Yours faithfully

FULFILMENT OF ORDERS

An order may be promptly acknowledged, especially if the fulfilment is going to take sometime. This may be done by writing a letter or by sending printed acknowledgement.

Guidelines for responding to an order

i. Thanking the customer and building goodwill ii. Legal acceptance of the terms of the order

iii. Reference to the date of receipt of the order

iv. Stating when the order will be fulfilled and the likely date of delivery.

v. Putting in a clause about getting further business and continued support from the customers.

Specimen replies to orders

1. Acknowledgement of an order

Dear Sir/Madam

Thanks for your order no E-297 dated 8th August for steel almirahs.

We confirm the supply at the price stated in your letter and are arranging to despatch the goods by rail early next week. Please be sure that the goods will be upto their reputation and your satisfaction. We hope to have continued orders from you in the future.

Yours faithfully

COMPLAINT / CLAIM LETTER

A Complaint letter is to be written as the receiver would like to receive it. It should not be an angry or emotional outburst. Hence, it is to be written calmly, with the assumption that the complaint is going to be corrected. It is written tactfully, with due consideration for the feelings of the receiving party.

Thus we need to avoid expressions like –

I regret to report that….

We're quite surprised to find that….

It appears that enough care was not taken…..

Guidelines for writing complaints

- Write a complaint letter immediately. If time is lost, the party at the other end may have difficulty in investigating.
- Do not assume that the supplier was to blame. The true cause of the complaint may be elsewhere.
- Make a thorough enquiry and investigation at your end and make sure you have a valid ground for complaint.
- Ask for a specific remedy or adjustment to solve the complaint
- Address the complaint to the department designated for the purpose. Eg: Customer Relations Department

Specimen Complaints

1. Complaint concerning goods

Dear Sir/Madam

Subject : Wrong goods supplied.

On 3rd March 2019 I ordered one dozen triple edge shavers of your company under my order no. A-113. On opening the parcel it was found that I had received double edge shavers. They will not serve my purpose, hence I have to ask for a replacement or refund.

Please advise how the goods may be sent back to you and a replacement obtained. Yours faithfully

ADJUSTMENT LETTER (Replies to complaints)

An adjustment letter is written in response to a complaint. It explains how the complaint will be remedied. The first step towards solving a complaint is to investigate the causes of the complaint and to assess your responsibility in the matter. Thereafter you may either grant an adjustment or refuse it.

Guidelines for writing adjustment letters

i. A customer is satisfied when the seller takes the stand that the customer is always right. ii. Acknowledge the complaint promptly.

iii. If the complaint is not valid, point this out without causing offense to the party.

iv. If you notice an error on your part, acknowledge it and set the correction in motion.

Inform the customer of this, with due apologies.

v. Explain the circumstances in which things went wrong, and state the company policy in such cases.

vi. Do not name the person who is responsible for the wrong. It is your internal matter.

Accept the error on behalf of the company.

vii. Thank the customer for bringing the error to your notice.

Specimen Adjustment letters

Reply to specimen complaint

Dear Sir

We are sorry to hear from your letter that a mistake has occurred in despatching goods to you. Our despatch section is under heavy pressure due to an unprecedented demand of our goods. All the same, we request you to get in touch with M/S Krishna Medical Stores, Favvara Chowk, Indore and obtain your replacement locally. For the inconvenience to you, please accept and extra product as a gift.

We thank you for bringing this to your notice and asure you of your order attention to your orders in the future.

Yours faithfully

RESUME WRITING

A resume is a short document used to summarize a job seeker's experience and qualifications for a prospective employer. A resume includes the job seeker's contact information, work experience, education, and relevant skills in support of a job application.

HOW TO WRITE A RESUME

1. Pick a resume format with the sections you need
2. Always include contact information, work experience, and education
3. Use traditional headings for maximum compatibility
4. Include applicable skills directly from the job description
5. Replace basic job duties with impactful accomplishments
6. Don't include an outdated objective statement or references section
7. Proofread and double-check what you've written
8. Save the resume as a DOCX file (preferred) or PDF.

SAMPLE RESUME

Anand
C/VI/24 Railway Colony
Jabalpur
Tel xxxxx
Email : anands244@hotmail.com

OBJECTIVE
To employ my proven skills as a sales driver to be an asset to a progressive company's marketing department and achieve career satisfaction. To develop strong bonds with colleagues and clients

EDUCATION
1. Post Graduate Diploma in Marketing from BVM Institute of Management Science, Chandigarh, 2002 – 81%
2. B.Com from Kurukshetra University, 2001 – 83%

AWARDS
1. Was given the best student award at Jain Intenational School, New Delhi at 1999
2. Spitz Sports Scholarship at school for outstanding performance as a swimmer.

STRENGTHS

Balanced group behaviour with leadership qualities, sound health.

REFERENCE
Prof R.Saxena
HOD, School of Management Studies
Lions College
Mumbai

Tips to write a good Resume

1. Mention the latest education qualification first and go backward in time.
2. List out your scholarships, awards, titles etc.
3. Mention your interests and strength's.
4. Give all information under suitable headings.
5. Make biodata sheet attractive and balance its layout
6. Avoid handwritten additions to a typed sheet.
7. If you have held various kinds of jobs, you may state the responsibilities you carried out.
8. Referenced may be added at the end.

JOB APPLICATION LETTER / COVERING LETTER

A job application is a sales letter as its best; through it, you offer to sell your services. Tips for writing an application letter

i. Make it near and attractive using good quality paper and near clear typing

ii. Address it to the correct authority – Personnel Manager / Managing Director / Principal/ Director etc

iii. It responding to an advertisement, study the ad and suit your application to the wording of the ad.

iv. Keep the letter short

v. Do not presume that you will get the job ot that you will find it suitable for you until you have known the employer well enough.

vi. Make sure that you have all the necessary qualifications for the job. vii. Ask for an interview.

viii. Enclose all testimonials that are required to make up your case. ix. Some don'ts

- Don't beg for a job
- Don't exaggerate or make false claims
- Don't write on both sides of the paper.

- Don’t blame your existing employer not show your weakness
- Don’t ask for a job on account of financial need but on merits.

Job Application – Covering letter specimen

Ms. Salini Gupta
125, Old agra road, nashik
Tel xxxxxx

10th August, 2006

The Director
ABC computer institute
Nashik

Madam,

Sub : Application for the post of Instructor

I understand that you have openings for training personnel and I offer myself as a candidate for the post of an Instructor in you Institute. I possess the necessary qualifications with an MS(Computer) degree and fair degree of fluency in English, Hindi. Other particulars of my background are enclosed in the biodata.

Would you please call me for an interview where you may judge my personality and knowledge for the post? I may add that I love teaching and would do my best in the position applied for.

Thanks

Yours truly

(Shalini Gupta)

Encl : biodata

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SCHOOL OF MANAGEMENT STUDIES

UNIT 4 – BUSINESS COMMUNICATION- SBAA1101

UNIT IV

Report Writing – Importance, Features, Types, Forms, Drafting a Report Writing : Role of Technology – Various Communication Devices – Telephone – Cell Phones – Video Conferencing – Intercom - Dictaphone – EPABX – Public address system - Visual aids – ETC – Cost effectiveness of various devices.

Report Writing

Report

A report is a document which describes an opinion, situation etc. through observation, enquiry, collection of data etc.,

A report differs from other written communication in the following ways

1. A report is objective and projects the facts of a situation.

2. A report researchers data from outside sources, analyses them, draws conclusions and makea recommendations.

3. The language of a report is concise and concrete with a defined outline.

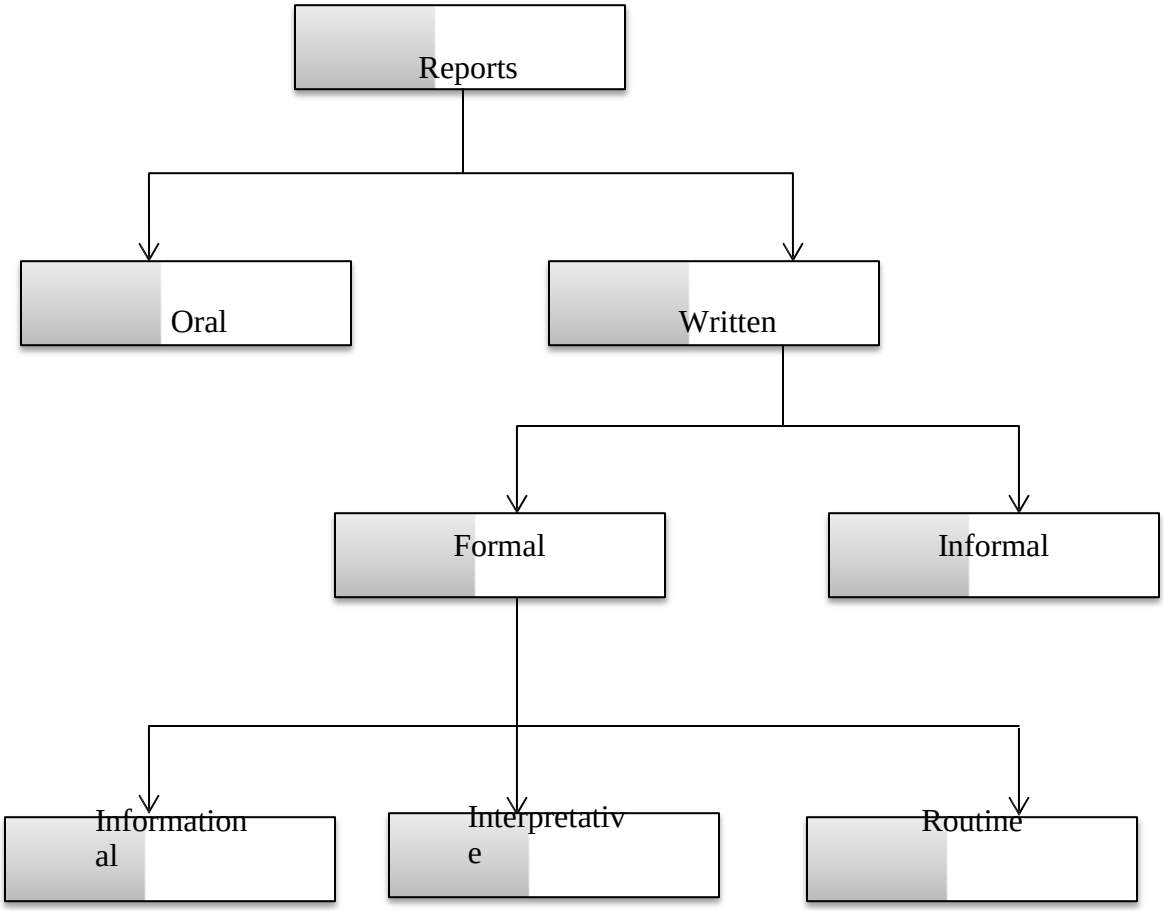
4. A report, during its presentation of data, tends to use tablets, charts and diagrams to make the matter easy.

5. Longer reports should give a summary so that the receiver may get the content ina nutshell.

Purpose of the report

- To inform about a department's company's or individual progress.
- To tell the facts of an event for future reference or management action.
- To argue out a course of action.
- To help to take a well-informed stand on a problem or controversy.

Types of reports



- Report can be either written or oral
- Written reports may be formal or informal. Informal reports have a friendly way of transferring information from person to person within an organization. They do not have a rigid format. They can be written in the letter form on a simple sheet of paper or in a prescribed format in the form of a memorandum. Formal reports are official reports. They are prepared in a prescribed form according to the official procedure and presented to the appropriate authorities. The language and structure is specific and pre-defined.
- **Routine reports and special reports :** On the basis of frequency of issue, reports may be routine or special reports.

  Routine reports: These are reports that are repeated over a period of time. They usually have a fixed format. They may be submitted annually, quarterly, monthly, weekly or even daily basis. Eg : Branch report, annual reports.

- **Informative and analytical reports:** On the basis of functions a report can be informative and analytical.

  Informative reports: Informative reports are given when certain information has to be given to someone who needs it. They give a matter of fact representation of the situation. These generally pertain to reports of meetings held, any incident, situation etc., Information reports are given as a part assigned duty or when asked for. Informative reports can use informal language and can include explanatory details that are relevant.

  Interpretative or analytical reports: These reports are written after a thorough investigation and analysis of a given problem or situation. They play a major role in the decision making process as they influence the managerial decisions with their recommendations and suggestions.

- **Individual or committee reports:** On the basis of people responsible for writing the report we can have reports by individuals and reports by committees. Individual reports are the reports prepared by one person concerned with a specific work area or department.

Specimen Report

1. **Report on the feasibility of opening a pure veg restaurant**

   The Managing Director Eatvel chain of food outlets New Delhi

   Dear Sir,

   This writes was commissioned to explore the feasibility of opening a multi cuisine vegetarian fast food restaurant in Main Market, Gwalior (Memo dated 4.8.2019)

   Here are the findings of his investigation:

   1. When there are 3 Class I restaurants in the Main Market which serve both veg and non- veg food, there is no pure veg restaurant in this category.

   2. Nearly 20% residents of the city are in the income group of Rs. 10,000pm are vegetarians.

Recommendation:

A space of 2000sq.ft can be acquired in one of the upcoming shopping complexes that would be right for our multi-cuisine venture. A suitable franchisee may be identified through advertisements and personal approach to select hoteliers and caterers. A list of them is enclosed.

Yours Faithfully

Development Manager

Encl:

TELEPHONE

A telephone, also called phone is a communication tool. Alexander Graham Bell is often credited as the inventor of the telephone at the year 1876. Originally it was an electric tool transmitting analogue speech along wires. Now it is an electronic tool sending digital signals on wires or radio transmission. Using a telephone, two people who are in different places can talk to each other. Early telephones needed to be connected with wires which are called fixed or landline telephones. Now telephone calls can be sent with radio. This is called wireless or cordless.

Advantages of a telephone

Reliability

Land line phones can be more reliable than their cellular counterparts. Disconnected cables can disable land lines, but these problems are easily remedied. On the other hand, cellular phones are plagued by several different issues because they rely on a network of radio waves, cellular towers and satellites. In some areas, cellular service is plagued by dropped calls and fuzzy reception.

Emergencies

The reliability of land line phones makes them advantageous when it comes to emergencies. For example, if someone is hurt and needs immediate medical care, you do not have to worry about contending with poor reception. Land lines also provide a fixed location that emergency responders can rush to. On a cell phone, you must state your address or describe your location, which wastes precious time during a crisis.

Comfort Many users find that land line phones are more comfortable to use than cell phones. The larger size of a land line phone allows users to more easily cradle the phone between their head and shoulder. This frees the hands for other activities, such as cleaning, cooking or typing.

Security

Because data is transmitted via a fixed medium, land line phones are more secure than cell phones. Special equipment can easily intercept cell phone conversations, which are transmitted freely through the air via radio waves. Bugging devices are needed to intercept land line conversations, and these devices must be physically installed in the phones or phone wires.

Price

In general, land line phones are much less expensive than their cellular counterparts. The setup costs, hardware costs and calling costs of cell phones are all typically higher. Most land line phone service providers offer free local calls.

Disadvantages of telephone

When you are using a telephone, you will not be able to bring it wherever you go unlike mobile phone. You cannot contact it no matter how you want to text it. And if you call it, there is no certainty that it will be picked up because you are not certain if somebody is in the house or not.

Telephone cannot be reached when there is no electricity. This is why there is no way to be reached; this is why there should be another means of communication like the mobile phone.

Another disadvantageous is that someone may be picking it up causing some secrets to be revealed. If there is someone in the house, this can be a cause or trouble. So not monitoring the telephone may not be okay in the house.

MOBILE PHONE

A mobile phone, cell phone, cellphone, or hand phone, sometimes shortened to simply mobile, cell or just phone, is a portable telephone that can make and receive calls over a radio frequency link while the user is moving within a telephone service area. The radio frequency link establishes a connection to the switching systems of a mobile phone operator, which provides access to the public switched telephone network (PSTN).The first handheld mobile phone was demonstrated by John F. Mitchell and Martin Cooper of Motorola in 1973, using a handset weighing c. 2 kilograms (4.4 lbs). In 1979, Nippon Telegraph and Telephone (NTT) launched the world's first cellular network in Japan

Disadvantages of Mobile phone

1. Interruptions

Mobile phones are a constant, always available, and real-time communication avenue. Incoming calls, emails, texts or social media-related notification get into your phone a few seconds after being sent. It is a convenient thing but how about all those ringing and notifications when listening to a manager or CEO in a business meeting? That sound does not interrupt you alone but also the speaker and other members in the room. It does not end there; mobile phone interruptions happen at weddings, family gatherings, movie theatres or offices. It is not only an annoying but also a frustrating happening.

2. Distraction

How could distraction to not be among the disadvantages of mobile phones? By mobile phones creating a real-time communication avenue, the compelling feeling to make calls, text or even video calls while driving or working is very distracting. This does not only come as a detrimental effect on work or class productivity. The Centers for Disease Control and Prevention (CDC) say every day close to nine people die in road accidents caused by a mobile phone-distracted driver.

3. Isolation

It's true mobile phones make people connected and the world a small village. But if not used carefully, it can isolate you from family and people around you. One of the typical negative impacts is where you meet a group of youths seated around a coffee table but not talking to each other; all are glued to their cell or smartphone screens. Additionally, if a teenager or a partner is too much into their mobile phone, this can hurt their relationship with the family or partner respectively.

4. Health problems

Late night chats and mobile phone games playing on bright screen results to eye problems. On a different note, network waves can result in some skin cancers. If you decide to scrutinize the disadvantages of mobile phones usage, there are even more. Eye cancer, sleeplessness which causes chronic fatigue during the day, and infertility related to Wi-Fi connectivity are among the worries.

5. Loss of money

Being a mobile phone enthusiast, trend and fashion lover will leave you minus a considerable amount of money maybe every three to six months. You want to have that latest brand, that new and nice looking phone accessory; all result in debits to your pocket. Not to forget airtime credit and internet charges every day.

Advantages of Mobile Phones

The advantages of mobile phones make them fundamental accessories if not necessities. There are several economic and social advantages as explained below.

1. Connect to the world

Mobile phones technology made and still makes the world a small village. With one of them in your pocket, as long as it is on, you can connect with friends, family or even make new friends around the globe. Thanks to calling ability, texting, video calls, chats, and the event full social media, you will remain connected as long as you wish.

2. Entertainment

From the most known Nokia Snake game to the newest fun games, it is almost impossible to get bored while you have a mobile phone in your pocket. There are many crossword puzzle games to keep you busy entertained in addition to thousands of online and offline games applications. Additionally, kids have the opportunity to enjoy cartoons and games on these mobile devices.

3. Safety

Regarding the case on advantages and disadvantages of mobile phones, advantages accrued from having a phone go much behold the intentional ones. When traveling or going for a hike, your mobile phone offers entertainment and company. But think of it as a safety gadget. When you forget your direction back home or even get hijacked, a mobile phone GPRS can help you trace your way home or help authorities to locate you respectively. Lastly, if any emergency situation happens like an accident or a car breakdown, you can call for rescue or help.

4. Alarm & reminder

You can manage a to-do list using your mobile phones reminder option. Additionally, if you are planning to wake up early in the morning, you can set the alarm with a volume and notification sound of choice. This will help you wake up early enough and avoid being later for your meeting, class or any scheduled activity.

5. Data transfer

At the current age, with a mobile phone, you do not have to send your credentials, video, photos or even document through the post office anymore. With a few button presses or screen touching, your data transfer will be sent and received within a few seconds across the globe.

6. Various utilities

Your phone is not only a call, entertainment or data transfer gadget. There are other utility tips of these devices. A mobile phone can act as a torch, a recording device, data storage, calculator, calendar, camera, and many other utility features.

VIDEO CONFERENCING

Videoconferencing (or video conference) means to conduct a conference between two or more participants at different sites by using computer networks to transmit audio andvideo data. For example, a point-to-point (two-person) video conferencing system works much like a video telephone.

Different types of video conferencing systems

1. Telepresence Video Conferencing System

Telepresence is designed to host a meeting as closely as possible. Even if the participants are not in the same room physically, the set-up is done in a way easily. Large screens are used and cameras are positioned at eye level. The result is a videoconference set-up that appears as if all the participants are sitting in the same room and around the same table.

2. Integrated Video Conferencing System.

Integrated video conferencing systems are designed generally for group video conferencing where there's a centralized location for the equipment.

3. Codec

This alternative is the most like a room-based video conferencing framework in that it utilizes an outside display, camera and microphone, which is the same as does a framework for your meeting room. It is the best decision for someone who will utilize a whiteboard in his or her office who need to collaborate with a physical protest or some else in the room or who likes to stroll about the space while on a call. The space amongst you and the codec enables the flexibility to utilize the space in your office.

DICTAPHONE

Dictaphone is a machine that records spoken words so that they can be played back later for typed transcripts, etc.

Dictaphone Dictet (1957 – early 1960s) The Dictaphone Dictet was a portable dictation device introduced by the Dictaphone Corporation in 1957. It was perhaps the earliest portable magnetic tape dictation system – the Grundig Stenorette was an office dictation system using tape, introduced in 1954.

One of the essential features of a Dictaphone is its ability to control and manipulate playback. Since the purpose of recording the dictation is to allow for later transcription, the ability of a stenographer to quickly advance, rewind and even slow down the playback allows for efficient transcription.

Dictaphone is a trademarked brand name for a dictation machine, a device much like a tape recorder. Managers often dictate letters using a Dictaphone. Meetings, lectures and seminars are often recorded, and secretaries or transcriptionists type the information while listening to the tape.

EPABX

EPABX is an abbreviation that stands for Electronic Private Automatic Branch Exchange. It comes under the category of business phone systems which serve a business environment. Multi- line connections can be made through a single telephonic connection. It is an office equipment of immense use for telephonic connectivity with extensions of a single phone line. It can be rented from office equipment suppliers too.

Business Phone System for Office Communication

EPABX has proven to be of immense use in communicating within office, making routine work simpler. It can be defined as a switching system for calls that enables both internal as well as external switching functions in an organization. Typically up to 10,000 subscribers can be accommodated by a single EPABX system.

Range of Functions

EPABX as a business phone system possesses a versatile range of functions. The numerous tasks that can be performed by EPABX are listed below.

- Auto Attendant
- Automatic call distributor
- Automated directory services (where callers can be routed to a given employee by keying or speaking the letters of the employee's name)
- Automatic ring back
- Call accounting
- Call forwarding on absence
- Call forwarding on busy
- Call park
- Call pick-up
- Call transfer
- Call waiting
- Conference call
- Custom greetings
- Customized Abbreviated dialing (Speed Dialing)
- Direct Inward Dialing
- Direct Inward System Access (DISA) (the ability to access internal features from an outside telephone line)
- Do Not Disturb (DND)
- Follow-me
- Music on hold
- Night service
- Shared message boxes (where a department can have a shared voicemail box)
- Voice mail
- Voice paging (PA system)
- Components of EPABX

- Internal switching network.
- Microcontrollers and microcomputer for arbitrary data processing for control and the logic.
- Logic cards, switching and control cards, power cards and related devices to facilitate operation.
- Stations or telephone sets, sometimes called lines.
- External Telco trunks that deliver signals to and from the EPABX.
- Console or switchboard allows the operator to control incoming calls.
- UPS, connecting wiring, cabinets and other housing materials.

PUBLIC ADDRESS SYSTEM

A public address system (PA system) is an electronic system comprising microphones, amplifiers, loudspeakers, and related equipment. It increases the apparent volume(loudness) of a human voice, musical instrument, or other acoustic sound source or recorded sound or music. PA systems are used in any public venue that requires that an announcer, performer, etc. be sufficiently audible at a distance or over a large area. Typical applications include sports stadiums, public transportation vehicles and facilities, and live or recorded music venues and events

INTERCOM

An intercom (intercommunication device), talkback or doorphone is a stand-alone voice communications system for use within a building or small collection of buildings, functioning independently of the public telephone network . Intercoms are generally mounted permanently in buildings and vehicles. Intercoms can incorporate connections to public address loudspeaker systems, walkie talkies, telephones, and to other intercom systems. Some intercom systems incorporate control of devices such as signal lights and door latches.

VISUAL AIDS

Visual aids can enhance your presentations - they can increase the audience's understanding of your topic, explain points, make an impact and create enthusiasm. It has become more important to make information visual.

Different types of visual aids

There are many different types of visual aids. The following advice will help you make the most of those most commonly used.

- PowerPoint (or equivalent)

Microsoft PowerPoint is probably now the most commonly used form of visual aid. Used well, it can really help you in your presentation; used badly, however, it can have the opposite effect.

- Overhead projector slides/transparencies

  Overhead projector slides/transparencies are displayed on the overhead projector (OHP) - a very useful tool found in most lecture and seminar rooms. The OHP projects and enlarges your slides onto a screen or wall without requiring the lights to be dimmed. Make sure that the text on your slides is large enough to be read from the back of the room. A useful rule of thumb is to use 18 point text if you are producing slides with text on a computer. This should also help reduce the amount of information on each slide. Avoid giving your audience too much text or overly complicated diagrams to read as this limits their ability to listen. Try to avoid lists of abstract words as these can be misleading or uninformative.

- White or black board

White or black boards can be very useful to help explain the sequence of ideas or routines, particularly in the sciences. Use them to clarify your title or to record your key points as you introduce your presentation (this will give you a fixed list to help you recap as you go along). Rather than expecting the audience to follow your spoken description of an experiment or process, write each stage on the board, including any complex terminology or precise references to help your audience take accurate notes.

- Paper handouts

Handouts are incredibly useful. Use a handout if your information is too detailed to fit on a slide or if you want your audience to have a full record of your findings. Consider the

merits of passing round your handouts at the beginning, middle and end of a presentation. Given too early and they may prove a distraction. Given too late and your audience may have taken too many unnecessary notes. Given out in the middle and your audience will inevitably read rather than listen. One powerful way of avoiding these pitfalls is to give out incomplete handouts at key stages during your presentation. You can then highlight the missing details vocally, encouraging your audience to fill in the gaps.

- Video (DVD or VHS)

Video gives you a chance to show stimulating visual information. Use video to bring movement, pictures and sound into your presentation. Always make sure that the clip is directly relevant to your content.

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SCHOOL OF MANAGEMENT STUDIES

UNIT 5 – BUSINESS COMMUNICATION- SBAA1101

UNIT V

Non-verbal communication – Nature, types, Functions of body language, facial expression, effective use of face to face telephonic conversation, Recent trends in communication – E- mail, MMS, Video conferencing, Understanding cultural context ; Inter – cultural factors in interactions ; Adapting to global business.

NON – VERBAL COMMUNICATION

Behavior and elements of speech aside from the words themselves that transmit meaning. Non-verbal communication includes pitch, speed, tone and volume of voice, gestures and facial expressions, body posture, stance, and proximity to the listener, eye movements and contact, and dress and appearance. Research suggests that only 5 percent effect is produced by the spoken word, 45 percent by the tone, inflexion, and other elements of voice, and 50 percent by body language, movements, eye contact,etc.,.

A.Body Language

Some parts of our body can express many indications without any sound. Message can be transmitted with the help of our body movements which is called body language. Body language is a form of non-verbal communication, which consists of posture, gestures, facial expressions, eye movements etc.

1. **Facial expression**: A facial expression is one or more motions or positions of the muscles in the skin of face. These movements convey the emotional state of the individual to observers. Facial expressions for happiness, sadness, anger and fear are similar throughout the world.A proverb says, "Face is the index of mind."Example: By waving our hands we express 'good- bye'; by shaking our head from side to side we express "we do not know".

2. **Gestures**: Gestures refers to visible bodily actions communicate particular messages which include movement of the hands, face, eyes, head or other parts of the body. Common gestures include waving, pointing, and using fingers to indicate numeric amounts. Culture-specific

gestures that can be used as replacement for words, such as the hand wave used in western cultures for “hello” and “goodbye”.

3. **Posture**: Posture indicates the position in which we hold the body when standing or sitting. It can help to communicate non-verbally. Consider the following actions and note cultural differences:

- Bowing not done criticized or affected in US; shows rank in Japan.
- Slouching rude in most Northern European areas.
- Hands in pocket-disrespectful in Turkey.
- Sitting with legs crossed-offensive in Ghana, Turkey.
- Showing soles of feet-offensive in Thailand, Saudi Arabia.

4. **Eye Gaze or Eye contact**: Eye contact indicates looking, staring and blinking etc. which is important in nonverbal behaviors. Looking at another person can indicate a range of emotions, including hostility, attention, interest, and attraction, defines power and status and has a central role in managing impressions of others.

5. **Appearance and dress**: External appearances also play a vital role to communicate others. Our clothes dress provide a good visual signal to our interest, age, personality, taste, and sex. Our choice of color, clothing, hairstyles and other factors affecting appearance are also considered a means of nonverbal can evoke different moods. Consider differing cultural standards on what is attractive in dress and on what constitutes modesty. For example, seeing the dress of army officers, we can easily determine the job status.

6. **Touch**: Touch is culturally determined. But each culture has a clear concept of what parts of the body one may not touch. Basic message of touch is to affect or control-protect, support and disapprove (i.e. hug, kiss, hit, kick)

- USA-Handshake is common (even for strangers), hugs and kisses for those of opposite gender or of family (usually) on an increasingly more intimate basis.
- Islamic and Hindu- Typically don’t touch with the left hand. Left hand is for toilet functions.
- Islamic cultures generally don’t approve of any touching to opposite genders (even handshakes). But consider such touching (including hand holding, hugs) between same sexes to be appropriate.

7. **Silence**: Silence is another form of non-verbal communication which expresses the positive or negative meanings of particular messages. In a classroom, silence indicates that students are listening carefully and attentively.

B. Space Or Proximity People often refer to their need for "personal space", which are also important types of non- verbal communication. The physical distance between you and others signals your level of intimacy and comfort. If someone you don't know stand too close or touches too often, you will probably begin to feel uncomfortable.

C. Time:

Another type of non-verbal communication involves time. Thant is how we give meaning to time communicates to other. For example, begin late in work everybody a worker can be considered as a man of carelessness but if a manager does it; we say it is a symbol of power. We know, time can play a vital role to reduce tension, conflict among groups. It is said that- "Kill the time to delay the justice".

D. Paralinguistic (Tone and Volume of Voice)

Paralinguistic refers to vocal communication that is separate from actual language. Paralanguage also includes such vocal characteristics as rate (speed of speaking), pitch (highness or lowness of tone), inflection, volume (loudness) and quality (pleasing or unpleasant sound).

- Vocal characterizers (laugh, cry, yell, moan, whine, belch and yawn). These send different message in different cultures (Japan- giggling indicates embarrassment; India- belch indicates satisfaction)
- Vocal qualifiers (volume, pitch, rhythm, tempo, and tone). Loudness indicates strength in Arabic cultures and softness indicates weakness; indicates confidence and authority to the Germans; indicates impoliteness to the Thai; indicates loss of control to the Japanese. (Generally, one learns not to "shout" in Asia for nearly any reason). Gender-based as well women tend to speak higher and more softly than men.
- Vocal segregates (UN-huh, shh, uh, ooh, mmmh, hummm, eh mah, lah). Segretates indicate formality, acceptance, assent, uncertainty.

E. Visual Communication

When communication takes place by means of any visual aid, it is known as visual communication. Such as facial expression, gesture, eye contact, signals, map, chart, poster, slide, sign etc. for example, to indicate 'danger', we use red sign, to indicate 'no smoking', we use an image showing a lighted cigarette with across mark on it etc.

FACE TO FACE COMMUNICATION

when a small group of people or only two persons involve them in informal talking when they come to face to face, it is called face to face Communication.

In other word, "when two or more persons talk to each other and see each other physically, it can be termed as face to face Communication. It is one kind of two-way oral communication as both the parties are involved here in conversation." Business Communication

Hence, all the informal talks that place when people come to face to face are considered as face to face conversations. However, telephone conversation cannot be termed as face to face conversation, though it is an oral communication.

Characteristics of Face to Face Communication

Face to face communication is an informal oral communication technique. It has some unique characteristics that are not found in other communication methods. The important characteristics of face- to- face conversation are discussed below-

- **Straight Communication**: The important feature of Face to face communication is that it is very much direct or straight. The parties involved in Face to face communication exchange message directly without using any media. No other communication technique is as direct as it is.
- **Informal**: Face to face communication is very informal. Under this method the sender and the receiver exchange message freely and openly. No formalities are maintained here.
- **Mutual Relation**: Face to face communication depends on the mutual relationship between the sender and receiver of the message. Nobody can interfere in such type of communication.

- **No Cost Communication**: Face to face communication is a no cost communication in nature as it does not require any instrumental arrangements.
- **Widely Used**: In most of the cases, communication takes place in the form of face to face conversation. Because of its inherent nature, it is widely used in every sphere of life.
- **Word of Mouth Effect**: Another important characteristic of **Face to face communication** is that it produces huge word of mouth effect. It helps to spread the negative and positive news about anything of the message.
- **No Legal Base**: Face to face communication or communication does not have any legal acceptability as it is not written. Face to face communication is almost like invisible communication.
- **Spread of Rumor**: Face to face communication often helps to spread rumor that may create negative image of the organization.
- **Effect of Facial Expression**: Another important characteristic of Face to face communication or communication is that here the facial expression of the sender and the receiver has immense effect of the entire communication or conversation process.
- **Instant Feedback**: An important nature of face to face communication is that it produces instant and quick feedback.

TELEPHONIC COMMUNICATION

Telephone Communication. the transmission of speech over a distance either by electric signals propagated along conductors or by radio signals; a type of telecommunication.

IMPORTANCE OF TELEPHONIC COMMUNICATION

- Personal and Immediate

Short of talking with someone face-to-face, a phone call is the best way to get a personal response. If the person you called is available, you can take care of business on the spot. With other forms of communication, such as texting or email, you leave a message and hope for a quick response. Phone calls have a vocal backup in the form of voice mail. The caller can leave a detailed voice message, without the restriction of a certain number of characters or typing a text message on a tiny cell-phone keypad.

- Communication is More than Words

A classic article on communication theory, “Inference of Attitudes from Nonverbal Communication in Two Channels,” named three components of effective communication: body language accounts for 55 percent of communication, voice tone for 38 percent and spoken words for just 7 percent. This analysis is still widely accepted as the basis for effective communication today.

On the telephone, the tone you use gives dimension and emotion to words, increasing the effectiveness of the communication. Certain body language, such as smiling and standing while talking, may come through in the conversation. Texting and emails are simply words open to interpretation by the receiver, without the benefit of voice tone or body language.

- The Value of Interactive Communication

Teleconferencing calls bring people together from all over the organization at a fraction of the cost of travel and meeting facilities. Attendees can phone in using a toll-free number and access code to join a virtual conference room where members can interact with the moderator and other members. Conference calls can be used in conjunction with video conferencing to view presentations, ask questions via the internet and discuss answers with all attendees.

- Phone Calls and Confidentiality

Some communications, such as condolences, disciplinary issues, sensitive and confidential issues, should be handled with a personal phone call. Taking the time to make a phone call carries more weight than an impersonal text or email. Without the opportunity for two-way communication, sensitive issues may be misinterpreted. Text messages and emails become legal documents and can be retrieved as evidence long after deletion. Some businesses monitor and record phone conversations between employees and customers for training purposes. Deleted voice-mail messages may not be retrieved and do not leave a record of the conversation.

- Safe Use of Phones

Making phone calls while driving may be hazardous, but Bluetooth technology makes hands-free dialing and conversation safe – freeing up travel time to provide availability for business calls. Texting and emailing while driving are hazardous and, in some states, illegal.

OF TELEPHONE COMMUNICATION

- **Interactive Communication**

  Telephone communication can link various people in an organization through audio conferencing sessions. Such conference calls can be used in conjunction with video conferencing to view presentations, ask questions over the Internet or even discuss issues with other attendees. This eliminates the need for travel, making them both cost-effective and time-saving.

- **Long-Distance Communication**

  Compared to letters, telephone communication is effective across long distances. It allows for immediate responses and clarification of information. In addition, telephone communication over long distances is less expensive compared to physical travel.

- **Effective Personalized Communication**

  As opposed to emails and text messages, which are simply words open to interpretation by the receiver, telephone conversations provide a personal touch and allows for expression of emotions through tone of voice. In addition, telephones enable callers to leave detailed and clear messages with ease.

- **Confidential**

  Some communications, including those involving sensitive or personal information, are best handled through personalized phone calls. Such two-way communication eliminates misinterpretation of information. In addition, text messages and emails become legal documents and can be retrieved as evidence even after deletion.

- **Safe**

  Although driving and making phone calls at the same time is dangerous, the introduction of Bluetooth technology makes doing so much safer. However, texting or emailing while driving is not only illegal in some states, but also it's a leading cause of vehicle accidents.

- **Aid to Businesses**

  Businesses may use telephone calls to market new products and reach out to new markets. This personalized marketing strategy enables the business to receive firsthand information regarding the products and the market in general. Hence, such feedback

points out areas that may need improvement, which is essential in business policymaking.

- **Flexible and Relatively Affordable**

  Current mobile phones have Internet access, which enhances communication through several platforms, such as emails, video calls and social networks. In this regard, Internet access through mobile telephones results in communication efficiency, flexibility and affordability.

EFFECTIVE USE OF TELEPHONE COMMUNICATION

These general tips apply to anyone who wants to communicate effectively on the telephone but I will also look at some issues that are specific to English learners.

- **Prepare for the call**

It won't sound natural if you prepare a script, but consider what you want to say, with whom you need to speak, and whether there is any information that the other person may want from you. Are you likely to need any specific vocabulary that you don't usually use? If so, you can look it up before you start the call.

- **Be clear about what you want to achieve**

Before you make the phone call, think about the purpose of the call. For example, do you want to gather information, communicate information, negotiate, obtain agreement, make arrangements, sell something, or develop an idea?

There are many reasons for making telephone calls. If you are clear about what you want to achieve, it will be easier to measure whether you were successful.

- **Remember the other person has no non-verbal cues**

Unless you are on a videoconference, the other person will have no idea if you are nodding, shaking your head, smiling or scowling at them! They have no visual cues, so you need to communicate everything verbally.

- **Think about your tone of voice**

People don't just communicate with their words. Messages are also conveyed in the way that words are delivered. If you sound bored, angry or disinterested, the other person may well pick up on it and it will then be irrelevant how good your proposal is or how valid your arguments. It's true that they can't see you, but a lot can be communicated through your tone of voice, so make sure that it matches the message that you are trying to get across.

You may feel unsure about speaking in English, but try not to let this come across in your tone of voice. Otherwise people may think that you are unsure about your message too.

- **Make sure you listen carefully**

  Communicating is not just about speaking. You need to listen as well. Particularly if you aren't speaking your native language, there is a tendency to focus too much on your own words because you want them to be right. However you are having a dialogue and the other person will also be making contributions, asking questions or directing the conversation, so you need to be aware of these things as well. You don't want the other person to think that you are not interested in what they have to say.

- **Speak clearly**

  I worked with a learner who always spoke quickly so that the other person wouldn't hear the mistakes. The problem with this strategy is that she often had to repeat herself because she spoke too quickly and the other person didn't understand what she said. Don't make this mistake! Also, try to be clear.

- **If you don't understand something, ask**

  This is actually a good idea in any situation. Especially if you are communicating on the telephone, or in another language, there will be times when you are not sure about something that the other person said. It could be because they have not been clear. Maybe there was background noise.

- **Voicemails – be clear and keep it short**

  Most of the other tips were about direct communication with people but voicemails are also a way of communicating information using the telephone.

  If you need to give a lot of information, an email is likely to be the better choice so that the recipient can refer to it easily without having to write down the details.

RECENT TRENDS IN COMMUNICATION E-MAIL

Electronic mail (**email** or **e-mail**) is a method of exchanging messages ("mail") between people using electronic devices. Invented by Ray Tomlinson, email first entered limited use in the 1960s and by the mid-1970s had taken the form now recognized as email. Email operates across computer networks, which today is primarily the Internet. Some early email systems required the author and the recipient to both be online at the same time, in common with instant messaging. Today's email systems are based on a store-and-forward model. Email servers accept, forward, deliver, and store messages. Neither the users nor their computers are required to be online simultaneously; they need to connect only briefly, typically to a mail server or a webmail interface for as long as it takes to send or receive messages.

Composing and Sending Messages

- From: is your email address, or the address sending the email. Usually this is already filled in with your address
- To: is where you type the email address of the primary recipients.
- Subject: is a concise indication of the subject of your message. It is important to include a subject line because it will benefit the recipient by allowing them see what your email is about before they open it. It is especially helpful if you are sending email to someone who might not recognize their address. This will help indicate to them that the email is not spam, or junk email.
- Add CC / Add BCC: To add secondary addresses to your email, click on these links and additional boxes will appear.
- Add CC: CC stands for "carbon copy." This allows you to "copy" a person on an email that you are sending to someone else.
- Add BCC: This is for "blind carbon copies." If you send a copy of an email to someone by putting their address here, the recipients in the To: and CC: boxes will not be able to see that person's address.

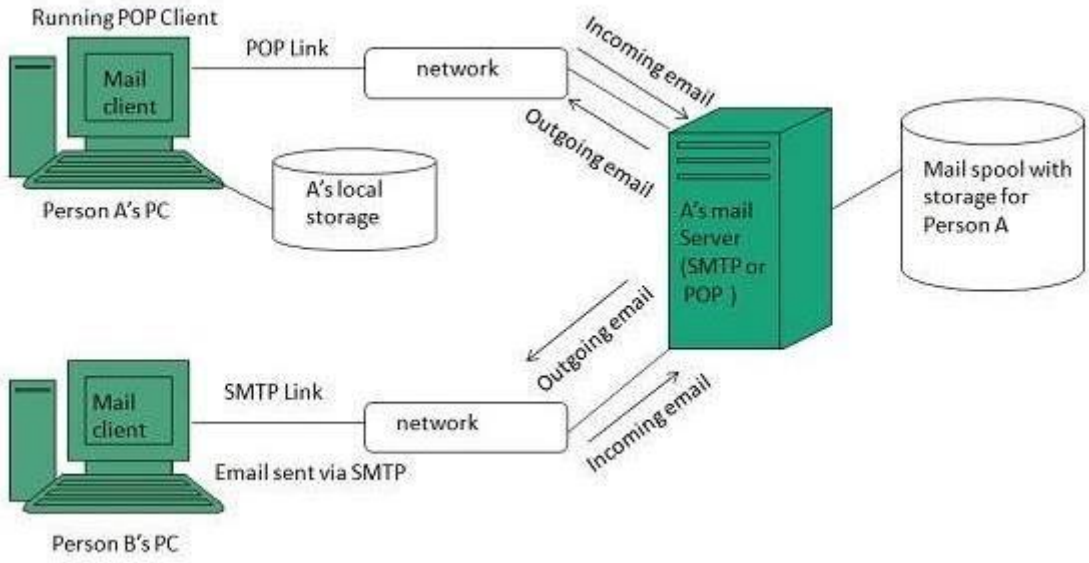
Working of E-mail

Email working follows the client server approach. In this client is the mailer i.e. the mail application or mail program and server is a device that manages emails.

Following example will take you through the basic steps involved in sending and receiving emails and will give you a better understanding of working of email system:

- Suppose person A wants to send an email message to person B.
- Person A composes the messages using a mailer program i.e. mail client and then select

  Send option.
- The message is routed to **Simple Mail Transfer Protocol** to person B's mail server.
- The mail server stores the email message on disk in an area designated for person B.



The Advantages of Email

1. Email is a free tool. Once you are online, there is no further expense that you need to spend on in order to send and receive messages.
2. Email is quick. Once you have finished composing a message, sending it is as simple as clicking a button. Email, especially if an email alert system is integrated into the network, is sent, delivered and read almost immediately.
3. Email is simple. It is easy to use. Once your account is set up, composing, sending and receiving messages is simple. Also, email allows for the easy and quick access of information and contacts.
4. Email allows for easy referencing. Messages that have been sent and received can stored, and searched through safely and easily. It is a lot easier to go through old email messages rather than old notes written on paper.

5. Email is accessible from anywhere – as long as you have an internet connection. Whether or not you are in the office or on the field, or even overseas, you can access your inbox and go through your messages.
6. Email is paperless, and therefore, beneficial for the planet. Not only can you reduce the costs of paper, you are actually reducing the damage paper usage does to the environment.
7. Email allows for mass sending of messages. An effective medium to utilize to get your message out there, you can send one particular message to several recipients all at once.
8. Email allows for instant access of information and files. You can opt to send yourself files and keep messages so that you have a paper trail of conversations and interactions you have online just in case you may need them in the future.On the other hand, while email certainly has its advantages, it can also have disadvantages especially if an email alert system is not available in the workplace.

The Disadvantages of Email

1. Email could potentially cause information overload. Some messages may be dismissed or left unread, especially if there are a lot coming in and the network has not integrated some sort of email alert system into the computers at work.
2. Email lacks a personal touch. While some things are better off sent as written and typed messages, some things should be verbally relayed or written by hand in a note or letter.
3. Email can be disruptive. Going through each email can be disruptive to work as it does require a bit of time. This disruption is decreased through the utilization of an email alert system.
4. Email cannot be ignored for a long time. The thing with email is that it needs constant maintenance. If you ignore it, more and more messages will enter your inbox until it gets to the point that your inbox is no longer manageable.

5. Email can cause misunderstandings. Because email does not include nonverbal communication, recipients may misinterpret the sender's message. This is particularly true of senders fail to go through their messages before they send them.
6. Email messages can contain viruses. It's best to be aware of this possibility so that you are careful when opening messages from people you don't know, or when downloading attachments.
7. Email should be kept short and brief. This is especially difficult if you are one to send messages that are too long.
8. Email requires timely responses. While some people tend to disregard messages, those that require responses should be replied to as soon as they are received and read. If not, urgent and important messages may be left untended.

MMS

Multimedia Messaging Service (MMS) is a communications technology developed by 3GPP (Third Generation Partnership Project) that was developed to enable the transmission of multimedia content via text message.

A common application of MMS messaging is picture messaging, which is the use of phone cameras to take photos for immediate delivery to a mobile recipient. Other possibilities include animations and graphic presentations of stock quotes, sports news and weather reports.

USES OF MMS

Retailers can use MMS in a number of ways, including:

- Sending discount codes, vouchers, images of new products, invitations to sales and other events.
- Conducting text-based contests, for example, by using MMS along with a dedicated number (or virtual number), enabling people who receive the message to text images to the number to enter and win a specific contest.

- Sending customers animated multimedia messages instead of standard electronic direct mail for holidays. Consumers are more likely to open and respond to multimedia messages.

- Using MMS to send instructional product videos with audio or videos to promote products.

- Reducing shopping cart abandonment by sending images of the items in customers' abandoned carts with links encouraging them to complete their purchases.

VIDEO CONFERENCING

Videoconferencing (or video conference) means to conduct a conference between two or more participants at different sites by using computer networks to transmit audio andvideo data. For example, a point-to-point (two-person) video conferencing system works much like a video telephone.

Different types of video conferencing systems

1. Telepresence Video Conferencing System

Telepresence is designed to host a meeting as closely as possible. Even if the participants are not in the same room physically, the set-up is done in a way easily. Large screens are used and cameras are positioned at eye level. The result is a videoconference set-up that appears as if all the participants are sitting in the same room and around the same table.

2. Integrated Video Conferencing System.

Integrated video conferencing systems are designed generally for group video conferencing where there's a centralized location for the equipment.

3. Codec

This alternative is the most like a room-based video conferencing framework in that it utilizes an outside display, camera and microphone, which is the same as does a framework for your meeting room. It is the best decision for someone who will utilize a whiteboard in his or her office who need to collaborate with a physical protest or some else in the room or who likes to stroll about the space while on a call. The space amongst you and the codec enables the flexibility to utilize the space in your office.

CULTURAL CONTEXT

In order for an individual to understand what the cultural context involves with regard to how it affects communication between people it is essential that they ask themselves the question, what is culture? Culture refers to the set of values, attitudes, beliefs and views that are integrated within our core principals. These characteristics not only influence the way we think but the way we view the world. Moreover 'culture' as a tool of assimilation affects our communication habits as well as personal preferences with regard to desires, needs and wants. Nevertheless, it as a result of this all-encompassing actuality that miscommunication occurs so regularly within not only working but social environments. As a result of this fact the cultural context can affect the sharing of meaning in not only the work place but almost all the other forms of context. An example of this can be noted through observation Western African countries, which have several restrictions with regard to how women are allowed to articulate themselves in public. Nevertheless, this actuality can affect a variety of factors in the workplace with regard to one's daily occupational duties, if they work in a profession where they are required to speak loudly For example if it is your responsibility to tell your fellow colleagues orders in a professional kitchen as a result of one's cultural obligations you may not be able to perform in that particular desired occupation.

INTERCULTURAL COMMUNICATION

Culture is 'the integrated pattern of human knowledge, belief and behavior that depends upon man's capacity for learning and transmitting knowledge to succeeding generations.'

Culture 'the customary beliefs, social forms, and material traits of a racial, religious or social group'. The term *culture* is taken from the technical vocabulary of anthropology, wherein it embraces the entire way of life of members of a community insofar as it is conditioned by that membership.

Intercultural communication (or **cross-cultural communication**) is a discipline that studies communication across different cultures and social groups, or how culture affects communication. It describes the wide range of communication processes and problems that naturally appear within an organization or social context made up of individuals from different religious, social, ethnic, and educational backgrounds. In this sense it seeks to

understand how people from different countries and cultures act, communicate and perceive the world around them.

Many people in intercultural business communication argue that culture determines how individuals encode messages, what medium they choose for transmitting them, and the way messages are interpreted. With regard to intercultural communication proper, it studies situations where people from different cultural backgrounds interact. Aside from language, intercultural communication focuses on social attributes, thought patterns, and the cultures of different groups of people. It also involves understanding the different cultures, languages and customs of people from other countries.

Intercultural communication plays a role in social sciences such as anthropology, cultural studies, linguistics, psychology and communication studies. Intercultural communication is also referred to as the base for international businesses. Several cross-cultural service providers assist with the development of intercultural communication skills. Research is a major part of the development of intercultural communication skills. Intercultural communication is in a way the
'interaction with speakers of other languages on equal terms and respecting their identities'.[4]

Identity and culture are also studied within the discipline of communication to analyze how globalization influences ways of thinking, beliefs, values, and identity, within and between cultural environments. Intercultural communication scholars approach theory with a dynamic outlook and do not believe culture can be measured nor that cultures share universal attributes. Scholars acknowledge that culture and communication shift along with societal changes and theories should consider the constant shifting and nuances of society.

The study of intercultural communication requires intercultural understanding, which is an ability to understand and value cultural differences. Language is an example of an important cultural component that is linked to intercultural understanding.
Cross-cultural communication — the comparison of communication across cultures. Although cross-cultural communication needs:

- Listening Skills

Their emphasis usually lies on being a competent speaker, listening is a key skill

that many business personnel do not exercise enough. For cross-cultural communication, attentive listening is critical to be able to understand meanings, read between the lines and enable to empathize with the speaker.

- Speaking Skills

Listening and speaking must work in tandem for effective cross-cultural communication. Speaking well is not about accent, use of grammar and vocabulary or having the gift of the gab. Rather, cross-cultural communication is enhanced through positive speech such as encouragement, affirmation, recognition and phrasing requests clearly or expressing opinions sensitively.

- Observation

Large amounts of cross-cultural information can be read in people's dress, body language, interaction and behavior. Be aware of differences with your own culture and try to understand the roots of behaviors. Asking questions expands your cross-cultural knowledge.

- Patience

People need to recognize and understand that sometimes cross-cultural differences are annoying and frustrating. In these situations, patience is definitely a virtue. Through patience, respect is won, and cross-cultural understanding is enhanced.

- Flexibility

Flexibility, adaptability and open-mindedness are the route to successful cross-cultural communication. Understanding, embracing and addressing cross-cultural differences leads to the breaking of cultural barriers, which results in better lines of communication, mutual trust and creative thinking.

GLOBAL COMMUNICATION

International communication (also referred to as the study of global communication or transnational communication) is the communication practice that occurs across international borders.The need for international communication was due to the increasing effects and influences of globalization. As a field of study, international communication is a branch of communication studies, concerned with the scope of "government-to-government", "business-to-business", and "people-to-people" interactions at a global level.

Advantages of global Communication

- Makes the World a Smaller Place
- Increases Business Opportunities
- Improves Cultural Education
- Remove cultural barriers
- Develop a global village