

BBA - 113 N (Business communication)

Curriculum Design Committee

Prof Omji Gupta Former Director, School of Management Studies, UPRTOU, Prayagraj	Coordinator
Dr Gyan Prakash Yadav Associate Professor School of Management Studies, UPRTOU, Prayagraj	Member
Dr Devesh Ranjan Tripathi Associate Professor School of Management Studies, UPRTOU, Prayagraj	Member
Dr Gaurav Sankalp Asst. Professor, School of Management Studies, UPRTOU, Prayagraj	Member
Dr.Amrendra Kumar Yadav Asst Professor, School of Management Studies, UPRTOU, Prayagraj	Member

Course Preparation Committee

Professor Jay Prakash Yadav School of Management Studies, UPRTOU, Prayagraj	In Charge Director
Dr.Anjni Kumar Assistant Professor, C.M.P. P.G College, Prayagraj	Author
Dr Murad Ali Associate Professor, V.B.S. Purvanchal University, Jaunpur	Author
Dr Gyan Prakash Yadav Associate Professor School of Management Studies, UPRTOU, Prayagraj	Author
Dr Gagan Singh Associate Professor, Uttarakhand Open University, Haldwani, U.K.	Author
Professor R.K.SINGH Ex. Professor, MONIRBA, University of Allahabad, Prayagraj	Editor

Dr.Gyan Prakash Yadav **Course Coordinator**
Associate Professor, School of Management Studies, UPRTOU, Prayagraj

BBA – 113 Business Communication

Block -01 Fundamentals of Communication

Unit- 01 Communication

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UNIT-1 FUNDAMENTALS OF COMMUNICATION

Structure

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1.0 Objectives

After studying this unit you will be able

- To understand the meaning of communication.
- To determine the scope of Communication.
- To explain the purpose of communication
- To identify the elements of communication.

1.1 Meaning of communication

Communication is the process of conveying knowledge to another person and having them comprehend it. So, understanding someone's information, facts, or viewpoints is understood as communication. The Latin word "communis," which means "common," is the source of the English term "communication." Thus, communication denotes the exchange of thoughts. It is a method by which two or more people can communicate with one another and convey or exchange ideas. Human existence and survival, as well as the success of an organization, depend on communication. To achieve organisational goals, management and employees must interact effectively in the workplace. Its goal is to make organisational procedures better and cut down on

mistakes. To accomplish excellent business communication, it is critical to improve on both your communication abilities and processes. Various authors have made an effort to define communication.

Information, data, ideas, orders, advices, choices, etc. are transferred, sent, or exchanged between/among the people involved in business through this procedure. Therefore, "Business Communication" may refer to communication on commerce, law, finance, administration, management, etc. of a business enterprise.

Any business success depends on effective communication. Business communication is the exchange of information between parties both inside and outside of the organisation that is done so for the organization's financial gain. It can also be described as the dissemination of information by employees within a company. Business communication refers to the exchange of information between individuals both inside and outside of a professional setting. General communication that is connected to business activity is where the phrase "business communication" originates. In other words, "business communication" refers to interactions between parties engaged in business information sharing in the workplace and with external parties is referred to as business communication.

Personal communication is when two people communicate with each other to share personal information, a message, or a thought. Business communication is when two people exchange information, facts, or ideas that are related to their line of work. Business communication is the communication that relates to business activity, which is defined as giving consumers goods and services with the intention of making a profit.

In order to elicit the appropriate response from the recipient, communication involves passing information and understanding from one person to another or from one unit to another. Through this procedure, two or more people communicate and exchange ideas in order to influence another person's behaviour in the way it desired. It is a two-way conduit for communicating thoughts, emotions, plans, directions, reports, and suggestions that affect how an organization's members feel about its goals. The communicator's objective is to accurately convey the ideas or meanings. A leader's and the company's success are dependent on effective communication. The managers are in charge of

creating and maintaining the channels through which they can communicate their own ideas and policies.

The effectiveness of a company enterprise is heavily reliant on effective communication. The barriers to a company enterprise's goal-achieving are removed by effective communication. Ineffective or unsuccessful communication can cost a business money, time, energy, opportunities, and even goodwill.

Every commercial enterprise, large or little, needs effective communication to survive in this era of globalization. Successful communication is crucial to every business' ability to succeed.

It is crucial to transmit product information to the final consumer in the time of speed, complexity, and competition. It is impossible for people to get in touch and purchase the merchandise unless they are aware of the company enterprise's product. The ability to communicate is a crucial in business world or business environment.

Definition:

“Communication means to share in, to give to another or the interchange of – thoughts, opinions or information.”

-Webster

“Communication in its simplest form is conveying of information from one person to another.”

Hudson

“Communication is the process of passing information and understanding from one person to another.”

-Keith Davis

“Communication is a continuing and thinking process dealing with the transmission and interchange with understanding of ideas, facts and courses of action.”

George R. Terry

“Communication is the transmission of information, ideas, emotions, skills, etc. by the use of symbols, words, pictures, figures, graphs, etc. It is the act or process of transformation that is usually called communication.”-**Berelso and Steiner**

Harold D. Lass suggests that the following questions can be used to conveniently summaries a communication act:

“Who Says What to Whom Through Which Channel and to What Effect?”

According to **W. H. Newman and C. F. Summer**, “**Communication is an exchange of facts, ideas, opinions or emotions by two or more persons.**”

In their book “**Business Communication Today**” **C. L. Bovee, J. V. Thill and B. E. Schatzman** have written: “**Communication is the process of sending and receiving messages. However, communication is effective only when the message is understood and when it stimulates action or encourages the receiver to think in new ways.**”

Louis A. Allen defines communication in the following manner:

“**Communication is the sum total of all things one person does when he/she wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding.**”

Two communication-related concepts are included in the definition. First, there is a transmission of information, such as facts, emotions, thoughts, etc. It suggests that for communication to take place there must be a receiver. Second, the term places a strong emphasis on the role that understanding plays in communication. Sharing of understanding will only be feasible when the recipient of the communication understands in the same way that the message's sender wants him to. Therefore, communication includes more than just sending a message and having it physically received. From the perspective of organizational effectiveness, the proper interpretation and understanding of the message are crucial. The precise transmission and receipt of information, as well as its appropriate use, are all components of effective communication.

1.2 The Scope of Business Communication:

Business communication's scope is an essential aspect of existence. It covers all of a person's activities from birth to death. We are unable to imagine going even a single day without communication. The range or applications of communication cannot be limited; everyone needs it. Below, the topic of business communication is examined from various angles:

1. Communication in Business:

Effective communication is essential to the operation of businesses, without which they cannot exist. Production of goods and services, buying and selling,

warehousing, distribution, and other economic activities are all directly tied to communication. It is possible to properly interact with both internal and external parties of the business organisation so that they can proceed as appropriate. Business organisations must also fulfil a few social obligations. As a result, every significant company today has a "Public Relations Department" to interact with the outside world.

2. Communication in Decision Making:

Each person or organisation must make decisions every day regarding a variety of issues. In each situation, having the right information is essential for coming to the best option, and here is where communication excels by providing pertinent details.

3. Communication in Management:

Management's most effective tool is communication, which should be used with caution. Planning, organising, recruiting, leading, motivating, coordinating, and controlling at every level of management depend on effective communication techniques. Every organisation, regardless of size, must have a plan in place in order to achieve its desired goals or objectives, and management must gather data from a number of sources in order to create a sound strategy. After announcing the strategy, Management uses communication to provide staff with crucial guidance and instructions on how to carry it out. The coordination of many departments and divisions is also brought up through business communication.

4. Communication in social life:

People are social creatures, and everyone in society is connected to one another. Business communication has been essential to this social bonding of people because to communication, people can express their joys and sorrows, among other things.

5. Communication in state life:

Without the flow of information and communication, state life cannot function. Business communication is essential to the operations of the state's various ministries, departments, divisions, and offices. The various forms of communication are used by the government to maintain governmental functions. Each government has its own department called the "Ministry of Communication."

6. Communication in international relations:

The world is now seen as a single village because of the significant advancement in communication in this era of globalisation (global village). The world is changing, and everyone, every organisation, and every state must connect with various groups very quickly in order to keep up with the most recent changes. Effective and efficient business communication forms the foundation of international diplomatic, commercial, and trade interactions.

7. Communication in Publicity:

Every firm wants to market itself in this information-driven environment in a unique way. An organisation can also do public relations through communicating with interested parties.

8. Communication in personal life:

From sunrise till nightfall, we engage in a variety of tasks, and we rely on communication to do so. Nobody can function in daily life without using communication. Actually, it is an integral aspect of our private lives. Everyday everyone communicates with many individuals and groups.

9. Communication in Industrial relation:

Success in business depends on having good owner-employee relations, or industrial relations. Employees are the lifeblood of an organisation, and business operations cannot be conducted without their collaboration. Their criticisms and grievances must be treated with careful consideration since they might be motivated and their morale might be improved. Each organization's public relations department works closely with senior management to create a positive employer-employee connection. Communication is essential in this process.

Overall, we may say that the scope of business communication is so broad that it is impossible to convey it succinctly. In every aspect of our lives, communication is present. There is no individual or organisation for which information is not required, hence business communication is actually vital everywhere information is required. The range of business communication extends from conception to final disposition. There is more information available regarding the goals of business communication.

1.3 Nature of Communication:

Communication maintains and animates life. It creates a common pool of ideas, strengthens the feeling of togetherness through exchange of messages and translates thought into action.

- (i) Information exchange: The primary purpose of human communication is the exchange of information. It involves both parties. The trade may involve two people or more. Either an individual or an organisation may be affected.
- (ii) Ongoing procedure: Communication is an ongoing procedure. It is not constant. It is dynamic and subject to change all the time. The parties involved in communication, its nature and substance, as well as the context in which it is held, all change with time.
- (iii) Mutual comprehension: The basic goal of communication is to promote mutual comprehension. The communication should be received and understood by the recipient in the manner intended by the sender.
- (iv) Reaction or response: There is always a response or reaction to communication. Only when the recipient understands, accepts, and responds to a message does it become a form of communication.
- (v) Universal function: Communication is a universal function that applies to all spheres of power.
- (vi) Social interaction: Interacting with others is a social activity as well. The elements of a society interact in a relationship of sharing, whether it be knowledge, sentiments or emotions.

The same is true in corporate communication. It entails people making an attempt to communicate with and understand one another. Thus, attempting to relate to one another and share meaning is a social activity. As a result, communication:

- ❖ Unites people.
- ❖ Raises morale within company.
- ❖ Aids in effective planning and coordination.
- ❖ Serves as the foundation for making decisions.
- ❖ Aids in an organization's smooth operation.
- ❖ Contributes to higher production
- ❖ Increases confidence and trust between people.

1.4 Objectives of Business Communication:

The main goals of communication are to inform and influence various people. Providing training, issuing warnings, expressing suggestions, opinions, ideas, requests, etc.; imparting instructions, guidance, and counselling; praising good work; boosting morale; and so forth are additional goals. The main goals of communication in a business enterprise are the enhancement of its operations, the overall growth of the organization, and ultimate operational success.



1. Provide Information:

The main goal of communication is to inform the group's members of its objectives and make sure they are aware of all pertinent information. Through the coordinated efforts of everyone involved, this aids the business enterprise in succeeding. Knowledgeable individuals can accomplish more. The managers need to be fully aware of the social, political, economic, and other circumstances in the region where the company is located. They ought to have quick access to data on the competitors, customers, and employees. The same goes for employees, who should be knowledgeable about both the overall goals and objectives of the company as well as their specific roles, authority, and responsibilities. For the purpose of producing and selling a product, information regarding consumer demand for a specific product, their tastes and preferences, the availability of raw materials, credit, and advertising media, as well as the

most recent government rules and regulations, is necessary. Past records, books, journals, newspapers, government publications, seminars, conferences, exhibitions, trade shows, etc. are good sources of information. The chambers of commerce, structured questionnaires, radio, television, the internet, etc. are some additional sources of information. Regardless of the sources, the data must be current, accurate, and of high quality.

2. Decision making:

Effective communication improves both individual and organizational productivity. Many different types of communication are required for decision-making. Information exchange, available viewpoints, alternatives, and benefits of each alternative as a result, communication is extremely helpful when making decisions.

3. Persuasion:

Persuasion is the process of influencing someone else to believe or act in a particular way. This is especially effective when it involves asking or explaining to someone why they should take a particular action repeatedly. One of communication's key goals is to achieve this. When the buyer initially intends to purchase another product, the seller frequently uses persuasion to convince the customer to purchase his or her goods instead. The buyer should be persuaded in such a way that, even if they are aware that they are being persuaded, they will still understand their own best interest. Actually, convincing people is a skill that should emphasize suggestion over coercion.

4. Transmit Suggestions:

Suggestions, opinions, and ideas can be expressed through communication. Workers who are actively involved in their work are better equipped to identify any gaps in the system and can offer managers solutions for closing them. Upward communication is demonstrated in this case. Suggestions are accepted all year long in large offices, which have suggestion boxes available. The suggestions for clarification may occasionally be followed up with further communication. A group can advance more quickly if suggestions and ideas are exchanged. There is never a requirement to follow a suggestion because it is not an order or advice. When it comes to suggestions, they could be

accepted or rejected. Some executives, supervisors, or managers may reject a suggestion even if it is good because it comes from a lower level if they have a false sense of self-dignity, self-respect, higher position, etc. Dynamic executives, however, are open to suggestions that are helpful to the organization.

5. Advice:

Giving advice to a person or group of people is one of the goals of business communication. The manager provides guidance to the staff on how to perform at a higher level. Giving advice involves expressing personal opinion, which affects the recipient's perspective and course of action. The business world of today is extremely complex, and no one can be an expert in every area of it. A businessman must therefore seek expert advice on the subjects about which he lacks knowledge. He/she might, for instance, need advice on banking, insurance, the stock market, tax laws, legal procedures, etc. The managers, supervisors, and executives within the company may consult one another (a case of horizontal communication), and the employees (downward communication).

6. Motivation:

Communication is designed to uplift, inspire, and compel employees to work with loyalty. Their morale is raised through communication, which improves performance. Regular communication is essential for motivating staff members, instilling a positive work ethic in them, and fostering a positive relationship between them and their managers. In the end, this improves managerial effectiveness. To motivate someone is to encourage them to take action without coercing them. An organization's greatest asset is a motivated employee. Because a motivated never employees neglects his responsibilities, the cost of supervision decreases as motivation increases. Financial incentives, job security, job satisfaction, a positive work environment, involvement in decision-making, target fixation, etc. Money is an effective motivator. When allowed to earn overtime pay, a worker puts in the extra time. Employees are motivated to give their all to their jobs when they feel like their jobs are secure. An employee enjoys working if they are happy with their position. He or she is more likely to work collaboratively with other team members in a good working environment. Employees feel more a part of the organization when they are involved in decision-making. The establishment of an

organization's production, sales, and other goals enables the staff to collaborate in order to reach the goal. Thus, a variety of motivational factors help an organization achieve performance excellence.

7. Training:

Senior employees may require training to keep them current on new technological developments so they can adapt to their changing work environments or job demands in order to meet an organization's needs. To adapt to the methods, techniques, and organizational systems of work, new hires might initially need training as well. The key to all of this training is communication. These exchanges can take place via lectures, seminars, short courses, conferences, educational tours, film screenings, etc. in a classroom setting. The managerial staffs, in addition to the regular employees, must also receive training in the aforementioned procedure.

8. Instruction, Guidance, and Counselling:

Managing the workforce through instruction, guidance, and counselling is one of the goals of business communication. In a good business organization, employees receive free legal, vocational, and medical counselling and guidance. For this reason, professionals like doctors, attorneys, and coaches are hired. The main goal of this kind of support is to maintain employees' physical and mental health so they can contribute fully to the success of the company.

9. Imitating Good Work and Giving Warnings:

It is crucial to recognize good workers. He or she will be inspired to work toward improving performance and increasing involvement. It helps the worker become aware of his or her obligations. It's also important to issue warnings to workers who tend to be disobedient, unreliable, and unproductive or cause commotion. Oral or written communication can achieve the goals of both compliments and warnings.

10. Resource Utilization:

Communication prevents resource wastage and promotes better resource utilization within an organization. Waste or misuse may be the result of ignorance or a delay in receiving the right guidance. Through advice, instruction, and other forms of communication, the knowledge gap is closed, and resource waste and improper use are reduced. Through communication,

not only physical resources but also financial, human, and other resources are used effectively.

11. Management Efficiency:

One of the goals of business communication is to improve management effectiveness. The organization can be managed effectively and efficiently if there is a strong network of communication (both formal and informal)

1.5 Purpose of Communication:

Communication is intended to:

- ❖ to inform;
- ❖ to reassure;
- ❖ to instruct;
- ❖ to deliver news, whether favourable or unfavourable;
- ❖ in order to comprehend;
- ❖ in order to clarify;
- ❖ to persuade;
- ❖ to transact;
- ❖ to arrange;
- ❖ in order to manage;
- ❖ to coordinate.

1.6 Importance of Business Communication:

Business communication is becoming increasingly significant or important every day. Without communication, the business world of today cannot function efficiently. A company enterprise becomes more dynamic and effective as a result. It is thought to be the driving factor behind industrial harmony.

It can be utilised as a tool for managing corporate operations to guarantee the accomplishment of organisational objectives. Keith Davis asserts that the importance of communication in business is comparable to the importance of blood vessels or arteries in the human body. A commercial organisation would cease to exist without it.

In management, where the goal is to focus individual efforts on guaranteeing overall coordination of organisational activities, business communication plays a crucial role. By communicating information, facts, and ideas and enabling coordinated activities,

it fulfils the energising function in the organisation. As such, it is possible to view communication as being fundamental to how an organisation operates.

Effective communication is crucial to the success of managerial efforts. Communication improves the working environment, inspires employees to put in extra effort, and makes management tasks simpler. It is feasible to deliver all necessary and significant messages or information through the communication process to all levels of the organisation.

Business communication encourages managerial effectiveness and encourages the development of a cooperative spirit among the human components of an organisation, which ultimately results in peak performances. The ability to communicate clearly is essential to leadership. A good labour-management relationship requires a strong communication system.

The objectives and policies that promote coordination are better understood with the use of communication. Communication has become crucial to every organisation because of the growing significance of relationships with consumers and employees. Producers must appeal to their customers in order to increase sales.

In order to avoid disputes, subordinates must voice their complaints and grievances to their superior. Effective decision implementation is made possible by good communication, which also promotes efficient corporate operations. It fosters confidence and trust between parties, boosts employee morale, and ultimately gives workers a sense of job pleasure. The success of an organisation depends on how well its people communicate with one another, making it even more crucial in management. Poor communication between management and employees is mostly to blame for corporate failures.

Therefore, poor or ineffective communication will have a variety of effects on a firm. It will have a significant impact on the employees' comprehension of the company, leave them completely perplexed, cause apathy toward their work, hinder their willing cooperation, throw coordination out of whack, and invite disarray, chaos, and conflict in all business affairs. In conclusion, the very survival of the company will be at risk. Effective communication in management has recently gained widespread recognition. It has grown to be one of the most important elements in effective managerial performance, it significantly affects management matters.

In brief business communication plays important role in the following ways :

1. Efficient operation of the project
2. Aids in decision-making
3. Careful planning
4. Reducing workplace conflict
5. A happier workplace and more productivity
6. Democratic leadership
7. To create better working relationships
8. Efficient planning
9. Boost enthusiasm and morale
10. Good interpersonal and workplace relations

1.8 Process of Communication:

Communication contains seven main components:

1. Sender
2. Message,
3. Encoding,
4. Channel,
5. Receiver,
6. Decoding and
7. Feedback.



Sender: The individual who transmits a message is known as the sender. He is the one speaking. He initiates the start of the full communication process. He wishes to convey to the recipient his thoughts, ideas, facts, or opinions. He is referred to be the message's transmitter as a result.

Message: The information that has to be communicated must be contained in a message. Without a message, communication is not even possible. A message prompts a reaction from the recipient. Verbal and non-verbal messages can be broadly separated. The communication must be concise, comprehensive, clear, and polite.

Encoding: As soon as a sender considers sending a certain message, the seeds of communication are sowed. To be communicated to the recipient, these ideas must be transformed into the appropriate words, images, charts, or symbols. Encoding is the process of putting ideas into acceptable words, diagrams, symbols, or any other form that the receiver can understand. Here, the decision is made as to whether the message will be spoken or nonverbal.

Channel: What is the best way to communicate? A channel specialises in this. There is a channel through which communication occurs. The channel can be a letter, an email, a fax, a phone call, or documents like manuals, memos, reports, bulletins, and posters. The decision is based on both the message that has to be transmitted and the relationship between the sender and the receiver. The importance of the message, the quantity of recipients, the associated costs, and the amount of information all tend to have an impact on the channel chosen.

Receiver: The recipient is the individual who gets the communication, decodes it, and comprehends it or gives it significance.

The receiver must carry out the following three tasks:

- (i) Message reception: This is the phase in which a sender's message is sensory taken in by the recipient.
- (ii) Decoding the message: Once the communication has been received, the recipient must give it some context.
- (iii) Understanding the message: Then, he/she must read it in the same light and context in which the sender intended.

Decoding: The recipient translates the sender's message and makes an effort to comprehend it as clearly as possible. Only when the message is received and understood exactly as intended by both parties can communication be considered successful.

Feedback: Feedback is the communication that the recipient sends back to the sender. It is the reply to the message, also known as a response. It is always pointed

in the sender's direction. The communication cycle is finished at this point. As a result, via feedback, the recipient replies to the sender to confirm that he has understood the message during face-to-face interactions.

1.8 Elements of Business Communication:

Eight essential components are included in business communication. These are:

1. Source
2. Message
3. Channel
4. Receiver
5. Feedback
6. Environment
7. Context
8. Interference

1. Source: The message is created, imagined, and transmitted by the source. The speaker is the source when speaking in front of an audience. By presenting the audience with fresh information, he or she communicates the message. The speaker can also make a statement with their body language, tone of voice, and attire. Prior to speaking, the speaker must decide what to say and how to say it. Encoding the message involves selecting the ideal words or a precise order to communicate the message's intended meaning in the second step. Presenting or sending the information to the audience or recipient is the third step. Finally, the source determines how well the message was received by the audience by observing their response and then clarifies.

2. Message: This is the information that is sent from one party to another or to a group of people. This could be an opinion, directive, and recommendation. The information that the sender wants to convey to the recipient is called the message or content. Body language and voice tone are other ways to convey subtext. The communication process combines the sender, receiver, and message.

3. Channels: Specific channels are used to send information (e.g., radio, television, telephone, letter, e-mail, etc.). The sender chooses the media after taking into account a number of elements. The method used to transmit a message is referred to as the medium. For instance, text messages are transmitted using mobile devices.

4. **Receiver:** The receiver or interpreter is the individual to whom a message is addressed. The sender's information must first be received by the receiver, who must then decode or interpret it in order to understand it. The recipient of a message is sometimes referred to as the communication.

5. **Feedback:** Feedback occurs when the recipient acknowledges the sender's communication and responds to him or her. Communication is incomplete without input. Intentionally or unintentionally, you are providing feedback whenever you respond to the source. The messages a recipient sends back to the source are what make up feedback. Whether they are verbal or nonverbal, all of these feedback signals enable the source to gauge how successfully and precisely the message was received.

6. **Environment:** "The environment is the physical and psychological atmosphere in which you transmit and receive messages." The furniture in the room, including the tables, chairs, lighting, and sound system, can be considered part of the environment. A discussion may be open and caring or more formal, formal, and professional depending on the environment, which can also include elements like formal attire.

7. **Context:** The environment and circumstances in which communication takes place. Context can influence how well information is transmitted. It might be physical, social, or cultural in nature. In contrast to a conversation with a coworker or in a meeting, you might unveil more personal information or specifics about your weekend or vacation to a trusted friend in a private setting. Context is all about is what people anticipate from one another.

8. **Interference:** Interference, also referred to as noise, can come from any source. Any obstruction or alteration of the message's intended meaning constitutes interference. Your thoughts or a conversation with a passenger were disturbed by car horns, billboards, or possibly the radio in your car. Interference the interferes with the transmission, reception, or comprehension of a message.

1.9 Let's sum up

The process of imparting and gaining understanding from another individual is known as communication. Thus, communication is defined as having a comprehension of another person's facts, knowledge, or points of view. The English word "communication" comes from the Latin word "communis," which meaning "common." Therefore, communication is the sharing of ideas. It is a means of

communication that enables two or more individuals to share information and ideas. Communication is essential to human existence, survival, and organizational success.

A company will suffer from a number of consequences from poor or inadequate communication. The employees' understanding of the organization will be greatly impacted, and they will become utterly confused. It will also make them apathetic toward their work, impede their willing cooperation, throw coordination out of whack, and encourage disorder, turmoil, and disagreement in all business dealings. Ultimately, the company's entire existence will be in jeopardy. The importance of effective communication in management has recently come to be recognized by all.

Communication is a continuous process. It is not always the same. Being dynamic, it is always changing and evolving. Communication evolves throughout time, as do the parties involved, its content and character, and the setting in which it takes place.

The objectives and policies that promote coordination are better understood with the use of communication. Communication has become crucial to every organisation because of the growing significance of relationships with consumers and employees.

1.10 Key Words

- **Communication:** Communication is commonly defined as the transmission of information. Its precise definition is disputed and there are disagreements about whether unintentional or failed transmissions are included and whether communication not only transmits meaning but also creates it.
- **Information:** facts about a situation, person, event, etc
- **Business communication:** The process of transferring information from one person to another, within and outside the business environment, is termed as 'Business Communication.'
- **Encoding:** Encoding is the process of converting data into a format for various information processing needs.
- **Decoding:** Decoding is the process by which a receiver interprets the meaning of a message sent by a sender.

1.11 Check your Progress

1. The communication that the recipient sends back to the sender is called-----
-----.
2. There are ----- essential components in the process of business communication.
3. -----is the process of putting ideas into acceptable words, diagrams, symbols, or any other form that the receiver can understand.
4. Communication is the process of -----and receiving messages.

1.12 Terminal Questions

- Q1. What are the elements of business communication? Describe any two of them?
- Q2. What is business communication? Louis A. Allen defines communication as?
- Q3. What does communication in International Relations means? Justify with two examples?
- Q4. Discuss nature of communication?

UNIT-2 COMMUNICATION PROCESS

Structure

2.0 Objectives

2.1 Communication process

2.3 Models and theories in the communication process

2.4 Self development and communication

2.5 Interdependence of self-development and communication

2.6 Improvement in communication due to self-development

2.7 Improvement in self-development due to communication

2.8 Development of positive personal attitude

2.9 Communication process and attitude

2.10 Developing positive attitude

2.11 Development of personal positive attitude

2.12 Persuasion communication process

2.13 Summary

2.14 Suggested readings

2.0 Objectives

After studying this unit you will be able to:

- Know the process of Business Communication
- Understand the Models of the business communication
- Explain the self development
- Understand the Attitude

2.1 COMMUNICATION PROCESS

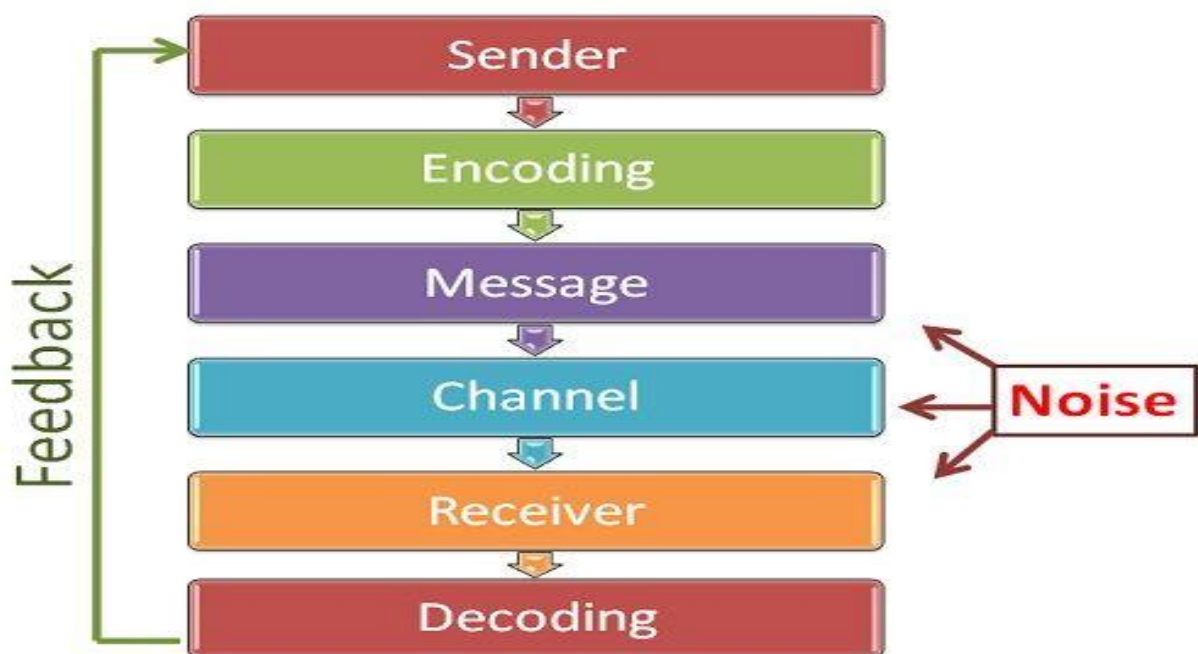
Communication is the act of giving, receiving and sharing information. It is simply an act of transferring information from one place, person or group to another. Communication is the exchange of meanings between the individuals through a common system of symbols. According to Keith Davis-“Communication is a process

of passing information and understanding from one person to another”. It is clear that communication flows through a systematic process in various stages.

The process of communication is dynamic in nature. Communication process begins with the sender, who through a proper channel transfers the message or the information to the receiver. The receiver in turn sends feedback to the sender that the message has been received and understood by him. Here in the communication process feedback plays a very important role. The communication process involves seven stages as shown in the figure below.

Let’s discuss all the elements of the communication process briefly.

1. **SENDER-** Sender is the first element in the process of communication. He is



the one who initiates the conversation or message or information. His duty is to conceptualize the idea what he wants to convey to others.

2. **ENCODING-** Encoding is the second step in the communication process. It is the technique which is used by the sender to translate the idea into a meaningful message. Encoding could be in the form of symbols, body gestures, signs. The success of the message depends on the sender’s skill, knowledge and perception etc.

3. **MESSAGE-** This is the third element in the communication process. It is the major content part of the communication process. This message is the main

soul of the communication process. The message can be written, oral, symbolic or non-verbal such as body gestures, signs, sounds etc. The message must be so formed that it must trigger the response of the receiver.

4. **COMMUNICATION CHANNEL-** Communication channel is the medium used by the sender of the message to transfer the message to the receiver. Communication channel plays a very important role in the whole process. If the channel of communication is not selected carefully, then it would interrupt the effectiveness of the message. The choice of the channel of communication depends on the nature of the message and the relationship between the receiver and the sender. Communication channel can be oral, written, gestures etc.
5. **RECEIVER-** Receiver is the fifth and the most important element in the process of communication. He/She is the target person for whom the whole communication process takes place. He/She is the person for whom the message is intended. His/her knowledge of the subject matter, experience, trust, relationship with the sender decides the degree to which the receiver decodes the message correctly.
6. **DECODING-** Decoding means the understanding ability of the receiver. In this step receiver interprets the message send by the sender and tries to understand the message in the best possible manner. The whole communication process could be effective only when the receiver concludes the same meaning, what the sender wants to deliver to him.
7. **FEEDBACK-** Feedback means response in return. This is the last step in the process of the communication. As the sender gets to know the efficacy of the message, the effectiveness of the communication increases. This ensures that the receiver received the same message, which was intended by the sender.

NOISE- Noise is the disturbance which interferes with the original message signal. Noise denotes the barrier which disturbs the flow and meaning of the message. This change or alteration results in alteration of the whole meaning of the message.

Hence the process of the communication undergoes seven stages, in which all the stages are equally important to make the whole communication effective.

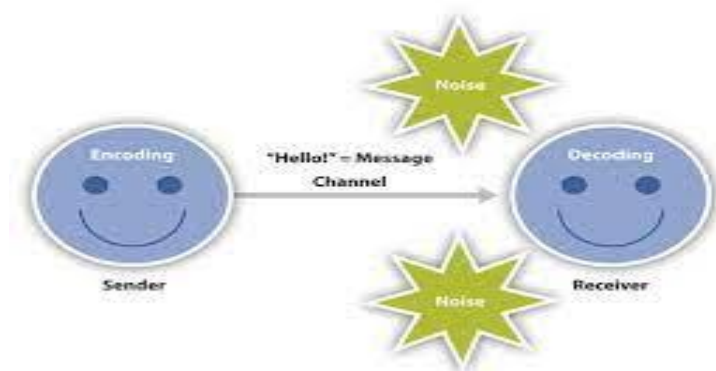
2.2 MODELS AND THEORIES IN THE COMMUNICATION PROCESS

There are a number of theories of communication process. But mainly three theories are very important, which are discussed as under-

TRANSMISSION MODEL OF COMMUNICATION PROCESS

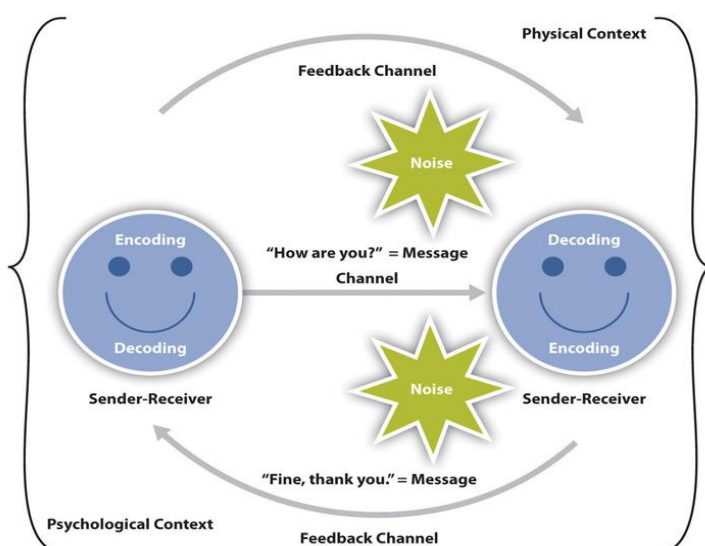
This model is also known as linear model of communication process. Transmission model has been developed by Claude Shannon and Warren Weaver in the late 1940's.

This model states that communication is a one-way process, where sender transmits a message to the receiver intentionally.



It is based on Aristotle model, which includes a sender, message and the receiver. For example, the radio announcer is not aware whether the message has been received or not, but if the selected channel is working properly and is free of any barrier then it is assumed that message should have been received successfully by the receiver. Linear model focuses on the method of the transmission rather than focusing on the fact that whether it is received or not. Here the main focus of the sender is on sending the message. Hence in this model communication process is less effective.

INTERACTIVE MODEL OF COMMUNICATION PROCESS

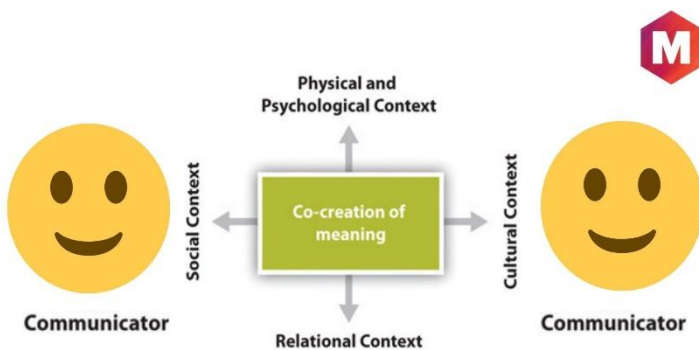


This model is developed by Wilbur Schramm. This model illustrates communication process as a two way process. This model takes into account both delivery of the message and feedback as well.

The feedback loop present in this model makes it easier to understand the complex roles of all the participants in the process. Both the parties as sender and receiver exchange messages. This keeps the communication process ongoing and interactive. In this model mainly focus is on the interaction rather than on the message itself. In this model physical and psychological context both are considered. Environmental factors like size, layout, space and lighting are part of physical factors which affects the communication process and mental and emotional factors as stress, emotions etc becomes the basis of psychological context. The effectiveness of the communication process depends on both, physical as well as psychological context. The feedback channel, and consideration of physical and psychological factors in the communication process, makes this model more effective than transmission or linear model.

TRANSACTION MODEL OF COMMUNICATION PROCESS

Transaction model is very different from both the transmission as well as interactive model. This model was developed by Barnlund in 1970. In this model emphasis is on all the aspects of the communication process like role of the sender, receiver and role of the context in conceptualisation of the communication. Here, in this model both the parties perform the role of the communicator.



In this model, meaning of the message is generated considering all the factors like physical, psychological, cultural, relational and social context. Hence this model results in the most effective communication. Here self concepts are made, and relation is established with others to create communities. Here the sender and receiver perform different role from the above discussed previous models. Physical context includes physical environment, psychological context includes

emotional and mental factors. Social context means the rules and norms, conventions which are set up by the society which guides communication process. Cultural context means different aspects of identity like race, gender, class, nationality, and ability etc. Each individual possesses different cultural identity which is shown in the communication process. And relational context means what kind of relationship we are having with any individual. The degree of our relational context affects the way we communicate with that person. For example if we meet someone for the first time we communicate in a very formal manner. As we know more and more the communication can now become informal. Initial interaction can be formal but once relational context is established, one can become informal and break the social rules and norms.

Hence, it can be concluded that transactional model is the most effective model in comparison to linear model or transmission model and interactive model.

2.3 SELF DEVELOPMENT AND COMMUNICATION

MEANING OF SELF DEVELOPMENT

The concept of self development is subjective and relative in nature. Self means total personality of an individual which includes all the personal qualities namely behavioural, spiritual, intellectual, physical and materialistic. Development means the act or the process of developing or being developed. So, it can be concluded that “self development means the process of development of behavioural, spiritual, physical, intellectual and materialistic qualities in an individual.” The development of all these qualities in a balanced way is called Self development.

SELF DEVELOPMENT AND COMMUNICATION

Self development and communication both are very closely related to each other. Self development will lead to effective communication ability and skill. Perfect communication requires knowledge and skill which is attained through self development. Good listening ability, creative writing, use of effective language, serious studying all are required for self development. Thus it can be concluded that self development and communication are complementary to each other. Self development and communication are interrelated and go through. The nature, style and level of communication of sender and receiver are influenced by self confidence, which can be built by self development. Hence it can be said that effective

communication is possible only through self development. Both completes each other.

2.4 OBJECTIVES OF SELF DEVELOPMENT

The objectives of self development are as under-

1. Development of overall personality of an individual
2. Development of positive attitude in an individual
3. Acquiring self respect
4. Acquiring knowledge
5. Building self confidence in an individual
6. Self development leads to treative thinking
7. Self development inculcates cooperation and harmony attributes in an individual
8. Builds organisational ability in an individual
9. Development of future farsightedness and forward looking
10. The most important objective is to build overall personal development of an individual

2.5 INTERDEPENDENCE OF SELF DEVELOPMENT AND COMMUNICATION

The process of communication and self development are dependent on each other. Both complete each other. Effective communication leads to self development and self development leads to effectiveness and dynamism in communication. The interdependence between self development and communication can be better understood in two ways-

- Improvement in communication due to self development
- Improvement in self development due to communication

2.6 IMPROVEMENT IN COMMUNICATION DUE TO SELF DEVELOPMENT

Communication process becomes more and more appealing if the communicator is self developed. The role of self development in communication is discussed as under-

1. **Improves communication skill-** Self development improves communication skills like speaking, writing, gesture and listening ability. A self developed person is more educated and can perform his duties a very defined manner. His writing, speaking style becomes more appealing and creative.
2. **Improves analytical power-** A self developed person can find solutions to the problems even in adverse situations. He can easily deal with difficult circumstances. He can communicate effectively to the target audience and solve there queries if any.
3. **Improvement in critical skills-** Critical skills means effective planning, editing and revision to be done in the communication. A self developed person can easily analyse the message in correct manner and express his reactions.
4. **Broaden the vision-** Self developed person can analyse his target audience, as it widens the vision of the person.
5. **Enhancement in other skills-** The communication skills get developed by self development. It enhances clarity, completeness, consiseness and build consideration qualities required for effective communication.

2.7 IMPROVEMENT IN SELF DEVELOPMENT DUE TO COMMUNICATION

Effective communication leads to self development, as various channels of communication like verbal and non verbal, helps in self development of an individual. All the elements of communication like creative writing, body language, careful listening and eloquence of speech leads to self development. The importance of communication in building self development is discussed below-

1. **Self development and non verbal communication-** Non verbal communication includes body language, gestures and postures of an individual if used effectively helps in building self development. Understanding body language and gestures increases intellectual qualities in an individual. These channels of communication are directional, as well as interesting. Hence non verbal communication communication is also a medium for self development.
2. **Written communication and self development-** As oral and non verbal communication helps in self development , the same way written communication also brings self development in an individual. When an individual learns to give words to his imagination, then that boosts his self

confidence. All these elements like creativity helps in self development of an individual.

3. **Listening and self development-** Importance of listening skill can not be overlooked in the process of communication. A successful communicator, listens very attentively and carefully, what the audience says. This leads to overall self development and is important for bringing positive change in an individual.

Hence, it can be concluded that communication and self development are complementary to each other.

2.8 DEVELOPMENT OF POSITIVE PERSONAL ATTITUDE

ATTITUDE

Attitude is subjective in nature. In simple words attitude means a settled way of thinking or feeling about something. Attitude means perception. A person's attitude decides his likes and dislikes. For running a business successfully, a businessman must have positive attitude. According to T.M. Newcomb, "Attitude is a state of readiness for motive house." Attitude has three components namely- cognitive component, feeling component and action component. Our attitude towards any thing, any person or idea can be positive, negative or neutral.

POSITIVE ATTITUDE

Positive attitude can do miracle. Positive attitude builds positive traits and qualities which becomes the root cause for success and growth. Positive attitude acts as a ray of hope in adverse circumstances. It means seeing brighter side in any situation. Absence of negativity is not a sign of positive attitude. Personality traits like confidence, patience and humbleness denotes positive attitude in a person.

2.9 COMMUNICATION PROCESS AND ATTITUDE

In any communication process, communicator plays a very significant role. While communicating, communicator motivates the listeners to develop the same opinion which he has regarding a particular subject or event or idea. To develop same attitude among the audience, he follows a pre-specified process of communication. Through out the process he motivates and persuades others to change their perception as per his own ideas and thoughts. This process has three main elements as- source of the communication, transmission stage and environment. Following these stages

carefully, once the audience develops an attitude regarding a particular thing , then it becomes their permanent mental attitude.

2.10 DEVELOPING POSITIVE ATTITUDE

Any individual develops an attitude since the beginning of his life, that remains the same through out his life. Hence it is necessary to build positive attitude since the very beginning of life. A person should follow understated ways to develop a positive attitude-

- Positive thinking is must to develop positive attitude in life. Negative thinking always focuses on detecting shortcomings and errors in an individual. Such individuals always develop tensed environment. On the contrary, positive thinking leads to happy environment and others are also motivated to do something better in such environment. An optimist and hopeful person can build positive attitude in his life.
- One must develop habit of readiness to do each and every work on right time with full capacity. As careless attitude develops negative thinking and also reduces the effectiveness and capacity of an individual to perform any task and duty.
- One must not be self centered, he should think about others too. He should not develop thinking as per his own priorities; otherwise he would never get the true meaning of any fact or event. He should give importance to others perspective as well.
- An individual must develop habit of gaining knowledge then only he could build positive attitude. Education must be attained not only to add degree but to bring long lasting impact on mind and heart of the individual in a positive manner.
- Developing self respect is very crucial to build positive attitude. Sense of self respect helps an individual to better understand his own self. The person who doesnot respect himself would not be able to grab positivity from others too.
- To develop positive attitude, one must ignore negative elements. The way we want to lead our life, same means and ways must be learned. Our environment affects our life style. If we live in positive environment, then positive attitude will be inculcated and viceversa.
- For bringing positive attitude in our life, we must start our day with positive ideas, positive thinking and positive behaviour.

Hence, if above mentioned ways and means are followed by an individual, definitely would lead to development of positive attitude.

2.11 DEVELOPMENT OF PERSONAL POSITIVE ATTITUDE

Personal positive attitude can be developed through persuasion. Persuasion means the act of persuading some one to do or to believe something. Persuasion can be done through effective communication. Persuasion or motivation is required to develop, reconstruct or re-establish any positive attitude in an individual. This whole process depends on the effectiveness of communication of positive attitude traits in the receiver of the message. Reaction of the receiver of the message decides the effectiveness of the persuasion. Persuasion can be categorized as under-

External persuasion- External persuasion means any kind of change in the attitude of an individual due to external forces. External persuasion depends on the trust developed on the facts and figures which was being used by the specialist communicator to bring positive change in the personal attitude of an individual.

Systematic persuasion- Systematic persuasion means positive change in the personal attitude of an individual due to the quality, logic, nature and arguments in any discussion or communication. When the audience understands the logic and subject matter of any message, then the said change in the attitude is said to be due to persuasive pressure which is systematic in nature and such change is long lasting, where as change in personal attitude is less stable when enforced by external persuasion.

2.12 PERSUASION COMMUNICATION PROCESS

The communication process for persuasion of positive personal attitude undergoes following steps-

1. **Attract Attention-** Audience must be compelled to attend the message. The communication of the message should be attractive and qualitative in nature that it must compel the listeners to attentively listen the message. Message must be so prepared that it must seek the attention of the audience.
2. **Comprehension of the message-** Mere attention does not build positive attitude, it must be understood by the audience as well. Understanding the message thoroughly is the second step in the persuasion process. The language of communication must be simple and not beyond the understanding ability of

the audience. Simple and easy presentation of the message is necessary to develop proper understanding of the message.

3. **Feedback of the message-** Audience response is necessary for effective persuasion communication process. Feedback can be both negative and positive. If the feedback is systematic then the communicator can expand the understanding of the message for the audience.
4. **Accepting the message-** Lastly, acceptance of the message is required to make the message persuasive, which is going to positively change the attitude of the audience. Negative feedback does not lead to persuasive message. In the whole communication persuasion process, feedback plays a very important role and the subject matter becomes less importance. Here feedback means acceptance of the concept what the sender wants to deliver to the audience.

Hence, persuasion communication process is necessary to be very effective to develop positive personal attitude with in the target audience or the receiver of the message.

2.13 Let's Sum up

Communication is inherently a dynamic process. The sender initiates communication by sending the message or information to the recipient over the appropriate channel. In return, the recipient notifies the sender that he has received and comprehended the message. Any positive attitude that a person wants to develop, rebuild, or re-establish requires persuasion or motivation. The success of this entire process hinges on how well positive attitude attributes are communicated to the message's recipient.

To have a positive outlook in life, one must practice positive thinking. The focus of negative thinking is constantly on finding flaws and mistakes in a person. These people constantly create tense environments.

On the contrary, positive thinking leads to happy environment and others are also motivated to do something better in such environment. When the audience understands the logic and subject matter of any message, then the said change in the attitude is said to be due to persuasive pressure which is systematic in nature and such change is long lasting.

2.14 Key Words

- **Message:** A discrete unit of communication intended by the source for consumption by some recipient or group of recipients

- **Attention:** Attention is the first stage in the process of remembering.
- **Self development:** The totality of the qualities of a person is the combination of a person's physical, intellectual, materialistic and spiritual qualities.
- **Positive attitude:** It involves maintaining a constructive and friendly demeanor when interacting with others, both verbally and non-verbally.
- **Feedback:** helpful information or criticism that is given to someone to say what can be done to improve a performance, product, etc.
- **Persuasion:** A method of communication by which speakers or writers try to convince other people to agree to a certain viewpoint or to act in a certain way.

2.15 Check your Progress

1. An optimist and hopeful person can build -----in his life.
2. The process of communication and -----are dependent on each other.
3. -----model was developed by Barnlund in 1970.

2.16 Terminal Questions

- Q1. What is communication process? Discuss all the elements of the communication process?
- Q2. Discuss linear model of communication?
- Q3. What are the objectives of self-development?
- Q4. What is systematic persuasion?

UNIT- 3

Structure

- 3.0 Objectives
- 3.1 Introduction
- 3.2 Definition of communication
- 3.3 Organisation and scope of communication
- 3.4 Features of communication
- 3.5 Elements of communication process
- 3.6 Importance of communication
- 3.7 Principles of communication
- 3.8 Objectives of communication
- 3.9 Framework of communication
- 3.10 Theories of communication
- 3.11 Methods of communication
- 3.12 Let us Sum up
- 3.13 Key Words
- 3.14 Answer to check your progress
- 3.15 Terminal Questions
- 3.16 Suggested Readings

3.0 Objectives

After studying this unit you will be able to :

- Know the theories of the communication
- Understand the elements of the communication
- Explain the frame work of the communication theory

3.1 Introduction

The term ‘communication’ is derived from the Latin word called ‘Communis’ which means common that means if a person communicates with another then he establishes a common group of understanding between each other. Communication is a process of transferring information, ideas or words from one person to another. It is the exchange of written or oral information. If one person is unable to follow the message

to another person then it cannot be called communication. Therefore, it is necessary that receiver should completely understand the message to complete the communication process. Communication is divided in different forms i.e., order, instruction, report, suggestion, observation, grievance etc. The messages can be conveyed through words spoken, words written or gestures.



3.2 Definition of Communication

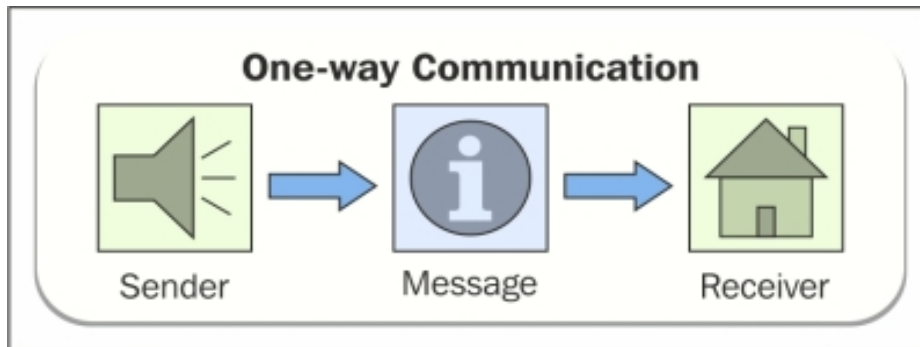
- **Newman, Summer & Warren** “Communication is an exchange of facts, ideas, opinions or emotions by two or more persons”
- **Keith Davis** “Communication is the process of passing information and understanding from one person to another”
- **Bellons & Gilson** “Communication is an intercourse by words, letters, symbols or messages and as a way that one organisation members shares meaning and understanding with others”
- **Charles. E. Redfield** “Communication is the broad field of human interchange of facts and opinions and to the technologies of telephone, the telegraph, radio and the like”
- **Fred G. Meyer** “Communication is the intercourse by words, letters or messages, intercourse, thoughts and opinions”

3.3 Organisation and scope of Communication

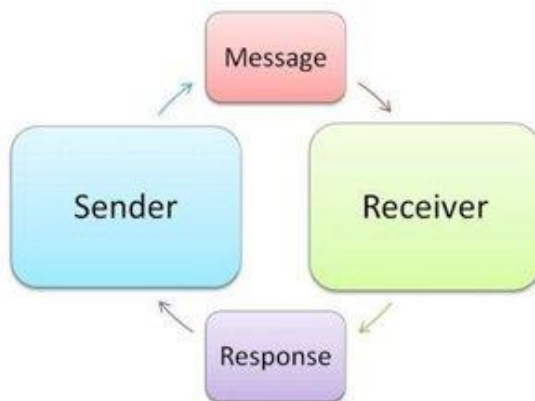
Communication process is divided into three main parts according to the organisation scope: -

1. **One-way communication**-It is the oldest and traditional form of communication. This communication is used only to communicate the orders and directions of top officers to their subordinates. This form of

communication is known as one way communication. This direction can be in oral or written form. There is no room for workers to communicate their problems, reports or suggestions back to the top management.

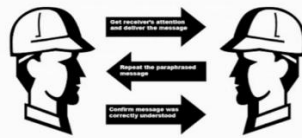


2. **Two-way communication**-Two-way communication is that form of communication where orders and directions are issued by the top management to the employees but subordinates can also give some suggestions back to the top management. Here workers are not treated as slaves but they are considered as the important part of the organisation. Two-way communication is also called as inter-scaler communication.

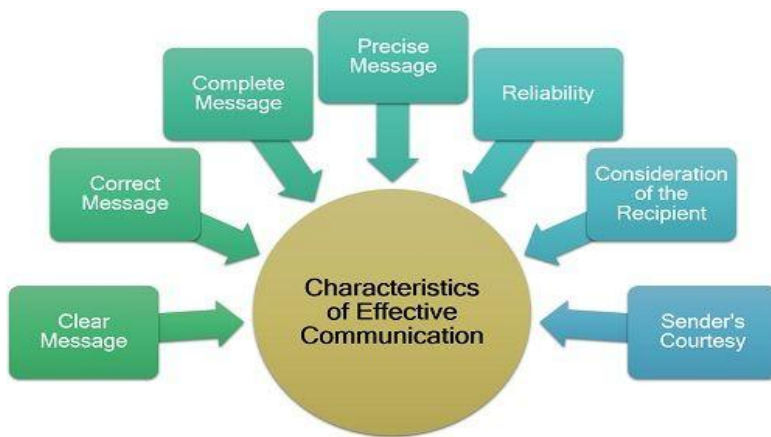


3. **Three-way communication**-Three-way communication is that form of communication where top management, middle management and employees of the organisation can communicate with the outsiders also. It is also known as extra organisational communication. Here communication is not only limited within the boundaries of the organisation but also include communication between organisation and outsiders. When communication is extended it is known as three-way communication.

Three-Way Communication



3.4 Features of Communication

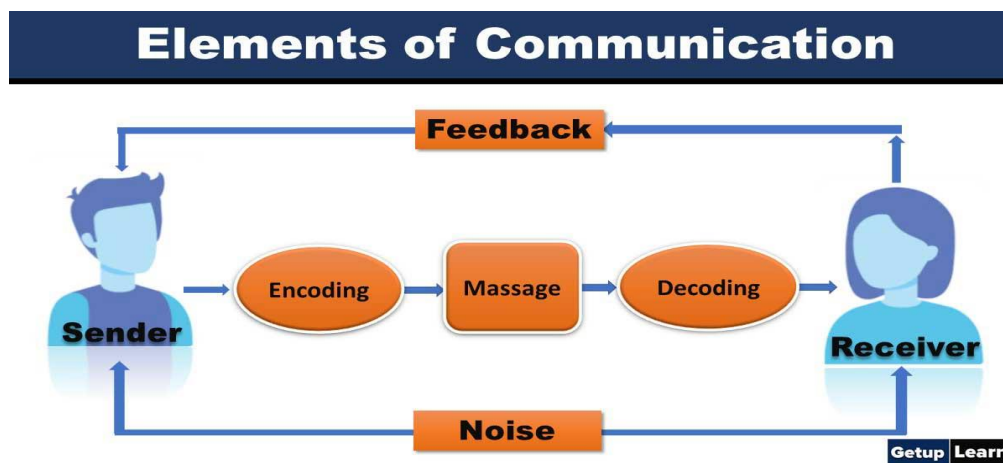


1. Communication involves at least two persons- one who sends the message and other person who receive the message.
2. Communication system should be followed according to the objectives set by the enterprise or organization.
3. Message communicated to others should be easy, simple, complete and exploratory in brief.
4. The language of communication should be easy and simple to understand and subject of the communication should be effective.
5. The look of communication should be effective, emotional, polite and human.
6. The message of communication should clearly define duties and responsibilities of the employees.
7. The message of communication should not hurt the feelings of the receiver.
8. The order of communication should be practical in nature which can be easily implemented by the subordinates.
9. The communication system should follow two methods of communication i.e., formal communication and informal communication.

10. The system of communication is a two-way process which comprises at least two people to communicate with each other.
11. The process of communication should follow a systematic and proper manner.
12. The system of communication should be informal in nature if it is required to some extent.
13. Communication is taken in several forms i.e., order, instruction, report, suggestion, grievance and observation. The message conveyed is through words spoken or written or gestures.

3.5 Elements of Communication Process

Communication process is an exchange of facts, ideas, information between persons in a different position working in the organization to achieve mutual understanding and to achieve objectives and goals of the organizations. Communication process starts from the sender or communicator who send the message to the other person and it will be completed when receiver receives the message and give some feedback to the sender about the message.



- **Communicator**-The person who conveys the message to the receiver is known as communicator or sender. The communicator attempts to achieve better understanding and change in the behaviour of the receiver.
- **Encoding of message**- Encoding of message is the subject of the communication process. It can be in form of any ideas, facts, order or information. The sender of information should organize his ideas into series of symbols, words, signs so that receiver can easily understand it. Message should be sent in a proper format, clear and easy to understand.

- **Communication channel**-Communicator or sender has to choose the channel of information to send the message to the receiver. Communication channels is a medium through which information is passed. Communication channels can be formal communication or informal communication.
- **Receiver**-The person who receives the message is known as receiver. Communication is incomplete without the existence of receiver. It is the receiver who receives the message and understand it and give some feedback to the sender.
- **Decoding of message**-This is the process where receiver tries to understand the message sent by the sender and take necessary action and implement it in a correct manner.
- **Feedback**-This is a process where communication is completed and sender receives the feedback from the receiver about the information. The feedback may reveal what receiver has understand the message on the basis of what sender has sent by the communicator. Feedback is the backbone of effective communication.

3.6 Importance of Communication

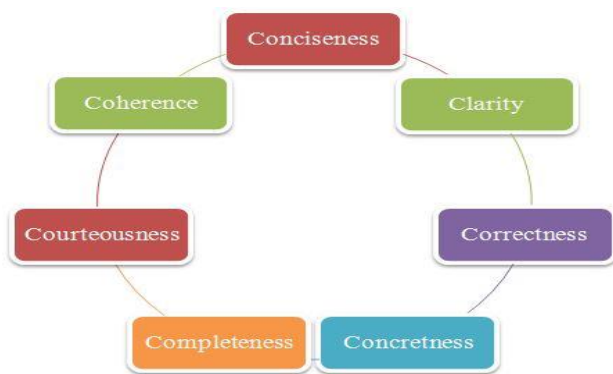


1. **Sound management**-Communication is an essential for the proper management of organization. Communication helps in the proper coordination of planning, organizing, staffing, directing and controlling functions.
2. **Planning process**- Communication helps in the planning in many ways. A manager can receive suggestions and comments from the subordinated at the time of formulating any plan for the organization.

3. **Better relations**-Communication helps in improving relations between manager and subordinated in the organization which will improve the quality of planning in the organization that makes work easier for the organization.
4. **Delegation of authority**-Communication is essential for the effective delegation of authority to the subordinated so that subordinated can easily understand their duties.
5. **Decision making**-Communication helps in the decision making by making right decision at the right point of time by providing right type of information. Communication also helps in implementing of decisions through the subordinates.
6. **Motivation**-Communication helps in the motivation of subordinates and maintain cooperation in the organization. A manager can motivate its subordinates by providing incentives so that their productivity can increase.
7. **Controlling process**-Communication helps in controlling by transferring information about the performance of the subordinates to the manager. If the information about the performance of the subordinates is not up to the mark, then manager can take right action and improve the performance of the subordinates.
8. **Maximum output at minimum cost**-Success of the organization depends on the ability to achieve maximum output at minimum cost. This can only be done when the workers are fully aware of the techniques, methods and processes of production and maintain proper coordination and cooperation in the organization. This is possible only when relations between management and employees of the enterprise are good in nature which can only be possible if there is an effective system of communication in the organization.
9. **Coordination**-Communication plays an important role for achieving better coordination between various activities of management. Top management formulate plans, policies objectives, programmes to the lower levels to receive some suggestions, reactions, reports from them which can improve the level of performance of organization.
10. **Quick decision making**- Effective communication helps in the taking quick decision and implement it in a proper way to solve any situation because communication brings the managers and subordinates closer to each other and it helps to communicate the decision in a quick way and easily implement it.

11. **Leadership-** Effective communication is very essential for the leadership. A leader cannot communicate its plans and policies to the subordinates in the absence of the proper communication. If there is proper communication then leader can easily communicate its plans and policies and also receives some suggestions and opinions by the follower if it is required.
12. **Morale of the enterprise-** Effective communication helps in communicating the orders and directions of the management to the subordinates and also considered their ideas, opinions, suggestions and feelings which make themselves as a part of the organization that increases the satisfaction and morale of the employees and employees contribute their best effort to achieve the objectives of the enterprise.

3.7 Principles of Communication



1. **Principle of Clarity-** The very first principle of effective communication is that communication should be clear. The message of the communication is simple, easy to understand and use acceptable language. The message should be meaningful. Message should be in brief and message should follow relevant facts and information.
2. **Principle of Consistency-** The principle of consistency should be followed that means that there should be regularity in all the messages communicated. The messages should not be contrary to each other. The messages should also be in regular with the policies, plans, objectives and programmes of the enterprise.
3. **Principle of Politeness-** The message of the communication should be polite. The language used in the communication should be very humble and polite should that receiver may accept the message and implement it easily. Hard language will be used only when it is required.

4. **Principle of Time-** Message should be communicated at the proper place at proper time. If there is delay in communicating the message then it can delay in taking right decision. The sender must consider the timing of communication so that the desired response is created in the mind of the receiver.
5. **Principle of Informality-** Informal communication is always better than formal communication in terms of communication. Therefore, it is always preferred to adopt informal communication whenever it is required. The top management should try to adopt informal communication with its subordinates to maintain better relations with each other.
6. **Principle of Attention-** The message must be prepared in the manner that the receiver may pay his full attention to the message. The receiver should be motivated to pay their full attention to the message so that receiver can easily understand the message and implement it in a proper manner.
7. **Principle of Proper System of Communication-** This principle states that communication should follow proper system of communication which makes it easy and effective. Selection of communication system should depend upon many factors such as sender of the message, receiver of the message, nature of the message and need of the message etc.
8. **Principle of Continuity-** A very important principle of effective communication is that communication should be in continuous process and not treated like a function. There should follow a continuous communication between top management and its subordinates to make their work easier and effective.
9. **Principle of Co-ordination-** Communication system should be based on the co-ordination of authorities of different department and different employees in the enterprise. Co-ordination may help in achieving co-operation among all the employees in the organization which helps to achieve the objectives of the enterprise.
10. **Principle of Objective-** The sender or communicator of the message must know the main purpose of the communication before sending it to the other person. The main objective of the communication may be to obtain information, give information, initiate action, change another person attitude etc. If the objective of communication is clear then it will help in the choice mode of communication.

11. **Principle of Understanding-** Understanding is the main aim of the communication process. If receiver do not understand the message, then communication process cannot be completed and receiver cannot give feedback to the sender about the message communicated. The communication must create proper understanding in the mind of the receiver.
12. **Principle of Completeness-** The message of the communication must be adequate and complete in nature otherwise it will be misunderstood by the receiver. Incomplete message can delay action, spoils good relations and affects the efficiency of the communication process.
13. **Principle of Feedback-**The main principle of communication process is that communication is a two-way process and provide suggestions and criticism. Receiver receives the message and then receive has to give feedback to the sender to know what is the reaction of the receiver about the message. Feedback is the backbone of the communication and without feedback communication process cannot be completed.

3.8 Objectives of Communication

1. Communication main objective is to maintain co-ordination between various activities of the management i.e., planning, organizing, staffing, directing and controlling.
2. Communication is required to keep shareholder informed about the company progress and future plans for the company.
3. Communication is required to instruct and guide the employees to perform their duties assigned to them in a proper manner.
4. Communication is required to ask the employees about their opinion and suggestions in formulating plans and policies for the organization.
5. Communication is required to make each employee interested in their jobs and in the work for the company as a whole.
6. Communication is very essential to reduce or prevent absenteeism and labour turnover.
7. Communication is required to transfer duties and directions from the officers to workers who can implement these orders and directions in a correct way.
8. Communication is required to maintain effective co-ordination between various activities of a department or between various activities of different department.

9. It is required for the development of the employees because communication provides necessary information and directions to the employees from time to time by which employees can perform their duties effectively and efficiently.
10. Effective communication helps to increase the morale of the employees because management give them attention and make them feel important for the organization by asking their opinion and suggestion for the betterment of the organization.
11. Communication helps in increasing production of the enterprise by providing important guidance and direction to the employees. It teaches them the best method of doing work. Communication also solves their routine problems as a result quality of the production increases at minimum cost of production.
12. Communication is the medium of implementing the ideas of executives. The plans, rules, policies and strategies are decided by the top management of the enterprise while its implementation of these plans and policies is done only by the workers and it is only be possible by the effective communication which helps in providing link between the management and workers.

3.9 Framework of Communication Theory

- **Mechanical**-Communication process is mechanical in nature that passes from one location to other location. Communication process one end is the sender who sends the message from where communication originates and other end is receiver where communication ends.
- **Psychological**-Psychological communication considered feelings, thoughts and information from sender to the receiver. Psychological considered the reactions of the receiver after the communication is received and understood by the receiver.
- **Social**- Communication is a social process because it involves more than one person where one person is trying to communicate information to another person. The social point of view includes not only what message is communicate but also includes how message is communicated.
- **Systematic**-Communication is systematic in nature and it is unique and interpretation of the individual. The receiver is responsible for understanding the message and give some feedback about the message which is sent by the sender.

- **Critical**-Communication is a medium through which one person can express their thoughts, feelings, give suggestions, ideas to another person or to a group of people.

3.10 Theories of Communication

Theories of Communication is divided into three forms-

- Classical Theory of Communication
- Human Relation Theory of Communication
- Open System Theory of Communication

Classical Theory of Communication

Classical theory is based on the structured of communication process and also focuses on the technical aspects of organizations. This theory focused on the organizational structured of communication process, performance plans, power of organization, relationship of organization and different performance of organizational units. It explains ideas about how communication process should be carried forward and how process of communication should be operated and who say what to whom and which channel of communication should be decided for the communication process whether it will be formal or informal and what will be the effect of the communication process. According to Scientific Management communication should be commanded by the leader over the institution through vertical and formal channel of communication. Communication should be formal, planned and should flow proper hierarchy. The main purpose of the classical theory of communication is to get the work done and increase the efficiency of communication. This theory is viewed as a one-sided and it is only task related theory. Classical theory of communication reports the status of work in progress and also provide feedback on a periodic progress. Messages should be communicated through proper hierarchy. For example-Principal commands the information to the teachers and in turn teachers supply information about the progress of their work to the principal.

Human Relation Theory of Communication

Human Relation Theory was developed by the Elton Mayo. This theory focuses on the needs and behaviour of the individuals and groups. Human Relation Theory presents the organization in two communication process i.e., Formal Communication and Informal Communication. The formal communication of the organization is

properly structured and follows unity of command and direction. Informal communication indicates the interactions between the individuals and groups and does not follow any hierarchy and it is based on the social system. Human Relation Theory is managed to create job satisfaction which result in motivation of employees.

Major elements of Human Relation Theory-

- This theory focusses on people rather than on machines or economics.
- This theory states that environment is not an organized social context.
- This theory is important in motivating people.
- Motivation depends upon teamwork, requiring co-ordination and co-operation of individuals involved.
- This theory states that objectives must fulfil within the teams.
- Maximum results of organization can be achieved by the greater efficiency of individuals.

Open System Theory of Communication

This theory interactions of organizations with the external environment in order to survive in the environment. Organization depends upon the external environment for essential resources i.e., customers who purchase products or services, suppliers who provide materials to the organization, employees who work for the organization, management and shareholder who invest in the organization and government who regulates the organization indirectly. External environment comprises of competition, technological development, socio-economic and political factors that force organizations and their managers to take decision and plan the activities of the organization according to these factors. System receives input from the outside environment in form of information or resources and then systems process the input and release the output into the environment to maintain proper balance between input and output. Open System Theory has main four elements- input, transformation process, output and feedback.

Input comprises of human, financial, material technological or just information and then inputs undergo transformational process through use of operating process, use of technology, administrative procedures and other control techniques which lead to the production of outputs. Outputs can be in form of goods, services, profit or loss. Feedback is the information given by the people in form of acceptance, rejections or complaints which further result in form of input.

Limitations of Open System Theory-

- It is difficult to understand for the big organizations.
- It is difficult to recognize the factors in different types of organization and it is based on the assumption that all the organizations work under same conditions and work under similar process.
- The co-ordination and harmony between different parts of the organization is difficult to achieve.

3.11 Methods of Communication

The method of communication is divided on the following three basis: -

On the basis of organisational structure communication process is divided into two form – Formal communication and Informal communication

1. **Formal Communication-** This communication system is used in the organisation in which relations are formal in nature and scalar chain is followed in this form of communication. Under this method of communication, all communication process is followed in writing. Every information passes through different channels from top level information to lower-level information. Officer will communicate the message to the employees and then the supervisor will communicate the message to the concerned employees.

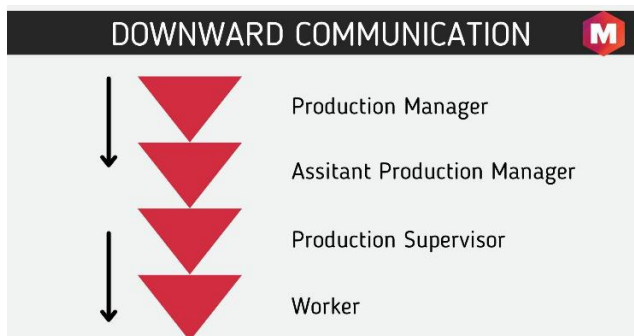


2. **Informal Communication-** Informal communication is adopted when relations between sender and receiver is informal in nature and organisation follows informal structure. The message is communicated on the basis of relations based on intimacy and friendship. Under this form of communication rumours also takes place and sometimes basic nature of message also changed from one person to another person. There should be proper control of this system to avoid unnecessary and wrong message among everyone.

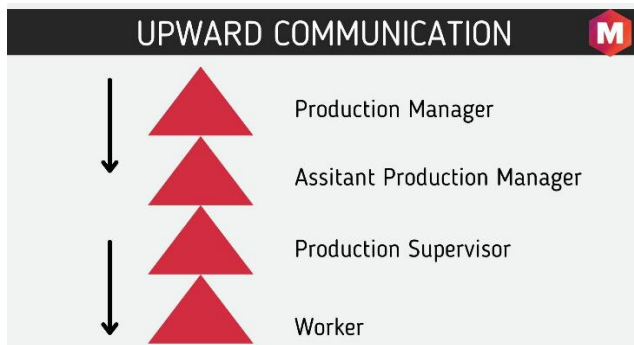


On the basis of direction communication process is divided into three forms- Downward communication, Upward communication and Horizontal Communication

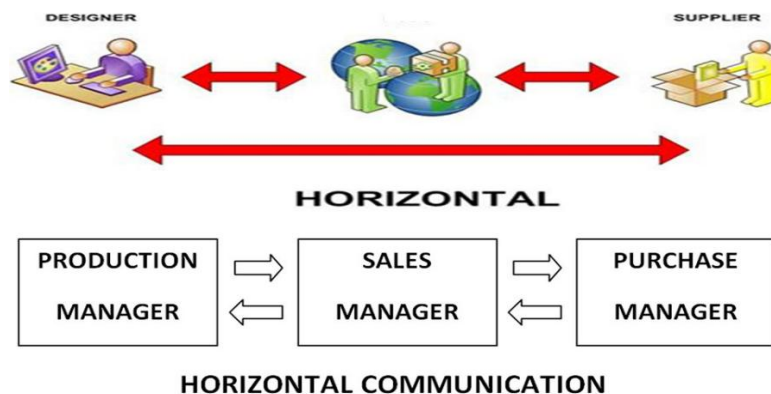
1. **Downward Communication**-It is a system of communication process where message communicated from top officers to the subordinates. The message communicated are in form of writing or verbal. These messages are communicated in form of notice board, magazines, circulars, memo, bulletins and order notices.



2. **Upward Communication**- It is a system of communication process where message is communicated from lower level to the higher level. This system of communication process is used when the subordinates follow their feelings, opinions, suggestions or problems to the higher officers. This method of communication provides development for the employees. This communication may be in form of seminars and meetings also.



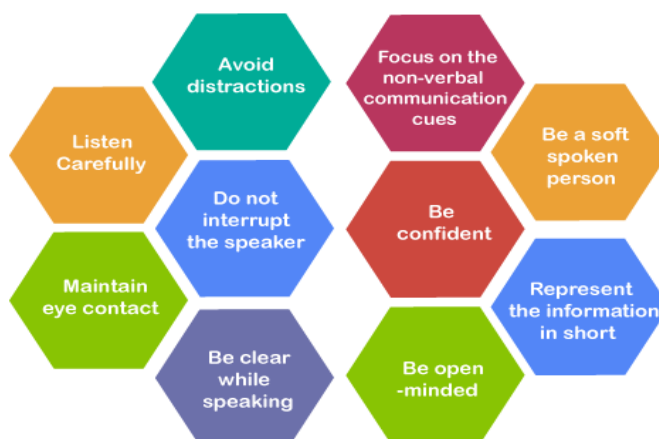
3. **Horizontal Communication**- It is a system of communication process where communication takes place between officers of equal ranks. Under this method of communication different officer of equal ranks and different managers of different departments communicate with each other. This communication can be in oral form or written form. It creates mutual understanding and establishes coordination between different department and different activities of the enterprises.



On the basis of expression communication process is divided into two forms: - Verbal Communication and Written Communication

1. **Verbal Communication**-When message is communicated verbally from one person to another. This type of communication process is conveyed through exchanging of words is face to face communication or through telephone or through other visual aids etc. This form of communication takes place at meeting, interview etc.

Verbal Communication Skills



2. **Written Communication**- When message is communicated in writing it is called as written communication. Written Communication takes place in form of letter, circular, reports, magazine, notice board, hand books etc. Written

communication is used for communicating a message from top management to the subordinates. Written message should be clear and understandable and should be explain in brief. Written communication should be prepared in simple language.



Check Your Progress

1.is a process of transferring information, ideas or words from one person to another.
2. Human Relation Theory was developed by the.....
3.is that form of communication where top management, middle management and employees of the organisation can communicate with the outsiders also.
4.is a process where communication is completed and sender receives the feedback from the receiver about the information.
5.communication takes place in form of letter, circular, reports, magazine, notice board, hand books etc.
6.is a system of communication process where message is communicated from lower level to the higher level.
7.communication is adopted when relations between sender and receiver is informal in nature and organisation follows informal structure.
8.theory interactions of organizations with the external environment in order to survive in the environment.
9.theory focused on the organizational structured of communication process, performance plans, power of organization, relationship of organization and different performance of organizational units.

3.12 Summary

Communication is a process of transferring information, ideas or words from one person to another. It is the exchange of written or oral information. Communication is divided in different forms i.e., order, instruction, report, suggestion, observation, grievance etc. The messages can be conveyed through words spoken, words written or gestures. Communication process is divided into three main parts according to the organization scope i.e., One Way Communication, Two Way Communication and Three-Way Communication. Communication involves at least two persons- one who sends the message and other person who receive the message. Communication system should be followed according to the objectives set by the enterprise or organization. The communication system should follow two methods of communication i.e., formal communication and informal communication. The elements of communication start from communicator and ends with feedback. Communication helps in sound

management, planning process, better relations, delegation of authority, decision-making, motivation, coordination, leadership and controlling costs.

The Communication is based on different principles such as Principle of Clarity, Principle of Consistency, Principle of Politeness, Principle of Time, Principle of Informality, Principle of Attention, Principle of Proper System of Communication, Principle of Continuity, Principle of Co-ordination, Principle of Continuity and Principle of Co-ordination. The communication theory is based on different aspects like Mechanical, Psychological, Social, Systematic and critical. The theories of Communication are divided into three forms: Classical Theory of Communication, Human Relation Theory of Communication and Open System Theory of Communication. Classical theory is based on the structured of communication process and also focuses on the technical aspects of organizations. Human Relation Theory was developed by the Elton Mayo. This theory focuses on the needs and behaviour of the individuals and groups. Human Relation Theory presents the organization in two communication process i.e., Formal Communication and Informal Communication. Open System Theory of Communication involves interactions of organizations with the external environment in order to survive in the environment. Organization depends upon the external environment for essential resources i.e., customers who purchase products or services, suppliers who provide materials to the organization, employees who work for the organization, management and shareholder who invest in the organization and government who regulates the organization indirectly.

The method of communication is divided on the following three basis: On the basis of organizational structure communication process is divided into two form – Formal communication and Informal communication. On the basis of direction communication process is divided into three forms- Downward communication, Upward communication and Horizontal Communication and on the basis of expression communication process is divided into two forms: - Verbal Communication and Written Communication.

3.13 Key Words

Communication: is a process of transferring information, ideas or words from one person to another.

Mechanical: Communication process is mechanical in nature that passes from one location to other location. Communication process one end is the sender who sends

the message from where communication originates and other end is receiver where communication ends.

Psychological: Psychological communication considered feelings, thoughts and information from sender to the receiver. Psychological considered the reactions of the receiver after the communication is received and understood by the receiver.

Critical: Communication is a medium through which one person can express their thoughts, feelings, give suggestions, ideas to another person or to a group of people.

Communicator: The person who conveys the message to the receiver is known as communicator or sender. The communicator attempts to achieve better understanding and change in the behaviour of the receiver.

3.14 Answers to Check Your Progress

- 1. Communication**
 - 2. Elton Mayo**
 - 3. Three Way Communication**
 - 4. Feedback**
 - 5. Written Communication**
 - 6. Upward Communication**
 - 7. Informal Communication**
 - 8. Open-System Theory**
 - 9. Classical Theory of communication**
-

3.15 Terminal Questions

1. What is Communication? Describe its scope and features.
2. What are the Elements of Communication Process?
3. What is the importance and objectives of communication in the organization?
4. Communication is based on different principles in the organization. Explain it with example.
5. Explain the Classical Theory of Communication.
6. Describe the theory coined by Elton Mayo.
7. Explain the Open System Theory with the help of examples.
8. What are the different methods of communication?

Unit 4- Perception in Communication

Structure

- 4.0 Objectives
- 4.1 Introduction
- 4.2 Factors affecting communication
- 4.3 Perception and communication
- 4.4 Impact of perception on communication
- 4.5 Self confidence in communication
- 4.6 Components of effective communication
- 4.7 Factors that affect confidence in communication
- 4.8 Let Us Sum Up
- 4.9 Answers to check your progress
- 4.10 Terminal Questions
- 4.11 Suggested Readings

4.0 Objectives

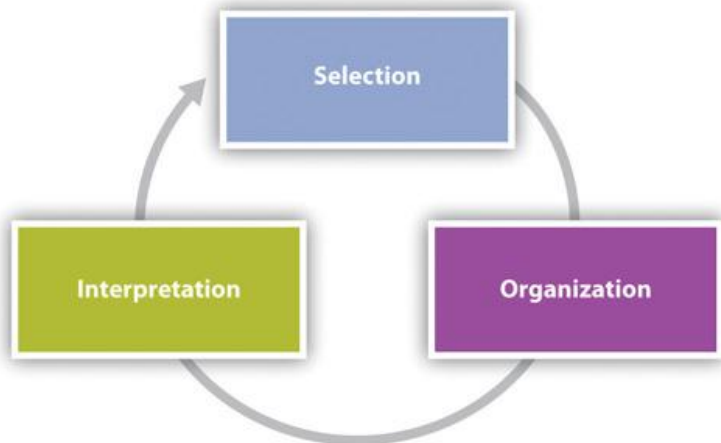
After studying this unit you will be able to;

- Know the meaning of perception in communication
- Understand the Self-Confidence in Communication
- Examine the role of perception in communication

4.1 Introduction

In communication, perception is the process of choosing, arranging, and interpreting information. Since our responses to various stimuli, whether they be objects or people, depend on how we understand them, this process affects our capacity for communication. Since perception affects everything from what individuals say and do to how they connect and interact, perception plays a crucial role in communication. People may express themselves, share their ideas and emotions with others, and get feedback on their actions when they communicate.

Everybody has a different perception, and they can vary substantially. Our feelings and communication effectiveness are determined by our point of view. Put another way, our communication style is influenced by both our own and other people's perspectives. By practicing other-oriented speech, this helps people become more adept at listening to and incorporating input from others, and it also enhances their communication skills. Perception is the process of selecting, organizing, and interpreting information from our senses.



The active process of selecting, arranging, and interpreting individuals, things, occasions, circumstances, and actions is called perception.

Selection: Selection is the process of concentrating your attention on particular sights, sounds, tastes, textures, or scents in your surroundings. Something is deemed salient when it appears to be particularly noticeable and important. We actively choose the stimulus that is most pertinent to us at any given time from the endless array of stimuli that surround us.

- We choose stimuli that are more noticeable than others.
- By recognizing things we had not previously observed, we can affect the choices we make.
- Our choices are influenced by our identity, needs, motivations, and current circumstances.
- Our upbringing's culture also affects the perceptions we choose to have.

Organization: To be organized is to take the chosen knowledge and mentally arrange it into a logical structure. Punctuation is the process of organizing the material you have chosen into a chronological sequence that corresponds to how you perceived the events to occur. To make sense of the observations we have chosen to make, we

employ four organizing frameworks. Constructivism holds that we use mental structures known as schemata to arrange and understand our experiences.

- A prototype is the most typical or ideal representation of a specific set of individuals, locations, things, actions, connections, or occasions.
- We utilize personal constructs-bipolar dimensions of judgment-to determine a person's or object's appropriate place in the world.
- Stereotypes are broad generalizations about individuals and circumstances that let us establish a range of expected conduct.
- Scripts are a sequence of behaviours that we have for how we and others should act in particular situations.

Interpretation- Interpretation is the process of giving the information you have chosen meaning by relating it to previously learned or relevant information in order to make sense of what you are hearing or seeing. The process of giving what we have observed and arranged a meaning or an explanation is called interpretation.

1. Attributions serve as justifications for why certain events or behaviours occur in individuals.
2. When we give erroneous interpretations to the things that happen to us, we commit attribution mistakes.

4.2 Factors affecting Perception

SELF-PERCEPTION

There are several components that comprise your self-perception. Let's look at these components.

- **Self-concept-** Your subjective self-description is your self-concept. Your perspective of yourself is shaped by how others see you. When you look at what you believe to be your true self, you consider the comments and actions that people make about you.
- **Social comparisons-** Social comparisons, which involve evaluating yourself against your siblings, friends, peers, and other people, also have an impact on your self-concept. What do you want to know as soon as you receive a graded test back? Most likely the test's class average! Why? You should evaluate your

mark in relation to the class average. You are evaluating yourself against the typical student in the classroom. In a different setting, you might assess your sense of style by contrasting what you're wearing with what your friends or supermodels are wearing.

- **Self-esteem-** Self-esteem, or the value you place on yourself, is another component of how you perceive yourself. High self-esteem is correlated with high levels of self-worth and confidence. Individuals who have low self-esteem also tend to be low confidence and low worth. A Hitchhiker's Guide to the Galaxy is a book and movie series about a robot named Marvin the Paranoid Android who has low self-esteem. He feels that he is unlikable and that bad luck is on his side. His actions are motivated by his self-worth. He doesn't think highly of himself, so he frequently puts himself in danger since he doesn't give a damn if something were to happen to him.
- **Self-awareness-** The third facet of self-perception, self-awareness, reflects how well you know yourself. You may believe that you would never encounter a burning structure. However, have you ever found yourself in that predicament? Your self-awareness, which is the result of all of this self-knowledge, might affect how you see yourself. How will you change your image of yourself if you know that you would never purposefully act unethically but you discover that you have done unethically?

PERSONAL EXPERIENCES

You may view a homeless person on the street differently (maybe feeling more pity) than someone who has never experienced homelessness (who could view the individual as a nuisance) if you were previously homeless or if you know someone who was. You'll discover that your perceptions are shaped by the events and actions you encounter throughout your life. These experiences are what make you who you are.

THIRD-PARTY INFLUENCES

- **Parents-** When you were younger, and maybe even now, your perspectives were formed by the preferences and dislikes of your parents.
- **Friends-** Friends have an impact on our impressions because we value their perspectives. Let's say Jane meets someone with whom she falls in love. Jane finds the guy to be really handsome. She enquires about her friend Martha's

opinion of him. He has large ears and extremely hairy limbs, which Martha draws attention to, and she says she finds him ugly. This affects Jane's opinion of the once-attractive man. Previously, all she could see of him was his cool clothes, nice build, and blue eyes. Jane now finds certain features of the guy's appearance to be less appealing as a result of Martha's observations.

- **Professors-** Teachers' feedback has the power to influence our self-perception. It's possible for a professor to approach you and advise you to consider getting a graduate degree. You never gave your chances of succeeding in graduate school much thought. But now that you've heard from a reputable, respected person, who says you would be a great graduate student, your confidence in your skills grows.
- **Media-** Our perceptions are influenced by the media. According to the agenda-setting theory, the media tells us what to think about rather than what to consider. They act as the guardians of important information. What they think we should know is what they tell us. Our views of an event or circumstance can be significantly influenced by the framing of a news report. For example, a lot of veterans and service members return from Iraq praising the progress made since the overthrow of Saddam Hussein's regime. The media's near-exclusive focus on the atrocities and fatalities of American soldiers causes them to grow appalled at how the Iraq War is being covered. The audience's impressions of the battle might be easily swayed when the only focus is on death and violence. The power of the media extends beyond news coverage. Consider how much has changed in the last ten years alone in terms of television programming.

PHYSICAL CONDITIONS

- **Personal comfort-** What elements of your environment you pay attention to depends on how comfortable you are-how the room is heated, how comfortable you are seated, how hungry you are, etc. You are more likely to pay attention to your uncomfortable physical state and less likely to pay attention to the professor's speech if you are seated in an overheated classroom with uncomfortable desks. As a result, you overlook crucial facts.
- **Physical limitations-** Wheelchair users are probably going to view different

parts of campus differently. Accessibility to buildings can affect how people view the school's administration. Wheelchair access to buildings is, of course, governed by building rules, but it doesn't always mean that the entries are well-located or easy to use.

PSYCHOLOGICAL CONDITIONS

Psychological state is one of the more significant factors influencing perception in love relationships. When you are in love, you are more likely to pick up on the good things that someone says and does not say about you than on their bad. Similarly, you are inclined to interpret someone negatively if you don't like them. Or, more probably, you will stay far away from that individual. Marvin the Paranoid Android from *The Hitchhiker's Guide to the Galaxy* is perpetually melancholy, as we have already mentioned. His perspective of everything around him is clouded by his despair. The same holds true for unpleasant or depressed people. Consider the occasions when you have been around unhappy people.

They frequently let their negative attitude cloud their judgment of everything during the day.

SELF-FULFILLING PROPHECY

When you act as though a prediction about how a situation will turn out is accurate, increasing the likelihood that the expected event will come to pass, you create a self-fulfilling prophesy. The term "self-fulfilling prophecy" was probably used negatively if you have heard it. In reality, self-fulfilling prophecies can have either favourable or unfavourable outcomes. For instance, you are likely to act on your prediction that you won't pass the examination, which will result in your failure. If you internalize the prediction, you can freeze on the test and receive a failing grade. Another option is to project a favourable conclusion, act as though it were true, and make a positive prediction. Assume Gene is going to a party that he knows Barb, the person he is interested in, will be at.

On the day of the celebration, Gene may have anticipated that Barb would be drawn to him as well if he had the chance to speak with her. During the party, Gene's self-assurance helps him since he can strike up and maintain an engaging conversation with Barb. She ultimately decides to grant his request to go on a date. This prophecy comes to pass on its own! Other-imposed prophecies, in which you respond toward someone based on your expectations about their behaviour, are another way you can

control their behaviour. Given his negative presumption that Barb wouldn't be interested in speaking with him, Gene might have avoided meeting her altogether. When the other person responds to your actions, the forecast truly materializes.

4.3 Perception and Communication

We all perceive the world differently because perception is how we see it. Consequently, every one of us approaches a conversation with a unique style of speaking and acting. Communication is directly impacted by perception. Most of the time, our perceptions are shaped by our frame of reference, which consists of our upbringing, attitudes, experiences, and cultural norms. These factors influence not only our interpersonal communication but also the way we interact with others on a daily basis. Our perception influences how we formulate and react to messages. Remember that everyone you speak with has a frame of reference that influences their way of thinking. Everybody has a different frame of reference!

We are aware that communication is essential to daily existence. Effective communication is essential for our success in both our personal and professional lives. We continue to communicate with our friends, family, and coworkers by phone or in writing. Have you ever been asked, "What do you mean?" by someone? or "What's in store for me?" You've probably occasionally heard someone remark, "No, no, what I wanted to say..." or you've probably heard yourself say, "But I mean to say..." Have you ever found yourself saying to your superior, "Sir, I told him several times, but I don't know why he does not listen," or "I don't know why," in reference to your subordinate?

"It's not as simple to communicate as we think it is." This is due to the fact that most of the time, those who listen to us put up obstacles that keep us from speaking clearly. Still, are you going to accept that we put up obstacles for ourselves? Indeed, it's ironic yet true that we frequently put-up hurdles for ourselves.

Communication will be hampered, for instance, if the recipient already knows something about you. An illustration of this would be if your team members believe that you are not someone they can trust or who can trust them, or if your senior believes that you are a casual person. In both situations, your spoken words by themselves won't be sufficient to convey your message unless they have a different impression of you. The idea serves as a hindrance.

The psychological process of choosing, arranging, and interpreting environmental inputs is known as perception. Individual perceptions differ from one person to the next. Not only does our perception determine our attitudes, but it also determines how well we communicate. The moment a recipient gets and processes your message, even if each phase in the communication process is significant, is the most crucial. Depending on the recipient's perspective, the message may now be interpreted correctly or incorrectly.

The four key criteria that determine how different people perceive things are as follows:

1. Physiology and Perception:

A person's physiology—which encompasses things like age, race, and physical characteristics—is one of the factors that affects how they understand communications. The age of your customer will influence how they view your products and services. Adolescents and adults have different worldviews, thus children process information differently. An individual's capacity to decipher signals as it did in their youth will change with age. Whether or not someone identifies as male or female will also affect how they interpret information. A person's existing physical characteristics, such height and build, may also have an impact on their perspective.

For instance, a small child might think somebody who is Four feet tall is massive, whereas an adult of ordinary height might think the same individual is short in height. Greeting card company owners can wish to consider their target's physiological make-up when developing their group conversations. If they are aware of the age, gender, and physical characteristics of their major-specific audience, they can create content that is viewed as desirable.

2. Perception and Historical Events:

Personality development impart the knowledge that an individual's perspective on communication is significantly shaped by their past experiences. This is important to understand in a business context since it affects not only whether your customers want to buy from you. A person's past experiences can span from their early years to something they did only last week. For example, the target consumer for the greeting card sector might not understand the creativity and skill required in handcrafted cards

if they have only ever bought cards from large merchants. As a result, they might not have been the best target.

Rather than aiming for that demographic, the business owner might concentrate on people who visit art exhibits or trade shows because, from past experiences, they will be far more able to appreciate and comprehend the work that goes into a handmade card.

3. Culture and Perception:

A person's cultural background could also contribute to differences in perception. Social standards and values are often comparable among people who come from the same nation, social class, or geographic area. This is essential for communication and business, especially when working with other ethnic groups. In North America, keeping eye contact is considered candid and transparent communication, even though in certain cultures it is considered inappropriate. In a similar vein, when it comes to business meetings, timeliness is seen as less significant abroad than it is in the US. To prevent misunderstandings, it would be wise for the owner of a greeting card company to familiarize themselves with the social mores of the partnership.

4. Current Emotions and Perception:

Perception and communication may be affected by the feelings that the people you are engaging with are going through right now. The greatest personality development coach claims that a person's initial mental state when talking may affect how they understand what you're trying to say. Your current mood may have an impact on how you understand and perceive what someone is saying to you during a discussion.

It's possible that the greeting card company's owner was unable to simply say something to a customer who was having a bad day to make them think well of the business. There may be customer views about the owner of the company's irritation or frustration.

We frequently receive information incorrectly and run the danger of misjudging and overgeneralizing because we interpret information according to our frame of reference. Prior to passing judgment, it is critical that we assess the situation and ourselves. Being an intra-personal process, our perceptions have an impact on how we communicate with others on an interpersonal level. We all perceive the world differently because perception is how we see it.

Consequently, every one of us approaches a conversation with a unique style of speaking and acting.

Perception plays a **crucial role** in communication.

1. **Frame of Reference:** Our experiences, culture, background, attitudes, and beliefs all influence how we perceive things. We each contribute our own frame of reference to the conversation when we speak. This influences how we understand and react to communications.
2. **Selecting, Organizing, and Interpreting Information:** Three processes are involved in perception: gathering, organizing, and interpreting data. After putting stimuli via our perceptual filters, we arrange them according to patterns already in place and then interpret them using information from the past.
3. **Intra-personal and Inter-personal Communication:** Perception not only influences our intra-personal communication but also drives our daily interactions with others. When conversing, remember that everyone has their own frame of reference, leading to diverse ways of communicating.
4. **Avoiding Mis-judgements:** It's critical to consider circumstances carefully before passing judgment because perception might result in oversimplification and poor judgment. For example, take into account other aspects before drawing conclusions if your pleasant neighbour abruptly ignores your hello. Verify perceptions to prevent miscommunications.

In summary, perception affects how we communicate, and being aware of this influence can help us avoid misunderstandings, foster empathy, and improve our ability to solve problems and resolve conflicts.

4.4 Impact of Perception on Communication

1. **Message Interpretation:** Individuals interpret communications according to their views, which are influenced by their experiences, convictions, cultural background, and personal traits. This implies that various people may understand the same message in different ways.
2. **Selective Attention:** Individuals frequently ignore or reject information that conflicts with their preexisting views or biases in favor of information that supports them. The way that messages are perceived and comprehended may be impacted by this selective attention.

3. **Filtering:** A message's intended meaning may be distorted by filters including personal prejudices, cultural differences, and linguistic hurdles. Communication breakdowns may result from these filters' ability to create misconceptions or misinterpretations.
4. **Nonverbal Cues:** Interpreting nonverbal clues including gestures, body language, tone of voice, and facial expressions is another aspect of perception. Sometimes, these cues have an even greater impact on how a message is seen and comprehended than the words that are stated.
5. **Attribution:** Based on other people's actions, people frequently infer conclusions about their intentions, motivations, and personality characteristics. People's impressions of the sender might influence how they interpret and react to communication, leading them to assign varying interpretations to the same message.
6. **Prejudices and Stereotypes:** Individuals' perceptions of other individuals and their communications might be influenced by stereotypes and preconceptions. Stereotypes are unfavourable attitudes or judgments based on preconceptions, whereas biases are oversimplified and frequently erroneous ideas about a specific group of individuals. These prejudices have the power to skew communication and cause miscommunications or confrontations.
7. **Cultural Differences:** How messages are received and understood can be influenced by cultural variations in communication norms, values, and beliefs. In one culture, anything that is seen suitable or courteous might not be the same in another.
8. **Feedback Loop:** In communication, perception is a dynamic process that includes input. Individuals constantly modify their views in response to input from others, which has the power to confirm or refute their initial readings of messages.

In general, perception affects how communications are received, processed, and understood, which makes it an important factor in communication. Improved communication efficacy and fewer misconceptions can result from being conscious of one's own perceptions as well as taking other people's perspectives into account.

4.5 Self-Confidence in Communication

Being self-assured means having faith in your own worth and skills, which can improve your presentations and communication. You can convince people of your points of view, articulate yourself clearly, and respond positively to criticism when you speak with confidence. Presenting with confidence allows you to grab the audience's interest, make your point clearly, and get over your anxiety.

Know your purpose

You must have a purpose in mind before you speak or give a presentation. What is the primary objective or point you wish to make? After listening to you, how do you want your audience to feel or behave? Having a goal will enable you to concentrate your speech and presentation on the most important and pertinent details. Additionally, it will assist you in avoiding repetition, rambling, and straying from your subject. Having a purpose can give you direction and a cause for speaking or presenting, which will increase your confidence.

Prepare and practice

Preparing and practicing in advance is another method to demonstrate confidence in speaking and presenting information. Researching your subject, arranging your text, and selecting the appropriate structure and equipment for your communication or presentation are all part of preparation. Practice entails practicing your body language, timing, and delivery in addition to preparing for any queries or concerns that may arise from the audience. Your knowledge, abilities, and self-assurance in your communication and presentation will all increase with preparation and practice. Additionally, there will be a decreased likelihood of errors, missed deadlines, and technological difficulties.

Be positive and assertive

Your behavior and voice can also affect how confidently you communicate and portray yourself. Instead of being negative or submissive, you should be forceful and positive. Being upbeat entails concentrating more on the advantages, prospects, and solutions of your speech or demonstration than on the issues, dangers, or difficulties. Being assertive is not being aggressive or submissive; rather, it is expressing your needs, wants, and rights in a courteous and confident manner. You may communicate to your audience that you respect them and their opinions and that you believe in yourself and your message by being upbeat and confident.

Use confident body language

Your lack of confidence can also be conveyed through your body language. Instead of displaying insecure or defensive body language, you should project confidence. Maintaining eye contact, grinning, standing or sitting upright, using open gestures, and speaking in a steady, clear voice are all examples of confident body language. Avoiding eye contact, frowning, slouching, crossing your arms or legs, fidgeting, and speaking in a low, trembling voice are examples of insecure or defensive body language. You can convey to your audience that you are at ease, self-assured, and invested in your speech or presentation by using confident body language.

Engage your audience

Involving your audience in your presentation and communication is another method to project confidence. Making your audience feel engaged, involved, and appreciated in your speech or presentation is the key to engaging them. By relating stories, instances, or analogies to your audience's needs, interests, or experiences, you may hold their attention. You can also use interactive tools or activities, ask open-ended questions, ask for comments or thoughts from your audience, and engage them in conversation. Engaging your audience will demonstrate to them your concern for them and their viewpoints as well as your willingness to listen to them and take notes.

Accept feedback and learn from mistakes

Ultimately, the criticism well and owning up to your mistakes, you may project confidence in both presentations and conversation. Errors and feedback are necessary and essential components of presentation and communication. They may assist you in enhancing your performance, determining your advantages and disadvantages, and finding fresh concepts or chances. Reject, ignore, or dread mistakes and feedback; instead, welcome them with curiosity and thankfulness. You should also take advantage of them as teaching chances to boost your confidence and enhance your communication and presenting abilities. You can demonstrate to your audience that you are resilient, open-minded, and modest in your communication and presentation by taking criticism well and growing from your errors.

Effective communication requires self-confidence because it affects how people express themselves, interact with others, and deliver their messages

Contribution of Self Confidence in Effective Communication

1. **Clear Expression:** Self-assured individuals are more likely to speak up in a

direct and assertive way. They convey their message clearly and effectively because they can express their ideas, opinions, and thoughts with ease.

2. **Assertiveness:** Confident individuals are able to assert themselves appropriately in social situations. Their ability to convey their needs, preferences, and boundaries without coming across as overly passive or angry leads to more harmonious and courteous relationships.
3. **Active Listening:** Confident individuals are more likely to engage in active listening, which is listening intently to others without becoming defensive or uneasy. This promotes greater understanding and empathy in discussions.
4. **Overcoming Difficulties:** When communicating, disagreements, criticism, or conflicts may surface. People with confidence can overcome these challenges more skilfully. Since they are less likely to be frightened by opposing viewpoints or unfavourable circumstances, they can respond coolly and rationally
5. **Establishing rapport:** Positivity and a self-assured demeanour are nurtured by confidence, and these attributes aid in establishing rapport with others. Confident people are perceived as more approachable, trustworthy, and legitimate, which promotes networking and the formation of cooperative collaborations.
6. **Adaptability:** Confident individuals communicate more fluidly. They are comfortable pushing themselves outside of their comfort zones, trying out cutting-edge communication strategies, and changing their approach to fit the needs of the situation or the intended audience.

A few essential elements of good interpersonal interactions are effective communication. These elements include the capacity to adjust to various communication styles as well as the verbal and nonverbal components of communication.

4.6 Components of Effective Communication

- **Clear and concise expression of ideas:** Effective communication requires the expressing of ideas in a way that is concise and clear. It entails having the capacity to communicate ideas, viewpoints, and facts in a way that is understandable to others. Clarity in communication is characterized by the use of suitable language, logical thought organization, and concise message

delivery. A clear expression reduces the possibility of misunderstanding or confusion by ensuring that the intended meaning is accurately delivered.

- **Active listening and understanding:** A crucial element of good communication is active listening. It entails paying attention to what is being said as well as actively listening to the speaker, showing real interest, and making an effort to comprehend their point of view. In order to guarantee correct comprehension, active listeners pay attention to both verbal and nonverbal cues, explain things, and offer feedback. People can establish rapport, show empathy, and create lasting connections with others by carefully listening to them.
- **Nonverbal cues and body language:** Body language and nonverbal clues are important aspects of communication. They consist of tone of speech, posture, eye contact, facial emotions, and gestures. These nonverbal cues frequently communicate attitudes, intentions, and feelings that support or even eclipse spoken words. People need to be aware of both their own and other people's nonverbal clues in order to communicate effectively. Through the synchronization of nonverbal clues and vocal communication, people can improve message impact, clarity, and credibility.
- **Adaptability and flexibility in communication style:** Effective communication in a variety of contexts requires adaptability and flexibility in style. Different communication strategies are needed for different people and circumstances. Adapting one's communication style to the requirements and preferences of others is a sign of adaptability. When people are flexible in their communication, they may modify their tone, phrasing, and delivery to suit various personalities, cultural backgrounds, and professional settings. People can promote understanding, establish rapport, and handle difficult communication situations more skilfully by being flexible and adaptable.

People can improve their capacity for clear concept expression, active listening, efficient use of nonverbal cues, and situational style adaptation by comprehending and incorporating these elements into their communication practices. Together, these elements support more effective and impactful interpersonal communication. In conclusion, there is a close relationship between good communication and self-confidence, with the former acting as a stimulant for the latter.

4.7 Factors that affect Confidence in Communication

Several factors can affect your confidence in communication. These include:

Experience: Your likelihood of becoming more confident increases with your level of communication experience. Repetition and practice will help you become more confident and proficient communicator.

Knowledge: Feeling more confident in your communication can be aided by having a solid grasp of the subject you are addressing. Before a communication event, doing some research and getting ready can make you feel more informed and self-assured.

Self-esteem: Your confidence in speaking can also be influenced by your sense of self-worth. You could find it difficult to speak up and express yourself clearly if you don't think well of yourself. On the other hand, you are likely to feel secure in your communication skills if you have a high sense of self-worth.

Feedback: Your confidence in your ability to communicate can also be impacted by the comments you get from others. While unfavourable comments might erode your confidence, favourable comments can increase it. It's critical to look for and apply constructive criticism to enhance your communication abilities.

Knowing these elements can assist you in determining the areas in which you might need to boost your communication confidence. You may improve your communication abilities and communicate with greater confidence by focusing on these areas.

Check Your Progress

1.is the process of concentrating your attention on particular sights, sounds, tastes, textures, or scents in your surroundings.
2.is the process of giving the information you have chosen meaning by relating it to previously learned or relevant information in order to make sense of what you are hearing or seeing.
3.which involve evaluating yourself against your siblings, friends, peers, and other people, also have an impact on your self-concept.
4. In communication,is the process of choosing, arranging, and interpreting information.
5. Ais the most typical or ideal representation of a specific set of individuals, locations, things, actions, connections, or occasions.
6.state is one of the more significant factors influencing perception in love relationships.

4.8 Let Us Sum Up

In communication, perception is the process of choosing, arranging, and interpreting information. People may express themselves, share their ideas and emotions with others, and get feedback on their actions when they communicate. Perception is the process of selecting, organizing, and interpreting information from our senses. The active process of selecting, arranging, and interpreting individuals, things, occasions, circumstances, and actions is called perception.

Selection is the process of concentrating your attention on particular sights, sounds, tastes, textures, or scents in your surroundings. Interpretation is the process of giving the information you have chosen meaning by relating it to previously learned or relevant information in order to make sense of what you are hearing or seeing. The factors affecting perception are self-perception, personal experience, third-party influences, physical conditions, psychological conditions and self-fulfilling prophecy. The four key criteria that determine how different people perceive things are as follows: Physiology and Perception, Perception and Historical Events, Culture and Perception and Current Emotions and Perception. The components of effective communication are Clear and concise expression of ideas, Active listening and understanding, Nonverbal cues and body language and Adaptability and flexibility in communication style. The factors affecting confidence in communication are experience, knowledge, self-esteem and feedback.

4.9 Answers to check your progress

1. Selection

2. Interpretation

3. Social Comparison

4. Perception

5. Prototype

6. Psychological

4.10 Terminal Questions

1. Explain the term 'Perception' in relation to communication.
2. What are the factors affecting communication?
3. Explain the perception and communication.
4. What is the impact of perception on communication?
5. What is Self-confidence in communication?
6. What are the components of effective communication?
7. What are the factors that affect the confidence in communication?

Block 02 Management Communication

UNIT-05 Management Communication

Structure

- 5.0 Objectives
- 5.1 Introduction
- 5.2 Need for organisational communication
- 5.3 Importance of organisational communication
- 5.4 Communication : A Management Tool
- 5.5 Principles for effective communication
- 5.6 Purpose of Organisational communication
- 5.7 Causes of Poor Organisational communication
- 5.8 Let Us Sum Up
- 5.9 Suggested Readings

5.0 Objectives

After reading this unit you will be able to:

- Understand the organisational communication
- Identify Communication : A Management Tool
- Define Principles for effective communication
- Know the Causes of Poor Organisational communication

5.1 Introduction

Management communication is a function which helps managers to communicate with each other as well as with employees within the organization. Communication helps in the transfer of information from one party also called the sender to the other party called the receiver. Management Communication helps in the smooth flow of information among managers working towards a common goal. The message has to be clear and well understood in effective communication. The team members should know what their manager or team leader intends to communicate. Effective

management communication enables the information to flow in its desired form among managers, team leaders and their respective teams.

Management communication is of the following two types:

- **Interpersonal Communication** - Interpersonal communication generally takes place between two or more individuals at the workplace.
- **Organizational Communication** - Communication taking place at all levels in the organization refers to organizational communication.

5.2 Need for Organizational Communication

Organizational communication helps us to

1. Accomplish tasks relating to specific roles and responsibilities of sales, services, and production
2. Acclimate to changes through individual and organizational creativity and adaptation
3. Complete tasks through the maintenance of policy, procedures, or regulations that support daily and continuous operations
4. Develop relationships where “human messages are directed at people within the organization—their attitudes, morale, satisfaction, and fulfillment”
5. Coordinate, plan, and control the operations of the organization through management.

Organizational communication is how organizations represent, present, and constitute their organizational climate and culture—the attitudes, values and goals that characterize the organization and its members.

5.3 Importance of Communication in an Organization

Effective Communication is significant for managers in the organizations so as to perform the basic functions of management, i.e., Planning, Organizing, Leading and Controlling. Communication helps managers to perform their jobs and responsibilities. Communication serves as a foundation

for planning. All the essential information must be communicated to the managers' who in-turn must communicate the plans so as to implement them.

Organizing also requires effective communication with others about their job task. Similarly leaders as managers must communicate effectively with their subordinates so as to achieve the team goals. Controlling is not possible with out written and oral communication. Managers devote a great part of their time in communication. They generally devote approximately 6 hours per day in communicating. They spend great time on face to face or telephonic communication with their superiors, subordinates, colleagues, customers or suppliers. Managers also use Written Communication in form of letters, reports or memos wherever oral communication is not feasible.

Thus, we can say that “**effective communication is a building block of successful organizations**”. In other words, communication acts as organizational blood.

The importance of communication in an organization

1. Communication **promotes motivation** by informing and clarifying the employees about the task to be done, the manner they are performing the task, and how to improve their performance if it is not up to the mark.
2. Communication is a **source of information** to the organizational members for decision-making process as it helps identifying and assessing alternative course of actions.
3. 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.
4. Communication also **helps in socializing**. In today's life the only presence of another individual fosters communication. It is also said that one cannot survive without communication.
5. As discussed earlier, communication also assists in **controlling process**. It helps controlling organizational member's behaviour in various ways.

5.4 Communication: A Management Tool

Communication as a tool of management (administration communication) is that interchange of fact, view points, and ideas which brings about unity of interest clarity of purpose, and integration of effort in a group of individuals organized to achieve a specific mission.

THE IMPORTANCE OF COMMUNICATION TO ORGANIZED EFFORT

A. Communication is an integral part of the management process to obtain production and efficiency.

1. Planning
2. Organization
3. Directing
4. Coordinating
5. Controlling

B. Communication is an integral part of the motivating process.

People work to satisfy the following needs:

1. The need for opportunity
2. The need for recognition
3. The need for belonging
4. The need for security

C. Blocks to effective communication

1. The individual uses the language of personal motivation.
2. Management uses the language of production and efficiency.

5.5 Principles of Effective Communication

Communication is the process of transmitting the messages and receiving the response of that message. The person who sends the messages is known as sender and the person who receives the message is known as receiver and the response to the message is known as feedback. Since the feedback requires another message to be communicated by the sender to the receiver. So communication process becomes a circular process.

In simple words, exchange of ideas/messages, response there off in total is known as communication. Any method of communication like words—oral or written, pictures, graphs, diagrams, etc. may be adopted to communicate. Effective communication is that communication in which the receiver is understood actually what the sender wants to convey, and in the same form. ‘Noise’ is something, which has disturbed the effective sending and receiving of communication.

Principles of effective communication in business;

- 1. Principle of clarity:** the beginning of all communication is some message. The message must be as clear as possible. No ambiguity should creep into it. The message can be conveyed properly only if it has been clearly formulated in the mind of the communicator.
- 2. Principle of objective:** the communicator must know clearly the purpose of communication be for actually transmitting the message. The objective may be to obtain information, give information, initiate action, and change another person’s attitude and so on. If the purpose of communication is clear it will help in the choice of mode of communication.
- 3. Principle of understanding the receiver:** understanding is the main aim of any communication. The communication must create proper understanding in the mind of the receiver. Thus, according to Killian, “communication with an awareness of the total physical and human setting in which the information will be received. Picture the place of work; determine the receptivity and understanding level of the receivers; be aware of social climate and customs; question the information’s timeliness. Ask what, when and in what manner you would like to be communicated with if you were in the similar environment and position.
- 4. Principle of consistency:** the message to be communicated should be consistent with plans, policies, programmes and goals of the enterprise. The message should not be conflicting with previous communications. It should not create confusion and chaos in the organisation.
- 5. Principle of completeness:** the message to be communicated must be adequate and complete, otherwise it will be misunderstood by the receiver. Inadequate communication delayed action, poor public relations affects the efficiency of the parties to communication.

6. **Principle of feedback:** this principle calls for communication a two-way process and providing opportunity for suggestion and criticism. Since the receiver is to accept and carry out the instructions, his reactions must be known to the sender of message. The latter must consider the suggestion and criticism of the receiver of information. But feedback principle is often given a back seat by most managers, which defeats the very purpose of communication.
7. **Principle of time:** information should be communicated at the right time. The communicator must consider the timing of communication so that the desired response is created in the minds of the receivers.

5.6 Purpose of Organizational Communication

Communication is simply the act of transferring information from one place, person or group to another. Every communication involves (atleast) one sender, a message and a recipient. The purpose of organizational communication is explained below:-

1. **Information Sharing-** Organizations share information with their employees and outsiders. Communication facilitates this process of information dissemination. In the absence of communication, the flow of communication would get disrupted.
2. **Problem-solving-** Organizational problems are solved when there is effective communication between all the members of the organization. Group efforts are also important for problem-solving and meetings like brainstorming and triggered groups are held to identify and find solutions.
3. **Decision making-** Communication facilitates organizational decision-making. Free flow of information is required to keep the people involved in decision-making aware of reality. The process of decision making can be done only after effective information.
4. **Strategy implementation-** Organizational strategies can be implemented effectively when the employees involved in implementation understand the basic purpose behind

these strategies. All the purposes of strategies should be communicated well.

5. **Team management-** These days the organization are using team-based management systems and without the proper communication, teams cannot function effectively. There must be a free exchange of information, ideas, and views are at the centre of team management.
6. **Organization change and development-** The employees can be prepared for organizational change and development through training and education. These things are possible only through proper communication.
7. **Evaluation and control-** Control function can be effective within formation and communication. As the availability of critical information facilitates the monitoring and evaluating activities.
8. **Feedback-** Feedback is an essential requirement for effective management. The management has to receive information about work progress and employee's performance. This process can be accomplished only when there is proper communication.

5.7 Causes for Poor Organisational Communication

Poor Leadership

Employees look to business owners and their managers for direction in the workplace. Good communication that starts from the top down motivates staff members to be more productive and innovative. These good leaders clearly communicate objectives, goals, and future visions. Poor leaders, on the other hand, are often in decisive and unable to inspire their teams. They may be impatient in their communication style, conveying that impatience through their tone of voice, facial expressions, or other means of non verbal communication.

Poor communication and bad leadership may also stem from managers who lack information themselves. These managers are unable to answer questions or clarify points, so their employees are left even more confused and frustrated than when they started.

Unclear Objectives

Goals and objectives are powerful in business, as they focus attention on

achieving desirable outcomes, such as profitability. Profitability does not just happen magically. It requires attentive employees who know what management expects them to accomplish and transparent objectives provide that direction.

If organizations lack clear strategic goals, or if managers are not informed of the tactical objectives their teams are expected to meet, employees will not receive the direction they need. This leads to confusion and frustration. Employees may end up under performing even when trying their best.

Limited Feedback

Feedback is information that flows to a person who performed an action, informing that person of the results of that action. It is one of the most important forms of communication because it's where real learning happens. Effective employee feedback, both positive and negative, provides valuable information for making important decisions and improvements in the future. Top-performing companies recognize feedback as a key step in their continuous improvement cycles. Without clear testing steps for each iteration and action, feedback will be limited.

Demoralized Employees

When an employee loses interest in their work, they often become disengaged, creating communication problems for the company. Employees who feel demoralized often feel unvalued, unappreciated, and even disrespected despite their capacities and talents. This will often lead to the employee becoming unproductive and irritable, disregarding open lines of communication. Restoring employee morale may involve reevaluating workplace culture to create an environment in which employees are personally invested enough to work—and communicate—with a good attitude.

Cultural Diversity in the Organization

Diverse work environments have been proven to help companies grow, as they bring in new ideas for greater creativity and innovation.

However, one challenge of increasing diversity in the workplace is the

potential for poor communication. Different people from different backgrounds relay messages in different ways, with varied nonverbal cues, and the way messages are interpreted will often be different.

5.8 Let Us Sum Up

This unit discussed about Management communication. The communication in organization is very important. For the better management practices communication plays crucial role. The effective communication is responsible for prompt decision making and helps in the achievement of the goals of the organization. All the best practices of the organization are done through management. The management also identifies the purpose of the organization and tries to synchronise the managerial activities to achieve the organizational goals. The poor organizational communication is the barrier of the effective communication.

5.9 Suggested Readings

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UNIT-06 Organizational Communication

Structure

6.0 Objectives

6.1 Introduction

6.2 Factors affecting communication

6.3 Perception and communication

6.4 Impact of perception on communication

6.5 Self confidence in communication

6.6 Components of effective communication

6.7 Factors that affect confidence in communication

6.8 Let Us Sum Up

6.9 Suggested Readings

6.0 Objectives

After reading this unit you will be able to:

- Understand Organisational Communication
- Identify Factors Affecting Communication
- Define self confidence in Communication
- Distinguish the perception and communication

6.1 Introduction

Types of Organizational Communication

An organization with communication needs should be able to use a broad range of communication mediums and styles. Here are four categories of organizational communication:

1. Formal and Informal Communication

The first consideration when classifying a type of organizational communication is whether the message is being delivered through official channels or not.

Formal Communication

Formal communication covers any official company acts that share information. This can include communications such as a staff meeting to introduce a new product, a company handbook explaining standard operating procedures around an office or a press release distributed to the public. A company can still present a formal action more casually, such as through posts on their social media account.

Informal Communication

Informal communication is any interaction outside of an official communication structure. For example, two employees having a conversation over lunch are participating in informal discussions. Informal communication is a key component of any company's organized communication structure.

When a staff member has a simple question, it is often more efficient to ask another employee or their manager informally, as opposed to following a formal procedure like submitting a memo or support ticket.

2. Directional Communication

When communicating within a company, the relative status of the parties in the interaction affects the dynamic of the communication.

Upward Communication

Upward communication indicates how staff communicates with higher-ranking officials, such as an employee speaking with their manager. It's important for employees to understand the company's policies on addressing

senior staff, and for the company to provide staff with methods of sharing any concerns or suggestions they have with higher-ranking members of the company.

Downward Communication

Downward communication occurs when an employee is communicating with staff below them in the organizational structure. The goal of downward communication is usually to ensure the best work ethic for employees of every level, so it's important that the manager or senior official communicates respectfully with the employees for whom they're responsible.

Horizontal Communication

Finally, Horizontal communication occurs between two employees on the same level of the company hierarchy. This is often the most common form of communication in a business, with staff interacting with their peers and fellow team members through out the day.

Communication between staff members helps to build team morale, and it makes employees feel more comfortable offering or requesting help when needed.

3. Oral vs. Written

Whether a company shares information through text or audio is an important consideration for any organizational communication. While both written and oral communication have their own diverse options, such as the difference between a company memo vs. a casual email between coworkers, or the difference between a staff meeting or a public relations video, each has some common key principles.

Oral Communication

Oral communication gives you the opportunity to inflect while you speak, which makes for more dynamic interactions. With oral communication,

however, it's especially important to make sure that the speaker communicates clearly to avoid any miscommunication.

Written Communication

When using written communication, the most important distinction is the inability to present with tone. This can remove some nuance or subtlety from communications, making it more important that you choose your words carefully. Written communication often benefits from brevity, with shorter paragraphs and sentences better suited to maintaining the reader's interest.

4. Internal vs. External

The final consideration when communicating is whether you want to deliver your message internally to company employees or externally to the public.

Internal Communication

Internal communication systems are integral to helping employees interact as effectively as possible, and they may also include more candid observations than public messaging. This practice allows you to provide employees with information without sharing any private or potentially negative information.

External Communication

Strong external communication is essential to building a clientele and maintaining it. A business may have more stringent rules in place for external communication in order to help them maintain a more positive public image.

Cross-Cultural Communication:

Cross-cultural communication occurs when people with different nationalities, styles of working, age, race, ethnicity, sexual orientation, gender, sexual orientation, etc. communicate. It tries to negotiate, mediate cultural differences, exchange, and intermediate cultural differences via verbal and non-verbal forms of communication.

Cross-Cultural Communications deal with the exchange of information between people belonging to different cultures. It is not necessary for the exchange of words to be a successful communication or not. Even if both the parties are trying to attempt the same, it will be considered as Cross-Cultural Communication.

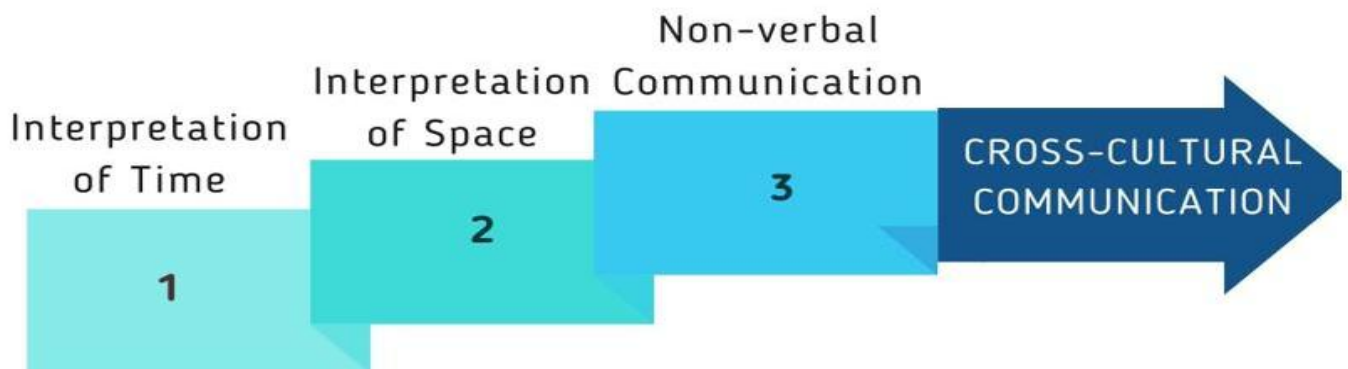
Several negotiations take place across cultures using the actions and other sign languages due to the absence of common language barriers. The exchange of knowledge is the priority rather than focusing on other aspects. Every typical person has a style of communication that signifies the culture he or she belongs to. There is no doubt those we all come across across-cultures in Nation where we need to establish a meaningful conversation. Most people often find a need for an inter-cultural communication across cultures during their working hours.

It is commonly observed that cultural diversity in the workplace usually consists of people having different cultures and backgrounds. This significantly increases the need to prevent a predictable clash between their thought sand the way of approach.

Cross Culture Communication is expected to reduce these conflicts to promote harmony among the employees. The main goal is to transfer the correct message, followed by an accurate response. Any misleading situation should be prevented, and the cross cultural communication theory level should be preferable by both sender and receiver.

Factors Affecting Cross-Cultural Communication:

FACTORS AFFECTING CROSS-CULTURAL COMMUNICATION



Different factors that might affect such a formal communication are-

1. Interpretation of Time

Different cultures for example China and Japan consider punctuality very important, and if someone is not on time, they might find it annoying or humiliating, while on the other, in the cultures of the Middle East and South America, time would not be of that much importance.

2. Interpretation of Space

The personal space of one culture might also differ drastically from another culture. Some of the countries consider it respectful maintaining space while greeting or meeting, while some other countries practice culture may not find it that crucial.

3. Non-verbal Communication

One culture might value content more than context and they are low-context cultures. In such a culture, written words are valuable than oral words. On the other hand, different countries, nations or groups with high-context

cultures value context more than the written content. Such cultures pay more heed to the non-verbal signs more than the language.

Tips for Effective Cross-Cultural Communication:

Effective cross-cultural communication refers to a lot of thought and planning. Here are some tips for making the most of your international interactions:

- Don't assume that every one thinks in the same way you do.
- Be aware of cultural differences in body language, gestures, and facial expressions.
- Use common sense when communicating with people from other cultures; don't assume they will know what you mean by "you're welcome" or "I don't understand."
- Try to find out about the other person's culture before meeting them so that you can respect their traditions and avoid offending them unintentionally (e.g., by making jokes about their religion or race).
- Ask questions. This will help you to understand what the other person is saying, and it will also give you a chance to clarify any mis-understandings that may arise.

6.8 Let Us Sum Up

In the last unit you learn about the management communication. In this unit you learn about organisational communication. In this process of communication there are few factors, affecting communication. The communication process is directed by the perception. Perception of the people changes the way of communication. Thus, Impact of the perception should be taken carefully. Due to this an individual found self confidence during the process of communication. Components of effective communication ensure the confidence level of the people. Factors that affect confidence in communication are discussed in this unit. Next discussed unit will be organisational images.

6.9 Suggested Readings

- Kaul, Asha Business Communication, PHI New Delhi 1999

- Raymond V. Lesiker & John D. Pettit, Business Communication - Theory and Application, AITBS Publishers & Distributors, New Delhi 1996
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UNIT-07 Organizational Images

Structure

7.0 Objective

7.1 Introduction

7.2 Impression Management

7.3 Motivation and Influencing

7.4 Communication Implications

7.4 Communication for Interpersonal Influence

7.5 Methods of Influencing Behaviour

7.6 Factors in Interpersonal Influence

7.7 Suggestions

7.8 Let us sum up

7.9 Suggested Readings

7.0 Objective

After reading this unit you will be able to:

- Understand the organisational Images
- Identify Motivation and Influences
- Define Impression Management
- Distinguish the factors in Interpersonal Influence

7.1 Introduction

Organizational image refers to people's global impressions of an organization and is defined as people's loose structures of knowledge and beliefs about an organization. Organizational image represents the net cognitive reactions and associations of customers, investors, employees, and applicants to an organization's name. In today's competitive market, services and service companies within the same industry are becoming increasingly similar. Competition through the delivery of service is difficult because service cannot be measured as the way it is done. Customers now are looking for

higher quality products, brand loyalty, good after-sale service and facilities. Therefore, the objectives of building good service quality and strong corporate image are to create relative attractiveness and retaining customers.

7.2 Impression Management

Impression management is the process by which people attempt to control how they are perceived by others. This can be either conscious or subconscious and involves highlighting positive aspects while downplaying negative ones. It is also known as "self-presentation."

Impression management is the effort to control or influence how people perceive you, your brand or your products. It is an aspect of reputation management. It serves as a means to achieve your professional or personal goals, whatever those may be. In simple terms, it's putting your best foot forward.

For example, if you are meeting with a prospective employer, you're going to want to make a good impression by dressing your best, highlighting your best personality traits and providing memorable talking points. You probably wouldn't show up in sweat pants and talk about your tendency to steal office supplies from work.

Motivation:

Motivation is a psychological process through which a person acts or behaves towards a particular task or activity from start to completion. Motivation drives or pushes a person to behave in a particular way at that point in time. When the motivation is positive, a person is happy, energetic, enthusiastic & self-driven to perform the work and when it is negative motivation, person is demoralized, sad, lethargic & pessimistic leading to drop in productivity and performance.

Importance of Motivation

It is an important psychological factor for any individual as it defines the work, ambition and drive of that person to do any work. A person with high levels of motivation is motivated to do good quality work, help others, spread their energy and focus on achieving goals. On the contrary, a person with low levels of motivation, demotivates others, works

shabbily and creates a negative atmosphere.

It is an important human factor in an individual's personal as well as professional life. Positive motivation for people is required in every field like business, sports, politics, entrepreneurship etc.

It is the desire of an individual to work towards a motive, which is a certain task. In business, good motivation helps employees learn important managerial skills like leadership, team management, time management, decision-making, communication etc.

Types of Motivation



It is driven by several factors which influences the behavior and attitude of an individual. Based on the different factors and the kind of impact it has on a person, there are different types of motivation. The different types of motivation in people are:

1. Intrinsic Motivation

This type comes from within a person to do a task or achieve a particular goal. It is a feeling of being self-driven and achieving objectives for oneself. Intrinsic motivation is driven by motives like social acceptance, eating food, desires to achieve goals, biological needs etc.

2. Extrinsic Motivation

This type drives an individual due to external forces or parameters. Some other person or organization motivates the individual to work hard to achieve certain goals or tasks. Extrinsic motivation is driven by motives like financial bonus, rewards, appreciation, promotion, punishment, demotion etc.

3. Positive Motivation

This type drives an individual by offering positive accolades and rewards for performing a task. In this type of motivation, the individual is rewarded by monetary benefits, promotions etc. which drives an individual to work hard.

4. Negative Motivation

This is where fear and threat are used as a parameter to get the work done. In this type of motivation, individuals are threatened with things like demotion, reducing benefits, withdrawing merits etc.

Top Factors Influencing Motivation:



Keeping employees motivated is the biggest challenge for companies for ensuring that they give a high productive output at work and help in achieving company goals. A positive motivation amongst employees helps drive the business positively & enhances creativity. On the other hand, a demotivated employee will not contribute efficiently and slowdown progress at workplace. The key elements & top factors which influence employees in business or people in general are as follows:

1. Salary

Monetary compensation & benefits like gross salary, perks, performance bonuses etc. are the biggest motivation factors. The better the salary and monetary benefits, the higher is the motivation level & passion of a person towards a job.

2. Recognition

Rewards, recognition, accolades etc. are important for ensuring high enthusiasm levels for an employee. If the hard work of an individual is appreciated, it keeps them motivated to perform better.

3. Work Ethics

Ethical working environment, honesty etc. are important factors for any individual. Good work ethics in a company helps keep employees motivated at workplace.

On the other hand, if the work environment is not ethical, then the workforce might be demotivated.

4. Transparency with Leadership

The leadership in an organization helps in employee motivation if there are transparent discussion and flatter hierarchies. The senior management has to ensure that all subordinates are happy, focused and motivated.

5. Cultural Work

A good, vibrant, positive culture at work place is always an important factor. People from different backgrounds, religions, countries etc. working together helps create a social bond at workplace.

6. Learning and Development

Another factor influencing is the training and development opportunities that a person gets. L&D helps individuals develop more skills and have better opportunities in their professional career.

7. Work Life Balance

Having a good quality of work life (QWL) helps in the motivation of people. A good work life balance ensures that a person can give quality time to both office work as well as family.

8. Career Growth Opportunities

Career development opportunities have a positive influence on the motivation of any person. If a person knows their future and career path is secure, they tend to work with more passion.

9. Health Benefits

Health benefits, insurance and other incentives act as a source of motivation for people. If the medical bills, hospitalization charges etc. are taken care of by the company, it helps build a strong trust.

10. Communication

A positive & transparent communication between managers and subordinates gives a sense of belonging and adds to the employee's motivation. Discussion related to work as well as personal life help make a friendly bond at workplace. There are not finite factors influencing positive attitude of an employee. These keep on changing depending upon the type of environment, job responsibility, experience in life etc. Hygiene Factors of motivation are also given by the Hygiene Theory.

Advantages of Motivation

There are several advantages of an employee being motivated at work. Some of the main benefits of motivation for employees and companies are as follows:

1. Feeling of belonging and self-respect.
2. A motivated employee is excited to learn and contribute more.
3. Higher productive out put due to positive motivation.
4. Reduced absentee is demand lower attrition.
5. Employees high on motivation help reduce costs & improve profits.
6. Reduce stress & anxiety at workplace.

Disadvantages of Motivation

Despite several advantages, there are some probable drawbacks as well. Some of them are:

1. It is a relative feeling and hence there is no way of ensuring that every one would feel the same way.
2. Motivating employees in a company requires additional efforts, money and time on employee related activities.
3. It among people is mostly a short-term feeling. After wards a person
Become demotivated or even uninterested about a particular task.

Motivation Vs Influence

Aspect	Motivation	Influence
Definition	The internal drive or desire to achieve something or act in a certain way.	The ability to have an effect or impact on the thoughts, behavior, or character of others.
Source	Comes from within an individual.	Can come from various external sources.
Nature	Self-generated and personal.	Exerted by others or the environment.

Origin	Rooted in one's needs, desires, values, or goals.	Originates from social, cultural, or environmental factors.
Effect	Leads to self-driven action and persistence.	Can shape or alter the behavior and decisions of others.
Control	Primarily within one's own control.	May or may not be within one's control depending on the situation.
Longevity	Can be sustainable over the long term.	May have a temporary or lasting impact.
Application	Used to drive personal goals, aspirations, and achievements.	Employed to persuade, lead, or guide the actions of others.

Communication Implications

Email

Communication through email is a good way to keep connected with all the relevant people of the organization. In modern times an email is the best way to communicate with the employees, suppliers, customers, government authority to exchange information.

Email is very easy to use and it is a form of written communication and because of this it is acceptable all over the world. Good sides of email communication are

– it is easy to use, this process is not expensive, keep connected all the people 24/7, people can send written messages, files, images and scanned documents. The bad side of email is sometimes email stores in the junk folder because this receiver could not find the messages and it delays the organizational decision-making process.

Face to face communication

Most of the managers in the business world believe in direct communication because in this process managers can directly give the instruction to the employees and helps them to understand the instruction.

Face to face communication is better because in this process sender and receiver can understand the different signs, symbols, and gestures used in the communication. The negative sides of the face to face communication are it can create personal conflicts sometimes if people do not have a better relationship.

Notice board

Most of the organizations hang or put important business information in their notice board. Notice board is a good way of communication because the manager just updates information on the notice board and every one can see or read the messages. The Notice board also helps the organization to increase its co-operation between different departments. The good side of the notice board is manager can save time and it does not need any costs. The negative side is managers must be updated notice boards because if it is not updated sometimes employees get wrong messages.

Telephone

A telephone is widely used in all the organizations to communicate with different departments and different parties who are related to the business. It is very easy to use anyone who can ask any information from the department group just to make a call or send the information it increases the operational effectiveness. By communicating regularly with different department organization can easily make a better relationship with their co-workers. The negative side of the telephone is much more expensive than the email, face to face and notice board. Another drawback of telephonic communication is sometimes people miss the information and it hampers the organizational process.

Meeting

The meeting is one of the most common ways of communication. Managers regularly arrange a meeting with their employees to discuss different organizational issues. Meeting is very effective because employees and managers can talk to each other which can solve the organizational problem easily. The con of meeting communication is it requires a long time to make organizational decisions and it is also an expensive process. Now a days most

of the companies arrange video conferencing with all of their employees in stead of meeting because it works similarly but cost-effective.

Interpersonal Communication:

Interpersonal communication is a process of sharing idea sand feelings between individuals. Interpersonal communication skills can be improved through appropriate knowledge, practice, feedback and reflection. Understanding interpersonal communication is essential in maintaining healthy relationships. It is important in our family life, too, as it affects nearly every aspect of our existence.

Factors That Influence Interpersonal Communication:

Cultural Influence:

Culture refers to the customs, language, arts, common dietary habits and at tire of a particular region. It also includes the learned values, beliefs and behaviours common to a group of individuals. Culture and communication are in separable. This means that culture can be a strong barrier to interpersonal communication between people of different cultures. Individuals from different cultural back grounds often carry an attitude that their own culture is superior to that of others. This attitude hampers interpersonal communication between two individuals or groups from different cultural backgrounds. Individuals who are ethnocentric in nature of ten are under the impression that any one who does not belong to their group is either strange or inferior. This perception so prevents healthy social and political communication between two groups.

Power:

Power is the ability to influence others and have strong self-control under complex circumstances. All interpersonal communication orinteractions reflect some form of power, which may be obvious or hidden. Obvious power refers to people who occupy a higherposition in business or government and have to communicate with their employees or subjects. People in power positions may exert their power on individuals who are not equally competent, and this inequality could act as a barrier to effective communication.

Noise:

Noise is one of the external factors that act as barriers to effective communication. Noise interferes with or disrupts communication by causing a divergence between the receiver and the communicator. Some examples of physical noise include running motors, horns, screeching brakes and children crying. In a class room setting, if children create noise or murmur among themselves, this becomes a hindrance to communication, preventing the teacher's message from being received the ways he intended.

Technology:

Electronic mail, most commonly referred to as email, is becoming the most popular medium for interpersonal communication. When exchanging emails, if appears on makes grammatical errors or spelling mistakes, it can create a wrong impression on the receiver. Peoples have e-messages or communicate via electronic media without visual or oral information. Lacking face-to-face contact with its sensory input, individuals start imagin in go the people based on their electronic communication style and pattern. This can become a technological hindrance that can hampereffective inter personal communication.

Methods of Influencing Behaviour:

Behaviour is affected by factors relating to the person, including:

- physical factors - age, health, illness, pain, influence of a substance or medication
- personal and emotional factors - personality, beliefs, expectations, emotions, mental health
- Life experiences-family, culture, friends, lifeevents
- What the person needs and wants?

Behaviour is also affected by the context, including:

- what is happening at the time
- the environment-heat, light, noise, privacy
- The response of other people, which is affected by their own physical factors, personal and emotional factors, life experiences, wants and needs.

7.8 Let Us Sum Up

This unit of business communication is impression management. The organisation is the study of behaviour of people in which there are several factors who create the impression. The management of the impression is very important to motivate the people for better communication practices. The interpersonal influence plays a vital role in the communication process. The Methods of Influencing Behaviour are discussed in the unit to create the high quality impression. The unit also discussed the factors in Interpersonal Influence.

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- Kaul, Asha Business Communication, PHI New Delhi 1999
- Raymond V. Lesiker & John D. Pettit, _Business Communication - Theory and Application, AITBS Publishers & Distributors, New Delhi 1996
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UNIT-08 Leadership Styles and Communication

Structure

8.0 Objective

8.1 Introduction

8.2 Essentials of Effective Leadership Communication

8.3 Managing and Resolving Interpersonal Conflict

8.4 Problems or Limitations

8.5 Suggestions

8.6 Let Us Sum Up

8.7 Suggested Readings

8.0 Objective

After reading this unit you will be able to:

- Understand the Leadership styles
- Identify Essentials of Effective Leadership Communication
- Define downward communication
- Distinguish the limitations of communication

8.1 Introduction

The combination of the prominence of each of those factors results in the following types of leadership:

- **Pioneering:** Pioneering leaders tend to be charming, bold, and passionate.

At times they may come across as overconfident or impulsive, but they're great at encouraging others to try new things.

- **Energizing:** Energizing leaders use their popularity and energy to motivate those around them. They know that excitement around a shared

goal can drive people to succeed. At times, they may seem unorganized or erratic because they move at such a fast pace.

- **Affirming:** Affirming leaders are very supportive and do their best to create a positive environment where everyone is happy. This behaviour can also cause this leadership type to beat around the bush or avoid giving hard or constructive feedback.
- **Inclusive:** Inclusive leaders are big on collaboration and work hard to accommodate the needs of everyone around them. Sometimes their inclusive behavior can cause them to let others take advantage of how willing they are to support.
- **Humble:** Humble leaders are reliable, modest, and fair. They succeed with the mantra “slow and steady wins the race” but can also be overly cautious and afraid to take risks.
- **Deliberate:** Deliberate leaders are very analytic, disciplined, and organized. They often display perfectionist tendencies and can forget to be empathetic towards others in their effort to achieve high standards.
- **Resolute:** Resolute leaders aren’t afraid to question the norm or do things differently in order to achieve better results. Because they’re always open to questioning how things are done, they can sometimes come across as negative or pessimistic.
- **Commanding:** Commanding leaders know what they want and how to get there. They’re great at sending a powerful message of action to motivate their teams, but can also come across as bossy or demanding if they don’t make a conscious effort to focus on team happiness.

Some of the commonly identified communication styles:

- **Experiencing:** Someone with the experiencing communication style is highly empathetic and aware of the emotions of others. They thrive on relationships and human connections.
- **Imagining:** Those who display the imagining communication style like to reflect on experiences. They appreciate diversity, new ideas, and are open to new possibilities.

- **Reflecting:** The reflecting communication style typically doesn't act until they have sound results they can count on. They prefer to observe, look at a situation at all angles, weigh their choices, and then act.
- **Analyzing:** The analyzing communication style consists of making systematic assumptions based on observations they make. This style involves a lot of planning and attention to detail.
- **Thinking:** The thinking communication style uses quantitative information to analyze and communicate. They often focus on a single piece of information or goal at a time.
- **Deciding:** The deciding communication style involves strong problem solving and goal setting. This type of communicator will set goals and analyze progress based on their results.
- **Acting:** The acting communication style consists of goal setting and execution. This personality type balances accomplishing goals and facilitating relationships well.
- **Initiating:** Those with the initiating communication style are big on networking and influence. They're not afraid of taking risks and can think and react quickly to new opportunities.
- **Balancing:** The balancing communication style weighs reflection and action equally. They're great at being flexible and can easily find opportunities as through reflection and act on correcting them.
-

8.2 Essentials of Effective Leadership Communication

8.2.1 Ability to Adapt Your Communication Style

Different communication styles are the most frequently cited cause of poor communication, according to the Economist Intelligence Unit (pdf), and can lead to more significant issues, such as unclear priorities and increased stress. It's essential to identify your leadership style, so that you can better understand how you're interacting with, and perceived by, employees across the organization. For example, if you're an authoritative leader, you likely have a clear vision for achieving success and align your team accordingly.

While an effective approach for some, it might fall flat for others who seek more autonomy in their role. Every employee's motivations are different, so knowing how to tailor your communication is essential to influencing others and reaching organizational goals.

8.2.2 Active Listening

Effective leaders know when they need to talk and, more importantly, when they need to listen. Show that you care by asking for employees' opinions, ideas, and feedback. And when they do share, actively engage in the conversation—pose questions, invite them to elaborate, and take notes.

It's important to stay in the moment and avoid interrupting. Keep your focus on the employee and what it is they're saying. To achieve that, you also need to eliminate any distractions, including constant pings on your cell phone or checking in coming emails.

8.2.3 Transparency

In a survey by the American Management Association, more than a third of senior managers, executives, and employees said they "hardly ever" know what's going on in their organizations. Transparency can go a long way in breaking down that communication barrier.

By speaking openly about the company's goals, opportunities, and challenges, leaders can build trust amongst their team and foster an environment where employees feel empowered to share their ideas and collaborate. Just acknowledging mistakes can encourage experimentation and create as a free space for active problem-solving. Every individual should understand the role they play in the company's success. The more transparent leaders are, the easier it is for employees to make that connection.

8.2.4 Clarity

When communicating with employees, speak in specifics. Define the desired result of a project or strategic initiative and be clear about what you want to see achieved by the end of each milestone. If goals aren't being met, try simplifying your message further or ask how you can provide additional clarity or help.

The clearer you are, the less confusion there will be around priorities. Employees will know what they're working toward and feel more engaged in the process.

8.2.5 Ability to Ask Open-Ended Questions

If you want to understand employees' motivations, thoughts, and goals better, practice asking open-ended questions. Jennifer Currence, president of consulting firm The Currence Group, said to the Society of Human Resource Management to use the acronym TED, which stands for:

- "Tell me more."
- "Explain what you mean."
- "Define that term or concept for me."

By leveraging those phrases when speaking with your team, you can elicit more thoughtful, thorough responses and ensure you also have clarity around what they need from you to succeed.

8.2.6 Empathy

There's are as on empathy has been ranked the top leadership skill needed for success. The better you get at acknowledging and understanding employees' feelings and experiences, the more heard and valued they'll feel. 96 percent of respondents said it was important for their employers to demonstrate empathy, yet 92 percent claimed it remains under valued. If you want to improve your communication and build a stronger and more productive culture, the communication practice must be responding with empathy.

8.2.7 Open Body Language

Communication isn't just what you say; it's how you carry yourself. Ninety-three percent of communication's impact comes from non verbal cues,

According to executive coach Darlene Price -

“To ensure you’re conveying the right message, focus on your body language. If you’re trying to inspire someone, talking with clenched fists and a furrowed brow isn’t going to send the right message. Instead, make eye contact to establish interest and rapport and flash a genuine smile to convey warmth and trust.”

8.2.8 Receiving and Implementing Feedback

Asking for feedback from your team can not only help you grow as a leader, but build trust among your colleagues. It’s critical, though, that you don’t just listen to the feed back. You also need to action it.

If you continue to receive feedback from your team, but don’t implement any changes, they’re going to lose faith in your ability to follow through. It’s likely there will be comments you can’t immediately act on and to be transparent about that. By letting your employees know they were heard and then apprising them of any progress you can, or do, make, they’ll feel as though you value their perspective and are serious about improving.

8.3 Managing and Resolving Interpersonal Conflict

The five strategies for managing conflict are competing, avoiding, accommodating, compromising, and collaborating. Each of these conflict styles accounts for the concern we place on self-versus other.

(See Figure “Five Styles of Interpersonal Conflict Management”).



To resolve interpersonal conflict effectively, you need to communicate clearly. While meta conflict might bring up issues with communication, it often does so in unhelpful ways.

When you don't address communication problems productively, especially when you're already at odds, the conflict can become more complicated.

Tips for Managing Conflict

- Accept conflict.
- Be a calming agent.
- Listen actively.
- Analyze the conflict.
- Model neutral language.
- Separate the person from the problem.
- Work together.
- Agree to disagree.
- Focus on the future.
- "Move past positions."
- Share your interests.
- Be creative.
- Be specific.
- Maintain confidentiality.

8.6 Let Us Sum Up

This unit concerns with the leadership practices and Essentials of Effective Leadership Communication. The communication pattern of the organisation is very much influenced by the leadership practices of the organisation. Leaders also lead the organisation with their high quality of communication skills. The leadership style also creates the interpersonal conflict and they are also resolved due to this. Resolving Interpersonal Conflict is also a very important activity which is eradicated by effective and better communication. The unit also discussed the problems or limitations of the communication due to the leadership practices.

8.7 Suggested Readings

- Kaul, Asha Business Communication, PHI New Delhi 1999

- Raymond V. Lesiker & John D. Pettit, Business Communication - Theory and Application, AITBS Publishers & Distributors, New Delhi 1996
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Unit – 09 Formal Communication

Structure

9.0 Objective

9.1 Introduction

9.2 Formal communication

9.21 Introduction

9.22 meaning

9.23 Nature

9.24 Characteristics

9.3 Downward Communication

9.31 Meaning

9.32 Nature

9.33 Purpose

9.34 Media

9.4 Problems or Limitations

9.5 Suggestions

9.6 Let Us Sum Up

9.7 Suggested Readings

9.1 Objectives

- Understanding, formal communication
- Nature of communication
- Define downward communication
- Distinguish the limitations of communication

9.1 Introduction

In the previous unit you studies about the leadership styles and effective communication. In this unit you will learn about formal communication which is used by the managers in the organizations to achieve the objectives effectively. The formal communication follows the professional of principals, policies, standard, rules and regulations of the organizations. This communications may be upward or downward, Lateral or horizontal. It depends on the flow of the information. Formal employees while the upward communication takes place in the form of request or pledge.

9.2 Formal Communication

In the formal communication there is an Exchange of official Information, flowing out of diverse levels of the organisational hierarchy and are conformity to the prescribed professional rules and regulations, standards, process and policy of the organisation. It carries on prescribed channels of communications and is deliberately controlled. The formal communication is administered by chain of command and complies with the conventional rules of the organisation. It is found in the upward, downward, lateral and diagonal forms of the communication in an organisation.

9.21 Introduction

Formal communication pertains to the exchange of work related (official) information between individuals or groups within organisation according to pre-determined rules, hierarchy, or standard of formats. It may involve communication channels such as memos, emails, business letter, reports, presentations and meetings. It is controlled and regulated by hierarchy and chain of command in the organizational structure. Thus it is rational, structured and goal-directed. Formal communication is bounded by organizational rules and regulation, thus, it is free from personal attributes and its main purpose is to establish proper co-ordination and linkage between different departments, processes, and methods. Therefore, formal communication is called rational. The second component of formal communication is structured. The entire organizational structure is divided into specific departments, methods, or processes, thus, there should be a structured path of flow of communication within organization. Therefore, the communication flows within these organizational structured are goal directed.

9.22 Meaning

Formal communication, convey the messages and information between different positions of the organisation through officially designated channels.

It is that information system which involves the interchange of information officially among superiors, subordinates and colleagues within organization. In other

words, it refers to the exchange of information between different positions from lower levels to upper levels through pre-defined hierarchy, and rules and regulations.

9.23 Nature

- (a) Vertical Communication - It is the form of communication, under which messages/ or information are transmitted across hierarchy among individuals or groups within the organization.
- (b) Downward communication- The transmission of information in the forms of orders, rules and policy details and others from top to the bottom or lower level in the organization is called downward communication.
- (c) Upward Communication – The flow of information in the forms of reports, grievances, or request, suggestions or ideas etc. from lower level to upper levels in the organization.
- (d) Cross wise/or Diagonal Communication – The exchange of information among different departments, individuals or functional areas within the organization.
- (e) Horizontal Communication- The exchanges of messages or information among different individuals or groups across the same hierarchy, ensure collaboration and team work.

9.24 Characteristics

The formal communication contains some features which is discussed as below-

- (a) Structured Channel- The formal communication strictly adhere structured channels and formats that ensure transmitting information within time frame.
- (b) Professional Tone- In formal communication, the local slang or inappropriate language or expression are strictly avoided.
- (c) Written Documentation- Formal communication involves memos, reports and emails.

- (d) Authority and Hierarchy-Formal Communication adheres to the chain of command across hierarchies, levels and maintains organisational structure
- (e) Precision and Clarity- The formal communication imbibe professional tones and voice and also avoided their misinterpretation.
- (f) Organizational Context – The formal communication is a information system of policies and programmes of an organisation
- (g) Control/ Regulation - The formal communication is controlled and regulated by higher authority in the organization.
- (h) Planned and Timely- Formal communication is well planned and within the timeframe.

9.30 Downward Communication

In the downward communication the flow of the information is found downward from upward. It is the case of information and message sharing from top level to lower level i.e. management to subordinate level. It is the most common and popular form of the communication.

This type of communication is oral or written depends upon the importance of the message, status of the individual involved in the process of communication. Some of the downward communication tools are manuals, e-mail and reports

9.31 Meaning

When the flow of the information is found downward from top level in the organisation then it is called downward communication. It is a mechanism by which superiors convey the expectations, strategies and corporate values to their subordinates. This is highly directed towards organizational goals and creates a corporate culture in the organization.

Moreover, issue of the orders, clear and coherent narrative who guides employees to achieve common goals is involved in downward communication. It is meant to achieve the vision of an organization by vision, decision. Downward

communication forms the chain of command, directing subordinates, conveying information, related to achieving vision and mission of the organization.

9.32 Nature

Downward communication facilitates management in providing information related to organizational

1. Vision
2. Mission
3. Goals
4. Objectives
5. Policies
6. Programme

It is in the form of face to face or oral communication; for instance meetings, speeches, conferences and written communication in the form of handbook, circulars, digital news, notices, and warnings. Therefore, the nature of downward communication is authoritative and directive.

- (a) **Authoritative Downward Communication-** The downward communication is authoritative in nature indicated that it involves giving directions and instructions to the subordinates regarding the accomplishment of assigned tasks to employees at different levels as well as expected behavior, code of conducts and working culture of the organization.
- (b) **Directive Downward Communication-** The downward communication follows unity of command; therefore it also contains issuing orders, commands, warnings, and advices or assigns responsibilities

9.33 Purpose of Downward Communication.

Downward Communication helps the organization with the effective transmission of information from top level to lower level employees. It helps executives, such as the CEO, Board of Directors and Managers to transmit information to their sub-ordinates. This type of communication helps in building strong teams through effectiveness of downward communication.

- (a) Implementation of goals, strategies, and objectives within the organization- The downward communication contains all the details about organization's goal and objectives and what the strategy should be followed and how to work and what are the time limit for the accomplishment of that particular goals or objectives etc.
- (b) Job instructions- Downward communication may contain instructions and precautions for employees while performing the assigned tasks or goals in the organization.
- (c) Motivation to employees- It may also involve motivation by the management/or leader to their employees, so as to meet the expectations and the target of the company.
- (d) Discipline Maintenance- Its aim to maintain the hierarchy of the organization as well as ethical standard within the organization.
- (e) Feedback and counselling- It also facilitates feedback to their employees and counselling if required.

9.34 Media

Downward communication is the act of communicating messages or information from higher authority to lower levels. Businesses often used downward communication in clearly define policies reforms, delegation of tasks or change management. Therefore it is uni-directional allowing managers and executives to communicate instructions to employees at different levels without inviting response

to the information. Thus, the effectiveness of downward communication influence by the employees' understanding about the messages or information.

There are different media or forms used in communication downward information. Some of these media are discussed as below-

- (a) Messaging through emails
- (b) Writing newsletters and memos
- (c) Highlighting information in manuals or handbooks.
- (d) Holding meeting with different branch managers, employees and others

Thus, downward communication facilitates project co-ordination, morale boosting and updating the changes in the organization.

9.35 Problems or limitations

Although downward communication has several advantages, but if it is not précised and clear it may create role ambiguity, dis-satisfaction and lack of trust among employees in the organization. Thus, downward communication may involves some problems which are presented below-

- **Distortion:** Unclarity and misinterpretation among employees often leads distortion the information which causes severe blow to the effective communication.
- **Monologue Trap:** Monologue discourages valuable feedbacks and insights of different levels of officials as a unit. This leads to role ambiguity, lack of trust and low work involvement among employees.
- **Excess Trust on Hierarchy:** It leads to rigidity, dis-empowerment among employees and discourages creativity and resilience.
- **Information Overload:** Causes confusion and disengagement.

9.36 Suggestions

In order to achieve effective downward communication for sustainable and resilient organisation, the following points are made:

- **Encourage Openness and Transparency:** Effective downward communication depends greatly on openness and transparency. Since this is a one-way communication and instant feedback is not possible, transparency and openness are crucial. Develop a culture where information is freely shared and leadership is approachable to build trust and transparency inside the company.
- **Diversification of Communication Channels:** To guarantee that all employees receive messages efficiently and clearly, the organization should use a combination of traditional and digital channels.
- **Promote Feedback Loops:** Ensure that employees' opinions are valued and heard by incorporating feedback mechanisms into the downward communication process to foster a two-way conversation.
- **Tailor Messages:** To ensure relevance and efficacy, tailor communications to the requirements and environments of various teams and departments.
- **Nurturing Leadership:** Investing in the training of leaders to communicate persuasively, empathetically, and clearly will improve the calibre of downward communication. This is known as continuous leadership development.

9.37 Let Us Sum Up

Formal communication is generally related with the organizations where there formal relations are found with certain hierarchy. Downward Communication is a tool to transmit the message and information smoothly from top level to lower level in the organisation. The effectiveness of this type of communication requires careful cultivation, potential threats and engaging strategies with clarity, repetition and impact fullness. The culture of effective listening, openness and a culture of unity and discipline play a transformative role in the growth of an organization.

9.7 Suggested Readings

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- C Boyes, Need to Know Body Language, 2005, Harper Collins

Unit -10 Upward Communication

Structure

10.0 Objective

10.1 Introduction

10.2 Upward communication

10.21 meaning

10.22 Nature

10.23 Need

10.24 Media

10.3 Limitations

10.4 Importance

10.5 Communication Bridge

10.6 Let Us Sum Up

10.7 Suggestive Readings

10.0 Objective

After reading this unit you will be able to:

- Understand the Upward communication
- Explain the communication Bridge
- Define nature of upward communication

10.1 Introduction

It is the opposite of downward communication. It pertains to the transmission of information from subordinate levels of the organisation to superior levels of authority. It transitions from subordinate to superior, progressing from labourer to foreman, foreman to manager, and manager to general manager, and so forth. This

mode of communication includes thoughts, ideas, suggestions, complaints, grievances, appeals, and reports.

Consequently, the efficacy of upward communication is contingent upon organisations empowering their employees and permitting their unrestricted participation in decision-making processes. This mode of communication allows employees to convey information to their superiors unreservedly and express their opinions.

10.2 Upward Communication: Upward communication occurs when messages are transmitted from subordinates to management. The communication ascends from subordinates to managers, encompassing requests, reports, ideas, complaints, and directives.

10.21 Meaning

Upward communication refers to the conveyance of information from subordinate levels to superior levels within an organisation, with the predominant form being interactions between employees and managers. Managers that promote and facilitate upward communication cultivate collaboration, garner support, and diminish employee frustration. The content of such communication may encompass judgements, assessments, propositions, complaints, grievances, appeals, reports, and any other information conveyed from subordinates to superiors. Upward communication frequently occurs as a reaction to downward communication; for example, employees responding to enquiries from their manager. Thus, upward communication reflects the efficacy of a company's downward communication.

The mode of communication significantly impacts the upward communication process. Information dissemination can occur in person, by telephone, or in written form. Subordinates should strive to ascertain their manager's or superiors' preferred mode of communication. For example, delivering a written report to an individual who favours short emails is unlikely to achieve the intended outcome.

The accessibility of communication channels influences employees' overall contentment with upward communication. An open-door policy indicates to employees that the management is receptive to spontaneous discussions and other forms of communication. This is expected to enhance employees' satisfaction with their access to upward communication channels and reduce their apprehension over upward communication.

For management, upward communication serves as a crucial source of information that can guide corporate decisions. It assists in notifying management of new developments, performance levels, and other matters that may necessitate their attention. Whistle-blowing entails upward communication wherein employees directly inform top management about issues necessitating attention or disciplinary action (e.g., harassment by a colleague), encompassing alleged ethical or legal violations.

10.22 Nature

The nature of upward communication involves-

- It functions as an evaluation of the efficacy of downward communication.
- Upward communication ascends from subordinate to superior levels within an organisation.
- Thus, upward communication reflects the efficacy of a company's downward communication.
- The communication channel significantly impacts the upward communication process.
- The accessibility of communication channels influences employees' overall contentment with upward communication.

- This is expected to enhance employees' satisfaction with their access to upward communication channels and reduce their apprehension over upward communication.

10.23 Need

Upward communication plays an important role in enhancing the productivity as well as employees satisfaction at the workplace. There are some advantages of upward communication, which are discussed below-

(a) Developing and Enhancing Mutual Trust- Upward communication is inherently interactive and may encompass recommendations, idea generation, and feedback. Consequently, it fosters mutual trust among superiors, subordinates, and top management. If the board of directors allows employees to offer feedback or advice during a company meeting, they trust that employees will seize this opportunity to provide candid suggestions. Conversely, employees trust that the leadership will utilise their ideas to enhance the current performance of the business.

(b) Enhance workplace practices: Participative upward communication that solicits opinions, ideas, or feedback from employees can bolster both their productivity and devotion to the organisation.

Opportunity for improvement of business performance and functioning- Upward communication can serve as a constructive mechanism for enhancing business performance and operations. Effective upward communication facilitates input from lower levels to upper management, which is crucial for policy formation and implementation.

Developing the attitude of self-worth among employees- It fosters a participatory approach within the organisation enhances decision-making efficiency by providing relevant insights and feedback, fostering a sense of self-worth among employees.

Generating inclusive environment at the workplace Inclusion signifies the participation of all individuals. Upward communication affords all employees the

opportunity to participate in the dialogue. It fosters organisational resilience and advances sustainability.

10.24 Media

Communication Media

There are mainly three types of communication media.

- a. Oral Communication Media
 - b. Written Communication Media
 - c. Gestural Communication Media
- **Oral Communication Media-** Oral Communication is the exchange of messages through spoken words. It may take place by face to face contacts and through mechanical devices like telephone.
 - **Written Communication Media** - Managers frequently use written communication in the course of performing their functions; for instance letters, memos etc. It is frequently used to issue specific orders and instructions to subordinates.
 - **Gestural Communication Media** - Communication through gestures or postures is called gestural communication media. It is supplementary to oral communication. It is useful in conveying feelings, emotions and attitudes.

10.3 Limitations

Communication whether in oral, written or gestural forms has some limitations such as-

- Oral communication has no proof of decision
- Communication may be affected badly due to weaker command on language, slang, non-coherence visible.
- Oral communication is less authentic than written communication

- Oral communication has no legal standing
- Written communication is time consuming and if sender does not have good command on language, then he\she face difficulties in writing communication
- Lack of personal touch involves in written communication.

10.4 Importance

- Oral communication involves quick feedback and flexible.
- Oral communication is faster than written and it also facilitates facial expression and body language visibility.
- Oral communication is more used in team work performance.
- Written communication facilitates reference for future use.
- In written form of communication, sender can write and re-write to make it error free before sending to receiver.
- Written communication can be used for future reference and record purposes.
- It promotes responsibility in the employees.
- Written Communication redefines accessibility.

10.5 Communication Bridge

Effective Communication reduces the gaps in the communication among the employees. It promotes trust, aligns towards organizational goals, empowers employees, inspire and thrive organizational leadership. It can be achieved through active listening, cultivating emotional intelligence and constantly working on interpersonal skills. It contributes to positive work culture, built resilient teams and in way a strong organization.

10.6 Let Us Sum Up

In the previous unit you studied about downward communication in which the orders or instructions given by top authority were mainly included. In the upward

communication the lower level employees of the organisation request to the upper level employees. Both are very important for the communication process. Effective Communication creates strong organisation through inclusive organization and transforms the work culture of the organization. Communication takes place by media in the organizations. Different media are used to ensure the effective communication. Communication Bridge is also helpful in the effective communication. In the next unit we will discuss about the verbal communication.

10.7 Suggested Readings

- D Hartland and C Tosh, Guide to Body Language, 2001, Caxton
- P Ekman, E R Sorenson and W V Friesen, Pan-Cultural Elements in Facial Displays of Emotion, Science Vol 164, No 3875, 4 Apr 1969
- C Boyes, Need to Know Body Language, 2005, Harper Collins
- E Kuhnke, Body Language for Dummies, 2007, Wiley

Unit -11 Verbal or oral Communication

Structure

11.0 Objectives

11.1 Introduction

11.2 Verbal Communication

11.3 Written Communication

11.4 Diagonal Communication

11.5 Ways of Communication

11.5.1 One way Communication

11.5.2 Two way Communication

11.5.3 Scalar or three phase Communication

11.6 Let Us Sum Up

11.7 Suggested Readings

11.0 Objective

Learning goals:

- Understanding oral communication
- Explanation of Written communication
- Define Diagonal communication
- Distinguish the Scalar or three way communication

11.1 Introduction

Verbal Communication is the expression of ideas, thoughts and feelings. There are different modes of verbal communication; for instance face-to-face, presentation or speeches. It helps to each and every one to convey the message and share meaning and understandings with each other by spoken or oral method

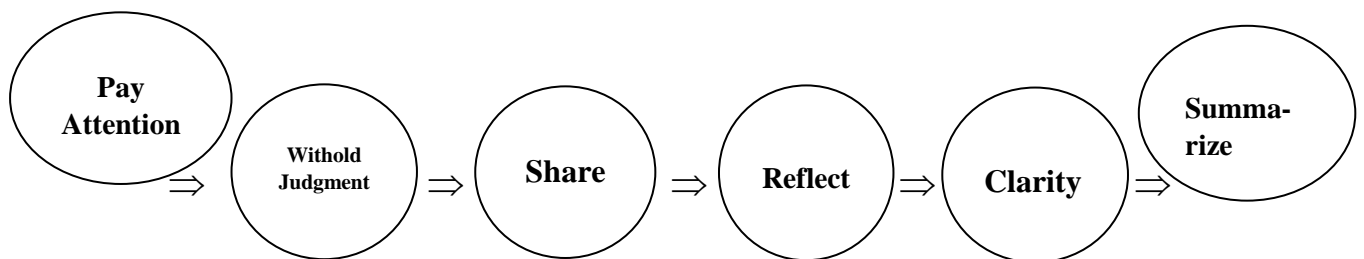
It is used in day -to -day life. It is most effective form of communication which helps in expressing ourselves, build stronger bonds of relationship and confidently convey messages.

. **Significance of verbal communication**

- (a) **Clarity and Precision:** Verbal communication promotes clarity and precision in expressing ideas, thoughts and actions. There is the use of words, tone and voice modulation to make the clarity and precision in the communication process.
- (b) **Instant Feedback:** Immediate feedback is one of the significance importances of the verbal communication. The speaker can made the necessary changes in his speech after receiving the instant feedback or real time feedback from the listeners.
- (c) **Non Verbal Communication:** It includes non-verbal in which body language, facial expressions, emotion, and gestures are mainly included during the communication process.
- (d) **Personal connection:** It helps in emotional expression, building trust and connecting people.
- (e) **Effective Problem Solving:** Verbal communication in Group discussion and collaborative approach who brings vibrancy through sharing ideas, brainstorming and consensual decision making. This is problem solving in this manner.
- (f) **Flexibility:** It leads to resilience and sustainability in the process and efficiency in making decision
- (g) **Cultural understanding:** Verbal Communication establishes a unique dialogue, fosters cross-cultural understanding and reducing misunderstandings.

- (h) **Immediate resolution of issues:** This promotes effective conflicts resolution. This permits individuals to discuss issues with clarity and find the mutual and acceptable solutions.
- (i) **Enhanced Learning:** Verbal communication enhances the learning through teaching. Teachers can explain the complex concepts in easy and understandable manner. The learner are also engaged by discussion and case study for better understanding Teachers can explain complex concepts, answer questions, and engage through verbal communication.
- (j) **Emotional Expressions:** Verbal communication provides the platform promotes platform for expressing the emotions, offering support, sharing happy moments or conveying empathy during difficult situation. It is also helpful in ensuring cordial interpersonal relations.

Develop strong Verbal Communication skills

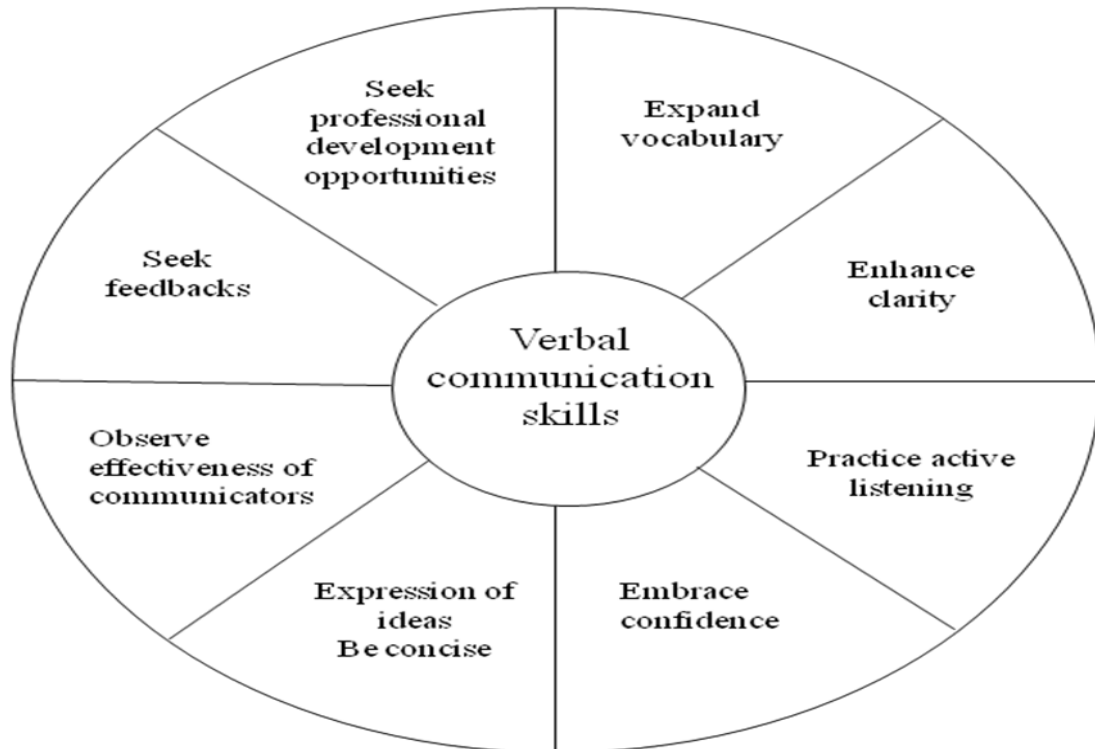


Six key active listening skills

- (a) **Active listening Practices:** Active listening practices ensure the strong verbal communication. During the communication process both the learner and listener must be active and alert to understand the meaning of message.
- (b) **Enhance Clarity:** proper pronunciation and effective use of tone and volume during the communication enhance the clarity.

- (c) **Expand vocabulary:** Strong vocabulary level of the listener as well as speaker is essential to enhance the verbal communication. Due to this the speaker explains his views in satisfactory and competent method.
- (d) **Body language use:** The use of proper body language can enhance the verbal communication. The use of hand and facial expression along with posture of the speaker makes the positive impact on the listener.
- (e) **Compact presentation:** Clear and concise expression of thoughts, avoiding conflicting and unclear messages or thoughts.
- (f) **Idea Presentation:** The communicator must be expert in the presentation of ideas. The practice of conversations, debates or presentation enhances the verbal communication.
- (g) **Obtain Criticism:** criticism regarding communication skill should receive the reliable and authentic sources. They guide for the improvements in the future communication.
- (h) **Observe effective communicators:** Observation is a skill which helps you grasp effective techniques of communication.
- (i) **Embrace confidence:** Cultivation of confidence in public speaking by visualizing successful scenarios.
- (j) **Search opportunities for the professional development:** verbal communication also provides the opportunity for the professional development. Immersive learning through Seminar, symposium and courses to equip essential techniques to excel in communication

Verbal communication Skills



Verbal communication Styles

Hostile Verbal communication

When the aggressive and forceful language is used in the communication process, it is named as hostile verbal communication. This style of communication does not respect to others by words but makes a very powerful impact on the communication process. Often this approach leads the hostility and conflict in the communication decreasing the effectiveness of positive dialogue.

Inactive style of Verbal Communication

It uses or includes an unwillingness to present the own views or needs. It may avoid direct confrontation, can lead to misunderstanding and poor self advocacy.

Passive-aggressive style of Verbal Communication

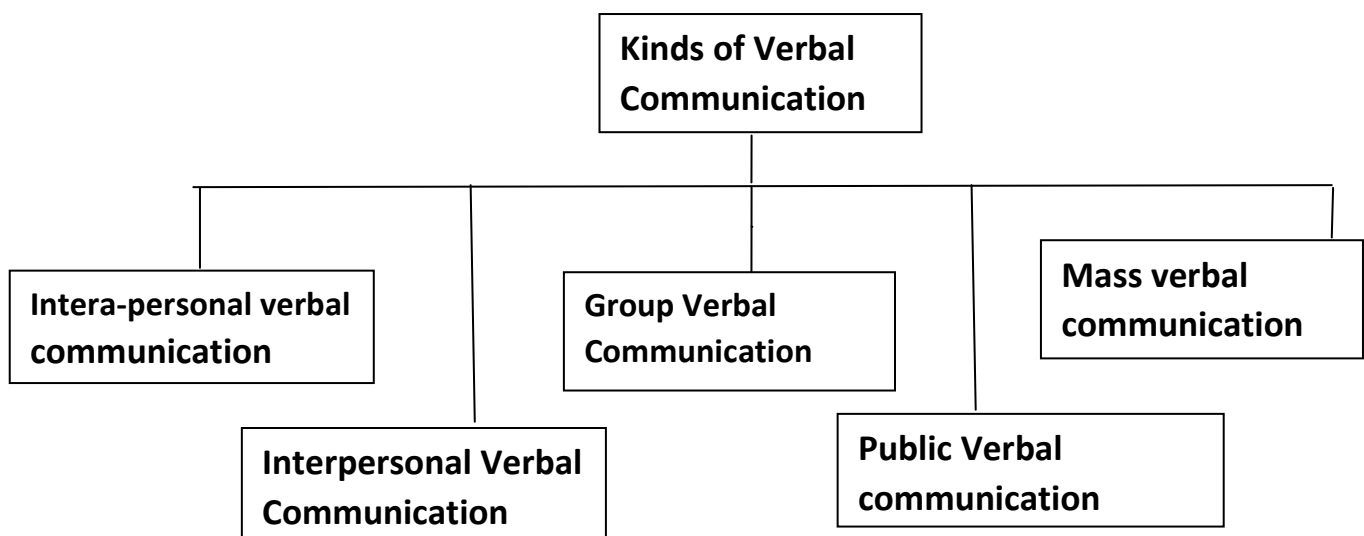
It combines elements of passivity and indirect hostility. It might create chaos and trust deficit as true expression are not communicated.

Assertive style of Verbal Communication

This style of verbal communication is Clear and respectful expression of thoughts, feelings and needs. It values mutual expression. It involves trust, listening others, promotes understanding and resolves conflicts.

Kinds of Verbal Communication

Various forms of verbal communication are found in the communication process. For instance self talk, interpersonal and intra-personal communication is few examples. We often visualize them in the groups, speaking in the larger audience, and mass communication like radio or television.



Kinds of Verbal Communication

Intra-personal Communication: This pertains to the discourse of minds. It encompasses introspection, self-evaluation, and self-articulation. This monologue facilitates cognitive processing, decision-making, and reflection on our experiences.

Interpersonal Verbal Communication: Dialogue among several individuals is essential for fostering connections, conveying emotions, and sharing knowledge. It encompasses attentive hearing, precise expression, and efficient reply.

Group Verbal Communication: This form of communication exemplifies collaborative talks or team gatherings. It necessitates attentive listening and respectful interactions. It facilitates the sharing of ideas, the interchange of information, and collaboration to attain shared objectives. It promotes open communication, fosters equal involvement, and improves group dynamics.

Public Verbal Communication: This entails addressing a broader audience, such as through presentations, delivering speeches, or facilitating public events. It necessitates precise articulation, captivating storytelling, and proficient delivery strategies. Public speaking abilities may motivate, convince, and impact others, rendering it a crucial talent in numerous professional and social contexts.

Mass Verbal Communication: This encompasses a broader audience via television, radio, or digital channels. It entails disseminating information, news, or entertainment to the public. It depends on the proficient formulation, presentation, and transmission of messages to engage and sustain the audience's attention. It impacts public perception, moulds cultural standards, and enables widespread idea interchange.

Difference between Verbal and Non verbal communication

Verbal Communication	Non Verbal Communication
To convey the messages verbal communication involves the use of spoken or written words.	Non verbal communication uses the body movements, facial expressions, gestures and other cues to transmit the messages.
To convey the meaning or messages the verbal communication uses language, its grammar, vocabulary and syntax for effective communication.	Non verbal communication does not uses any language to express the meaning and understanding in the communication process. It uses the universal language that is known as body language.
Non verbal communication is	Non verbal communication may be both

conscious and intentional.	conscious and non conscious and uses gestures or facial expression.
Explicit and precise information through words are provided by informal communication.	The emotions, attitudes and social cues are conveyed through such communication.

Improving communication skills include establishing effective strategies for improved comprehension and engagement; Methods to surmount problems include:

Positive reinforcement

It entails employing supportive language and non-verbal signals to cultivate rapport and enhance receptiveness in others. It promotes active engagement, demonstrates authentic attention, fosters and sustains connections, offers reassurance, and cultivates a hospitable and inviting atmosphere.

Effective questioning

It is an effective method for acquiring information and obtaining assistance. Closed-ended questions elicit succinct answers, whereas open-ended questions necessitate elaboration and promote deeper participation. Both categories of questions fulfil distinct functions in steering discussions and promoting substantive interaction.

Reflection and clarification

Reflection and clarification is very important for improving communication skills in the organisation. Restating the message in speaker’s own words, demonstrating and active listening are factors to improve the communication skill in the ogranisation. The speaker makes the relations during his speech and receives the attention of the listeners.

Summarising

Summarising is helpful in providing the overview of the main discussion. It is a review and validation of shared understanding and guides for futuristic actions.

Closing communication

The closing of a conversation is a form of mannerism of expressing gratitude, bringing a conclusion. It helps in respectful and natural close.

11.3 Written communication

This communication concerns with the transmission of knowledge, information or messages through written language. For example: letters, articles, emails, social media posts, and text messages. The written word is transmitted to the recipient, who subsequently interprets it.

Written communication is defined by its ability to express information, ideas, and messages in written form. It is more formal and organised than oral communication.

The accessibility of written communication enables a broader audience to receive the message, irrespective of time or geography. Nevertheless, the primary disadvantage of textual communication is the absence of quick feedback and emotional cues.

Features:

Written communication has several unique features that make it an effective and acceptable method of conveying messages.

The objectives of written communication can help to design messages that are well-received and achieve desired outcomes. Some common objectives of written communication are as follows-

1. Permanence: Written communication is a permanent record of the message being conveyed, which could be referred back later for clarification.

2. Clarity: Ability to convey a message clearly, Crafting message in a precise and structured manner, avoiding any confusion is the prominent features of the written communication.

3. Formality: It is more formal and structured than verbal communication. It follows a particular format or style guide, as per required in communication process.

4. Absence of Non-Verbal Cues: It lacks the presence of non-verbal cues; for instance body language, tone , or facial expressions while in oral communication or face-to-face communication these clues are present.

5. Audience-specific: Designed to specific audiences, using language and tone appropriate for the concerned readers. Written communication can be made for the specific reader.

11.4 Diagonal Communication

Diagonal communication, also known as crosswise communication, refers to a form of business communication occurring within an organisation between persons who do not share a direct hierarchical relationship but are members of different departments or teams.

It encompasses many levels and departments, creating a diagonal movement throughout the organisational structure. This deviates from the conventional model by facilitating direct communication among personnel from various departments or hierarchical levels.

Diagonal communication entails collaboration, coordination, and information exchange across several organisational levels and functional domains within an organisation. It seeks to promote a more integrated and interdisciplinary methodology.

Diagonal communication improves comprehension of organisational objectives, fosters problem-solving skills, and promotes innovation by facilitating the exchange of varied ideas and experience. Diagonal communication facilitates the alignment of efforts, enhances decision-making, and improves overall organisational effectiveness.

The objective of diagonal communication is to facilitate collaboration, coordination, and the exchange of information.

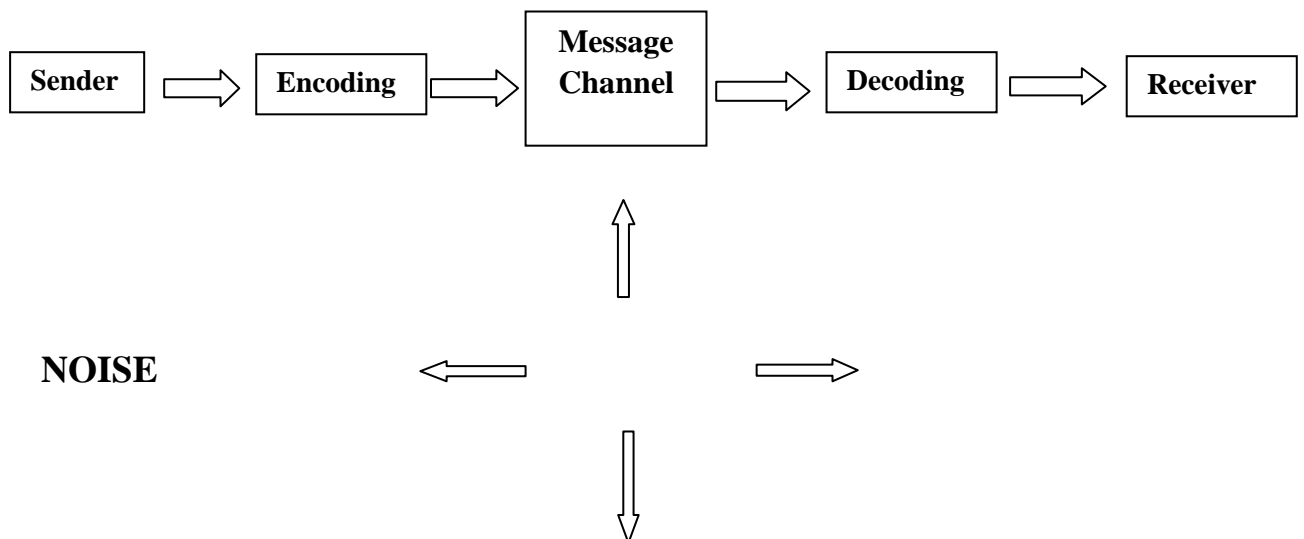
11.5 Ways of Communication

11.5.1 One way Communication

One way communication is concerned with the flow of information from sender to receiver. This is the way of communication in which the single source of information is sender and the receiver plays a passive role in the communication process.

In one-way communication, sender holds on the information's and its delivery. All the subjects and content of the message or information are determined by the sender. In this way the sender is all in all during the communication process. The receiver has no important role in the communication process.

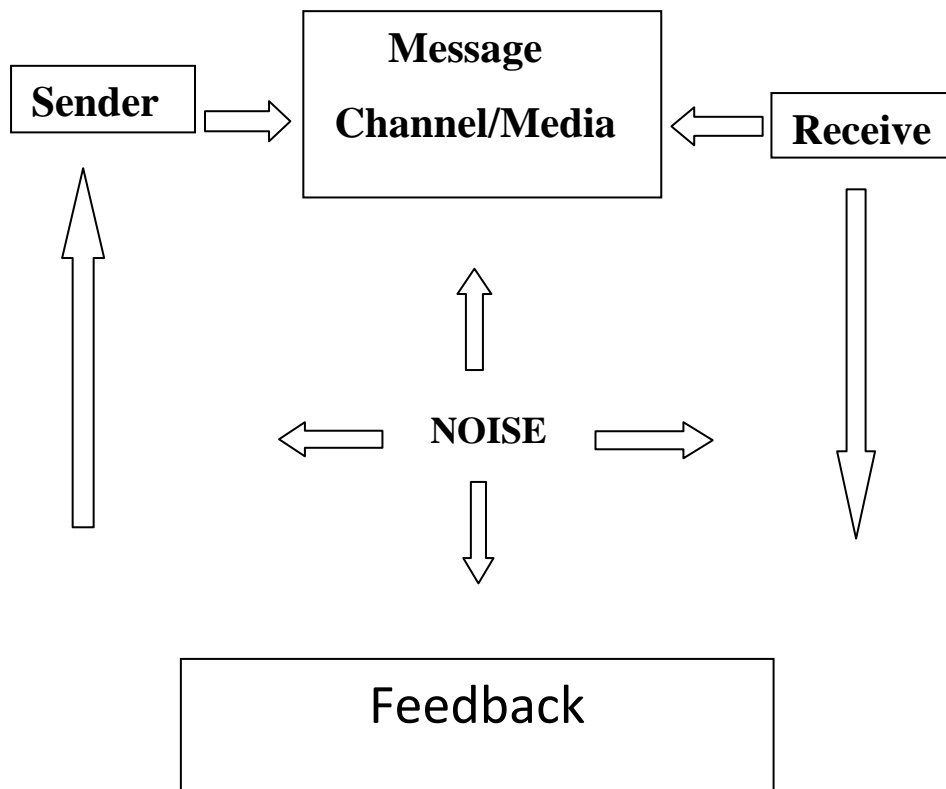
ONE WAY COMMUNICATION



11.5.2 Two – way Communication

This is the real communication because this takes place between two sides or more than two parties. This is the mutual exchange of information and message between two or more than two peoples. It is the process in which a spontaneous response is found by the active participation of the sender and receiver. This is the two way communication and the parties involved in this are encouraged for effective and active participation.

Two-Way Communication Model



11.5.3 Scalar or three phase Communication

In this type of communication, every participant has the opportunity to express their thoughts and ideas each participant is had the opportunity to articulate their thoughts, ideas, and opinions at the time of or during the communication. This communication promotes the exchange of information and receiving the feedback from all the stake holders.

11.6 Let Us Sum Up

After learning the upward and downward communication you learnt the verbal communication in this unit you learn about the understanding of the oral or verbal communication. The unit also and explains the written communication. Along with this the diagonal communication in which the communication with different departments and different level peoples is performed. The types of communication includes one way, two way and three way communication are also discussed in the unit. Verbal communication provides clear statement, facilitates learning, and enhances bonding. This communication enables us to influence, attachment, and address difficulties. It leads to the examination of potential for growth and success in both personal and professional realms. Diverse communication methods enhance the efficacy of commercial organisations.

11.7 Suggested Readings

- Julius Fast, Body Language, 1971, Pan
- D Hartland and C Tosh, Guide to Body Language, 2001, Caxton
- P Ekman, E R Sorenson and W V Friesen, Pan-Cultural Elements in Facial Displays of Emotion, Science Vol 164, No 3875, 4 Apr 1969
- C Boyes, Need to Know Body Language, 2005, Harper Collins
- E Kuhnke, Body Language for Dummies, 2007, Wiley
- www.theknowledgeacademy.com

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Unit -12 Informal Communication

Structure

12.0 Objective

12.1 Introduction

12.2 Informal communication

12.1 Meaning

12.2 Nature

12.3 Causes

12.3 Distinction between formal and informal Communication

12.4 Difference between Rumours and informal Communication

12.5 Impact of Rumour

12.6 Controlling Rumour

12.7 Merits and demerits of informal Communication

12.8 Let Us Sum Up

12.9 Suggestive Readings

12.0 Objective

After studying this unit you will be able to:

- Understanding, Formal communication
- Explanation of the Informal communication
- Define Rumour
- Distinguish between formal and informal Communication

12.1 Introduction

In the previous unit we discuss about the verbal or oral communication. This unit is related with the informal communication. Informal communication which is also known as “Grapevine” takes place due to informal relationship between the concerned persons. This communication arises spontaneously due to the personal and group interest. This can pass both correct information as well as rumour. Rumour is not good for the organizations. Therefore, the

corrective measures are very important to stop such unfavourable situation. This creates distrust in the organizations.

12.2 Informal communication

Informal communication reflects social interactions among people who work together. These are not bound by any rules and regulations but are bound by conventions, customs and culture. Informal groups are created in the organizations because the formal structure is not complete and is unable to meet the personal, social and psychological needs.

12.1 Meaning

Informal communication is the spontaneous sharing of information between two or more individuals, devoid of official norms, protocols, systems, formalities, and hierarchical structures. This communication is generally found due to informal relations between the people. We all use this communication in our family, friends circle, fellow workers and other informal groups.

Informal communication is predicated on personal or casual relationships, such as those among friends, classmates, family, and club members, hence operating independently of organisational norms and formality. In a commercial context, informal communication is referred to as the "grapevine." Informal communication is characterised by an undefined channel, indicating the absence of a specific chain of command for information flow. Consequently, information can originate from any source. Such communication frequently emerges from shared interests, preferences, or aversions. There exist four categories of Informal Communication:

- (a) Single Strand Chain
- (b) Gossip Chain
- (c) Probability Chain

(d) Cluster Chain

The gossip is a form of informal communication, where the employees of different department irrespective of their hierarchical positions engage themselves in communication with each other. The grapevine satisfies the social needs of people and iron out the formal relations by filling the gaps. This also brings different people under common chain of command.

12.2 Nature

Informal communication is a form of casual communication between co-workers and others in an organisation. It is unofficial in nature and is outside of the normal hierarchy of business structure. Therefore, this type of communication may not happen between the CEO and the worker. It helps us build morale of the employees, foster belongingness and a sense of collaboration.

Types of informal communication:

1. **Single Strand:** Single person communicating with other person and then they go and communicate with another one person. The informal communication takes place one by one in this type of communication.
2. **Gossip Chain:** This type of informal communication takes place in a group by initiating any group member in the form of gossip. Thus, a Group conversation, across different people informally is a type of gossip chain.
3. **Probability Chain:** Individual randomly telling another individual the same message is named as probability chain. The same message communicated by the group members are outside of the group. Sometimes the same message is communicated repeatedly to the members by different people.
4. **Cluster Chain:** Sharing of information with the group and then the individuals share it further or in other group.

Therefore, informal communication is the flow of information between employees outside the professional and formal meeting.

12.3 Causes

Reasons for grapevine communication in an organization are as follows -

1. The emotional state of employees.
2. The Informal and Peer Groups.
3. Information outside the domain.
4. Job.
5. Talkative Nature and suspicious attitude of the people.
6. Organizational Climate.

12.3 Distinction between formal and informal Communication

Formal Communication	Informal Communication
<ul style="list-style-type: none">• Formal Communication is structured, official and deliberate• Formal communication is generally in written form• Formal communication is Time consuming• Formal Communication is more reliable and authenticated.• Formal communication takes place due to the design of the organisation.• Formal Communication is used at professional settings or platforms.	<ul style="list-style-type: none">• Informal communication is casual, unofficial and spontaneous.• Generally, Informal communication is verbal or oral.• Informal communication is rapid and spontaneous.• There is always a question mark on the reliability of informal communication.• Informal communication is not designed by the organisation.• Informal communication is used by social and personal interactions.

12.4 Difference between Rumours and informal Communication

A rumour is a kind of oral information circulating something among the group or individual. In the rumour a piece of information or news passes from person to person, this may not be true. This is also known as verbal talk or gossip. The rumour is not important for the organization.

The informal communication takes place due to the informal relationship between the concerned persons. Such type of communication takes place spontaneously from personal and group interest. This is also known as grapevine. Informal communication is very important for the organization because this is most effective one and spreads information with considerable speed.

12.5 Impact of Rumour

Rumors impacts personal as well as professional life, they have serious implications on the growth and development of personal professional life of the people and an organisation at large.

- **Reduces Confidence:** Rumours reflects into change in the perception and behaviour of the people and the organisation. It invokes judgemental behaviour, criticism and questioning looks, diminishing confidence and looking down to others
- **Low Self-Esteem:** Often, rumours lead us in reduced self- esteem, bring negative outlook and focus on our weaknesses; it develops a over critical about our actions and behaviour.
- **Inhibit Performance:** Lack of faith in our capabilities results into reduced performance. This results in under-performance.
- **Lead to Isolation:** Rumours might develop a hesitant behaviour among our close relationship and reduces human contacts. It creates comfort in solitude.
- **Professional Level**

Rumours disturbs our professional lives in, disrupting productivity, low level of motivation and adversely affects career advancement.

- **Reduced Motivation:** Falsehood at workplace reduces our commitments towards execution of official tasks. It becomes harder to face people and live with tarnished image. It may disengage mood of doing work.
- **Reduced Productivity:** Rumors distract us. It might reduce our time and quality at work. There is a significant reduction in the performance of an employee or an organisation.

Obstacle in Promotion: Rumours distorts the image of the employees which further results into adversities in career advancement. Sometimes, we do not get the time to explain especially in case of chain of command and there is reporting to the top management.

- **Resignation:** Rumours might results into submission of job, quit or exit. This is painful for the employees and the organisational goals.

12.6 Controlling Rumour

Unfortunately, rumors are started out of us. They are cause of concern for the employees and organization. You need to know the dos and not to dos in such a situation. Some of the strategies, controlling rumors are:

- **Keeping Patience:** Be quite and patient that nothing went wrong. This is a strategy that brings the opportunistic inflow to the employees and the organisation. Human tendency is that they try to find the loopholes in the others and then they make issue which will be converted in the rumour ultimately.
- **Showcase frustration:** Reduce reactions in the case of frustration. If a person is not showing the frustration then the others will not make any issue, but if he shows frustration then the rumour will take place.
- **Tit for Tat:** Revenge culture is destructive. The efforts should be made to mitigate rumours and develop positive work culture.

- **Hide it from Elders/Seniors:** It is an effort to share challenges and opportunities to absorb confidence.
- **Truthfulness:** Rumors can be quite persuasive. It helps us manage doubts and actions.
- **Built Confident:** Stay strong and gain confidence. It shall help in creating teams; structure our roles and responsibilities at the workplace which is helpful in the prevention or minimising the rumour.
- **Communicating People:** It brings openness, initiate dialogue, resolve conflicts develops emotional intelligence and foster inclusivity in ideas, thoughts, practices and values in employees and the organisation.
- **Evaluation of Behavior/Actions:** Ask if any of our actions or behaviour has resulted into initiation of the rumour. Change management is the key to adaptation and mitigation of these rumours.
- **Clarification of position Using Facts:** Facts check, the best way to kill them is to present facts that say otherwise and act for clarity of facts. Everyone should check the facts regarding the position then they should react. This is the way by which the rumours can be minimised.
- **Focus on Positive Thinking:** Positivity brings opportunities to showcase skills, knowledge and aptitude which plays pivotal role in transforming organisational ecosystem. Rumours are the dark side of bad communication and it is found as negative. Therefore, positive thinking is a tool by which the rumours can be minimised.
- **Setting Examples:** Actions are louder than words – actions demonstrate leadership, motivates employees and excel organisational zeal. The peoples of the organisations are setting the examples by their actions then the rumours will disappear from the organisation or they will be at minimum level.

12.7 Merits and demerits of informal communication

Merits of informal communications are as follows-

1) Interpersonal Relationships:

Informal communication results into personal bonding between employees. It helps in stronger coordination for tasks, motivation, creation of strong teams and reducing boredom in routine tasks.

It is a strategy to humanize organization. It creates vibrant ecosystem with appropriate skills, knowledge and aptitude

2) Speed:

Absence of barriers leads to speedy communication through the use of instant messaging technology, it has redefined accessibility.

3) Flexible communication:

Informal communication networks do not involves formalities. This is not a rigid system. Any employee can communicate directly to his subordinate or superior by using various channels.It results into feedbacks and insights.

4) Getting recommendations:

Recommendations, helps us in sustainable growth of a business, brings resilience in the ecosystem and leadership in innovative thinking and actions.

5) Increased job satisfaction:

An organization thrives with positive work culture, ethical approach. Informal communication enhances enthusiasm and motivation and increased the job satisfaction by creating a work environment which will be inclusive, friendly, and openness in supporting innovative ideas.

6) Satisfies social needs:

Informal communication satisfies the social needs of the people. This is helpful in the expression of ideas and viewpoints on any particular issue which was not possible

due to the barriers of the formal communication. This is only possible with openness of an organization.

Disadvantages of Informal Communication

There are certain demerits in the Informal Communication

1) Misinterpretation:

Interpretation in wrong way can result into misunderstanding and arguments between employees and a chaos. The authenticity of the message is a big issue in informal communication.

2) Lack of accountability:

Unavailability of the records are the big issue in the informal communication. Thus authenticity of the information is critical. Falsehood and denial of accountability brings chaos and disrupts organizational ecosystem

3) Informational leaks:

Leakage of confidential information causes instability in the organization. It invokes trust deficit and perpetuate financial losses.

4) Spread of Rumors:

In the informal communication there is always the question of authenticity and reliability and this is the cause of rumors. The formal process and channels are not found in the communication process therefore, spread of rumor takes place easily in such type of communication.

5) Unreliable:

The information is not verified and confirmed before spreading it in the group or any other place. Therefore, such communication is not very reliable. Most of the time people spread the false information various people and groups for creating fun and joy. It is not easy to check the authenticity and reliability of the source of the information in the informal group.

12.8 Let Us Sum Up

To make the sustainable business organization, we cannot afford ambiguity because it makes us uncomfortable. We need to express a system of organization in such a way that is trustworthy, resilient, and positive workculture.

Such organization has to learn to handle rumours effectively, which brings the ease of living and impact personal and professional lives effectively. The motto is prosperity of the people and the organization at large.

12.9 Suggested Readings

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UNIT-13 REPORT WRITING

Structure

- 13.0 Objectives
- 13.1 Introduction
- 13.2 Report Writing: Meaning and Definition
- 13.3 Types of Report Writing
- 13.4 Patterns of Report Writing
- 13.5 Parts and Formats of Reports
- 13.6 Essential of a Good Report
- 13.7 Let Us Sum Up
- 13.8 Key Words
- 13.9 Some Useful Books
- 13.10 Answers to Check Your Progress
- 13.11 Terminal Questions

13.0 Objectives

After studying this unit, you should be able to:

- Explain the meaning and types of report writing;
- Describe the parts and formats of reports;
- Analyze the patterns of report writing
- Explain the essentials of good report.

13.1 Introduction

A report is a more highly structured form of writing and it is designed in such a way that it can be read quickly and accurately. Reporting on the progress and the status of different activities for taking sound business decisions is a routine practice in every organisation. Structure and convention in written reports stress the process by which the information was gathered as much as the information itself. Reports should be organised for the convenience of the intended reader. Reports are written on a wide range of subjects for a wide variety of reasons. Before writing any report one should

identify the objective and the preferred conventions of structure and presentation. Reports may be written by an individual or an organized body at regular intervals either on usual routine or on special occasions. Reports are often submitted by the managers, secretaries, accountants, chief executives, etc. Experts in certain fields are often required to submit reports on important issues like decline in sales, the suitability of some premises, the re-organisation of office, the chances of variation in profits, the desirability of setting up a new branch, etc. In this unit you will learn about report writing, its types and parts and formats of reports. You will also learn about the essentials of a good report.

13.2 Report Writing: Meaning and Definition

Report is a well-organized and methodical presentation of facts and results from an event that has already occurred. It is a written record of what you've seen, heard, done, or looked into. Reports are a sort of written assessment that is used to determine what you have learned through your reading, study, or experience, as well as to provide you hands-on experience with a crucial skill that is often used in the business. Before writing a report, there are certain things which one must keep in mind while drafting a precise and structured report. While writing the report, one should write a concise and clear title of the report and always use the past tense and it should always write in the third person. Structure the report by dividing it into paragraphs and always stick to the facts and keep it descriptive.

Therefore, a report is a logical presentation of facts and information and it is self-explanatory statement which provides information to management for decision making and follows up actions. Report is a systematic presentation of established facts about a specific event/subject and is a summary of findings and recommendations about a particular matter/problem. The important issues which should be included in a report are title page, table of contents, page numbering, headings and sub-headings, and citations. A bibliography at the end of the report lists credits and the legal information for the other sources you got information from.

Definitions:

Report writing is a statement that describes in detail an event, situation or occurrence, usually as the result of observation or inquiry. It is different from other forms of writing because it only includes facts, not the opinion or judgement of the writer. According to Oxford English dictionary a report is defined as “an account given on a

particular matter, especially in the form of an official document, after thorough investigation or consideration by an appointed person or body”.

13.3 Types of Report Writing

According to categories or characteristics of reports there are different types of report writing. These are:

- 1. Formal or Informal Reports:** It typically takes the form of a note, letter, or a very short document, such as a monthly financial report, research, and development report, or other similar documents. It is written in the style and guidelines of the company or organization and its goal is to educate, interpret, and make recommendations. In contrast to a formal report, this one is shorter and more informal. An informal report typically includes title, introduction, discussion, recommendations, and conclusion. On the other hand, formal reports are meticulously structured; they emphasize objectivity and organization, provide a great deal of detail, and are written in a style that avoids personal pronouns. A formal report aims to collect and analyze data as well as report information and it is lengthy and complex. It contains title page, executive summary, introduction, method/methodology, results/findings, discussion, conclusions, recommendations, appendices, and bibliographical details.
- 2. Vertical or Lateral Reports:** This classification of report writing refers to the direction a report moves. Vertical reports are reports that are moving upward or downward in the hierarchy, and they assist with management power. On the other hand, lateral report travels between units at the same organizational level (for example, the development and finance departments).
- 3. Informational or Analytical Reports:** An informational report is a compilation of data and knowledge on a specific subject. The expense report is one such report: it is a collection of data that is used to request funding allocation. The format is rigidly prescribed, and it is often completed after a business trip. An analytical report is the other kind of report writing. This report type begins with information gathering and research, followed by an overview that leads to one or more recommendations. Consider a report that assists a business in determining where to open a new shop.
- 4. Proposal Report:** The proposal report writing is a problem-solving report with a twist. A proposal is a written document that explains how one company should

meet the needs of another. The majority of government agencies use “requests for proposal,” to publicize their requirements. The requests for proposal identifies a requirement, and prospective suppliers submit proposal reports outlining how they can fulfill the requirement.

5. **Functional Reports:** Functional reports might be easier for you to understand. Accounting reports, marketing reports, financial reports, and several other reports that are classified based on their intended use are included in this category.
6. **Short or Long Reports:** These reports are classified according to their lengths, as the names indicate. A two-page report or memorandum is considered brief, while a report more than 20 pages is considered lengthy. Longer reports are among the report styles that use a structured style of formal writing.
7. **Internal or External Reports:** Internal reports circulate within the business enterprise. External reports, such as company annual reports, are written for dissemination outside of the organization.
8. **Periodic Reports:** Periodic reports are reports that are issued regularly. These types of reports are typically vertical reports to check overall company operations or reports published by government agencies, companies, and non-profits. Incident reports, revenue reports, feasibility reports, and progress reports are all examples of periodic reports.
9. **Weekly Reports and Annual Reports:** A weekly report may be a one-pager or a longer report with particular changes. It is the type of report generated based on the data of the entire week. It is the type of report based on your progress on various initiatives and goals, which is beneficial to offer to your team. An annual report will be the second type of report that is generated based on the data of the entire year. This would generally summarise a company’s development and performance during the previous year to inform managers and team members of the company’s success.
10. **Academic Reports and Research Reports:** An academic report is written for a class, usually at a graduate or undergraduate level. This is written formally and explores a topic linked to the student’s academic pursuits. Such types of reports are mostly used for educational purposes. When you need to perform some in-depth research, a research report is often the best method to convey the results.

A research report is a fantastic method to convey your findings, whether they be scientific discoveries, facts, and statistics from a study, or anything else.

While no standardized report classification has been settled upon, these report categories are widely used and provide a nomenclature for the analysis (and use) of reports.

13.4 Patterns of Report Writing

Following are the most common patterns of report writing:

1. **Executive Summary:** In this section of report writer summarize the main points of the report, such as the report topic, the data obtained, the data analysis methods, and recommendations based on the data. The summary could be as short as a paragraph or as long as five pages, depending on the length of the full report.

Usually, the recipient of the report doesn't always have the time to read through the entire report. Therefore, this summary gives the reader a gist of the important points of the respective report. Most importantly, the summary should contain the purpose of the report, what you did (analysis) and what you found (results) and your recommendations.

2. **Table of Contents:** The report should begin with a table of contents. This explains the audience, author, and basic purpose of the attached report. It should be to the point and should not be long.
3. **Introduction:** This section is the beginning of the report. It highlights the major topics that are covered and provides background information on why the data in the report was collected. It also contains a top view of what's covered in the report.
4. **Body:** The body of the report describes the problem, the data that was collected, sometimes in the form of table or charts, and discusses with reasons. The body is usually broken into sub-sections, with sub-headings that highlight the further breakdown of a point. Report writing format is very specific that way about clear and crisp headings and subheadings.
5. **Conclusion:** At the end of our main body lies the tying of ends together in the much-awaited conclusion. The conclusion explains how the data described in the body of the document may be interpreted or what conclusions may be drawn.

The conclusion often suggests how to use the data to improve some aspect of the business or recommends additional research. This solution then may be implemented to solve a given problem the report was made for in the first place.

6. **Reference:** If writer used other sources of information to help write the report, such as a government database, writer would include that in the references. The references section lists the resources used to research or collect the data for the report. References provide proof for the writer points. Also, this provides solid reasoning for the readers so that they can review the original data sources themselves. Also, credit must be given where credit is due.
7. **Appendix:** Lastly, comes the appendix. Although this one is not necessary, more like an optional element. This may include additional technical information that is not necessary to the explanation provided in the body and conclusion but further supports the findings, such as tables or charts or pictures, or additional research not cited in the body but relevant to the discussion.

13.5 Parts and Formats of Reports

The main purpose of report is to help the receiver to identify the facts relating to the subject under study, draw his own conclusions and take suitable action based on the conclusions and recommendations. In order to achieve its purpose the report must not only be clear, concise and logical but must also be drafted according to a recognised form and arrangement. The nature, length and style of a report must vary with the circumstances of the case and it is very difficult to lay down a specific set of rules for preparation of reports. Following are the general arrangements of content:

1. **The Heading or Title:** A report must always have a title indicating the subject of the study, the period and the location of the study. A long report has a full title page which gives the title, the name of the person who assigned the report and the name of the person or group who prepared the report, with month and year of submission. In a short report the title appears at the top of the first page, before the text of the report.
2. **Table of Contents:** Table of contents is a list of chapters or topics contained in the report. The serial number, title and page mark of each topic is given.
3. **Body of the Report:** It is a main part of the report and is made up of the following sub-section, sub-headings or sub-titles. The body is divided into the following parts:

- i. Introduction:** It contains the terms of reference and the subject of study. Here the writer analyses the problem chosen by him in the light of the terms of reference and the relevant circumstances.
- ii. Development or Findings:** In this part the writer presents the facts and data collected with reference to his study along with the outcome of his study. The data collected may include charts, graphs and statistical tables from other published reports and presented in an organised form with heading and sub-heading for better understanding of the reader.
- iii. Conclusions or Recommendations:** In this section the writer draws up some definite conclusions on the basis of the facts and data presented after considering all aspects of the problem in hand. He also puts forward some strong suggestions or recommendations of his own regarding his study.
- iv. Appendix:** It is supplementary material given at the end of the report. This may be a copy of a questionnaire used, or other materials which is referred to in the body of the report.
- v. References and Bibliography:** In case of long reports, the reporter had to conduct an extensive research for the preparation of the report. Under such studies, it is practice to add a list of references and bibliography just after the appendix to indicate the sources from which the writer has drawn his materials for the report and also to acknowledge the sources used in his study.
- vi. Index:** Index comprises of contents of the report and usually added after the bibliography. It is generally found in long reports.
- vii. Summary:** It contains the essence of findings and recommendations of the report and usually appended to facilitate its consideration by the person or superior body to whom it is submitted.
- viii) Signature:** All reports should be dated and signed. If it is prepared by a committee or sub-committee and the report is common, it should be signed by the chairman. If it is prepared by an individual, it has to be signed by the reporter.

There are a number of different assignments and study that may require you to write a report in a structured format. Selecting a format for the report may be somewhat

difficult; however, using the correct format will make the report structurally sound and help present information in a more relevant way. The type of report format being used will depend on the content and context of the report.

- 1. Simple Essay Format:** Most commonly used in different courses of study, the essay is a simple yet effective format for presenting information. It consists of a header containing the author's name, the date of writing and any other relevant information. This is followed by a title, which is followed by the body of the essay. An essay's body contains indented paragraphs organized in a structured order. The intro paragraph introduces the reader to the subject of the essay, presents an outline of the arguments contained within and states the thesis or central point of the essay. The final paragraph is a conclusion, which relates the ideas and concepts covered in the body to each other and back to the paper's thesis, often referring to the intro. The essay is followed by a works cited or a bibliography, which contains the sources used in the essay's creation.
- 2. Formal Report Format:** Formal report is the report format commonly used in a professional setting. This format involves a title page, a table of contents and a series of sections contained within that present information. This formal report often has an introduction section, which introduces the subject matter to the reader and explains why it is relevant. Following the intro is typically a topic overview or abstract, which provides a look into the background of the subject, considerations to be taken, previous works or reports that are relevant and other information. The body of the formal report will vary depending on the subject matter and the author's organization of content, but will typically include relevant information and analysis. After the report's body, there is a conclusion section, followed by a references section in which the author lists his sources.
- 3. Technical Report Format:** A technical report is used in a scientific or engineering context, and is structurally similar to a formal report. However, technical reports differ from formal reports in that technical reports are written to convey the results of a test, an experiment, a procedure or an operation. Technical reports often contain a greater amount of figures and technical terms as a result, and are written in a more passive voice than other formal reports. A technical report typically begins with a title page, and includes a letter of transmittal and informative abstract. These are typically followed with a table of contents, a list of figures, a list of tables and a list of symbols used. The report's

body begins with an introduction, followed by a theoretical discussion or a problem discussion. This is followed by the data acquisition section, which includes a subsection describing the procedures used, as well as a subsection describing the results. The data acquisition section is followed by a short section presenting the condensed results of the report. The results section is followed by a conclusion section, which presents an analysis of the results, as well as their implications. The conclusion also relates to the objectives described in the introduction. The conclusion is followed by a references section, which is then followed by any appendices, which are used to contain auxiliary or supplementing material that is too tangential or wordy to be included in the report's body.

4. **Briefs:** A brief is a succinct overview of a particular issue or topic that provides a summation of the issue being discussed or debated. For example, if your boss asks you to attend a conference on best practices in customer service, he/she may request a brief following the event. In this instance, you would provide an overview of the conference, and highlight the main take-always. Briefs should be short, but contain enough valuable information they can be distributed to others and serve a practical purpose.
5. **Summaries:** A summary is a written compilation of a larger piece. For example, if you have annual reports from three different companies you're thinking of doing business with, you might ask your assistant to summarize each report for you to save you the time of reading each document in its entirety. In this instance, you might want to provide specific direction to ensure you're getting the information you need. Using this example, you might ask for financial highlights, details on new programs, or national rankings in key areas.
6. **Letters or MOUs:** A letter report is a very simplistic approach to relaying information. You may use this format when outlining the terms of a discussion or informal agreement, or as an introduction to a larger more complex document. A more formal letter report is a memorandum of understanding, or MOU, in which the terms of an agreement or project are outlined with key elements of project management, financial oversight and contributions highlighted.
7. **Memos:** Memos are the standard form of brief report typically used for things such as brief announcements, reminders or updates. Typically used internally, a

memo may be issued to note a job promotion, new hire, a termination or new internal protocols. It may also be used to issue group thanks or acknowledgement, issue a reminder or provide an update on a project of event.

13.6 Essential of a Good Report

A good report contains all the features which it should have. All the qualities or characteristics of a good report should be ideally known by a good reporter so that his/her report becomes a good one. A lot of reports are written daily. Some of them are intended to document the progress of some activities but it is clear that all the reports have some objective and purpose behind it. That objective and purpose can only be achieved if a report has following features or characteristics:

1. **Suitable Title:** A suitable title has to be provided to each report according to the nature of contents. It should also highlight upon its origin and the person for whom it is being prepared.
2. **Simple and Precise:** A report should be readable by an ordinary layman and in known language. Such type of simple style of language is used in the report preparation. As far as possible, scientific or technical language is best left out of reports, unless it becomes unavoidable. In case the reports are of regular nature, it is preferable to get language more or less standardized. The purpose of the report should be clearly defined. Precision of a report provides the unity to the report and makes it a valuable document for best usage. Lengthy reports affect the reader's interest. Rather it means that a good report is one that transmits maximum information with minimum words and completes in all respects.
3. **Accuracy of Facts:** Information contained in a report must be based on accurate fact. Since decisions are taken on the basis of reported information, any inaccurate information or statistics will lead to wrong decision. It will cause delay in achieving the organizational goal. It will hamper to ensure the achievement of the organizational goal.
4. **Promptness and Relevance:** A report should be prepared and submitted within short span of time or time stipulated by the request letter. Information delayed is information denied. A report should be prepared and presented within the stipulated time. If a report is received late, there is no meaning of preparing such report and no use for management. If the report is presented in time, necessary actions may be taken. At the same time, accuracy of information should not be

given up at the cost of achieving objective of promptness. The facts presented in a report should be relevant. Irrelevant facts make a report confusing and likely to mislead decision making.

5. **Reader-Oriented:** A report is read by various stake holders. A good report is always reader oriented. Reader's knowledge and level of understanding should be considered while writing the report. If the report is reader-friendly, it is easy to read, remember and act on it.
6. **Grammatically Accurate:** A good report should be free from grammatical errors. Any faulty construction of a sentence may make its meaning different to the reader's mind and sometimes it may become confusing or ambiguous.
7. **Adaptability:** The format and contents of the report should be suitable to the person or group of persons who are going to use the report and the purpose for which it is required. A report can be adoptable if it is prepared and presented according to the needs of the different levels of management.
8. **Unbiased:** Recommendations made at the end of a report should be impartial and objective. It shall not be biased with the personal feelings of the reporter. They should come as logical conclusion for investigation and analysis.
9. **Clarity:** Clarity depends on proper arrangement of facts. A good report is absolutely clear. Reporter should make its purpose clear, define its sources, state its findings and finally make necessary recommendation. Clarity of facts enhances the quality of the report.
10. **Attractive:** A good report needs an attractive presentation. Structure, content, language, typing and presentation style should be well designed to make a good impression in the mind of its reader.
11. **Comparability:** Sometimes a report is prepared with some comparative information. In this case, a standard information is compared with actual information. If not so, current year information is compared with last year information. In certain cases, the prospective information is prepared well in advance and the actual information is compared. The main objective of comparability is to highlight significant variations.
12. **Ability to Control:** The reports should give full details of variances such favorable and unfavorable. In the case of unfavorable variances, the report should contain a message about the unfavorable variances which are controllable

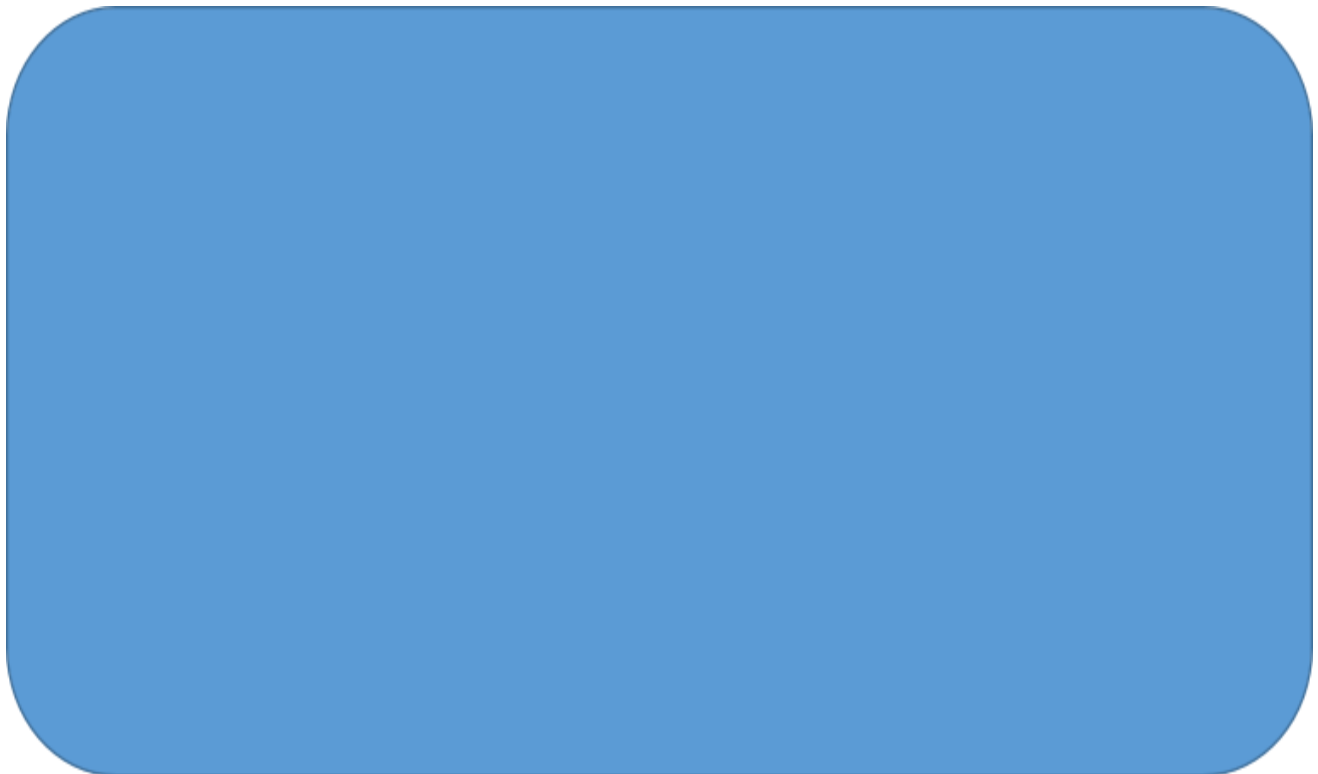
at that point. If so, corrective controllable actions may be taken by the appropriate level of authority. Moreover, some unfavorable variances which are beyond the control of the executive receiving the report should be mentioned separately or highlighted in the report.

- 13. Economy or Cost Consciousness:** This cost of preparing and presenting the report should also be considered. This cost should not be more than the advantage derived from such reports. The cost of preparing the report should be reasonable so that reporting may be used by all types of concerns.
- 14. Frequency of Reports:** The frequency of reports should be decided, well in advance according to the nature of information and its purpose. It means that the reports should be sent regularly when they are demanded or required. Therefore, some reports may be sent daily, some weekly, some once in ten days, some fortnightly, some monthly and so on.
- 15. Media of Presentation:** A report may be prepared for presenting the same in several Medias. Therefore, a report may be in written form or oral form or graphic form. An ideal report is presented in the form which carries successful blending of different media.
- 16. Co-ordination of Data:** All type of information are collected from various departments including accounting data while preparing the report. In this case, there is a need of coordination of data. It means that data used by different departments should not be unrelated, otherwise a lot of misunderstandings and confusions may arise which would defeat the very purpose of reporting.
- 17. Up to Date:** A report should contain only latest information. Even though, excessive information cannot be included in the report. It means that report should be kept up to date which are necessitated by the changing conditions.

Apart from the above mentioned essential of a good report, the following points are to be considered while drafting a report:

- A report is prepared in well classified paragraph with suitable heading and sub-heading if possible.
- The title of the report explains the purpose for which the report is prepared and the period covered by the report.
- The title also enables to point out the persons who need the report.

- If statistical figures are to be given only significant figures given in the body of the report and other detailed figures should be given in appendix.
- The reports should contain facts and not opinions. The opinions are given if necessary.
- The report must contain the date of its preparation and date of submission.
- Sometimes a report is prepared on the basis of request made by the management. If so, the report should bear the reference number of such request or letter.
- A report is prepared to satisfy only one purpose. Separate reports be prepared for different subjects.
- The contents of the report should be in a logical sequence.



Check Your Progress

1. In report writing, the helps readers go directly to the section they're interested in, allowing for faster browsing.
2. are reports that are moving upward or downward in the hierarchy, and they assist with management power.
3. Accounting reports, marketing reports, financial reports etc. are called
4. The section lists the resources used to research or collect the data for the report.

5. may include additional technical information that is not necessary to the explanation provided in the body and conclusion but further supports the findings
6. are the standard form of brief report typically used for things such as brief announcements, reminders or updates.
7. A report can be if it is prepared and presented according to the needs of the different levels of management.

13.7 Let Us Sum Up

A report is a structured document that takes information and presents it in an objective and succinct manner. It contains an introduction, body and conclusion. The style of the writing is analytical without being argumentative. The scope of a report varies depending upon the subject. Academic reports take data or research and present it in a logical format. It is essential to structure the report with short paragraphs, graphics such as tables or figures, numbered headings and subheadings, and possibly a bibliography or glossary. Many reports also contain an abstract at the beginning and are followed by a recommendation or appendix section at the end. It is also essential to present the material in a stylized and clean manner so the reader may digest it quickly. It is necessary to use spacing to make paragraphs stand out from each other and it also includes graphics, numbering, formal language, and consistent formatting to contribute to the overall presentation of the report. To make the report more authentic do not include information that is outdated, inaccurate, irrelevant or conflicting with any other data.

While every writer has a different strategy and process for completing an accurate report, there are some general guidelines to follow to ensure the report is a clear and concise document. These steps include analyse the scope of the report and the magnitude of the task, organize ideas surrounding the report and determine what does not need to be included, create an outline with headings and all the pertinent information; finally, write and revise the draft. Therefore, a report must answer the following questions: who, what, when, where, why, how, and how much. That's why a good report is always reader oriented.

13.8 Key Words

- Report:** A report is written for a clear purpose and to a particular audience and it's a document that presents relevant business information in an organized and understandable format.
- Contents:** The topics or matter treated in a written work or the individual items or topics that are dealt with in a publication or document.
- Citations:** It is a reference to a book, article, web page, or other published item and it helps audience/reader to find out more about your research/topic.
- Appendix:** An appendix contains supplementary material that is not an essential part of the text itself but which may be helpful in providing a more comprehensive understanding of the research problem
- Memos:** A written message sent from one person or department to another within a company or organization.

13.9 Some Useful Books

1. P. Subba Rao, B.Anita Kumar, C.Hima Bindu, Business Communication, Cengage Learning India. Pvt. Ltd. 2012.
2. Sinha, K.K., Business Communication, Galgotia Publishing Company, New Delhi.
3. Rebecca Moore Howaward, Writing Matters, 3e, Mc Graw Hill Education, 2018.
4. Rajendra Pal, J S Korlahahi, Essentials of Business Communication, Sultan Chand and Sons, New Delhi, 2013.
5. Sailesh Sen Gupta, Business and Managerial Communication, PHI, 2011.
6. Indrajit Bhattacharya, An Approach to Communication Skills, Dhanpat Rai & Co. Pvt. Ltd. New Delhi.
7. Sharma, R.C. & Krishna Mohan, Business Correspondence & Report Writing. New Delhi: TataMcGraw Hill Publishing Co. Ltd.
8. Pal. Rajendra and J.S. Korlahalli. Essentials of Business Communication. New Delhi: Sultan Chand and Sons.
9. Murphey, Herta A. Effective Business Communication. New Delhi: Tata McGraw Hill Publishing Co. Ltd.
10. Raman, Meenakshi and Prakash Singh. Business Communication. New Delhi: OUP.
11. K.K. Sinha. Business Communication. Galgotia Publishing Co. New Delhi.

12. Rajendra Pal and J.S. Korlhalli – Essentials of Business Communication. Sultan Chand and Sons Ltd.
13. Raymond Losikar and John Pettit – Business Communication – Theory and Application Sharon Gerson – Technical Writing- Process and Product.
14. M. Balasubramaniam – Vani Educational books – Business Communication.

13.10 Answers to Check Your Progress

- | | | |
|-----------------------------|----------------------------|------------------------------|
| 1. Table of Contents | 2. Vertical Reports | 3. Functional Reports |
| 4. References | | |
| 5. Appendix | 6. Memos | 7. Adoptable |

13.11 Terminal Questions

1. Define report?
2. Describe the importance of reports?
3. What are the different types of reports? Explain.
4. List the preliminary steps and procedure of writing report.
5. What are the elements of a formal report?
6. Explain the essential requirements of good report writing.
7. What is report writing? Describe the various patterns of report writing.
8. What do you understand by business report and academic report? What are the special contents of an academic report?
9. What are the principles which make a report successful and effective?
10. What are the common formats of reports? Describe them in detail.

UNIT-14 LETTER WRITING

Structure

- 14.0 Objectives
- 14.1 Introduction
- 14.2 Letter Writing: Introduction
- 14.3 Types of Letters
- 14.4 Views on Letters and Letter Writing
- 14.5 Letter Parts
- 14.6 Letter Styles or Layout
- 14.7 Essentials of Good Letter Writing
- 14.8 Let Us Sum Up
- 14.9 Key Words
- 14.10 Some Useful Books
- 14.11 Answers to Check Your Progress
- 14.12 Terminal Questions

14.0 Objectives

After studying this unit, you should be able to:

- Explain the meaning of letter writing;
- Describe the parts of letter and letter styles ;
- Analyze the views on letters and letter writing;
- Explain the essentials of good letter writing.

14.1 Introduction

Letter writing has been deemed as one of the most useful forms learnt and used for various reasons. There are several kinds of letters, each of which has its own form and style. A letter, or a written discussion between two parties, is any such message that is sent through the mail. Although it is not required, it is frequently conveyed to the receiver via mail or post in an envelope. Letters are still used for a lot of our communication, especially official communication. Letters are still a crucial means of communication, whether it's a cover letter for a job, a bank reminder, or a college acceptance letter.

With the advent of emails and modern technology, the concept of writing letters has taken a back seat but the style persists and people use it while writing emails. Drafting Letters demands meticulous attention and one should be careful about what is being written. The objectives of letters writing are a letter bridges communication gap between two or more parties and it can create awareness, inform or provoke a thought in the receiver or the mass. A well-written letter is a good way to express one's feelings and a heartfelt letter acts as a personal memoir and may be preserved by the receiver. In this unit you will learn about letter writing, parts of letter and letter styles. You will also learn about the essentials of a letter writing.

14.2 Letter Writing: Introduction

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. Now that E-mails and texts and other such forms have become the norm for communication, the art of letter writing has taken a backseat. However, even today a lot of our communication, especially the formal kind, is done via letters. Whether it is a cover letter for a job, or the bank sending you a reminder or a college acceptance letter, letters are still an important mode of communication. Which is why it is important that we know the intricacies of letter writing.

Following are some important points for the actual letter writing:

1. **Identify the Type of Letter:** This obviously is the first step of the letter writing process. One must be able to identify the type of letter you are to be writing. This will be dictated by the person the letter is addressed to and the information that will be conveyed through the letter. Suppose you were writing to the principal of your college to ask for leave, this would be a formal letter. But say you were writing to your old college professor catching up after a long time. Then this would be a personal (informal) letter.
2. **Opening and Closing of the Letter Correctly:** Opening a letter in the correct manner is of utmost importance. Formal letters open with a particular structure and greeting that is formal in nature. Informal letters can be addressed to the person's name or any informal greeting as the writer wishes. Even when closing the letter, it must be kept in mind what type of letter is being written.

Formal letters end respectfully and impersonally, whereas informal letters may end with a more personal touch.

3. **Establish the Main Intent of the Letter:** Once you start writing, make sure to get to the point as soon as possible. Especially in formal letters, it is important to immediately make clear the purpose of the letter.
4. **Be Careful of the Language:** A letter is always supposed to be polite and considerate. Even if it is a complaint letter, the point must be made in a careful and courteous manner. So, it is necessary to use polite expressions and civil language in all types of letters.
5. **Length of the Letter:** And the other important factor to be considered is the length of the letter you are writing. It should be kept in mind that formal letters are generally to the point, precise and short. Lengthy formal letters tend to not have the desired effect on the reader. The length of an informal letter is determined by the message in the letter and the relation to the recipient.

Types of Letter Writing

There are different types of letter writing in a broader spectrum of formal and informal letters. Here are some of the types of letter writing other than a formal and informal letter:

- **Business Letter:** This letter is written for business purposes containing information like quotations, orders, claims, complaints, letters for collection, etc. These letters are extremely formal and follow a proper structure.
- **Official Letter:** This letter is written to inform offices, branches, subordinates. These are for official information like rules, regulations, events, procedures, etc.
- **Social Letter:** A social letter is a personal letter written on the occasion of a special event. This includes invitation, congratulatory letter, condolence letter, etc.
- **Circular Letter:** A circular letter announces information to a large number of people. The letter is circulated to a large group to share information on change of address, change in management, the retirement of a partner etc.
- **Employment Letter:** It is the type of letters that are written for employment process like joining letter, promotion letter, application letter, etc.

14.3 Types of Letters

Letter writing add a personal touch to communication which is important to teach the younger generation. Although the invention of other technology such as mobile phones and email has meant that letter writing is far less popular and frequent, still it has its own importance. Generally letters are categorized into two type's namely formal letters, and informal letters. But then there are also a few types of letters based on their contents, formalities, the purpose of letter writing etc. Here are some examples of types of letters: when you may write a letter that you can use in writing exercises:

- 1. Formal Letters:** These letters follow a certain pattern and formality. They are strictly kept professional in nature, and directly address the issues concerned. Any type of business letter or letter to authorities falls within this given category. These letters are written to discuss business, apply for services, make requests, file/register complaints etc. The Letters are short and to the point.
- 2. Informal Letters:** These are also known as personal letters, usually written to family, friends, relatives, neighbours or to acquaintances. These letters may or may not have a concrete reason of writing. They may be written just to share an experience, enquire about someone's how about, updating someone with a general incident etc. These are personal letters. They need not follow any set pattern or adhere to any formalities. They contain personal information or are a written conversation. Informal letters are generally written to friends, acquaintances, relatives etc.
- 3. Business Letter:** This letter is written among business correspondents, generally contains commercial information such as quotations, orders, complaints, claims, letters for collections etc. Such letters are always strictly formal and follow a structure and pattern of formalities.
- 4. Official Letter:** This type of letter is written to inform offices, branches, subordinates of official information. It usually relays official information like rules, regulations, procedures, events, or any other such information. Official letters are also formal in nature and follow certain structure and decorum.
- 5. Social Letter:** A personal letter written on the occasion of a special event is known as a social letter. Congratulatory letter, condolence letter, invitation letter etc are all social letters.

6. **Circular Letter:** A letter that announces information to a large number of people is a circular letter. The same letter is circulated to a large group of people to correspond some important information like a change of address, change in management, the retirement of a partner etc.
7. **Employment Letters:** Any letters with respect to the employment process, like joining letter, promotion letter, application letter etc.
8. **Job Application:** Formal or business-related letters could include job applications such as a resume and cover letter. In these circumstances, writers write in a formal tone of voice as the writer often doesn't know the recipient of the letter personally. These may become more relevant to older students enrolled in intermediate classes and above.
9. **Keeping in touch with older relatives:** Letter writing can be a lovely way to keep in touch with people who remember a time when letter writing was more popular. Take some time in your class to write a letter to each students' neighbour, grandparent, mother, and father or care taker to tell them what kind of role they have played in their life and how much they appreciate them.
10. **Thank you letter:** A thank you letter is also a great way to encourage student's emotional development, as it's important to teach students to be grateful and appreciative.
11. **Writing home or to a friend on holiday:** While students are spending time away from the classroom, they can often miss the social connections and bonds that they've made in school. Writing can, therefore, be a fun and creative way for children to keep in touch with their classmates.

14.4 Views on Letters and Letter Writing

Letter writing is a creating work and it requires great skill and key points of better letter writing:

1. **Selection of Correct Words:** Words are the writer's tools and the writer need to put the right word and right expression with precision. It should however be remembered that right words become relevant only in the right context. For example an emotional or flowery language has to be fully avoided in a business letter.

2. **To the Point Content:** Nothing more is harmful to good communication than confused state which may result in not conveying the exact point. Before writing a letter one should be sure of what one wants to convey. All the facts and methodically. One should not be vague about one's objective, because it can create big confusion amongst the person involved in this process.
3. **Conciseness:** Formal letters must be concise. In formal letters specially one must not write unnecessary sentences. To the point information or enquiry is prerequisite of a business correspondence. Long illustrations and elaboration must be avoided all costs.
4. **Courtesy:** A letter reveals its writer's personality and character. One must remain totally professional while writing a letter. Even while writing a complaint letter, care should be taken that it is couched in polite and civilized language. Good judgment determines what and how a point has to be conveyed.
5. **Correct Use of Punctuation Marks:** Use of punctuation marks, use of capital letters, commas or colons is must to make our writing effective. Sometimes placement of comma or full stop at a wrong place may change the meaning of the sentence can steal the effectiveness of a good letter. Hence utmost attention should be paid to punctuation while writing.
6. **Style:** The conversational style is the most suitable one for letter writing. It is best to write in a simple, clear style maintaining a logical sequence of ideas. Every sentence should grow out of the preceding one. There should be no abrupt jumping from one idea to another.

Apart from the above mentioned points regarding good writing skill, here are few guidelines which can make your letter writing more effective and meaningful:

- Firstly, one must know the type of letter you need to write, whether it is a formal or informal letter
- The subject of the letter should be precise and don't keep the lengthy subject line.
- The opening and closing of a letter should be done properly.
- Always use formal language for formal letters and for informal letters the language could be casual but the way of expression should be polite and civilised.

- Write the letter to the point, without taking the readers much of the time. Because too much of writing can take out the interest of the reader. The length of the letter should be based on the situation or demand only.

14.5 Letter Parts

Letter writing is one of the oldest forms of written communication. As a mainstay in communication, the letter has gone through transformations to accommodate personal and professional use. In the present scenario, the general consensus is that there are five to seven parts of a letter that outline the standard letter writing format for personal or business communication. Following are the general parts of informal letter:

1. **Senders' Address:** This section includes house number, street/area pin code and country.
2. **Date:** It includes the date on which the letter is written.
3. **Salutation:** It is a customary greeting to the reader depending upon the intimacy between the writer and the reader.
4. **Body of the Letter:** It includes the text that embodies the purpose of writing. It may consist
5. **One or More Paragraph:** Each paragraph focuses on a different idea/query/event.
6. **Concluding Remarks:** This part indicates that the letter is going to end. A concluding remark like 'love you' or 'missing you' words can be written in this part.
7. **Complimentary Closure:** It is a warm subscription for the reader. It is also followed by the name of the writer. The first word in the complimentary closure always starts with capital letter.
8. **Signature Line:** It mentions the name of the writer. The handwritten signature goes above this line, below the closure.

Apart from the above mention points, Following are the general parts of personal letter and business letter respectively:

Personal Letter

1. **The Heading:** This includes the address, line by line, with the last line being the date. Skip a line after the heading. The heading is indented to the middle of the page. If using pre-addressed stationery, add just the date.
2. **The Greeting:** The greeting always ends with a comma. The greeting may be formal, beginning with the word “dear” and using the person’s given name or relationship, or it may be informal if appropriate.

Exp.: Formal: Dear Uncle Prakash, Dear Ms. Ruby, Informal: Hi Darryl, Greetings!

3. **The Body:** It is also known as the main text. This includes the message you want to write. Normally in a friendly letter, the beginning of paragraphs is indented. If not indented, be sure to skip a space between paragraphs.
4. **The Complimentary Close:** This short expression is always a few words on a single line. It ends in a comma. It should be indented to the same column as the heading.

Exp.: Formal: Sincerely, Best, Informal: All my love, Eagerly awaiting your response

5. **The Signature Line:** In this section type or print your name. The handwritten signature goes above this line and below the close. The signature line and the handwritten signature are indented to the same column as the close. The signature should be written in blue or black ink. If the letter is quite informal, you may omit the signature line as long as you sign the letter.

The Business Letter

A business letter is more formal than a personal letter. There are six parts to a business letter.

1. **The Heading:** This contains the return address (usually two or three lines) with the date on the last line. Sometimes, it may be necessary to include a line after the address and before the date for a phone number, fax number, E-mail address, or something similar. Often a line is skipped between the address and date. That should always be done if the heading is next to the left margin. (See Business Letter Styles.) It is not necessary to type the return address if you are using stationery with the return address already imprinted. Always include the date.

2. **The Inside Address:** This is the address you are sending your letter to. It is necessary to make it as complete as possible and include titles and names if you know them. This is always on the left margin. An inside address also helps the recipient route the letter properly and can help should the envelope be damaged, and the address become unreadable. Skip a line after the heading before the inside address. Skip another line after the inside address before the greeting.
3. **The Greeting:** This is also known as the salutation. The greeting in a business letter is always formal. It normally begins with the word “Dear” and always includes the person’s last name. It normally has a title. Use a first name only if the title is unclear—for example, you are writing to someone named “Sameer,” but do not know whether the person is male or female. The greeting in a business letter always ends in a colon.
4. **The Body:** The body is written as text. A business letter is never hand-written. Depending on the letter style you choose, paragraphs may be indented. Regardless of format, skip a line between paragraphs. Skip a line between the greeting and the body. Skip a line between the body and the close.
5. **The Complimentary Close:** This short, polite closing ends with a comma. It is either at the left margin or its left edge is in the center, depending on the business letter style that you use. It begins at the same column the heading does. The block style is becoming more widely used because there is no indenting to bother with in the whole letter.
6. **The Signature Line:** Skip two lines (unless you have unusually wide or narrow lines) and type out the name to be signed. This customarily includes a middle initial but does not have to. Women may indicate how they wish to be addressed by placing Miss, Mrs., Ms. or similar title in parentheses before their name. The signature line may include a second line for a title, if appropriate. The signature should start directly above the first letter of the signature line in the space between the close and the signature line.

Mastering the art of the personal and business letter is invaluable to your communication skills. Although email, text, and other social media chat options have dominated the communication space since the 1970’s and the 1990’s, letter writing is still a skill that demands expertise.

14.6 Letter Styles or Layout

A letter is composed of various elements that may change depending upon the nature of the letter. Your letter should be typed and printed on plain white paper. Depending on the circumstances—for example, if you're sending a letter of reference or a cover letter with your resume—you might want to print on excellent resume paper. It's a good idea to utilize company letterhead when sending a business letter on behalf of your company. The main elements of a letter are given below:

- 1. Senders' Address:** Senders; address is the mailing address of the sender. It is an essential part of both, formal and informal letters. It is also known as the return address as it acts as a backup address in case the letter gets damaged or unaccepted. It is omitted only if the letter, is being written/typed on a letterhead or stationery already imprinted with the same. Senders; address follows a typical format of writing as given below that consists of the designation of the sender (optional) followed by the name of the organization, building numbers, street/area, state/town, pin code and name of the country (if corresponding internationally). In case of a business letter, a reference number may also be included depicting that the letter is written in response to a particular enquiry, letter, file, record etc. It is noted that designation of the sender, name of the organization and reference number are not included in the formation of sender's address of informal letters for obvious reasons.

Formal letter

Line 1 Designation of the sender (optional) (formal letters) : The Manager

Line 2 Name of the organization (formal letters): XYZ Pvt. Ltd

Line 3 Building number, street/area (formal letters): 23, Dhaulakuan

Line 4 State/town (pin code-optional) : New Delhi-110005

Line 5 Country (if corresponding internationally) : India

Line 6 Reference number (if applicable) : Ref no 229/3A/20XX Informal letter

- 2. Date :** Succeeding the space after the return address comes the date on which the letter is written/sent. One may opt any format out of the two stated below to record the date in the letter.

DD/MM/YY : 24th August, 20XX

MM/DD/YY : August 24th, 20XX

- 3. Receivers' Address :** Receivers' address is the corresponding address of the person to whom the letter is being sent. It is placed after the date in formal letters. Since personal letters are sent to acquaintances or known people, receivers' address is only mentioned on the envelope carrying the letter. If the letter is being addressed to someone whose title/post/name of the official and name of the organization is known, then the sender must start with the receivers' designation and name of the organization followed by the building numbers, street/area, state/town, pin code (optional) and country (if corresponding internationally) as formatted title.

Line 1 Name of the official/professional title: The Manager

Line 2 Name of the organization : Technotech Pvt Ltd

Line 3 Building number, street/area : 19/B2 Pahadganj

Line 4 State/town (pin code-optional) : New Delhi – 110077

Line 5 Country (if corresponding internationally): India

- 4. Subject:** A Subject determines the purpose of writing in the brief. It help the recipient to deal successfully with the aim of yours letter. It is preceded with the word subject and is placed directly after the receivers' address. It is part of formal business letters which are written either in reference to an earlier in reference to an earlier correspondence or to someone with whom the sender is usually in contact. You must have written a subject at least once while applying for leave concession, filing a complaint, executive a deal etc. It should be clear and concise for the better understanding of the receiver.
- 5. Salutation:** The salutation is a customary greeting to the recipient of the letter. It varies depending upon the intimacy/relationship between the sender and the receiver. It usually begins with the word 'Dear' followed by the title (Ms/Mrs/Mr/Dr) if know and the first name of the person. In case the gender and name of the recipient is not known you must address the person as Dear Sir/Dear Madam. Since the salutation is professional in formal letters. The salutation used in personal or informal letters is friendly. You may greet the receiver as 'Dear/Dearest' followed by their first name/nick name. It is advisable to greet your elders with respect such as Dear Grandma/Dear Grandfather etc. and not use their names.

Salutation for Informal and Formal letters

For Informal Letters

- | | |
|--|---------------|
| (a) For Blood Relations (older) | Respected |
| (b) For Blood Relations (Youngers) | My dear, dear |
| (c) For Intimate Friends and Relatives | Dear, My dear |

For Formal Letters

- | | |
|--|--|
| (a) Editors, Post Masters, police Officers | Sir/Madam |
| (b) Government Officials etc. | Sir/Madam |
| (c) Principals and head of institutions | Respected Sir/Madam |
| (d) Present or Prospective Employer | Sir/Madam |
| (e) Shopkeeper, Businessmen, Manager | Sir/Madam |
| (f) Strangers and Acquaintances | Dear Sir/Madam or Dear
Sir/Madam Ms |

6. Body: The body is the most important elements of the letter. It can said to be the destination of journey as it lays the reason behind your writing. It includes the message the sender wants to convey. While the body of a personal letter can be long and detailed containing as many feelings, experiences, advices, news etc. on a personal front built in formal letter it is best to use short, clear, logical paragraphs to state your subject. There can be three sub-parts of the body of a formal letter for letter drafting as follow, an introductory paragraph stating the main point, middle paragraph justifying the importance/need of writing with supporting points and a concluding paragraph restating the purpose and requesting for some action. The paragraphs of the body must be indented depending upon the style chosen. Be sure to skip a line between the salutation and introductory paragraph and also between the concluding paragraph and closure. To create attractive appearance of the letter, margins must be left on all four sides of the letter.

7. Concluding Line: It comes at the end of the body of the letter, always begin as a new paragraph. It is determined by the writer's relation with the addressee.

- | | |
|-----------------|---|
| (a) For friends | 'with best regards', 'with best wishes' |
|-----------------|---|

- (b) For parents and elders 'with love and respect', 'with respect and affectionate regards'
- (c) For younger relatives 'with love', 'Best wishes', 'with best wishes'
- (d) For official letters 'thanking you', 'with best regards'

8. Complimentary Closure: It is a polite way to end your letter with respect. Generally, it is believed that a formal letter starting with 'Dear Sir/Madam' must end with 'Yours faithfully', While a letter starting with 'Sir/Madam' must end with 'You sincerely'. In informal or personal letters, you may close the letter with 'Yours Lovingly', 'Your truly', 'Your affectionately' so on and depending upon your relation with receiver.

For Informal Letters

- (a) For friends and acquaintances 'Your sincerely', 'Sincerely yours'
- (b) For relatives and friends 'Yours affectionately', 'yours loving' etc.

For Formal Letters

- (a) Principals, Headmasters etc. 'Yours obediently'
- (b) Editors, Government officials, Shopkeepers, private firms etc 'Yours faithfully', 'Your truly'
- (c) Strangers 'Your faithfully'
- (d) For employment from one official to another, complaints or requests to officials 'Your faithfully'

9. Signature Line: It is the last part of the letter where the sender signs off with his/her first and last name. The signature line may also include a second line in formal letters for the title/post of the sender, if appropriate.

14.7 Essentials of Good Letter Writing

A letter is written with a definite objective. The achievement of such objectives depends upon the effectiveness of the letter. An effective letter gives a positive impression and impels the receiver to do the job as the writer wants. The effective letter is one which possesses following qualities:

1. Clearness: The effort of letter writing is meaningless if the matter of the letter is not clear to the reader. In order to make clear to the reader, it should be

drafted by using simple, short, sweet words and sentences. The intention of the writer can be understood by the reader only when the letter is written clearly.

2. **Correctness:** The clearness of the letter depends on its correctness. The letter should be correct in terms of language and information. The writer should draft the letter by using correct spellings, words, grammatical structure, sentences and giving the correct information, data, and figures.
3. **Completeness:** A letter, on one hand, should be concise and, on the other hand, it should be complete. The letter should include all the information that the reader wants. An incomplete letter adds confusion, wastes time money and efforts.
4. **Conciseness:** A letter should be as short as possible. The writer should never write more than what makes the meaning of the letter clear to the reader. An unnecessary discussion should be avoided and economy of words should be enforced.
5. **Attractiveness:** The letter should be attractive in its appearance. The proper document design plays a prominent role to make the letter attractive. It should be folded properly and should be put in a right-sized envelope.
6. **Coherence:** Effectiveness of a letter depends to a great extent on its coherence or unity. Coherence means writing the matters of the letter in a sequential manner. One information should be followed by other information in a sequence and one paragraph should be supported by another paragraph.
7. **Courtesy:** A letter should be written by giving due respect to the feeling of the reader. Courtesy or politeness is achieved by showing attitude and friendly behavior towards the reader. A courtesy letter always helps in increasing goodwill and maintaining warm relations. It costs nothing but pays many things.
8. **Creativeness:** Effectiveness of a letter depends to a great extent on its coherence or writer should not try to copy the phrases, sentences, and style from others. Only creative and original writing helps in impressing and convincing the receiver.
9. **Effectiveness:** An effective letter is one which achieves its objectives. It impels receiver to do just what the writer wants. If the letter possesses all the

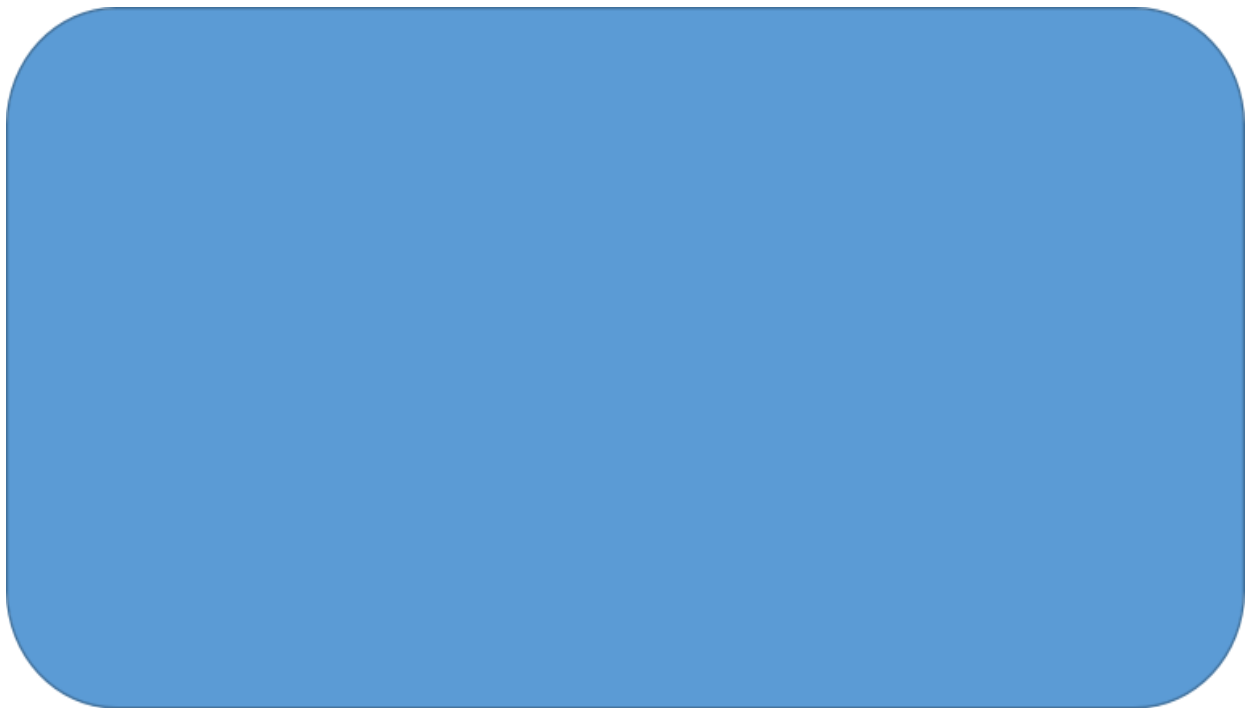
qualities discussed above, it is regarded as an effective letter which fulfills the purpose of it writing.

10. **Positive Approach:** The writer has to be optimistic regarding the achievement of the goal. Thus throughout the letter, a positive tone must be Positive approach not only helps to convince the reader but also express the confidence of the writer.
11. **Relevance:** One of the important qualities of a letter is relevance. The writer of a letter should avoid the irrelevant matter that can vex the reader's mind. So, unnecessary words should be avoided.
12. **Simplicity:** A good letter should be simple and easy. The writer of a letter should use simple language in drafting a letter so that the reader can easily understand the meaning and significance of the letter.
13. **Appropriate Timing:** Appropriate timing is one of the important qualities of a good letter. All letters must be sent and replied at the most appropriate time. The general practice is to reply a letter the same day it is received.
14. **Clear Concept:** If the writer does not have a clear concept of the subject matter then it will be very difficult on his or her part to make the subject matter understandable to the reader.
15. **Cheerfulness:** There should be no negative approach in a letter. It must begin with a positive and optimistic note. The approach should be friendly and convincing.
16. **Appropriateness:** Appropriateness refers to writing or replying letters keeping in mind the relation and psychology of the reader as well as the need of the occasion. The tone, style and language should be changed according to the occasion.
17. **Integral:** The purpose of business communication is to create understanding, bring about cooperation and initiate constructive action. Therefore, all communication should be in conformity with the general objectives of the organisation.
18. **Authority:** A good piece of writing always incorporates a sense of authority, ensuring the reader the writer knows exactly what he's talking about. A composition is good if the writer seems to be well-informed and credible about the subject that he's discussing. On the other hand, presenting weak or wrong

information can not only make your writing look bad, but can also have adverse effects on your reputation as a writer.

- 19. Reader-Oriented:** Last but not the least, an important characteristic of good writing is that its reader oriented. It is important to know your audience and their needs and expectations from your writing. Whether your writing is to share an opinion, to educate your readers, or to provoke a thought; understanding your audience can greatly aid you in crafting a good composition.

To conclude, although there are no hard and fast rules that determine how good a piece of writing is; the above guidelines are generally accepted to be the cornerstones of good writing. Keeping these guidelines in mind and incorporating them into your writing will help you in improving the quality of your writing and have a profound effect on the readers.



C

Check Your Progress

1. A is a written message that can be handwritten or printed on paper and usually sent to the recipient via mail or post in an envelope.
2. A letter is a personal letter written on the occasion of a special event.
3. A letter announces information to a large number of people.

4. The letters are usually exchanged between two parties who are connected through an organisation.
5. letter are personal letters and they need not follow any set pattern or adhere to any formalities.
6. In parts of letters is a customary greeting to the reader depending upon the intimacy between the writer and the reader.
7. A letter is written with a definite objective and the achievement of such objectives depends upon the of the letter.
8. Effectiveness of a letter depends to a great extent on its.....

14.8 Let Us Sum Up

A letter is a form of written communication between two people and it is also a form of non-fictional written, typed or printed communication. These are usually written to facilitate communication between two individuals and are usually sent to the recipient via mail or post in an envelope. Letter writing is a skill to write a message in written or in a text format. Some letters are written through mails and some printed via papers. These letters can be formal or informal and they are sent via post or emails to the recipients. The formal letters are usually exchanged between two parties who are connected through an organisation. For example, a confidential letter sent to the employee by the manager of the company. An appointment letter sent to the candidate hired for a designation for a job by the employer. These letters have their own format of writing. The informal letters are the casual letters written to a friend, family members, or addressing some personal members. These letters sometimes do not follow a format or structure as it is a non-official letter.

In every business, letters play an important part. Through letters a business-man tries to open up and maintain business relations, to introduce, to promote and conclude transactions. The important characteristics of a business letter consists well defined objectives, contact information, brief description, definite structure, courtesy, coherence, clearness, relevance, simplicity, clear concept, accuracy or correctness, completeness and use of simple language.

14.9 Key Words

- Letter:** A written or printed communication addressed to a person or organization and usually transmitted by mail.
- Formal Letter:** A formal letter is a professional letter, which is written in formal language, in a prescribed format and in the stipulated format and it is mainly used for professional communication.
- Informal Letter:** An informal letter is a personal letter, which is written in a friendly manner to someone we are familiar with.
- Circular Letter:** A circular letter is a written document that is addressed for circulation to a group of people. It is usually formal and official and may be for a closed group or general distribution.
- Salutation:** A word or phrase used for greeting a recipient in business or personal correspondence.

14.10 Some Useful Books

1. P. Subba Rao, B.Anita Kumar, C.Hima Bindu, Business Communication, Cengage Learning India. Pvt. Ltd. 2012.
2. Sinha, K.K., Business Communication, Galgotia Publishing Company, New Delhi.
3. Rebecca Moore Howaward, Writing Matters, 3e, Mc Graw Hill Education, 2018.
4. Rajendra Pal, J S Korlahahi, Essentials of Business Communication, Sultan Chand and Sons, New Delhi, 2013.
5. Sailesh Sen Gupta, Business and Managerial Communication, PHI, 2011.
6. Indrajit Bhattacharya, An Approach to Communication Skills, Dhanpat Rai & Co. Pvt. Ltd. New Delhi.
7. Sharma, R.C. & Krishna Mohan, Business Correspondence & Report Writing. New Delhi: TataMcGraw Hill Publishing Co. Ltd.
8. Pal. Rajendra and J.S. Korlahalli. Essentials of Business Communication. New Delhi: Sultan Chand and Sons.
9. Murphey, Herta A. Effective Business Communication. New Delhi: Tata McGraw Hill Publishing Co. Ltd.

10. Raman, Meenakshi and Prakash Singh. Business Communication. New Delhi: OUP.
11. K.K. Sinha. Business Communication. Galgotia Publishing Co. New Delhi.
12. Rajendra Pal and J.S. Korhalli – Essentials of Business Communication. Sultan Chand and Sons Ltd.
13. Raymond Losikar and John Pettit – Business Communication – Theory and Application Sharon Gerson – Technical Writing- Process and Product.
14. M. Balasubramaniam – Vani Educational books – Business Communication.

14.11 Answers to Check Your Progress

- | | | | |
|--------------------|----------------------|-------------------------|------------------|
| 1. Letter | 2. Social | 3. Circular | 4. Formal |
| 5. Informal | 6. Salutation | 7. Effectiveness | 8. |

Coherence or Unity

14.12 Terminal Questions

1. Define letter.
2. What is Letter Writing?
3. What are Circular letters?
4. Describe the pattern of writing a letter.
5. Explain the usefulness of business letter.
6. What are the essentials of good letter writing?
7. Explain the key principles of business letter writing. Explain the different parts of a business letter.
8. What are the various parts of a letter? Also describe the various letter styles or layout.
9. What is meant by letter writing? Describe the various types of letters.
10. What is meant by business letter? How you will make a plan for a business letter? Explain.
11. Explain the points to be observed in formulating business letters and discuss the importance of business of business letters.

UNIT-15 RECENT TRENDS AND COMMUNICATION TECHNOLOGIES

Structure

- 15.0 Objectives
- 15.1 Introduction
- 15.2 Assumptions
- 15.3 Communication System
- 15.4 Visual Communication
- 15.5 Kinds of Visual Arts
- 15.6 Advantages and Disadvantages of Visual Arts
- 15.7 Information Technology
- 15.8 Network Communication
- 15.9 Let Us Sum Up
- 15.10 Key Words
- 15.11 Some Useful Books
- 15.12 Answers to Check Your Progress
- 15.13 Terminal Questions

15.0 Objectives

After studying this unit, you should be able to:

- Explain the meaning of communication system;
- Describe the visual communication and kinds of visual arts;
- Explain the advantages and disadvantages of visual arts;
- Analyze the various aspects of information technology and network communication.

15.1 Introduction

Although the form and content of business communications has remained fairly constant in recent years, technology has improved the way management and

employees keep in touch with each other. Almost all companies have some regular method of keeping in touch with employees through bulletin boards, newsletters, or magazines. Larger, more technically proficient and geographically spread out companies may also use corporate-produced television shows, interactive Internet sites, or copy-only messages transmitted by closed circuit television. Some companies distribute electronic mail (E-mail) newsletters or messages, which can be instantly transmitted and placed in every computer wired into the company's network. Bulletin boards are one of the oldest forms of corporate communications. In the early days, bulletin boards were frequently the only communication that management had with employees. Today, bulletin boards are not always found in businesses.

Company newsletters and magazines try to address the inability of management to speak to each employee personally. These forms of written communication explain management policies, announce new products or initiatives, answer questions, and provide each employee with a reminder of what the company is all about. The increased availability and simplicity of desktop publishing systems has made newsletters and magazines an option even for small businesses. In the meantime, closed-circuit, satellite, and videotape-based television have become popular with some larger corporations. The latest and fastest growing method of corporate communications is electronic mail. E-mail is instantaneous and is available to anyone with a computer terminal. E-mail can be customized to be sent to an individual or to a group of people with a common interest, such as the members of a committee or task force. In this unit you will learn about communication system, visual arts, its kinds and advantages and disadvantages. You will also learn about the various aspects of information technology and network communication.

15.2 Assumptions

The introduction of technology into many forms of communication has made information sharing easier than before. Communication technology is the transmission of communications between people through a machine, which is technology. This information process can assist humans in making decisions, solving issues, and controlling machines. Most individuals cannot envisage a world without communication technology. Before communication technology, the amount of time and energy spent on transmitting the simplest communications was greater than what can be stated in 140 characters or fewer. Things have changed a little.

Despite the fact that there are a variety of gadgets, software, and tools linked with communication technology, it is not uncommon for the modern communicator to be an expert in all of them. Communication is defined as everything that involves sending, receiving, and responding to someone's message. This is an example of face-to-face communication. Communication technology, on the other hand, is used when you communicate via a written letter, Instant Messaging, or cell phones.

Types of Communication Technology

Technology has made it possible for humans to connect with one another and distribute information to large audiences in a variety of ways. Radio and the telephone were early innovations that grew into massive, global networks of underwater cables and satellites. Technology has increased the speed and variety with which we can connect, even allowing us to transmit photographs and videos around the world from a gadget that fits in our pocket.

1. **Telegraph:** A telegraph is a type of communication system in which data is communicated across a wire using a sequence of electrical current pulses, often in the form of Morse code. A direct current source, a length of wire or cable, and a current-indicating device such as a relay, buzzer, or light bulb are the fundamental components.
2. **Radio:** Wireless signals are used by radio systems to transmit speech, data, and video. Radio systems pioneered the notion of broadcasting, in which thousands of listeners receive voice and music from a single transmitter. The definition of radio now encompasses everything from traditional broadcast stations to cell phones and wireless data networks.
3. **Telephone:** Television is another technique to reach a large number of people, but it added a new benefit: visual communication. Further electrical research led to the development of the telephone in the late 1800s. The telephone, like the telegraph, conveys electrical messages over wires to a distant receiver; instead of staccato clicks, which need training to interpret, telephone cables transport genuine speech sounds. People are always looking to television for information, whether it is for amusement or serious facts.
4. **Satellite:** A satellite is an item that has been purposely sent into orbit in the context of spaceflight. To distinguish them from natural satellites such as Earth's Moon, these objects are referred to as artificial satellites. Although

radio waves successfully transmit signals, long-distance communications are hindered by the ionosphere, a tiny layer of energetic plasma that exists above the breathing atmosphere. Satellites overcome the distance issue by receiving radio signals in orbit, amplifying them, and retransmitting them to ground-based receivers hundreds of kilometres away. Satellite networks enabled the first instantaneous, global communications in the 1960s.

5. **Internet:** The Internet got its start in the 1960s as part of a military research project called the Advanced Research Projects Agency Network. It was an early data network that allowed computer users in various places to share data. The internet eliminates the need for communicators to own a device for each sort of communication technology. With the Internet, you can accomplish everything in one location. Any sort of communication is made simple by the tools accessible on the internet. Video conferencing software allows for both verbal and nonverbal communication. Email may be used to send written communications. Pictures in electronic form may be sent to and from any internet device.

Examples of Communication Technology

We can't fathom living in a world without communication tools. All programmes and equipment utilised for data processing and transmission are referred to as communication technology. It has effectively invaded every part of our life, allowing for newer, quicker, and better ways to connect, access data, network, and learn.

Here are some of the examples of technologies that are used for communication.

1. **Social Media:** This is, without a doubt, one of the most successful communication tools in recent years. Individuals may use social media sites to build personal profiles, publish profile photographs and updates about their life, and create a friend list of people who can see their posts.
2. **Blog & Vlog:** Blogs are essentially personal websites where you can upload information for anyone to view from anywhere in the world. Blogs are used by businesses for publicity, while professional bloggers use them to generate money through affiliate marketing. Blogging has transformed communication. Video logs, a logical extension of blogging. People may now upload videos to the Internet because of increasing bandwidth availability. Vloggers typically record themselves with portable cameras.

3. **Live Video Streaming:** Live video is a vlogging extension that has reacted to the requirements of internet content consumers for immediacy and authenticity. In April 2011, YouTube's video sharing platform added live video. Facebook Live, a competitor network, was launched in August 2015. The ability to play, stop, and rewind video in real time is a key feature of a live video broadcast. A video is not sent as a separate data packet that can be watched only after it has been entirely received on the receiver's end. Instead, the data is downloaded in real time, buffered, then played again.
4. **Smart Speakers:** Smart speakers are computerised personal assistants that are deployed around companies and homes to aid individuals in doing activities without using their hands. They are often triggered with a hot phrase, such as 'Hey Computer,' 'OK Google,' or, more recently, "alexa." Smart speakers can hear people from a long distance away, allowing people to utilise them while going about their business. When prompted by a hot word, the user asks the device questions or issues voice commands such as 'turn off the lights,' 'add this to the shopping list,' or 'play music.'
5. **Wearable Technology:** Wearable technology makes it easier to communicate than ever before. Any information technology that is carried on the body is considered wearable technology. Smart watches, smart eyewear, and workout bands are just a few examples.
6. **Web Conferencing:** This has enabled employees to speak with one another over large distances in a seamless manner. With the present epidemic, this has become a must to ensure that work can be done remotely.
7. **Email:** While email has been present since at least the 1970s, it is included on this list due to its continued significance in the twenty-first century. In reality, email predates the internet by several decades. Emails were first sent through closed-circuit LAN networks in government and academic databases. In 1971, the first email employing the '@' sign to guide messages to the appropriate servers was sent.
8. **Group Forum:** A group forum enables users to post questions and answers to which others can react. Many forums, such as Reddit, are organised by subject, allowing users with similar interests to engage with one another.

- 9. Podcasts:** Podcasts are audio information packets that may be posted and kept on cloud technology for anybody to download and listen to at their leisure. A podcast may be automatically downloaded onto a smartphone using RSS feeds, allowing followers of a podcast series to obtain the latest episodes whenever they choose.

In terms of communication technology, we have gone a long way. We have witnessed the growth of technology, from telephone booths to personal cell phones. Communication technology has become so crucial to us that our lives would be put on pause if it did not exist. And video calls are the sole reason why long-distance relationships function. I mean, long-distance relationships wouldn't stand a chance if Skype were not around.

15.3 Communication System

Interchange of information or ideas between two entities is known as Communication systems. The process of communication systems involves the exchange of both formal as well as informal information, and it consists of receiving, sending, and processing information. The communication may take place between employees and supervisors within the business or outside the business. It can be written, visual, verbal, or non-verbal. The objective of the communication process is the exchange of ideas, convey of information, and understanding other entities. Therefore information is passed from one place to the other that is from the receiver to the sender. There are several elements involved in the process of communication systems. The ultimate objective, however, remains to pass information from the sender to the receiver.

Communication systems plays a crucial role in every aspect of information and idea transfer. Since several elements are involved in communication systems, care has to be taken that the chain of those elements is not broken while transferring the message. For example, a transmitter is an element in a communication system that transfers the information or the message from the sender to the receiver. If the transmitter malfunctions, then the entire process of the communication system fails. Likewise, every other element of the communication system is essential.

Types of Communication System

Following are types of the communication system:

- 1. Optical Communication System:** When light is used to send a message from one medium to another, then the optical communication system is used. The

message is transformed into signals, and the signals are transferred from the sender to the receiver. The receiver receives the signal, decodes it, and understands and responds accordingly. The entire system of optical communication is dependent on light. For example, helicopters and airplane landings work on the same principle of the optical communication system. Light signals are received from the base and then decide the next steps. Optical communications systems are also used by railways and even on roads in the form of traffic signals. Greenlight is for go, while Red light is a signal to stop. SOS signals also use optical communication systems.

2. **Radio Communication System:** As the name suggests, the radio communication system makes use of radio to transmit a communication from the sender to the receiver. This communication system requires the use of an antenna receiver at both ends. The signals are produced with the help of an antenna, which is transmitted to the signal at the receiver end. The communication message is transferred with the help of waves. Radio has a signal filter to filter out different signals. Information on some signals is unwanted while some signals are wanted. Therefore, radios have a tuning facility by which the receiver can tune to a particular frequency on which you can receive the intended message of the sender. The signals are decoded by the radio and are easily understandable for the listeners.
3. **Duplex Communication Systems:** As the name suggests, duplex communication systems involve the use of two different types of equipment to communicate with each other. These two types of equipment are used at the same time. For example, in the video call, both the callers can see each other and talk simultaneously. The other person can hear and speak at the same time. Therefore this system can be considered as advanced as compared to radio and light communication systems. The process of communication in the duplex communication systems takes place at the same time, while radio and light communication systems do not make this possible.
4. **Half-duplex Communication Systems:** In this communication system, unlike the duplex communication system, both parties cannot communicate at the same time. One person has to stop sending the signal to the other person and wait till the other person responds. For example, a walkie-talkie follows a half-duplex communication system. At the end of every sentence in Walkie Talkie,

the sender is expected to say 'over' so that the receiver can start sending feedback based on the message sent by the sender.

- 5. Tactical Communication System:** In a tactical communication system, the communication varies as the environmental condition varies in them.

Elements of Communication Systems

Following the common elements of communication systems:

- 1. Information:** Information is the message which is to be transferred from the sender to the receiver or from the receiver to the sender as feedback. The format of information can be anything from text, to video or combination of any form of available message formats.
- 2. Signal:** The signal is the carrier of the information. The message is converted into a signal for transmission from one end to the other.
- 3. Transducer:** The transducer can also be termed as a converter since it converts energy from one form to the other. The converter can convert temperature, pressure, and force into respective electrical signals. For example, a phone call can transfer our voice to the sender by converting the voice into audio signals.
- 4. Amplifier:** The device which helps to increase the strength of the transmitted signal is called an Amplifier. Amplification is done to increase the frequency of the message, which is being sent.
- 5. Modulator:** Sometimes the message is to be transmitted across large distances. These messages tend to have low frequency and amplitude. To increase their reach, these messages are coupled with carrier waves, which are high amplitude and high-frequency waves. This process of capturing high-frequency waves with the message is called modulation. The resultant modulation wave is the message which is to be transmitted.
- 6. Transmitter:** The message is converted into a signal with the help of equipment, which is called a transmitter. The transmitter is present on the sender's site, and at the site of the recipient, it may be present as a receiver.
- 7. Antenna:** The structure or device that receives electromagnetic waves from air, transmitted from the sender, is called an Antenna. It is also defined as the structure which can convert the message into waves to transmit it further is

called an antenna. The antenna is metallic and requires multiple wires to function.

8. **Channel:** When the antenna converts the message, it is transferred by wire or cable or space, called a channel.
9. **Noise:** The hurdle between the sender and the receiver is termed as noise. Noise primarily disrupts or Interrupts the message which is being transferred from the sender to the receiver. This interference can be in the form of physical interruption, lightning, solar radiation, or any other relevant type of distraction. The channels are designed in such a way to eliminate the external destruction or minimized. Noise may happen due to the random collision of electrons in the conductors. Attempts are made to reduce or eliminate noise internally by the use of digital technology.
10. **Attenuation:** Attenuation is the problem caused by the medium when the signal is traveling long distances by a medium. This depends on the length of the medium. The range of the medium is directly proportional to the loss in initial power. Digital signals are less prone to attenuation as compared to analog signals.
11. **Distortion:** It is one of the problems of the channel. The transmitted message is at a specific bandwidth and frequency. However, when distortion of this, the frequency and bandwidth.
12. **Receiver:** The receiver is at the far end of the communication system, and functions as a receiver for the message sent by the sender. It is a device that is devised for giving an output to the receiving signal.

The receiver also translates the message to the person on the receiving end. In two way communication, the receiver also acts as a sending device and transmits the message back to the sender.
13. **Demodulator:** The function of demodulation is the exact opposite of modulation. In modulation, the message is coupled with the carrier, while in demodulation, the message is separated from the carrier wave.
14. **Repeaters:** Repeaters are present in multiple locations between the receiver and transmitter. The repeater's primary function is to amplify the signal which it receives and send it to the next repeater while ensuring that the message does not get distorted.

The communication systems are an essential part of the communication process. These systems enable the transfer of information and the exchange of ideas from remote places. While the system is complex with the involvement of multiple elements, the process of communication remains the same in almost all the aspects or types of communication systems.

15.4 Visual Communication

Visual communication is a way that people communicate and share information through images and visuals. Imagine that you're on vacation in a foreign city, and you get lost while driving. If you were at home, you could stop and ask someone for directions. But here, you don't speak the language very well, so asking directions won't do much good. Instead, you can rely on a map, using landmarks, routes, and familiar signs, which successfully lead you back to your hotel. In this scenario, you have found your way back almost entirely through visual communication. Visual communication is the transmission of information and ideas using symbols and imagery. It is one of three main types of communication, along with verbal communication (speaking) and non-verbal communication (tone, body language, etc.). Visual communication is believed to be the type that people rely on most, and it includes signs, graphic designs, films, typography, and countless other examples.

Communicating with Images

Given how broad a category visual communication is, it is somewhat difficult to trace its history. Nevertheless, there is evidence to suggest that it is the oldest form of communication. For example, in regions around the world, there are cave paintings from thousands of years ago, some dating back as far as 40,000 years. Cave paintings are a primitive form of communication that were drawn or etched into cave walls and ceilings. Though their exact purpose is not clear, these paintings include representations of, among other things, animals, landscapes, and sacred spaces, and act as a kind of prehistoric documentation. As societies became more advanced, travel brought people that spoke different languages into contact with each other. In order to communicate, people developed pictograms around the 4th millennium BC as a way to communicate. Pictograms are images that represent physical objects and were used to share ideas or ask questions. For example, if I was in a foreign country and wanted to buy a tree, I could use a pictogram of a money sign and a tree to indicate my interest.

This works because, over time, there developed certain characteristics that people associated with different objects. A tree, for instance, has a trunk, branches, and different kinds of leaves. This sign would be universally recognized because the characteristics and meaning of the symbol are, at a basic level, shared around the world. When people began printing with woodblocks around the year 600, the ability to communicate visually blew wide open. The printed word and other symbols allowed for ideas and information to be reproduced, shared, and preserved in a non-verbal way. Once these documents were translated into other languages, they were capable of traveling around the world.

Semiotics

In an academic context, the study of symbols and visual communications is called semiotics. Broadly, the purpose of semiotics is to analyze how people make meaning out of symbols, and how those symbols are interpreted. A basic example would be like the one made earlier about a tree: why do we look at a picture and automatically know that it means tree? This is primarily because people learn through society and culture what the word 'tree' means, which they then associate with the object and is ultimately recognized in the picture. The tree example is fairly straightforward, but semiotics can actually get very complicated. Racial stereotypes, for example, rely heavily on semiotics in order to have any meaning.

By definition, visual communication is the practice of graphically representing information to efficiently, effectively create meaning. There are many types of content in the realm of visual communication, with examples including infographics, interactive content, motion graphics, and more. The possibilities are endless. Which type of visual communication is right for your company or campaign depends on the goal(s) you'd like to achieve. It also depends on your target audience. Ask your creative content partner for recommendations. Examples of where visual communication can be used include conferences and trade shows, websites, social media posts, office presentations and meetings, and so much more. That's why, today, the definition of content marketing success includes visual communication. So when updating your content strategy, make sure your organization isn't left behind. Explore the articles below to learn how to implement visual communication across your organization.

Visual communication refers to the practice of using various graphic elements to convey a message clearly, causing a particular kind of impact on the audience. It is an

attempt to graphically represent a piece of information, be it explicit or implicit. Different content formats can be used in this process, from simple images to interactive infographics. With the insertion of resources such as shapes, icons, diagrams, charts, and more, a company can help the audience understand the message and direct their emotional reaction. In addition to branding-related actions, visual communication is also a key element in other areas of marketing, such as content creation. Infographics are excellent examples of materials that mix graphic resources with text in order to create a unique, informative experience for readers.

The Semiotics Behind Visual Communication

If you want to take your communication skills to the next level, you need to be familiar with the concept of visual semiotics. It is a subfield of semiotics aimed at understanding how images convey meaning to those who see them. Put simply, it is the study of signs and symbols that we can see. This concept's role in visual communication strategies is quite large since it helps the company ensure their persona understands the message it is trying to pass on. If your target is a consumer, visual semiotics can make a difference in their buying decision. In internal teams, this concept is used to strengthen the organizational culture, reinforcing, for example, its visual identity. The study of visual semiotics is vital in the effort to convey the proper message to the audience. When we think of Digital Marketing, for example, visual resources are indispensable even to attract the customer's attention in the first place. With so much content being created every day, it is hard to attract users, whose attention span gets shorter year by year. There is no way texts are enough. Moreover, various data corroborate the superiority of strategies that use visuals to attract users' attention or educate an audience. One of the reasons is purely scientific: the human eye processes visual messages much faster than processes texts. Strengthening your visual communication also means solidifying your brand identity. Using colors, icons, and other graphic elements that relate to your brand helps consumers form an idea about you, leading to conversions. Finally, it is important to emphasize the flexibility offered by visual communication. Certain messages, especially those involving more complex data, are difficult to communicate. However, videos, images, and other resources make this job much more manageable. No wonder more and more companies are investing in data visualization.

15.5 Kinds of Visual Arts

While the larger definition of “the arts” includes everything from painting to theater, song, design, and much more, the visual arts definition includes those artistic achievements that can be seen, such as statues or paintings. These types of visual arts can be divided into three categories: decorative, commercial, and fine art. Each one of these visual art types has subcategories, and they might be representational, abstract, or non-objective. Paintings, sculptures, dress or fashion designing, sketching, printing, pottery, photographing, videography, cinema, graphical or commercial styling, handicrafts, and architecture are examples of broader visual art genres. Following are the various visual art types as we all as examples of visual arts:

- 1. Fine Art:** Fine art can be described as a type of art that is created mostly for its visually pleasing qualities. This concept differentiates and raises fine art above decorative and commercial arts that also have a functional purpose. High art permits an artist’s creativity to be fully expressed and displayed without regard for commercial or practical factors such as utility. Whereas the fine arts can include seven various categories of art, the fine visual arts have traditionally been limited to three: sculpture, painting, and architecture. Nevertheless, larger definitions of the fine visual arts would also include sketching. Even if they were precursors of painting or three-dimensional forms of art, the masters’ sketches are recognized as excellent art on their own merit. From the Renaissance era forward, the phrase “fine arts” was used to separate specific art forms from new types of commercial design or the labor of artisans. What makes this art “fine” is not a remark on the caliber of the piece in question. Rather, the definition is concerned with the technique and integrity of the discipline.

Other types of visual art might be of high quality while not being designated as “fine art.” Although “fine art” is primarily a Western phrase, other civilizations have recognized comparable divisions between “higher” and “lower” arts. Sculptures, paintings, and building architecture are commonly referred to as the “major arts,” with “minor arts” alluding to decorative or commercial art genres. Architecture is the only type of great visual art that has a feeling of usefulness or practical features. Nevertheless, not all ordinary structures will be classified as fine architecture. The architect’s design must nonetheless incorporate a feeling of beauty and inventiveness. Renowned fine artists often have a higher reputation and notoriety than their decorative and commercial equivalents, either during their lifetimes or after their deaths.

2. **Decorative Art:** Decorative arts are frequently disregarded as art forms due to the fact that they are both aesthetically pleasing as well as functional. The terms “decorative arts” and “crafts” can be used alternately; the design and fabrication are both attractive and utilitarian. Objects manufactured for the interiors of structures and interior design are examples of ornamental arts, however, architecture is not generally included. The decorative arts can incorporate commonplace goods, but they are separate from mass-produced reproductions of these items. An object is typically regarded as a decorative art if it is handcrafted by a skilled craftsman. Pottery, glassware, carpentry, fabrics, enamelwork, and metalworking are common decorative art techniques. Each of these media may be further subdivided; for example, the textile medium comprises everything from dressmaking to wall tapestries, basket weaving, needlework, and interior materials.
3. **Commercial Art:** Commercial art, like ornamental arts, may be both utilitarian and aesthetically pleasing. It is an artistic service developed for monetary gains, such as marketing. Commercial art is used to generate interest in and sales of companies, goods, and concepts. Commercial art is commissioned by brands and corporations to express a specific message to an audience. Graphic design, photographs, illustrations, animations, printing, broadcasting, dressmaking, visual effects, product engineering, and motion graphics are examples of commercial arts. Commercial art may be seen in a variety of mediums, including publications, websites, applications, television, retail displays, and product packaging. Commercial art is frequently seen in new types of media, yet it has been used to advertise items for millennia. This art form is used not just by companies and corporations, but also by the government and the military as a means of communication. Commercial painters created famous military recruiting posters, state propaganda, and even infrastructure projects.

Apart from the above mentioned types, Following are the different types of elements that you can use to enrich your visual communication some of them below:

1. **Images:** Pictures are worth a thousand words. The saying may be old, but it remains true. Inserting images in your materials, from blogposts to eBooks, is key to attracting the audience's attention. Not to mention that with a good SEO strategy, images can boost your ranking in Google.

2. **GIFs:** GIFs are usually reserved for more informal channels, such as social media and, depending on their characteristics, blogs. They are motion images, which are often associated with memes and internet forums. Their use, however, can also have educational purposes.
3. **Illustrations:** Using illustrations is an excellent way to humanize your brand by associating it with a more relatable look to the consumer. The significant advantage here is creative freedom, enabling the designers to explore different elements and create the perfect illustration. This format is often used for the creation of infographics.
4. **Animations:** Animated content is much more attractive to the consumer than static material. Animations are basically moving illustrations and are also distinguished by creative freedom. They can be used to educate the audience, present a new product, or simply reach out to the public. During the most critical period of the Covid-19 pandemic, several organizations released animations intended to help in preventing the disease. Visual arts are forms of art that you can see, such as drawing, painting, sculpture, printmaking, photography and filmmaking. Design and working with textiles are also often referred to as visual art. Visual arts have changed over the centuries. During the Middle Ages artists created paintings, sculptures or prints and became famous. Today visual arts applies to many different forms.
5. **Drawing:** Drawing is creating a picture with a variety of tools, in most cases pencils, crayons, pens or markers. Artists draw on different types of surfaces, like paper or canvas. The first drawings were discovered in caves that date back about 30,000 years. Ancient Egyptians drew on papyrus, Greeks and Romans made drawings on other objects, like vases. In the Middle Ages drawings were sketches that were made on parchment. When paper became common in the Renaissance, drawing became an art perfected by Michelangelo, Leonardo Da Vinci and others.
6. **Painting:** Painting is often called the most important form of visual art. It is about putting colours on a canvas or a wall. Painters express their ideas through a mixture of colours and different brush strokes. Painting is also one of the oldest forms of visual art. In old caves prehistoric people painted hunting scenes onto walls. Paintings became important in ancient Egypt, where tombs of pharaohs were covered with scenes of everyday Egyptian life.

7. **Printmaking:** Printmaking is art that is made by covering a plate with ink and pressing it on the surface of another object. Today prints are mostly produced on paper today but originally, they were pressed onto cloth or other objects. Plates are often made out of wood or metal. The first prints were probably made in ancient Mesopotamia. Later on they became popular in ancient Egypt and China .Printmaking spread to Europe towards the end of the Middle Ages.
8. **Photography:** Photography is making pictures by letting light through the lenses of a camera onto a film. In analogue photography light was recorded onto a film, which had to be chemically developed. Images could then be printed onto special paper. Today most photography is digital. Cameras have no film, the images are recorded onto silicon chips.
9. **Filmmaking:** Filmmakers make moving images that they turn into films. It is a very expensive and complicated form of art, involving many tasks, for example scriptwriting, casting, and editing film sequences before they can be shown to an audience. A full-length feature film often takes many weeks or months to produce.
10. **Computer Art:** Today, art is no longer limited to brushes, paint and pencils. In the last few decades artists have been working with computers to capture images and change them. Computer art consists of a wide variety of different forms, from capturing and changing sound to creating video games.
11. **Sculpture:** Sculptures are three-dimensional pieces of art that are created by shaping various kinds of material. Among the most popular are stone, steel, plastic, ceramics and wood. Sculpture is often referred to as plastic arts.

Sculpture goes back to ancient Greece. It has been important in various religions of the world over many centuries. In the Renaissance Michelangelo was one of the masters of the art. His most famous piece of work was David, a marble statue of a naked man.

Significance of Visual Arts: Visual arts plays an important role in cultural preservation, inspiration and expression and also in historical interpretation etc.

1. **Cultural Preservation:** Visual works of art convey a narrative and represent the changing human experience, from prehistoric cave paintings to current street art. It captures a moment in time that the artist wants to remember. Visual artists provide a window into history and society that can't be conveyed any other way.

For present and future generations, artists conserve the rich legacy, traditions, beliefs, norms, practices, and conventions of different civilizations. Its history gives a window into the growth and collapse of societies, as well as insight into what lessons may be gained from the past.

2. **Inspiration and Expression:** Artistic expression, rather than language, can be a more powerful and global way of communication. When youngsters experience the thrill of using crayons, water colors, finger paint, and clay at a young age, they realize the value of visual arts. Creativity, originality, and imagination are crucial for innovation, societal advancements, and scientific breakthroughs, and they are all fostered by making art. Visual artists lead the way by creating new and intriguing art forms, techniques, and imagery that may please, shock, or offend the audience.
3. **Social and Political Activism:** In our culture, an artist's responsibilities include speaking out against social injustice and fighting for long-term reform.
4. **Historical Interpretation:** According to Cornell University, "the relevance of visual arts extends beyond comprehending, celebrating, and documenting history via the production of artworks such as the "Coronation of Napoleon." Paintings inspired by the Bible that represent real or metaphorical incidents are known as history paintings.

Therefore, visual art is an important part of the human experience since it reflects the world and the moment we live in. Art has the power to help us comprehend our history, culture, lives, and the experiences of others in ways that no other medium can.

15.6 Advantages and Disadvantages of Visual Arts

Visual communication is a powerful communication channel that has been used to convey information, ideas, and emotions. For conveying the right message to the right audience, it may be an effective tool.

Following are some of the main advantages and disadvantages:

Advantages

- **Explore Imaginative Power & Boost Self-confidence:** Visual arts helps people in representing their thoughts & skills and also help them explore while

performing original power as well as artistic skills creatively. Thus, it is an approach to speak to represent one's feelings & creative mind in the way of life.

- **Improved Comprehension:** It can improve comprehension and understanding of complex information. By presenting information through visuals like diagrams, charts, and infographics, viewers can quickly and easily understand the information.
- **Improve Coordination Skills:** People performing art & craft regularly figure out how to utilize different craftsmanship devices and methods like types of brushes uses of specific shading, videography, photography techniques, and so forth.
- **Improved Clarity:** Visuals can improve the clarity of your message. By using visuals to reinforce your message, you can ensure that viewers understand the point you're trying to make.
- **Increased Retention:** Visuals are easier to remember and retain than text alone. This is because when information is presented in a visual format, it has a greater chance of being retained by individuals, resulting in better educational results.
- **Learning from Real Artists:** People, making visual arts expand their vast knowledge as they like to refer to the works of some of the well-established artists. Visual arts education helps them do analysis, skills of judging while improving their art.
- **Paying Attention & Responsibility:** People learn to pay focus & have patience in whatever work they perform. Sometimes, because of disturbances, they tend to lose concentration, but with the help of visual arts, they learn how to organize & plan a skill that helps them to focus on their tasks.
- **Decision-making & Determination Skills:** With the help of these arts, people learn to decide & determine, analyze a situation. They also learn how to analyze and develop logical thinking skills. All this helps them to decide on various alternatives while making better choices for their work.
- **Increased Effectiveness:** It can be more effective than text alone. By using visuals to support your message, you can increase the effectiveness of your communication and ensure that your message is received and understood by your audience.

Disadvantages

- **Inability to Convey Emotion:** It can be limited in its ability to convey emotions or tone of voice, which can be important in certain contexts. For example,

written communication can be difficult to interpret without understanding the writer's intent or tone of voice, and visual aids may not be able to convey this information accurately. Similarly, some people may be more comfortable expressing themselves orally, making visual communication less effective in these situations.

- **Limited Accessibility:** One of the main disadvantages this system is that it may not be accessible to people with certain disabilities. For example, Individuals having visual impairments will not be able to view or understand the visual message. Hence oral communication would be more suitable in these kinds of situations.
- **Misinterpretation:** Sometimes it can be subject to misinterpretation, as individuals may interpret visuals differently. In addition, It can be difficult to convey complex ideas or information using visual aids alone, which can lead to confusion or misunderstandings. This is particularly true when the visual aids are not well designed or organized, or when they are used in isolation from other forms of communication like oral or written communication.
- **Costly:** Creating high-quality visuals can be costly and time-consuming, especially for businesses and organizations with limited resources.
- **Inaccurate Representations:** Visuals may not always accurately represent the information they are intended to convey. This can happen because of problems such as data inaccuracies or biases which may lead to misleading conclusions.
- **Restricted Interaction:** This system may offer limited opportunities for interactivity compared to other forms of communication, such as written or verbal communication. This can limit the ability of viewers to ask questions or engage with the information presented.

15.7 Information Technology

Information technology (IT) is the use of any computers, storage, networking and other physical devices, infrastructure and processes to create, process, store, secure and exchange all forms of electronic data. Typically, IT is used in the context of business operations, as opposed to technology used for personal or entertainment purposes. The commercial use of IT encompasses both computer technology and telecommunications. The Harvard Business Review coined the term information technology to make a distinction between purpose-built machines designed to perform a limited scope of functions, and general-purpose computing machines that

could be programmed for various tasks. As the IT industry evolved from the mid-20th century, computing capability increased, while device cost and energy consumption decreased, a cycle that continues today when new technologies emerge.

The IT department ensures that the organization's systems, networks, data and applications all connect and function properly. The IT team handles three major areas:

1. deploys and maintains business applications, services and infrastructure (servers, networks, storage);
2. monitors, optimizes and troubleshoots the performance of applications, services and infrastructure; and
3. oversees the security and governance of applications, services and infrastructure.

Most IT staff have different responsibilities within the team that break into several key areas including:

- **Administration.** Administrators handle the day-to-day deployment, operation and monitoring of an IT environment, including systems, networks and applications. Admins often perform a range of other duties such as software upgrades, user training, software license management, procurement, security, data management and observing adherence to business process and compliance requirements.
- **Support.** Help desk staff specialize in answering questions, gathering information and directing troubleshooting efforts for hardware and software. IT support often includes IT asset and change management, helping admins with procurement, handling backup and recovery of data and applications, monitoring and analyzing logs and other performance monitoring tools and following established support workflows and processes.
- **Applications.** Businesses rely on software to perform work. Some applications are procured and deployed from third parties, such as email server applications. But many organizations retain a staff of skilled developers that create the applications and interfaces -- such as APIs -- needed to deliver critical business capabilities and services. Applications might be coded in a wide array of popular languages and integrated with other applications to create smooth and seamless interactions between different applications. Developers might also be

tasked with creating interactive business websites and building mobile applications. The trend toward agile or continuous development paradigms require developers to be increasingly involved with IT operations, such as deploying and monitoring applications.

- **Compliance.** Businesses are obligated to observe varied government- and industry-driven regulatory requirements. IT staff play a major role in securing and monitoring access to business data and applications to ensure that such resources are used according to established business governance policy that meets regulatory requirements. Such staff are deeply involved with security tasks and routinely interact with legal and business teams to prevent, detect, investigate and report possible breaches.

Thus, IT encompasses many different technologies, capabilities and functions. It's been said that data is what powers industries worldwide. That may be hyperbole, but few businesses -- large or small -- can remain competitive without the ability to collect data and turn it into useful information. IT provides the means to develop, process, analyze, exchange, store and secure information.

Examples of Information Technology

Following are the common examples of IT and teams at work:

1. **Server Upgrade.** One or more data center servers near the end of their operational and maintenance lifecycle. IT staff will select and procure replacement servers, configure and deploy the new servers, backup applications and data on existing servers, transfer that data and applications to the new servers, validate that the new servers are working properly and then repurpose or decommission and dispose of the old servers.
2. **Security Monitoring.** Businesses routinely employ tools to monitor and log activity in applications, networks and system IT staff receive alerts of potential threats or noncompliant behavior -- such as a user attempting to access a restricted file -- check logs and other reporting tools to investigate and determine the root cause of the alert and take prompt action to address and remediate the threat, often driving changes and improvements to security posture that can prevent similar events in the future.
3. **New Software.** The business determines a need for a new mobile application that can allow customers to log in and access account information or conduct

other transactions from smartphones and tablets. Developers work to create and refine a suitable application according to a planned roadmap. Operations staff posts each iteration of the new mobile application for download and deploy the back-end components of the app to the organization's infrastructure.

4. **Business Improvement:** A business requires more availability from a critical application to help with revenue or business continuance strategies. The IT staff might be called upon to architect a high-availability cluster to provide greater performance and resilience for the application to ensure that the application can continue to function in the face of single outages. This can be paired with enhancements to data storage protection and recovery.
5. **User Support:** Developers are building a major upgrade for a vital business application. Developers and admins will collaborate to create new documentation for the upgrade. IT staff might deploy the upgrade for limited beta testing -- allowing a select group of users to try the new version -- while also developing and delivering comprehensive training that prepares all users for the new version's eventual release.

Software vs. Hardware

IT includes several layers of physical equipment (hardware), virtualization, management systems, automation tools, operating systems, other system software and applications used to perform essential functions. User devices, peripherals and software can be included in the IT domain. IT can also refer to the architectures, methodologies and regulations governing the use and storage of data.

Software: There are two categories of software: system software and applications. System software encompasses the computer programs that manage the basic computing functions. Mobile applications that run on smartphones, tablets and other portable devices typically connect with cloud or data center applications over the internet. These applications have expanded the scope of computing and created a new category of software and telecommunications that requires special expertise to maintain.

Hardware: There are many different types of computer hardware. Computer servers run business applications. Servers interact with client devices in the client-server model. They also communicate with other servers across computer networks, which typically link to the internet. Storage is another type of hardware. It's any technology

that holds information as data. Storage may be local on a specific server or shared among many servers, and it may be installed on premises or accessed via a cloud service. Information that is stored can take many forms, including file, multimedia, telephony, and web and sensors data. Storage hardware includes volatile random-access memory (RAM) as well as non-volatile tape, hard disk drives and solid-state drives. Telecom equipment, comprising network interface cards (NICs), cabling, wireless communications and switching devices, connect the hardware elements together and to external networks.

New Trends in Information and Communication Technology: As the world pushes full speed ahead into the digital era, IT and communication technologies continue to push the boundaries of what people once considered possible. Devices are getting smaller and yet more feature-rich, and individuals and companies large and small are finding smarter ways to streamline operations by enhancing their IT infrastructure.

- 1. Cloud Computing:** Cloud computing is being hailed by industry analysts as the next big trend in information technology. Companies want to ensure employees have the ability to access and synchronize data both inside and outside their company walls in a safe, effective and timely manner. Technology firms like Microsoft, Dell and HP all offer resources that companies can use to reduce IT costs and give employees greater accessibility to proprietary company applications no matter where they are. Google extends cloud computing resources like Google Docs to personal computer users who can also take advantage of this IT shift. International Data Corporation says that revenues for enterprise cloud applications reached \$22.9 billion in 2011 and are on track to hit \$67.3 billion in 2016.
- 2. Smartphones and Tablets:** Whoever believes that mobile phones are just for talking probably doesn't own a smartphone or is not taking full advantage of its many features. ABI Research, a market intelligence company, predicts that 1.2 billion smartphones will enter the market from 2012 to 2017. As the years progress, smartphones have been getting noticeably smaller and thinner. In the tablet market space, Apple's iPad continues to showcase incredible demand with 15 million iPads shipped in the first quarter of 2012 alone. Users want mobile devices that can not only entertain them but also perform the many functions that were once only possible on a PC.

3. **Mobile Wallets:** In conjunction with the rise of mobile technologies, companies like Google, Visa and MasterCard are bracing for a rise in mobile payment technologies or mobile wallets. Juniper Research, a U.K. based research firm, predicts that payments using near field communication-enabled technology will be at \$180 billion by 2017. Smartphone manufacturers are ensuring newer phones that hit the market will have NFC capabilities so that consumers can happily swipe their phones to make a payment instead of using cash or credit cards.
4. **Server-Centric Computing:** The demise of your work PC may wreak enough havoc with your personal or business data to cause you to burst into tears. In many instances, the documents, applications and files stored on that PC can never be recovered. Many companies have transitioned to a server-centric -- or "thin client" -- environment to prevent these types of scenarios from occurring. In a server-centric IT environment, all files, applications and programs reside on the server instead of your PC, allowing your workstation to serve more as a display terminal rather than a storage unit. While this technology is not essentially new, the proliferation of employee mobile devices connecting to a company's network has caused IT departments to revisit this technology to more effectively secure and manage company applications.

15.8 Network Communication

Networking has enabled us to communicate with people in distant lands in a matter of seconds. This was not possible in previous years. We can easily talk to our family and friends living far away from us. It is not only the messages that are shared but also data. A computer network (a. k. a data network) is a communication medium which allows computers to exchange data. The best known computer network is the internet. Network is a collection of nodes and links that connect to them. There are two types of network connections: wired and wireless. Wired networks offer users plenty of security and the ability to move data very quickly and easily. Wired networks are usually faster than wireless networks. There are three types of systems used by people to set up wired network. One of the three systems is the Ethernet system which uses Copper or coaxial based transport system. The most common cable for Ethernet systems are UTP (unshielded twisted pair). Wireless Network or Wireless local-area network (LAN) uses radio waves to connect to computers and other gadgets. The wireless networks have many benefits such as mobility, productivity, security, and

cost efficient. There are three main types of network connections: LAN, WAN and MAN. In networks the information/data is passed in the form of packets. In an organization, members contact each other and the pattern of contacts or flow of information is the communication network. Contacts are created with different pattern and this helps the management to contact the employees. Through the network, the resources can share their data and applications. The network is divided based on the number of people involved in the communication, organizational size and nature of the communication network. The common network patterns are Vertical Network, Circuit network, Chain network, Wheel network, and Star network. Transmission and reception of information is the basis of communication.

Types of Communication Network

Following are the types of Communication Network:

- 1. Vertical Network:** The communication which passes from one person or process to another person or process in a vertical pattern is called Vertical Network. It can happen either in the top to bottom or bottom to top format. This communication provides an immediate response as the receiver receives the information faster than any other network. We can call this network as a formal network. The best example is the communication between top level and bottom level employees. Miscommunication does not happen in this network as this is a type of direct communication.
- 2. Chain Network:** This network is in a hierarchical level and follows a series of commands. Here bottom to top communication does not happen. Superiors ordering the subordinates is the best example of this type of network. Also, the leader leading the group of people is an example of Chain Network. The message has to reach from top-level to bottom level without any alteration of meaning or words. Care should be taken to avoid the same. This network is not fast and few people who don't understand the message will remain in the loop.
- 3. Circuit Network:** When the communication between two people happens simultaneously in a circuit is called Circuit Network. Though it works like Vertical Network, there are no superiors or subordinates or at least not considered like them. Here the communication is a two-way communication. The messaging or information reception is continuous and the people involved can be at the same hierarchical level.

4. **Wheel or Spoke Network:** The commands or information is from a single superior and subordinates form a wheel in the network. The entire network is highly centralized format and expects immediate feedback once the message is given to the receiver. And due to this, we can call this communication as a type of micromanagement. This network is an improved form of Chain Network. Since the information is received directly from the central authority, there is no chance of miscommunication and the communication is very powerful. Startups mostly use this type of network.
5. **Star Network:** Several people are involved in this network and the process forms a star shape. This network enables people to communicate with each other or with people who are involved in the same process. This network can be considered as a development of a wheel network with no central person to control the way of communication. All are free to communicate with each other. No restrictions are present to block the communication between people in the process. Teamwork is built using this communication. A WhatsApp group which is related to work is a good example of Star Network.

Characteristics of Communication Network

Following are some of the characteristics explained:

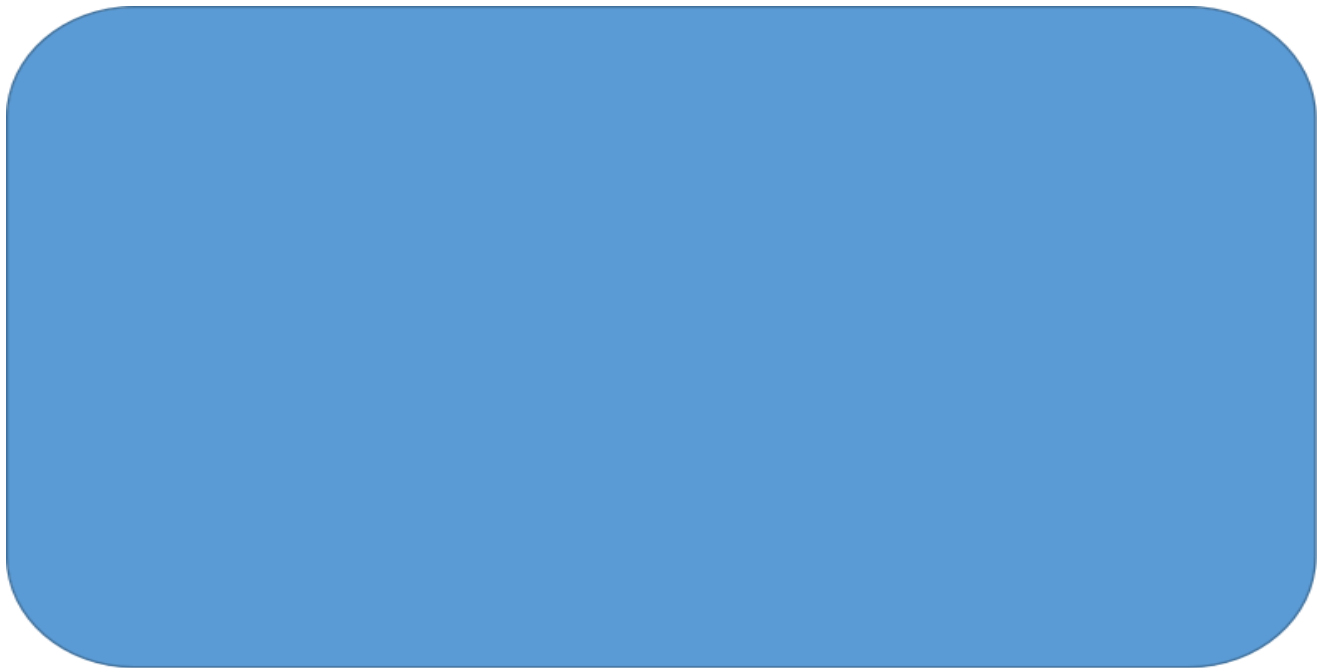
- The information to be passed or the message to be shared among the people in the same network should be clear and should be free from any jargon. Active voice should be preferred and the message should be in simple words and short. If the message is long, it is better to transfer the message with bulleted points.
- The message has to be concise which only then the listener be careful to read with full attention and with no loss of concentration. Long or lengthy messages should be avoided at any cost. People will not have enough patience to read the entire message if it is elaborated with very less meaningful words.
- The message passed should be explained well with concrete information. False messages should not be passed in any case which leads to communication mishaps.
- The messages should be passed in relevant order. It is not good if the message is passed saying the end in the beginning or finishing the message without full information. The receiver will understand the message in a wrong manner

which will lead to conflicts and the ideas will differ. The information should be passed between persons in a logical, sequential and well-planned manner. Hence this part has to be concentrated well.

- The transmitter person should be honest, respecting others and open with the listener at the bottom level or end of the conversation. The transmitter should be considerate with the listener and should use polite words. All the persons in the other end receiving the information should be considered equal and should never use inconsiderate words while transmitting the information.
- The listener also plays an important role in the communication network. They should understand the information very well and should clarify the same if possible. The message should be detected from the mixed words, non-verbal actions should be analyzed well, practical to understand the problems and mature enough to act according to the information.
- Care should be there from the listener's side to focus the message when it is sent from the other end. Miscommunication should not happen.
- Emotions should be controlled while passing information. The listener should not use his knowledge to pass information to other people in the loop. The focus should only be on the information passed from the top level.

The type of network to be used depends on the message to be passed from one level to another. Also, security has to be considered for the network communication. Each network has its advantage. Therefore, the nature of the project and the size of the organization determine the types of communication networks required in the business. Loyalty, information reception, and sincerity in transmission are the basis of a good communication process. Many businesses have set several policies and processes for good communication.

Thus, network has a major role to play in communication. A network that is proper ensures that the employees of an organization have a system of passing information on among themselves. The network ensures that there are no misunderstandings between people and that they are on the same page as others. Network in any communication assists the organization in reaching its goals.



Check Your Progress

1. technology is the transmission of communications between people through a machine, which is technology.
2. A is a type of communication system in which data is communicated across a wire using a sequence of electrical current pulses.
3. are audio information packets that may be posted and kept on cloud technology for anybody to download and listen to at their leisure.
4. Communication systems are defined as the interchange of between two entities.
5. communication is the transmission of information and ideas using symbols and imagery.
6. is the use of any computers, storage, networking and other physical devices, infrastructure and processes to create, process, store, secure and exchange all forms of electronic data.
7. The communication which passes from one person or process to another person or process in a vertical pattern is called network.
8. network enables people to communicate with each other or with people who are involved in the same process.

15.9 Let Us Sum Up

Communication technology refers to all the tools used to send, receive, and process information. In today's fast climate, efficiency and convenience are the keys to

successful communication technology. Communication systems are the various processes, both formal and informal, by which information is passed between the managers and employees within a business, or between the business itself and outsiders. Communication—whether written, verbal, nonverbal, visual, or electronic—has a significant impact on the way business is conducted. The basic process of communication begins when a fact or idea is observed by one person. The goal of any form of communication is to promote complete understanding of a message. But breakdowns in communication can occur at any step in the process. Business managers need to understand and eliminate the common obstacles that prevent effective communication.

Each communication technology device has impacted the way information is circulated, and they continue to improve the communication experience. Technology has reinvented the way people communicate. Originally simple devices have evolved into communication channels that create connections worldwide. There are four main types of communication technology that have contributed to the ease of sending messages: telephone, radio, television, and internet. Information and communication technology have changed the way people go about their days living, working, and communicating. These innovations have taken over certain duties that people never would have imagined a machine to do, such as answering phones and giving human-like responses or speaking into a device and having it write a message for you.

15.10 Key Words

Communication:	A process by which information is exchanged between individuals through a common system of symbols, signs, or behaviour.
Technology:	The branch of knowledge that deals with the creation and use of technical means and their interrelation with life, society, and the environment, drawing upon such subjects as industrial arts, engineering, applied science, and pure science.
Visual Arts:	These are art forms such as painting, drawing, printmaking, sculpture, ceramics, photography, video, filmmaking, design, crafts and architecture.

Network Communication: It is an informal form of the network where all members can communicate their ideas, views, and suggestions to all the members of the group.

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15.12 Answers to Check Your Progress

- | | | |
|--------------------------------|---------------------|--------------------|
| 1. Communication | 2. Telegraph | 3. Podcasts |
| 4. Information or Ideas | | |

5. **Visual**
8. **Star**

6. **Information Technology**

7. **Vertical**

15.13 Terminal Questions

1. What is computer networking?
2. Describe the various kinds of visual arts.
3. What are the benefits of visual communication?
4. Describe the various functions of the communication systems.
5. Distinguish between 'Analog and Digital signals'.
6. What is visual communication? Why is it important?
7. What is the difference between semiotics and symbology?
8. What are the various types of visual communication?
9. Explain the importance of information technology.
10. What is the difference between using visuals and words for communication?
11. What is information technology? Explain different types of networks.
12. What is the role of information technology in education?
13. How can we make sure that the visuals we use to communicate our message effectively?
14. What is a visual communicator? What are the different types of visual communicators?
15. What is network communication? Why is the computer network so important?
16. What is information technology? What does information technology encompass?
17. Define communication system. How many elements are essential for any communication system?