



**BUSINESS**  
COMMUNICATION  
TIPS TO HELP YOU  
**CONQUER**  
THE CORPORATE WORLD

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\*Communication leads to community, that is, to understanding, intimacy and mutual valuing.

*\*Rollo May*

\*I know that you believe that you understood what you think I said, but I am not sure you realize that what you heard is not what I meant.

*\*Robert J. McCloskey, former State Department spokesman*

\* **Communication** is a process of exchanging information, ideas, thoughts, feelings and emotions through speech, signals, writing, or behavior.

\* **Eight Essential Components of Communication**

\* 1. a sender(encoder)

\* 2. Message

\* 3. Channel

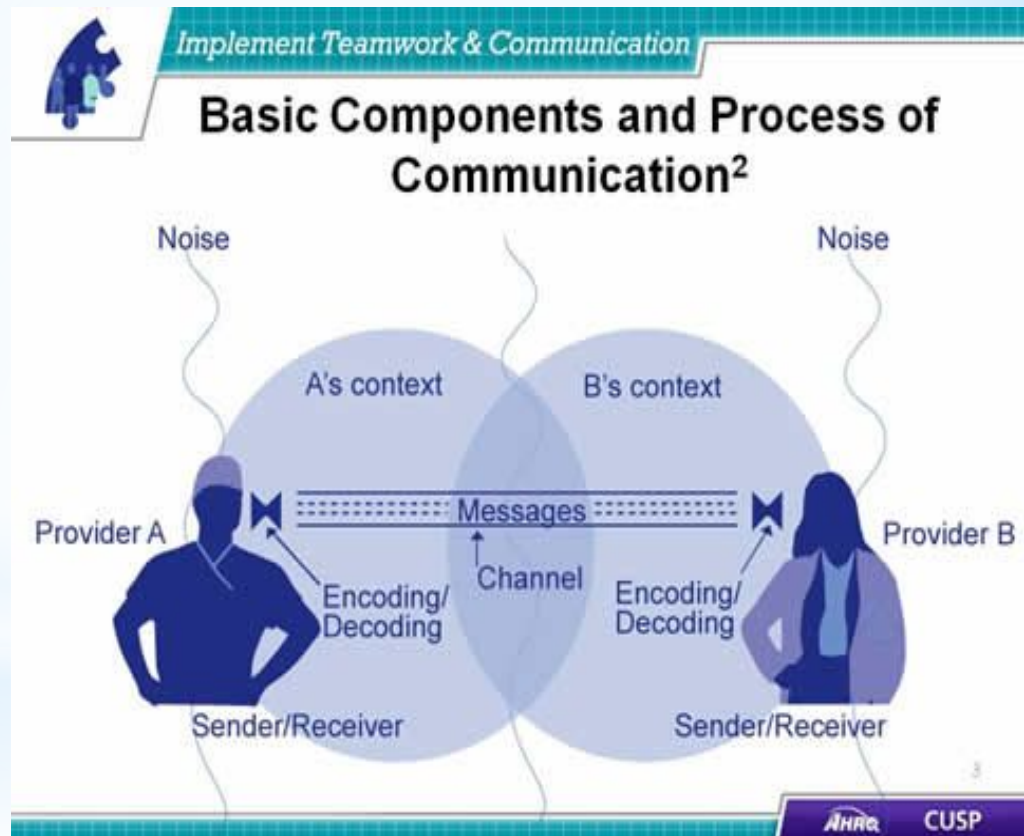
\* 4. Receiver (decoder)

\* 5. Feedback

\* 6. Environment

\* 7. Context

\* 8. Interference



## \*Types of Communication

### \*Verbal Communication

#### Oral Communication (*face-to-*

*face conversations, speech,*

*telephonic conversation, video,*

*radio, television, internet.)*

**Written Communication** (*Memos, reports, bulletins, job descriptions, employee manuals, electronic mail, Internet Web sites, letters, proposals, telegrams, faxes, postcards, contracts, advertisements, brochures,*)

### \*Nonverbal Communication

#### \*Appearance

*Speaker: clothing, hairstyle, neatness, use of cosmetics*

*Surrounding: room size, lighting, decorations, furnishings*

#### \*Body Language

*facial expressions, gestures, postures*

#### \*Sounds

\* **Business Communication** is any communication used to promote a product, service, or organization – with the objective of making sale.

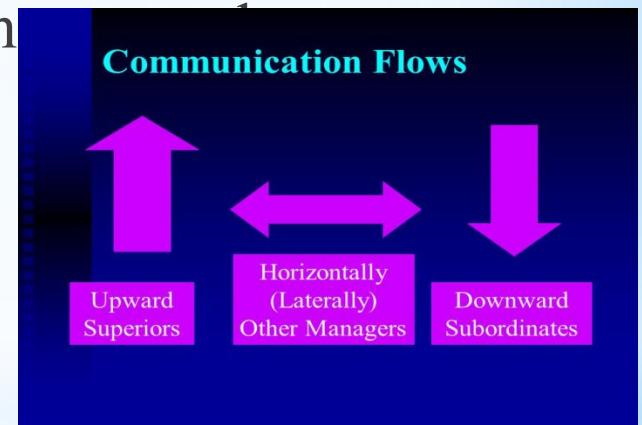
\* There are **two types** of **business communication** in an organization:

\* **Internal Communication** - includes all communication within an organization. It may be informal, formal function, or department providing communication in various forms

\* **1. Upward Communication**

\* **2. Downward Communication**

\* **3. Horizontal/Lateral communication**



\* **External Communication** - Communication with people outside the company is called “**external communication**”. Supervisors communicate with sources outside the organization, such as vendors and customers.

## \* **Barriers to Effective Business Communication**

\* **Conventions of meaning** (Miscommunication may occur due to the use of ‘**Denotations**’ and ‘**Connotations**’. Choose connotations & denotations wisely.)

\* **Differences in perception of reality**

\* *Abstraction* (It means selecting some detail and omitting others.)

\* *Inferences* (It means conclusion on the basis of assumptions.)

\* **Evaluation** (It is a person’s own perception or opinion towards a certain fact.)

\* So, difference in perception may become a hurdle in communication.

\* **Values, attitudes and opinions**

\* **Closed Minds**

Some people hold rigid views on certain subjects. They don’t consider facts and maintain their views. Such person is very hard to communicate with.

\* **Sender’s credibility**

Usually people react more favorably to that communicator who has credibility.

# \*Seven C's of Effective Business Communication

## 1. Correctness:

- *Use the right level of language*
- *Correct use of grammar, spelling and punctuation*
- *Accuracy in stating facts and figures*

**2. Clarity** - demands the use of simple language and easy sentence structure in composing the message. When there is clarity in presenting ideas, it's easy for the receiver/decoder to grasp the meaning being conveyed by the sender/encoder.

**3. Conciseness** - in a business message, can be achieved by avoiding wordy expressions and repetition. Using brief and to the point sentences, including relevant material makes the message concise. Achieving conciseness does not mean to lose completeness of message.

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4. **Completeness** - the message must bear all the necessary information to bring the response you desire. The sender should answer all the questions and with facts and figures. and when desirable, go for extra details.

5. **Consideration** - **demands to put oneself in the place of receiver** while composing a message. It refers to the use of You attitude, emphasizes positive pleasant facts, visualizing reader's problems, desires, emotions and his response.

6. **Concreteness** - Being definite, vivid and specific rather than vague, obscure and general leads to concreteness of the message. Facts and figures being presented in the message should be specific.

7. **Courtesy** - **means not only thinking about receiver but also valuing his feelings.** Much can be achieved by using polite words and gestures, being appreciative, thoughtful, tactful, and showing respect to the receiver. **Courtesy builds goodwill.**



\*Home task:

1. Business etiquette/Netiquette
2. Types of business reports and how to write them
3. What is Memo and its' style of writing; tips for effective business memo.
4. Business letter: writing style
5. Resume/cv writing
6. Effective Business e-mails
7. Business

