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Special aspects of business communication in the speech act theory

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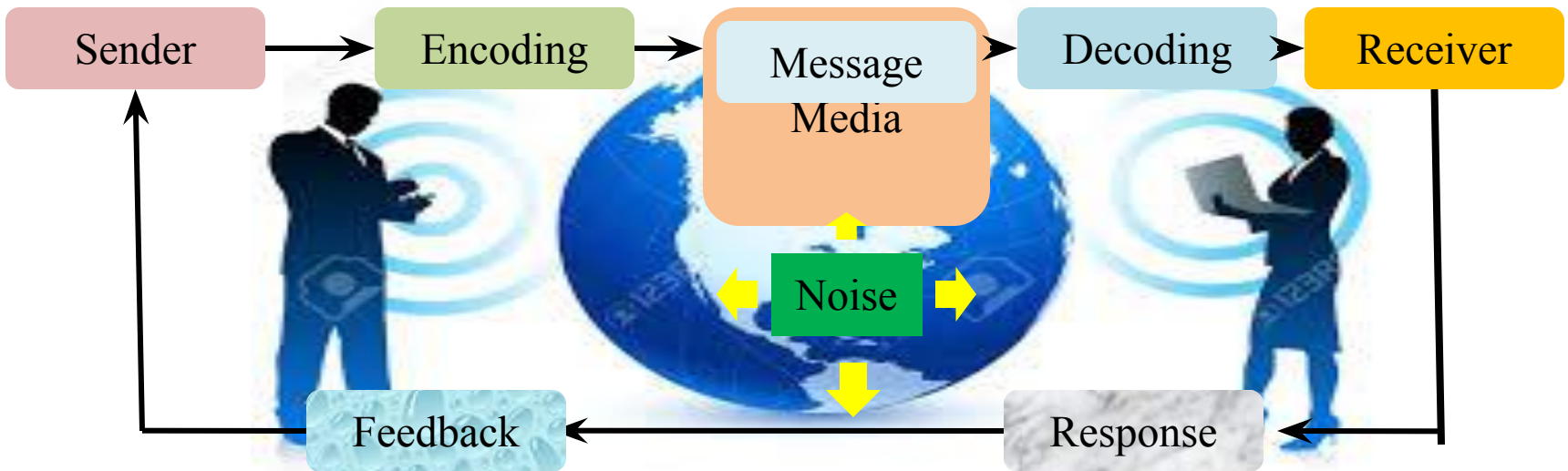
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Business communication

is a specialized branch of general communication that is specifically concerned with business activities.

“**Business Communication process** is a chain made up of identifiable links. This chain includes sender, message, encoding, receiver, decoding and feedback.”(according to Mr. Kreitner)
“**The Communication process** is the method by which the sender transfers information and understanding to the receiver.”(according to S.K. Kapur)





If you speak to a man in a language he understands, you speak to his mind. If you speak to a man in his own language, you speak to his heart.

Nelson Mandela

Intercultural communication

is the process of sending and receiving messages between people whose cultural background could lead them to interpret verbal and non-verbal signs differently

- High Context Culture- cultures that rely heavily on non-verbal and subtle situational cues in communication.
- Low Context Culture - cultures that rely heavily on words to convey meaning in communication.



The importance of cross culture and business communication in era of globalization.



In business, cross cultural communication plays a critical role in successfully carrying out business with teams and stakeholders in other areas of the globe. When the communication is effective, everyone benefits from increased bandwidth, institutional knowledge, and competitive advantage. Ineffective communication however, can offend, confuse or send a misconstrued message which could lead to broken relations with customers, partners, vendors, and employees.

A common cross cultural barrier in business communication is of course, language. Although English is regarded as the common international language of business, not every business globally uses English on a regular basis. Employees may have more difficulty when communicating in English, which can lead to misunderstandings when taking direction, understanding level of urgency and communicating issues or concerns. Never assume that because your instructions receive head nods. Check for real understanding by asking others to summarize what they just heard you say.

- ❖ Business opportunity,
- ❖ Job opportunities,
- ❖ Sharing vies and ideas,
- ❖ Talent improvisation and
- ❖ An understanding of diverse market

Every culture has a different set of values, business ethics, accepted behavior and decorum– even different facial expressions and gestures. It is important to understand these differences – to show genuine respect for other cultural mores –when communicating with professionals from other cultures. For example, in the United States it is common for the speaker to share personal anecdotes to build audience rapport, but in other countries this is considered tiresome. Humor can be especially tricky to employ; better to be straightforward rather than run the risk that your joke may inadvertently embarrass or insult the listener.

Speech acts in Business communication

Business communication

can be classified

certain speech acts

Face – to - face

Speech acts are usually considered as instances of

Spoken communication

Speech acts are usually regarded to as single utterances that are part of a limited discourse exchange, documents commonly considered as business communication texts

complaint letters, apologies, refusals, etc.

can easily be categorized as speech acts of a larger size, i.e., as elaborate examples of individual speech acts.

In their essence, for example, letters of offer are commissives; certificates and diplomas are declarations; informational brochures are representatives; order forms are directives; and so forth.

*In any case, by adopting the distinction operated by Searle of speech act classes in the context of ESP, **individual speech acts** (e.g., sentences within a letter) **can be classified** according to the sentence types commonly **found in business communication**:*

SPEECH ACT	DESCRIPTION	SENTENCE TYPE	EXAMPLES
Commissive	commits the speaker to a particular course of action	Praise Refunds Offers Order for goods/services Acceptances	<i>I agree to your terms.</i> <i>Your complaint is accepted.</i>
Representative	describes some state of affairs	Informative statements Leaflets Brochures	<i>The doctor is in</i> <i>Your refund is enclosed</i>
Directive	attempts to get the hearer to do something	Sales letter Job application letter Request for information Request for action	<i>Send us your check today</i>
Declarative	affects the legal or official status of a discourse participant	Certificates Diplomas Appointments	<i>I nominate John to the budget committee.</i>

There are seven essential elements to successful business communication:

- Structure
- Clarity
- Consistency
- Medium
- Relevancy
- Primacy/Recency
- Psychological Rule

Every good communication should have these three structural elements:

an opening

a body

a close

An opening allows your communication's audience to quickly understand what the communication is about.

The body of the message that you communicate all of your facts and figures relative to the action you want your communication's audience to take after attending to your message.

The Close is where you sum up your communication, remind your audience of your key points, and leave them with a clear understanding of what you want them to do next.

This structural rule holds true no matter what your communication is -- a memo, a phone call, a voice mail message, a personal presentation, a speech, an email, a webpage, or a multi-media presentation.

Objectives of business communication

Communication has many objectives. Its primary objective is to exchange ideas, opinions, thoughts, beliefs and information between human beings.

In the fields of business, the main objective of communication is to help managers in performing all managerial functions smoothly. Different objectives of Business Communication are discussed below.

Purposes of business communication

1. Achieving organization goals



2. Exchanging of information



3. Formulation and execution of plans



4. Increasing efficiency



5. Coordination and cooperation



6. Education and training of employees

The Functions of Business Communication

The Functions of Business Communication is the process of transferring information and understanding from one or more people to one or more people.

The functions of Business Communication or function of communication are discussed below:

Helping in Planning

Managing Co-ordination and Co-operation

Initiating Inspiration

Motivating

Helping in Decision Making



Conveying Message

Performance Evaluation

Creating Image

Publicizing Goods and Services

Controlling

- ***One of the features of communication is to develop interpersonal relationships.***
- Based on the above features and communication, G. Andreeva identifies three aspects of communication:
 - communicative (information exchange);
 -  interactive (interaction partners)
 -  perceptive (understanding of human rights, mutual perceptions partners).

•The communicative aspect of communication

- is closely related to the exchange of information, but can not be exhaustively disclosed in terms of information theory. Communication - is not only the reception and transmission of information, but also relationships at least two people, where every interaction is an active subject. In the exchange of information, there orientation to the other, that examines motives, goals, attitudes facility information (another subject). In the act of interpersonal communication plays an important role the importance of information, the desire to take its total content.

COMMUNICATION BARRIERS

- The communicative impact is subject to the adoption of a single system of values of all parties act of communication. Only under this condition, partners can reach an understanding. If there is no common understanding, there may be barriers in the communication process, so-called "communication barriers".
- ***They result from the action of psychological factors***
- **different dispositions, attitudes, values people, their individual psychological characteristics and so on**


Interactive aspect of communication

Characterized by the fact that the parties realize the interaction is planning joint activities, change operations, produce forms and norms of joint actions aimed at changing their mutual behavior, activities, relationships, attitudes to ensure the effectiveness of communication and develop a common strategy.

- to communicate the subjects interaction
 - **Structural components of the interaction is**
- interconnection (based on formal and informal relations)
- mutual influence, mutual cooperation business changes (change perspectives, beliefs, attitudes, etc.).

Perceptual aspect of communication.

is manifested in the perception of external signs of the interlocutor, in accordance with its personal-governmental characteristics in interpretation and prediction of the basis of his actions



The main task of perception - to form a first impression of the man. It is under the influence of three factors - factor advantages, attractiveness factor and attitude factor to the observer.

The most important is informative properties such as facial expression (means displays of affection), gestures, posture, gait, appearance, voice and speech features.

Conclusion

- From the above discussion, we can conclude that communication occurred in business arena for organizing and administering business activities is called business communication.
- Meaning of Communication
- What is Communication?

Man can't live alone. This universal truth implies that people must have companion. One of the many reasons for having companion is that people want to express themselves. Whenever, we express our expressions to others, it is called Communication.



It involves two parties:

Sender

Receiver

In international business practices, reason and emotion both play a role. Which of these dominates depends upon whether we are affective (readily showing emotions) or emotionally neutral in our approach. Members of neutral cultures do not telegraph their feelings, but keep them carefully controlled and subdued. In cultures with high affect, people show their feelings plainly by

When it comes to communication, what's proper and correct in one culture may be ineffective or even offensive in another. In reality, no culture is right or wrong, better or worse—just different. In today's global business community, there is no single best approach to communicating with one another. The key to cross-cultural success is to develop an understanding of, and a deep respect for, the differences.

In addition there are seven essential elements to successful business communication:

- Structure
- Clarity
- Consistency
- Medium
- Relevancy
- Primacy/
• Recency
- **Psychological Rule**

If you are going to communicate effectively in business it is essential that you have a solid grasp of these seven elements.

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