

BUSINESS COMMUNICATION

Meaning

Business is an economic activity that involves the exchange, purchase, sale or production of goods and services with a motive to earn profits and satisfy the needs of customers. Businesses can be both profit and non-profit organizations that function to gain profits or achieve a social results.

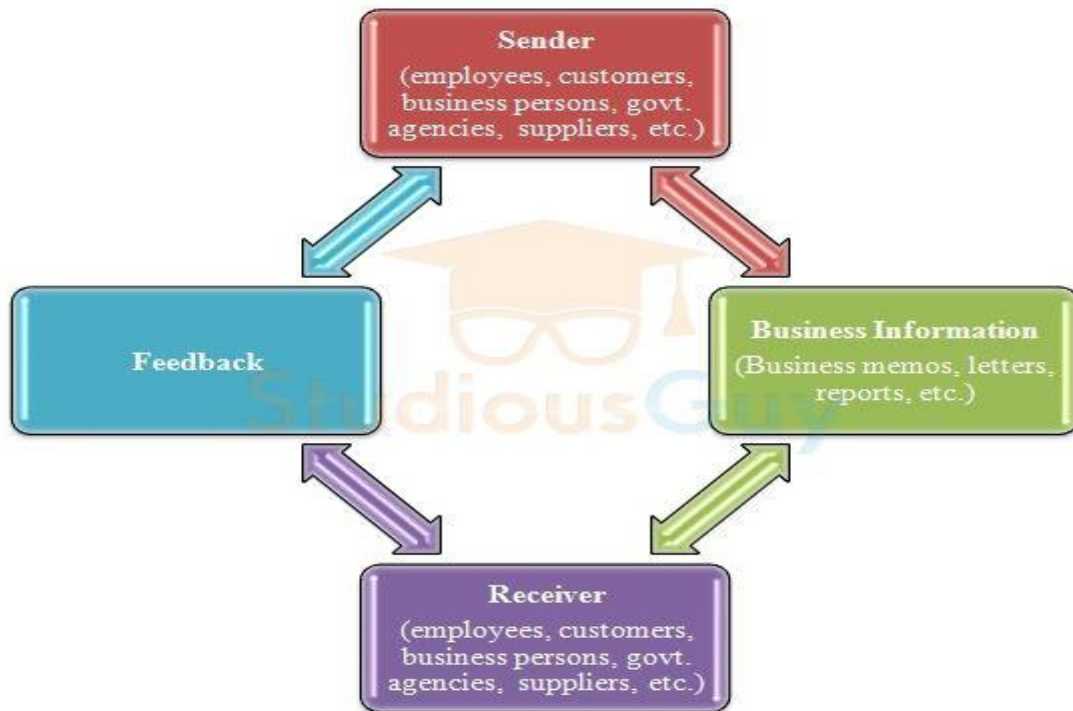
The English word 'communication' is derived from the Latin communis, which means common sense. The word communication means sharing the ideas. In other words, the transmission and interaction of facts, ideas, opinions, feelings or attitudes. Communication is the backbone of management. The basic function of management (planning, staffing, supervision and management) cannot be done effectively without effective communication. Communication is a two-way process which involves transferring of information or messages from one person or group to another. This process goes on and includes a minimum of one sender and receiver to pass on the messages. These messages can either be any ideas, imagination, emotions, or thoughts.

Communication is a Latin word which means "to share". There are different modes of communication available today. These include emails, chats, WhatsApp, skype (conference calls), etc. Effective communication makes people's work easier and smooth.

The term 'Business Communication' is derived from general communication which is associated with business activities. In other terms, communication between business parties or people for business-related tasks is considered as 'Business Communication.'

Basic elements of Business communication:

- Sender
- Business information
- Receiver
- Feedback



Features of Communication:

(1) Two or More Persons: The first important features of communication is that there must be a minimum number of two persons because no single individual can have an exchange of ideas with himself. A listener is necessary to receive one's ideas. Therefore, there must be at least two persons-the sender of information and the receiver.

(2) Exchange of Ideas: Communication cannot be thought of in the absence of exchange of ideas. In order to complete the process of communication there must be an exchange of ideas, orders, feelings, etc., among two or more than two persons.

(3) Mutual Understanding: Mutual understanding means that the receiver should receive the information in the same spirit with which it is being given. In the process of communication, it is more important to understand the information rather than carry it out.

(4) Direct and Indirect Communication: It is not necessary in communication that the receiver and giver of information should be face to-face with each other. Communication can be both direct and indirect. Direct communication means face-to-face conversation, while indirect communication is through other means.

(5) Continuous Process: Communication is an endless process, as is the case with business where the manager continuously assigns work to his subordinates, tries to know the progress of the work and gives directions.

(6) Use of Words as well as Symbols: There can be many means of communication, like the written, the oral and symbolic. The examples of symbolic communication are the ringing of bell for closing a school or a college, saying something by the movement of the neck, showing anger or disapproval through eyes, giving some decision by the raising of a finger in cricket, etc.

Objectives of Communication:

Communication is the lifeblood of an organization. It is the channel that ensures proper performance of organizational functions and achievement of organizational goals. As a separate field of study, business communication has the following objectives:

1. To exchange information: The main objective of business communication is to exchange information with the internal and external parties. Internal communication occurs within the organization through orders, instructions, suggestions, opinions etc.

2. To develop plans: Plan is the blueprint of future courses of actions. The plan must be formulated for attaining organizational goals. In order to develop a plan, management requires information. In this regard, the objective of communication is to supply required information to the concerned managers.

3. To implement the plan: Once a plan is prepared, it is to be implemented. Implementation of a plan requires timely communication with the concerned parties. Thus, communication aims at transmitting a plan throughout the organization for its successful implementation.

4. To facilitate policy formulation: Policies are guidelines for performing organizational activities. Policies are also termed as standing decisions to repeated problems. Every organization needs to develop a set of policies to guide its operation. Preparing policies also require information from various sources. Therefore, the objective of communication is to collect necessary information for policy formulation.

5. To achieve organizational goal: Collective efforts of both managers and workers are essential for achieving organizational goals. Communication coordinates the efforts of employees at various levels to achieve the stated goals of the organization.

6. To organize resources: Various kinds of resources are available in organization such as human resources, material resources, financial resources and so on. In organizing these resources in an effective and efficient way is a key challenge to the managers. Communication is the channel to overcome this challenge.

7. To coordinate: Coordination is a basic management function. It involves linking the various functional departments of large organizations. Without proper and timely coordination, achievement of organizational goals is impossible. Therefore, the objective of communication is to coordinate the functions of various departments for the easy attainment of organizational goals.

8. To direct the subordinates: The job of a manager is to get the things done by others. In order to get the things done, management needs to lead, direct and control the employees. The performance of these managerial functions depends on effective communication with subordinates.

9. To motivate employees: A pre-requisite of employee motivation is the satisfaction of their financial and non-financial needs. Financial needs are fulfilled through monetary returns. However, in order to satisfy non-financial needs, management must communicate with employees on a regular basis both formally and informally.