

# BUSINESS COMMUNICATION



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# COMMUNICATION

**Communication** - the evoking of a shared or common meaning in another person

**Interpersonal Communication** - communication between two or more people in an organization

**Communicator** - the person originating the message

**Receiver** - the person receiving a message

**Perceptual Screen** - a window through which we interact with people that influences the quality, accuracy, and clarity of the communication

# COMMUNICATION

**Message** - the thoughts and feelings that the communicator is attempting to elicit in the receiver

**Feedback Loop** - the pathway that completes two-way communication

**Language** - the words, their pronunciation, and the methods of combining them used & understood by a group of people

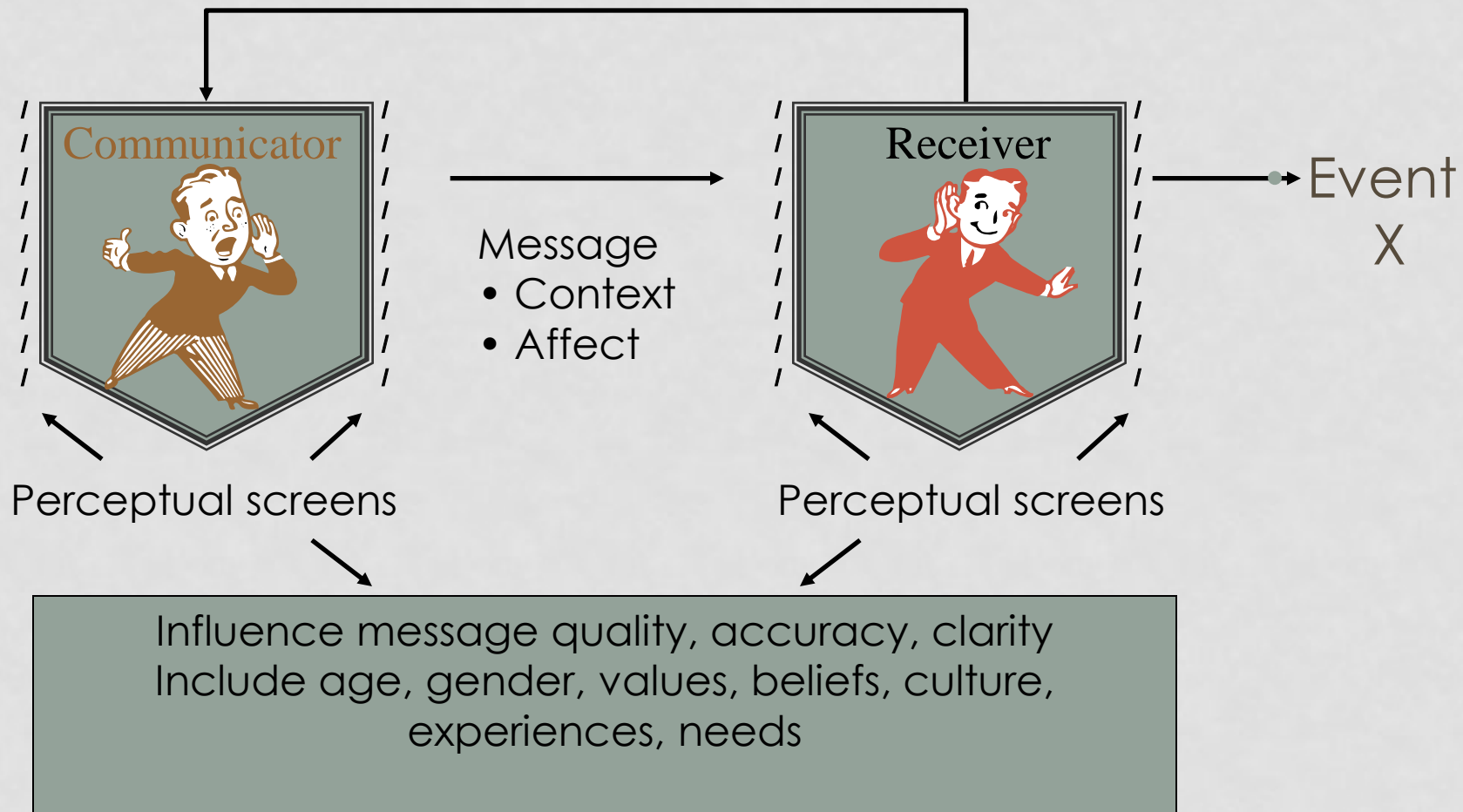
# COMMUNICATION

**Data** - uninterpreted and unanalyzed facts

**Information** - data that have been interpreted, analyzed, & and have meaning to some user

**Richness** - the ability of a medium or channel to elicit or evoke meaning in the receiver

# BASIC INTERPERSONAL COMMUNICATION MODEL



# REFLECTIVE LISTENING

- Emphasizes receiver's role
- Helps the receiver & communicator clearly & fully understand the message sent
- Useful in problem solving



# REFLECTIVE LISTENING

Reflective listening emphasizes

- the personal elements of the communication process
- the feelings communicated in the message
- responding to the communicator, not leading the communicator
- the role of receiver or audience
- understanding people by reducing perceptual distortions and interpersonal barriers

# REFLECTIVE LISTENING: 4 LEVELS OF VERBAL RESPONSE

**Affirm contact**

**Paraphrase the expressed**

**Clarify the implicit**

**Reflect "core" feelings**

***Use silence***

***Eye contact***



# ONE-WAY VS. TWO-WAY COMMUNICATIONS

**One-Way Communication** - a person sends a message to another person and no questions, feedback, or interaction follow

- Good for giving simple directions
- Fast but often less accurate than 2-way communication



**Two-Way Communication** - the communicator & receiver interact

- Good for problem solving



# FIVE KEYS TO EFFECTIVE SUPERVISORY COMMUNICATION

- Expressive speaking
- Empathetic listening
- Persuasive leadership
- Sensitivity to feelings
- Informative management



# BARRIERS TO COMMUNICATION

**Communication  
Barriers -**  
factors that  
block or  
significantly  
distort successful  
communication

Physical separation  
Status differences  
Gender differences  
Cultural diversity  
Language

# NONVERBAL COMMUNICATION

**Nonverbal Communication** - all elements of communication that do not involve words

Four basic types

- **Proxemics** - an individual's perception & use of space
- **Kinesics** - study of body movements, including posture
- **Facial & Eye Behavior** - movements that add cues for the receiver
- **Paralanguage** - variations in speech, such as pitch, loudness, tempo, tone, duration, laughing, & crying

# PROXEMICS

- **Territorial Space** - bands of space extending outward from the body; territorial space differs from culture to culture
- **Seating Dynamics** - seating people in certain positions according to the person's purpose in communication

# NEW TECHNOLOGIES FOR COMMUNICATION



- Informational databases
- Electronic mail systems
- Voice mail systems
- Fax machine systems
- Cellular phone systems

# TIPS FOR EFFECTIVE USE OF NEW COMMUNICATION TECHNOLOGIES

