



Business Communication

A2 Business

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Business Communication

- It is when individuals or groups of individuals communicate within and outside the organization.

Internal Communication versus

External Communication

Effective and Ineffective Communication

- Effective Communication also known as 2 way communication is when the sender sends some information to the receiver, which is

received by the receiver and he / she gives feedback to the sender.

- Ineffective communication is when due to any reasons the message is not being conveyed, or was not fully understood or the receiver never gave feedback to the sender it will be classified as ineffective communication.

Methods of Communication

- Method of communication is the medium or form of communication used like verbal, written or visual.

1. Verbal Communication: is oral communication that does not

involve any written messages

2. *Written Communication*: is a message that is received in written form like an email, or a letter, text message, memos

3. *Visual Communication*: it is mixture of both written and verbal messages.

How to decide which method of communication to choose?

- ***The nature of message*:** if nature of message is complicated and complex it is better to deliver it as either written or visual form. This is because the receiver can always look at the written message in case the information was too much to remember for the first time.

- ***The urgency of the message:*** If something is urgent then perhaps verbal is better since the feedback can be taken instantaneously unlike written.
- ***The nature of relationship between sender and the receiver:*** if the relationship is very professional and formal then formal communication is used as opposed to casual medium of communication for more personal relationship.

Instruments of Communication

- Phone: it is fast and can allow for instant feedback especially when you are talking to someone over a phone call.

However phone calls and text message are considered to be informal means of communication.

- Emails: emails are much more formal than phones, text messages but they take time to be written and feedback is not instant. However the email will stay to be looked at in case that is required.
- Software, Zoom, Google Meet, Skype: allows for cheap virtual meetings with availability of verbal and written messages.

Instrument of Communication

- Instrument of communication is the device / technology that is being used to communicate.

- Email
- Zoom / Google Meet / Skype
- Phone
- Memos – written documents circulated in any company
- Computers / Laptops
- Meetings

Communication Networks

- Communication Network is how the information transfers from one person to another.

Chain Network

- This is when the senior gives information to his / her junior and then that person communicates it with their subordinates and this is how information flows from top to bottom of the organization in steps.
- This type of network is normally prevalent in government organizations and military institutes.
- The downside of using this type of network is time consuming process of information transfer. And also that some of these people who are in the chain might not be interested or concerned about the information being

transferred.

Vertical Network

- This is when information is shared with a group of people at the same time.
- This is generally the case with groups in which the group leader communicates with all of his subordinates at the same time.
- It saves of time since all people are communicated at the same time. Secondly these are less chances of miscommunication especially if someone wants to hold back information.

Wheel Network

- There is one person who is in charge of communicating with other individuals and this exchange of information between your group members might not take place at the same time.
- It can be more useful compared to vertical network because in this case some information can be held back if it does not concern others.
- However it can result in professional jealousy or politics if some members do not like the idea of being left out from some important information.

Circle Network

- It is when everyone is connected to few other members of the group and not the entire group as a whole.
- This is generally for the informal communication platforms where we can think of a large group of friends but not everyone is equally comfortable talking to all the other friends and so they share the information with selective few.
- It might be impossible to know which of the members in the group received the information or not.
- The process can be slower since the information is not shared at the same time.

Integrated Network

- It is when everyone is connected with everyone else.
- It can be really effective because everyone is connected with everyone else so they can share some information with either selective people or with the entire group depending upon the exact nature and objective.
- Moreover, this network allows the information to be kept confidential from other people if it needs to be.

Informal Communication

- Informal communication is which takes place between employees which does not strictly involve work issues.
- Informal communication can affect formal mediums of communication.