

TOPIC 1: Understanding Business Communication

BY MISS RAHA

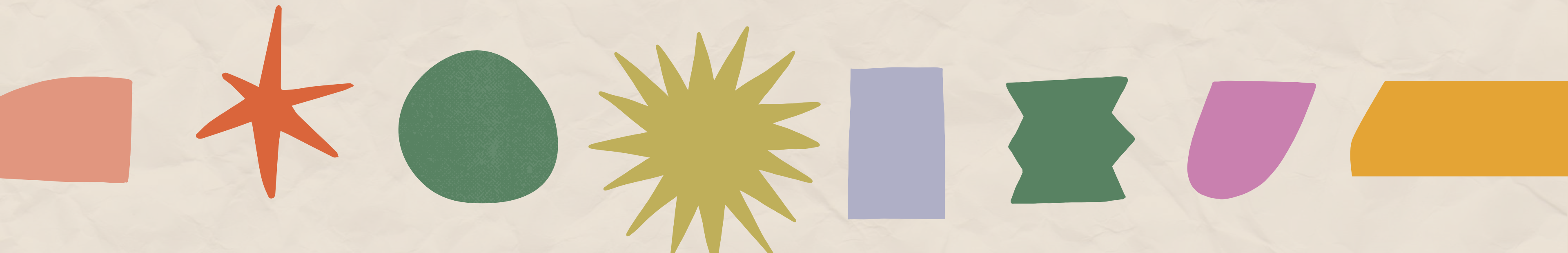




Doa starting class

رَبِّ زِدْنِي عِلْمًا وَارْزُقْنِي فَهْمًا

Oh Allah, increase me in knowledge and understanding



Understanding Business Communication

- Introduction to communication
- The stages in the communication process
- The types of business communication
- The barriers to successful communication



Learning outcomes

1

Students will be able to explain the communication process.

2

Students will be able to list and explain the levels of speech chain.

3

Students will be able to list types of business communication.

4

Students will be able to elaborate the communication barriers.

Introduction to Communication



Communication is derived from the Latin word 'communicare' which means 'to share'

Communication process is the exchange of information between two or more people.

Longman dictionary, 2017
the process by which people exchange information or express their thoughts and feelings

What is Business Communication?

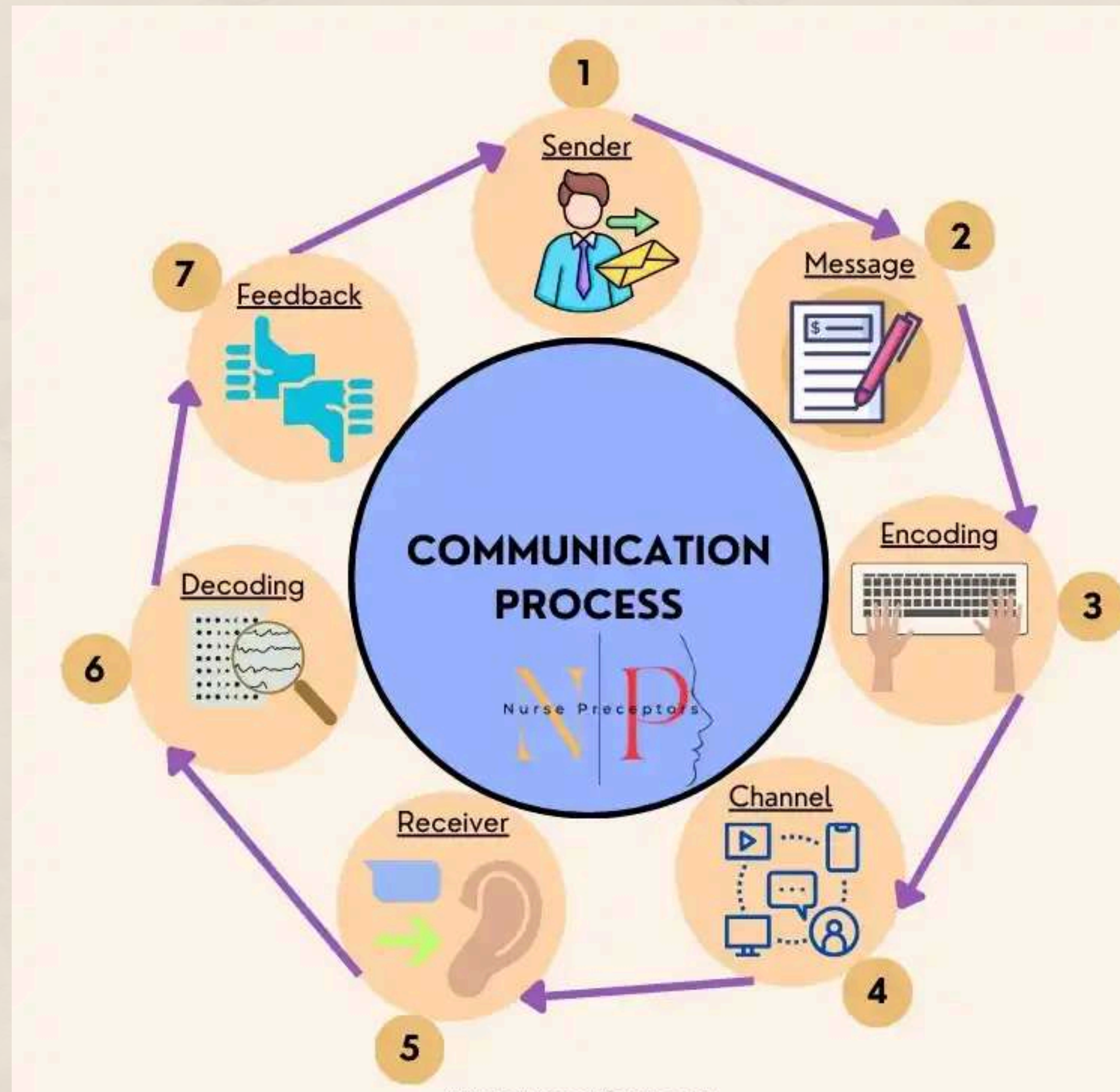


Is the process of sharing information between people in the organization for the purpose of carrying out the business activities.

The importance of English to industry

- 1. International Communication**
- 2. Customer Service & Support**
- 3. Partnership and Collaboration**
- 4. Crisis Communication and Emergency Handling**

Communication Process



Elements of Communication

Sender

The sender is the **initiator** of the communication process. They have a message to convey to **one or more receivers**.

Message

The message is the **information, idea, or feeling** that the sender intends to communicate to the receiver. Messages can be conveyed through various mediums, including **spoken language, written text, visual aids, gestures, or symbols**.

Encoding

Encoding is the **process of translating thoughts, ideas, or feelings** into a form that can be transmitted and understood by others. Senders use language, symbols, and nonverbal cues to encode their message in a format suitable for the chosen communication channel.

Elements of Communication



Channel

The term 'channel' signifies the **mode of communication** employed by the sender to disseminate the message to the recipient. The available channels may include **face-to-face interactions, written documents, telephone conversations, electronic mail, video conferencing, and social media platforms.**



Receiver

Refers to the **person or group intended to receive the message.** The receiver's interpretation and decoding of the message are based on their understanding, knowledge, beliefs, and experiences.

Elements of Communication

Decoding

The process by which **receivers interpret and make sense of the message received** from the sender. Receivers analyze and **interpret its significance based on their perceptions and understanding.**

Feedback

The process of feedback involves the provision of a **response or reaction by the receiver** in response to the message conveyed by the sender.

Noise

Refers to any form of **interference or distortion that disrupts the communication process** and adversely affects the precision of the message. Such interference can be either external, such as physical noise or technical issues, or internal, such as psychological barriers, and can hinder effective communication.

Sender



Your class will be conducted online through Zoom. Link will be shared via WhatsApp.

Message

Encoding

Noise



Channel

Decoding

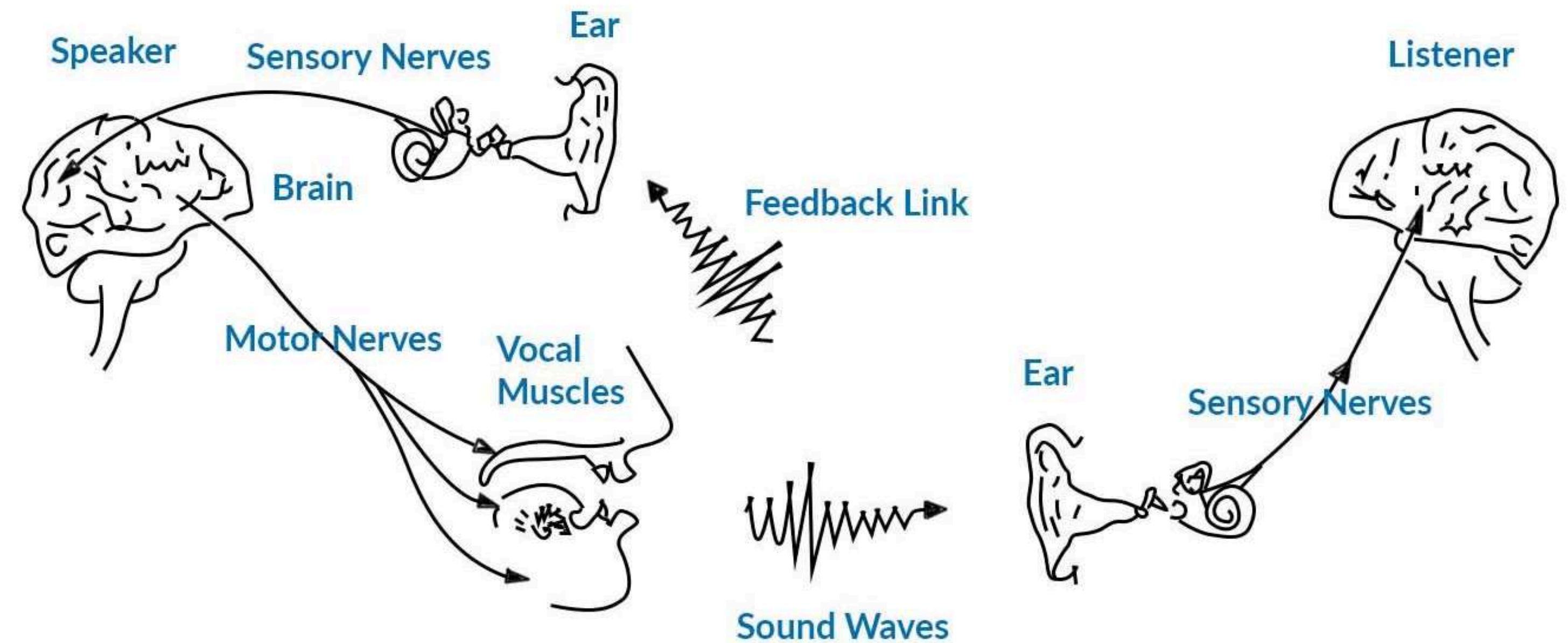
Receiver



Noted Miss.

Feedback

Speech Chain



Linguistic Level → Physiological Level → Acoustic Level → Physiological Level → Linguistic Level

Break



Types of Business Communication

1

Internal Upward

Upward Communication is the process of information flowing from the lower levels of a hierarchy to the upper levels.

2

Internal Downward

Downward Communication is the process of information flowing from the upper levels (superiors) of a hierarchy to the lower levels (subordinates).

3

Internal Lateral

Lateral Communication is the practice of sharing information between employees, departments and units within the same level of an organization.

4

External

External communication deals with the exchange of information from within the organization to parties outside of the organization.

information exchanged within an organization

interactions that happen between the organization and an outside party

Internal Upward

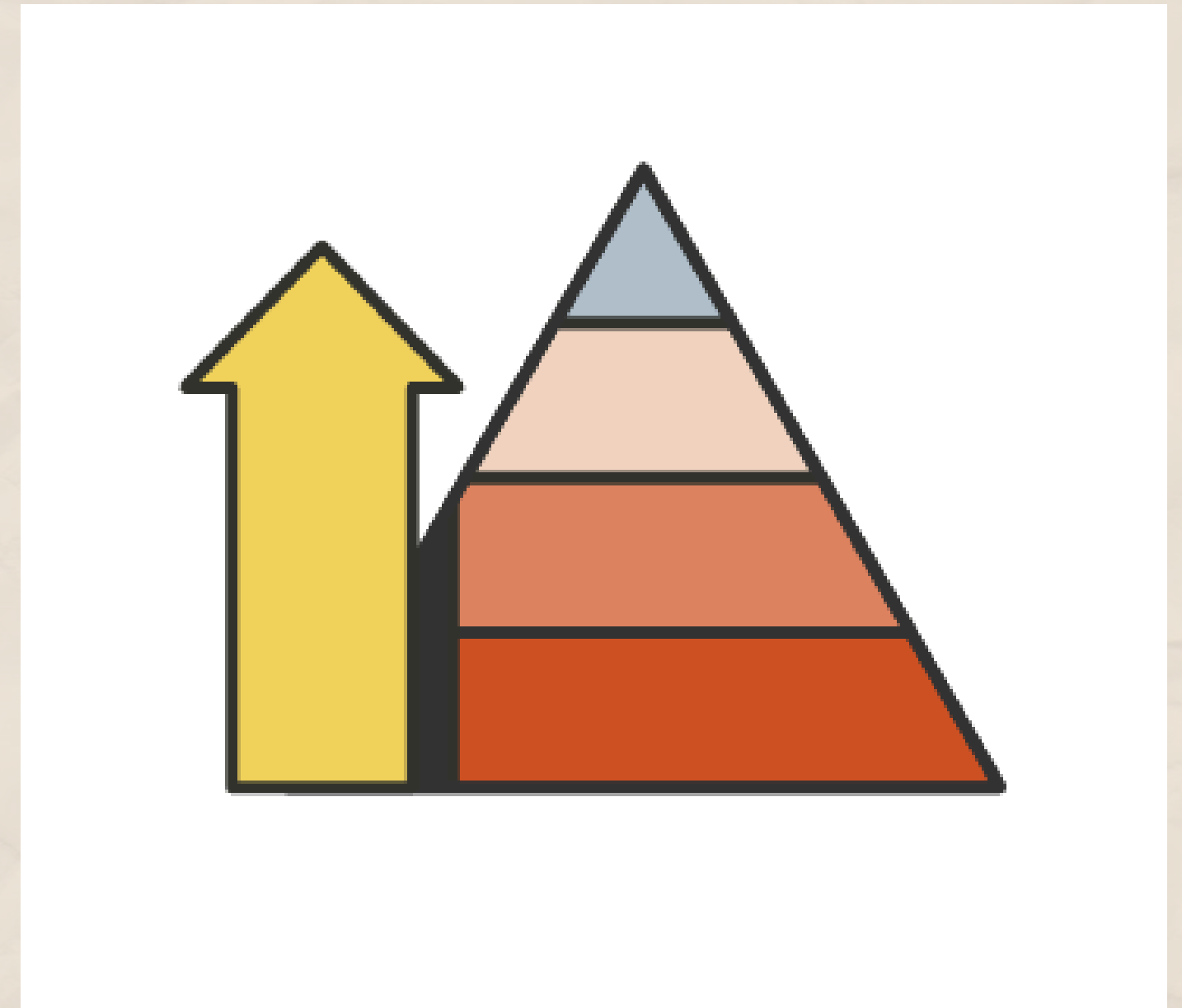
- Information exchanged (message) goes from subordinates to superiors.
- Subordinates send reports, worker present their findings recommendations, suggestions.

Advantages

- Management can use feedback effectively in plan and procedures
- Help subordinate to communicate their views to top management
- Supports innovative ideas and suggestions

Disadvantages

- Subordinate provides only favourable information to upper management
- May be discouraged due to lack of proper response of top management
- Takes a lot of time to pass the message to higher level



worker - supervisor - manager

Internal Downward

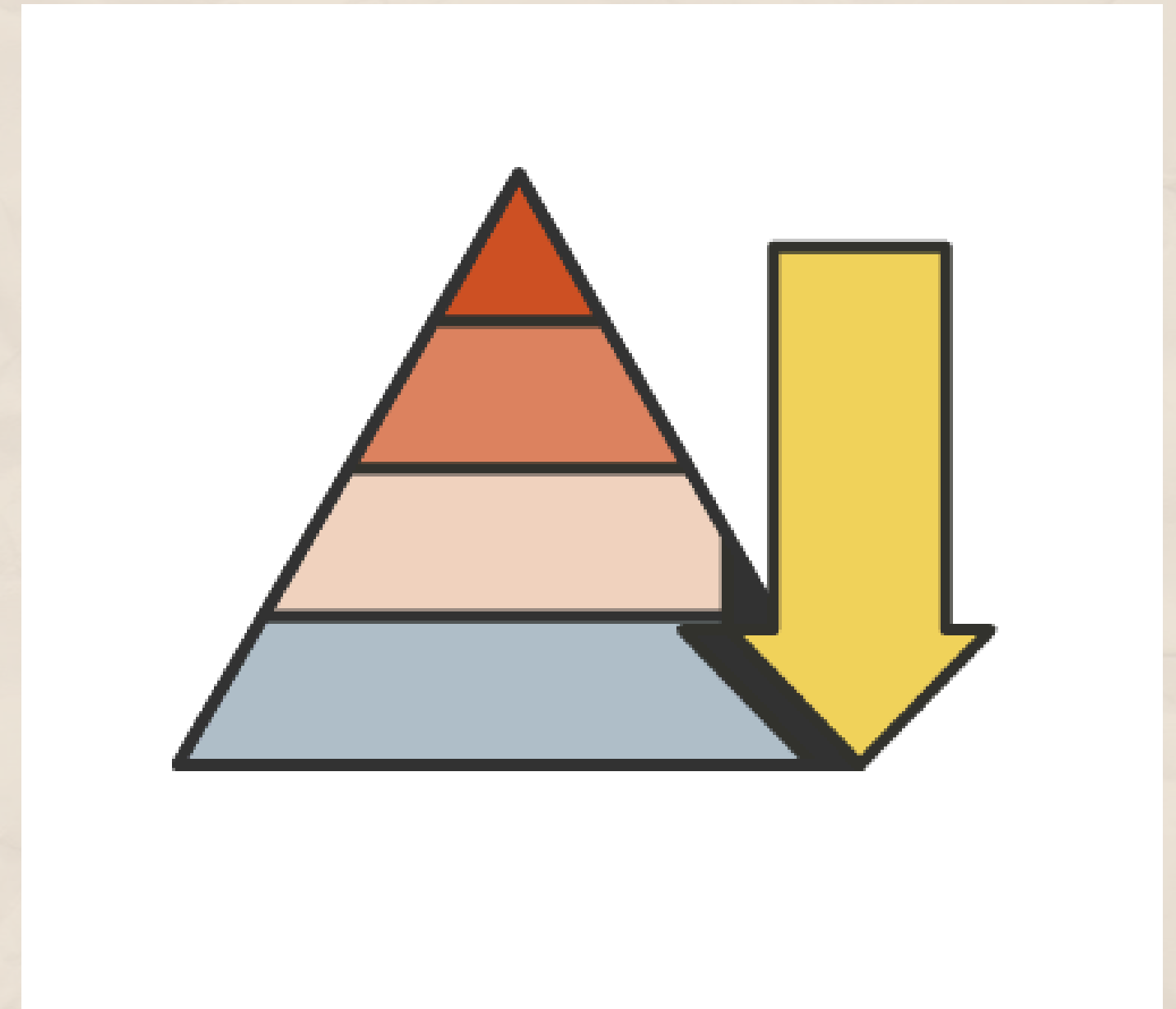
- Information exchanged (message) goes from the top management to the employees in the organization.
- Instruction, advise, request, feedback, ask clarification from sub-ordinates.

Advantages

- Creates a disciplined and organized working space
- Helps maintain hierarchy
- Issuing orders and instructions
- Explains complex issues

Disadvantages

- Time consuming - mengambil masa
- Distortion of information - Penyelewengan maklumat
- Lack of proper feedback - kekurangan maklum balas yang betul
- Failing labor-management relationships - hubungan dengan pengurusan & buruh yang gagal



manager - supervisor - worker

Internal Lateral

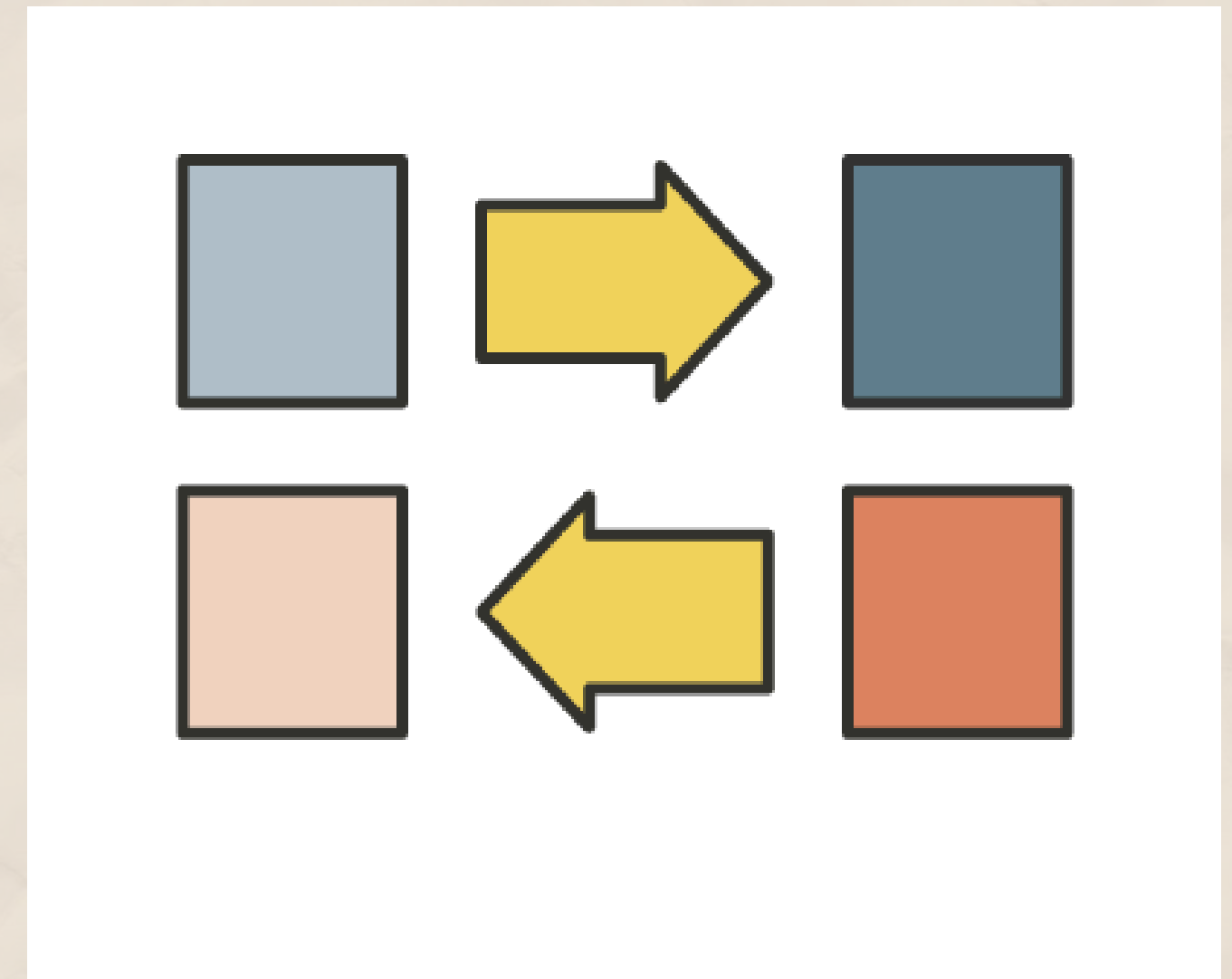
- Information exchanged (message) between peers or across teams.
- Occurs as telephone calls, memos, letters, e-mails, informal discussions, meetings, videoconferencing and teleconferencing planned by the group.

Advantages

- Allows for knowledge sharing and problem solving
- Occurs quickly and without the need for top-level approval
- Helps avoid conflict within and across teams
- Increases collaboration
- Lacks formality and let workers speak openly

Disadvantages

- Rivaling attitude - sikap bersaing
- Less formality in communication can result in misunderstandings



peers - peers / team

External

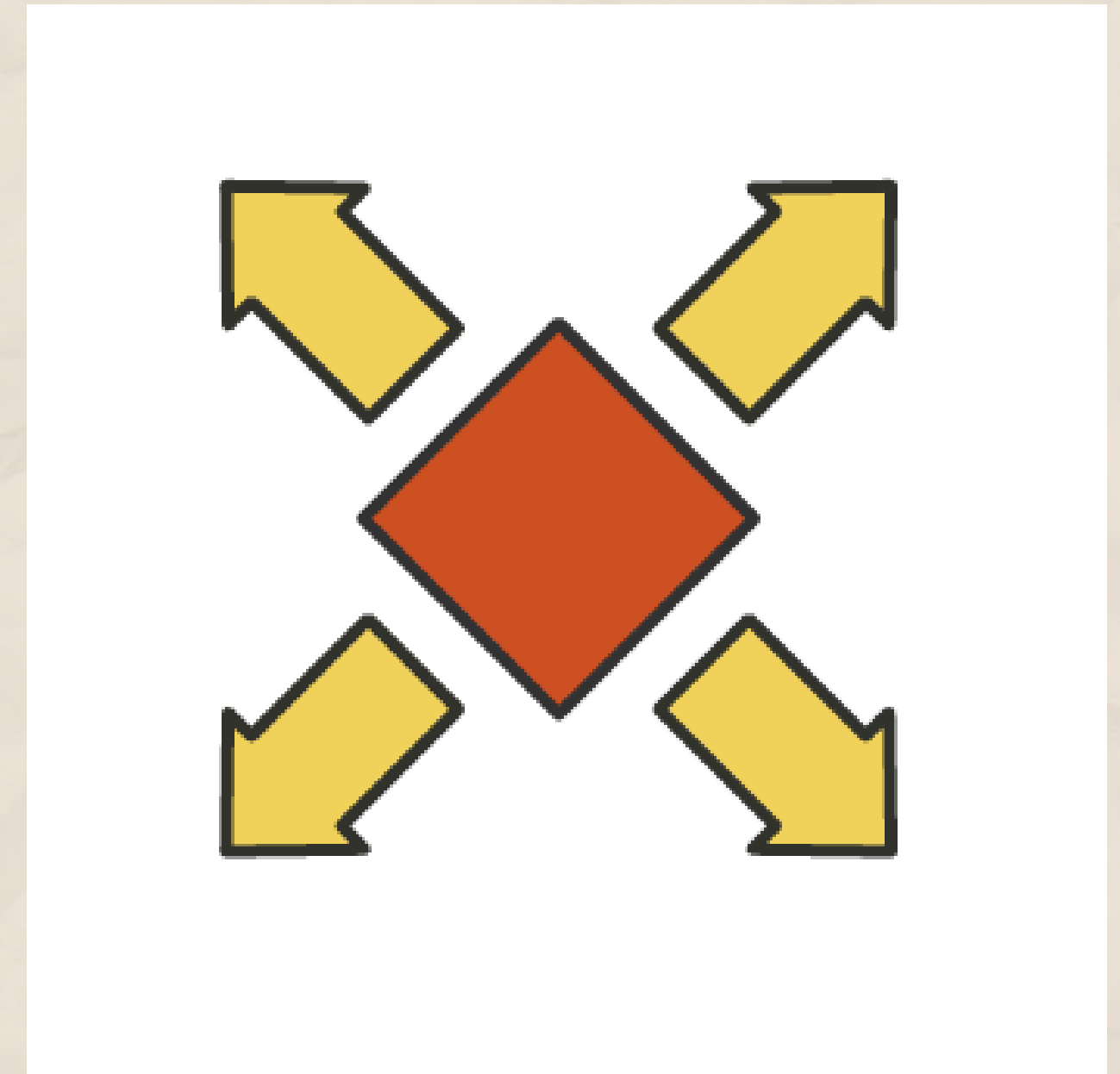
- Information exchanged (message) from within the organization to parties outside of the organization.
- For example, a team within your company may send over a proposal for an outreach campaign to a client.

Advantages

- Builds a positive reputation for your organization
- Fosters beneficial customer/client relationships
- Helps promote company growth and success

Disadvantages

- There's potential to harm your company's reputation using poor external communication
- When communicating externally, there's less room for mistakes
- If internal communication needs work, external communication may be a challenge



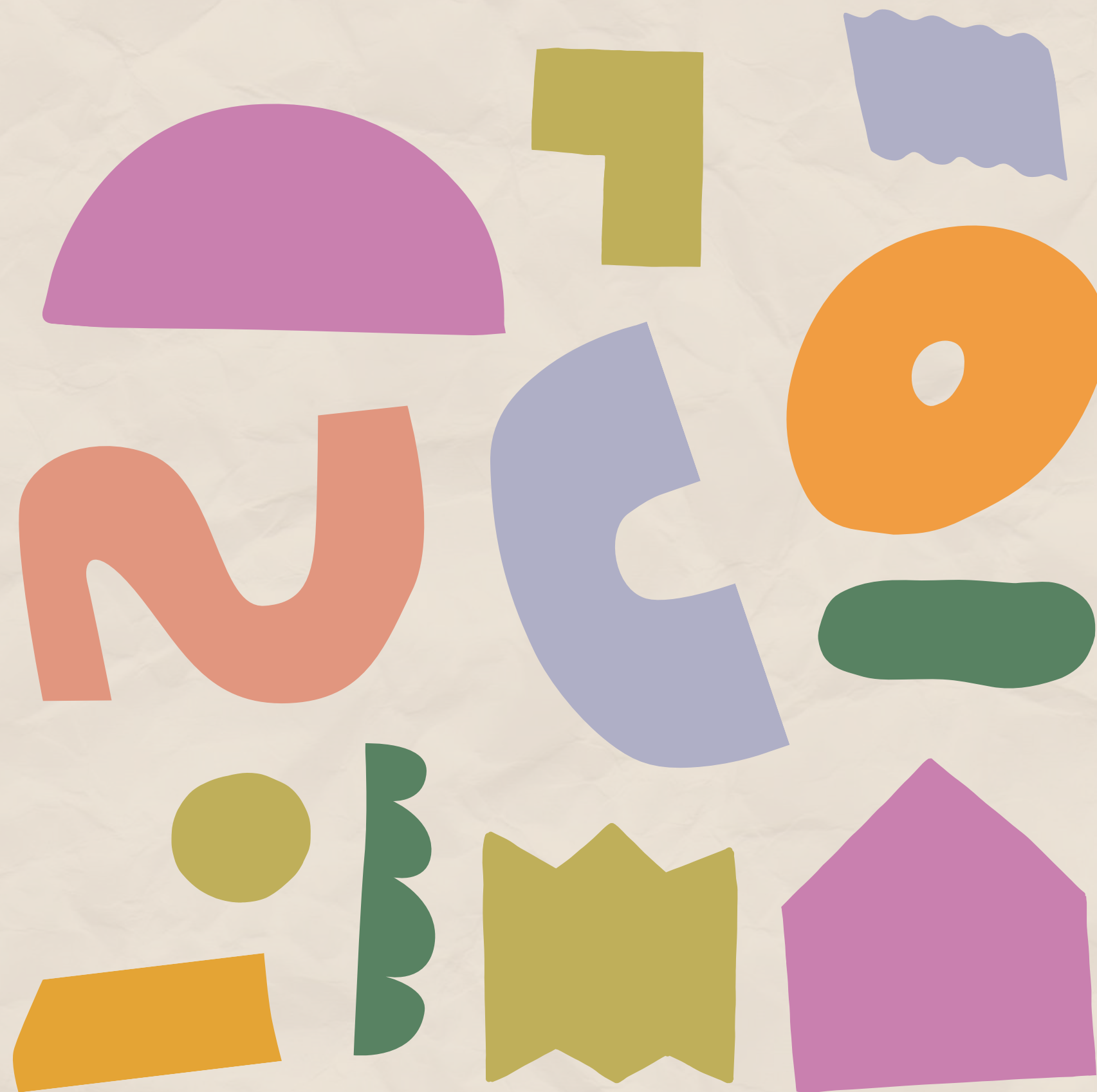
organization - other parties

Communication Skill Test



<https://www.psychologytoday.com/us/tests/relationships/interpersonal-communication-skills-test>

Break



Barriers

Communication barriers are obstacles that hinder the effective transfer of information and understanding between individuals or groups. They are anything that hinders the process of communication.



Barriers of communication



Physical
barriers



Gender
barriers



Linguistic
barriers



Emotional
barriers



Cultural
barriers



Task

1. In a group of 5 people, elaborate barriers of communication.
2. Find ways to overcome the barriers of effective communication.
3. Upload in Google Classroom.

The background is a light beige crumpled paper texture. It is decorated with various colorful geometric shapes: a purple oval at the top left, a green vertical pill shape, a purple ring, a green wavy-edged rectangle, a yellow trapezoid, a large green C-shape, a red parallelogram, a purple rectangle, a green triangle, a yellow ring, a black diamond, an orange star, a yellow scalloped edge, a purple semi-circle, a green circle, a purple trapezoid, a red semi-circle, a green star, a large purple C-shape, a black circle, a green semi-circle, a red ribbon-like shape, a purple semi-circle, an orange ring, a green rectangle, and a yellow starburst at the bottom right.

Thank you