

Lesson 1

Business Communication and its scope for Management

Introduction

Communication means to create a common understanding. Communication is an important aspect of human behavior. It stands for natural activity of all human beings to convey opinions, feelings, information and ideas to others through words (oral or written), body language or signs. Communication is an integral part of our life.

The word Business stands for any economic activity undertaken to earn profit. The communication undertaken in the process of this activity is termed Business Communication. From the very inception of the idea of Business, to run the day to day activities of the Business, communication is involved. It includes oral, written, formal, informal, lateral, diagonal, upward, downward, inward, outward, as well as non verbal communication.

Communication is the most vital ingredient of any organization. An organization is a group of persons constituted to achieve certain specific objectives. The achievement of these objectives largely depends upon a proper coordination and integration of human effort in an organization. The people working in an organization are interrelated; their activities are also interrelated because all activities are performed only to achieve the organizational objectives. Coordination and integration of various human activities are possible only if there is an effective exchange of information and sharing of ideas. The relation between employees and management is effective only if there is an effective system of communication.

Defining Communication

Literally, communication means to inform, to tell, to show or to spread information. It is an interchange of thought or information to bring about understanding and confidence for good industrial relations. It brings about unity of purpose, interest and efforts in an organization.

“Communication is the sum of all things, one person does when he wants to create understanding in the minds of another. It involves a systematic and continuous process of telling, listening and understanding.”

Allen Louis

Nature of Communication

1. Communication is a process in which there are some identifiable interrelated events which starts with the sender. Then it moves with by encoding messages through some channel till the receiver receives the message and ends with the feedback.
2. Communication is essential physically, socially and psychologically. If an individual is provided with all physical comforts but is not allowed to speak, read, write or listen, he will be mentally retarded.
3. Communication is intentional as well as unintentional. While some communication is intended, that is, it is purposely done, much of the communication may be unintentional, that is, we might convey, in many ways, even what we don't wish to communicate.
4. Communication is systematic. Every component of communication is affected by the other. The one who sends the message, the message itself and the receiver of the message; all are interrelated and affected by each other.
5. Communication is a two-way traffic. A significant aspect of communication is involvement of at least two people- a sender and a receiver.
6. Communication is a dynamic, continuous process. Communication is a dynamic process which is changing all the time; it is not a constant one, onetime event.
7. Communication is both interaction and transaction.
8. Communication is contextual. Communication happens with reference to a context. The same words would mean different things if they are said in different contexts. Hence, meaning may differ in different situations.
9. Communication needs proper understanding. There may be numerous media of communication but the main purpose of conveying the message is to create a proper understanding of the message in the mind of the other person. So, it should be:
 - Clear
 - Concise
 - Complete
10. Communication has four specific skills- Reading, Writing, Speaking, Listening
11. Effective Communication helps in achieving organizational objective.
12. Effective Communication is the lifeblood of any business. No business organization and no civilized society can exist, survive and grow without an effective communication network. Through communication, people working in an organization get involved in performing a variety of roles for achieving organizational

goals. Various modes of communication are used for people outside the organization to know the existence, products, profit and progress of the organization.

Classification of Communication

1. Intrapersonal
2. Interpersonal
3. Group Communication
4. Mass Communication