

MGT 205: Business Communication

Bachelor of Business Studies, II Year

Two Components

- Business Communication Skills = 50 %
- Discourse in Disciplines = 50 %

Course Objectives

What will you be able to do?

- read English texts written in various disciplines and understand different level of discourses
- express themselves in varied forms both in speech and writing
- write correctly and persuasively in present time standard English
- adapt content to a proposed context, audience and purpose
- understand and use appropriate style and tone in spoken as well as written texts
- be familiar with the language used in conducting meetings and prepare reports based on the discussion in the meetings
- write memos, letters, and other business communications
- apply formal structure and develop organization in writing proposal, reports, article etc.
- understand arguments and respond the arguments accordingly
- use English pertinent to the level of audience and the purpose as the medium of communication
- learn the art of using essential rhetorical techniques for developing effective communication
- evolve step by step disciplinary and interdisciplinary insights and ability to express in acceptable English

Two Components

And their units

Business Communications Skills – 50 %

1. The Communication Process
2. Business Communication
3. Skills and Values in Business Communication
4. Electronic and Other Messages
5. Reports and Proposals
6. Oral Communication
7. Visual Communication
8. Employment Communication

Discourse in Disciplines – 50 %

1. Culture and Society
2. Money and Management
3. Science and Environment
4. Gender and Women
5. Life, Death and Beyond
6. Art and Philosophy

Prescribed Books

Compulsory Reading

1. Adhikari Dharma, Tika Lamsal, I. Hugh Holmes, and Mike Sobiech. *Business Communication: Theory and Practice*. Kathmandu: Buddha Publications, 2020.
2. Lohani, S., compiler & editor. *Visions: A Thematic Anthology*. Kathmandu: Vidyarthi Pustak Bhandar, 2020.



THANK YOU!

Lets grow in difficult time too!

BUSINESS COMMUNICATION SKILLS = 50 %

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UNIT I: THE COMMUNICATION PROCESS

- Elements of Communication Process
- Methods of Communication
- The Writing Process
- Oral Communication Process
- Group Work and Collaboration Process
- Communication Structures and Systems
- Management Style and Communication
- Barriers of Business Communication

“To understand oneself, one needs to be understood by another. To be understood by another, one needs to understand the other.”

-Thomas Hora

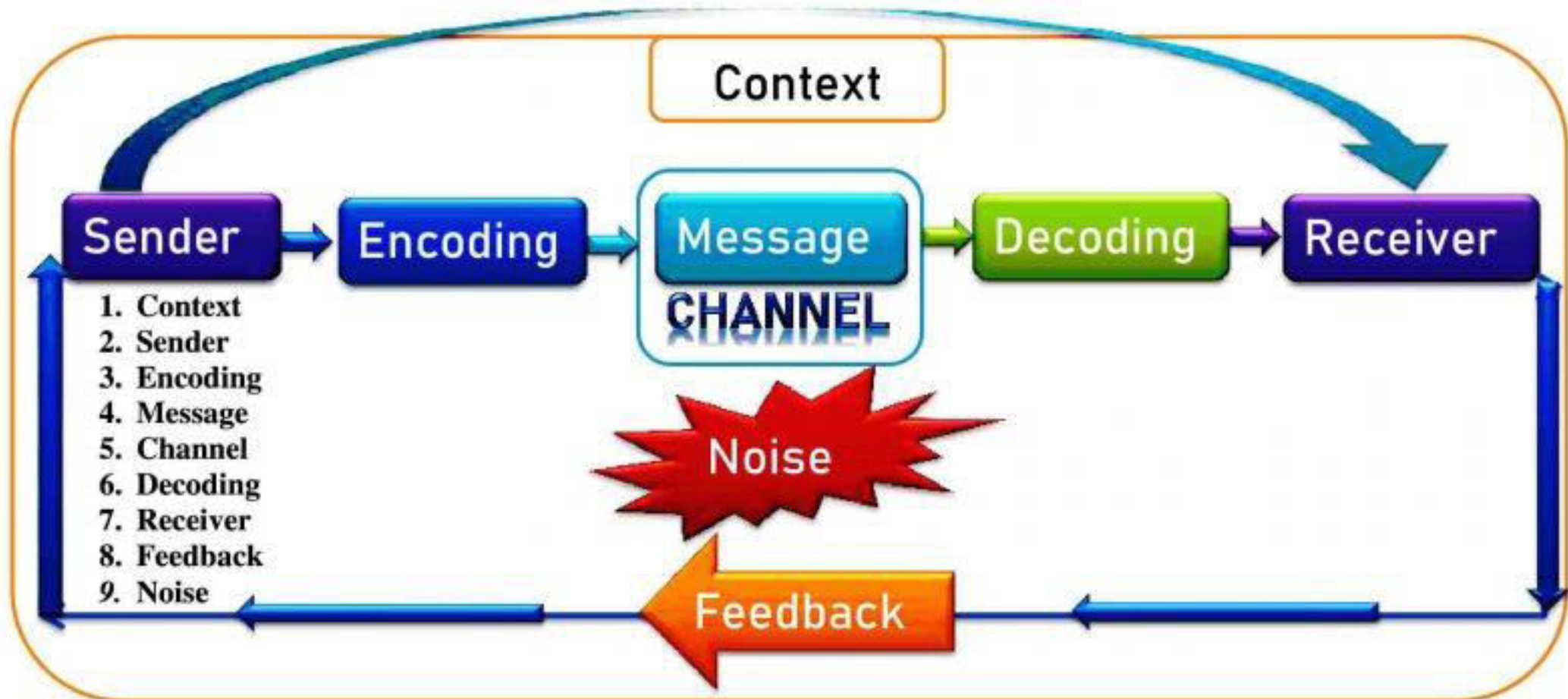
COMMUNICATION, COMMUNICATION PROCESS AND COMMUNICATION ELEMENTS

- **Communication** means conveying the message via written text, speech, signals, visuals, or behaviour.
- **The communication process** refers to the way of sharing information verbally or non-verbally between the sender and receiver.
- **Communication elements** refer to essential tools of communication on which the communication process is conducted.

EXAMPLES OF A COMMUNICATION SITUATION

- **Ela** talked to her **husband** on a **smartphone** and requested her husband to deposit \$100 for the electricity bill. At the same time, her son watched a cartoon video on Television with the **volume on high**. Therefore, her husband could not understand exactly how much needs to pay for the electricity bill. So, she repeated the same words to confirm him. Consequently, her husband asked about the due date of paying the electricity bill, and she replied that today is the last date to pay the electricity bill without penalty. In the meantime, she showed her angry face to her son to reduce TV volume. Instantly, her son reduced the volume.
- Based on the example, the **context is the social context**. Ela is the sender and encoder at the same time receiver and decoder. In similar, her **husband** is also a sender and encoder at the same time receiver and decoder. Turning the thought into the message is the act of encoding. In contrast, transferring the message into thought is the process of decoding. The **smartphone** is the medium or channel of the communication process. **TV volume** is the environmental noise that bars the communication process.

1.1 ELEMENTS OF COMMUNICATION PROCESS



I. CONTEXT

- Context refers to the environment of communication in which the interaction happens or takes place. Communication context is the prime element of every communication process that controls the communication process among senders and receivers. This context may be physical, historical, psychological, social, chronological, or cultural. For example, you may feel comfortable sharing your personal information with close friends rather than colleagues. You will not speak to an unknown person as you talk to your wife. So, the context of communication sets the environment of the communication process.
- For example, Ela is talking to her husband informally, so she feels very comfortable. Therefore, the social context has been designed from this communication process. The context will be physical-context if they communicate face to face.

2. SENDER

- A **sender** is a person who sends the message to the receiver. The sender is also known as the encoder of the message. The sender is the initiator of the communication process who starts the procedure by sending a message or information. A sender makes and uses symbols (words or graphic or visual aids) to convey the message and produce the required response. Therefore, a sender is a speaker or writer or a person who provides the information to share opinion, ideas, and message.
- For example, Ela is the sender and encoder who sends messages to communicate with her husband. The sender is the person who sends the message to share with others. So, Ela is the sender also an element of the communication process.

3. ENCODING

- **Encoding** means transforming abstract opinions and ideas into symbols such as words, pictures, signs, and marks. A symbol might represent or indicate opinions, statements, and actions. In contrast, decoding is the process of transforming the symbol into an idea or thought. Encoding is the process of transformation of the subject into symbols. The encoding process is related to the sender and receiver.
- The message of any communication is always abstract and intangible. Transmission of the message requires the use of certain symbols.
- For example, Ela has converted her thought into words to convey the message to her husband. This is called encoding. Here, converting thought into words is the process of encoding. Words are serving as the spoken communication symbol. She called her husband and uttered some words to share an opinion as well as send the message.

4. MESSAGE

- The message refers to the information, ideas, feelings, opinion, thought, attitude, and view that the sender wants to deliver to the receiver. The message seems like a key element of any communication process. Any communication might happen to convey the message that is also known as sharing ideas, opinions, thoughts, and information. Always, the sender wants to convey the message to communicate with the receiver. So, senders need to ensure that the main objective of the message is clear and understandable.
- Messages may convey through verbal and nonverbal cues. Verbal cues are the spoken language of the speaker, for instance, spoken words. On the other hand, nonverbal communication examples are facial expression, eye contact, physical appearance, posture, gesture, etc.
- For example, Ela was speaking to convey a message that indicates verbal communication. She also showed her angry face to her son to reduce the volume of TV that is called non-verbal communication.

5. CHANNEL

- **Channel** is the way or tool of transmitting the message. It is also known as a medium in communication that conveys the message from sender to receiver. Communicators use different channels to communicate in a distinct context of communication. In face-to-face communication, the sender's senses, such as hearing, seeing, smelling, touching, and tasting, are the channel of transferring the information.
- On the other hand, organizations use Television, Newspapers, Radio as a channel to disseminate information. People use the computer and mobile phone to communicate with a person who lives far away from each other. Nowadays, many people use online meeting platforms to conduct virtual group meeting. Sometimes, people choose a written medium, such as a letter, to convey the message, while other people choose an oral medium when spontaneous feedback is required from the recipient.
- For example, Ela has transmitted the message through a smartphone, so the smartphone is the channel of the communication process. She uses technology to convey messages; therefore, it is called mediated communication.

6. DECODING

- **Decoding** is the process of translating an encoded symbol into the ordinary understandable language in contrast to the encoder. In this process, the receiver converts the symbols into thoughts received from the sender. Decoding is the opposite process of encoding to get the meaning of the message.
- For example, Ela has transformed her thought into words to convey the message to her husband called encoding. At the same time, her husband converts those words into thought to understand the message that is the process of decoding.

7. RECEIVER

- **A receiver** is a person for whom the message is targeted in contrast to the sender. Therefore, the receiver is the audience of the communication process that decodes the message to perceive the meaning. The sender surely sends a message aimed at the receiver. Receivers can be one person or a group of people or a big amount of population. The degree to which the decoder understands the message depends on various factors such as knowledge of the recipient, their responsiveness to the message, and the reliance of the encoder on the decoder.
- For example, Ela has sent the message targeted at her husband to whom she wants to communicate. Hence, her husband is the receiver in this context of the communication.

8. FEEDBACK

- Feedback refers to the response of the receiver or audience. It is one of the main elements of the effective communication process as it allows the sender to analyze the efficacy of the message. It also helps the sender in confirming the correct interpretation of the message by the decoder. Feedback may be verbal (through words) or non-verbal (in the form of smiles, sighs, etc.). It may take written form also in the form of memos, reports, etc.
- Feedback differentiates the linear and transitional models of communication. The communication model is linear if there is no feedback in the communication process, for example, Lasswell's Model of Communication.
- On the other hand, the communication model will be identified as an interactive and transitional communication model if the feedback is presented, for example, the Osgood-Schramm Model of Communication.
- For example, Ela's husband asked about the due date of paying the electricity bill.

9. NOISE

- Noise refers to the communication barrier or obstacles to effective communication. It is also known as communication noise or noise in communication. Noise is an unwanted element of the communication process that communicators always want to avoid during the interaction.
- Noise in communication is any barrier that obstacles the effectiveness of the communication process. Actually, communication noises exist in all kinds of communication, such as noise in face-to-face communication, noise in group communication, noise in mediated communication, etc. Communication will be more effective and interactive if there is no noise. Actually, noise is an unnecessary element in communication that distracts receivers from receiving the message.
- The five types of noise in communication are Physical noise, Physiological noise, Psychological noise, Semantic noise and Cultural noise.
- For example, Ela's son watches a cartoon video on Television with the volume on high when she was talking to her husband. The sound of the cartoon video bars Ela to listen to her husband's speech, so it is an example of a communication barrier or communication noise or communication distraction.

CONCLUSION

- In conclusion, these nine important elements (context, sender, encoder, message, channel, decoder, receiver, feedback, and noise) are essential in the communication process. The communication process might get faulty without any of these elements except noise because noise is the unwanted communication element.

REFERENCE

- Kobiruzzaman, M. M. (2021, February 3). *Communication Elements- 9 Elements of Communication Process*. Educational Website For Online Learning. <https://newsmoor.com/communication-elements-9-components-of-basic-communication-process/>

ANY QUESTIONS ?

Thank You

1.2 Methods (Models) of Communication

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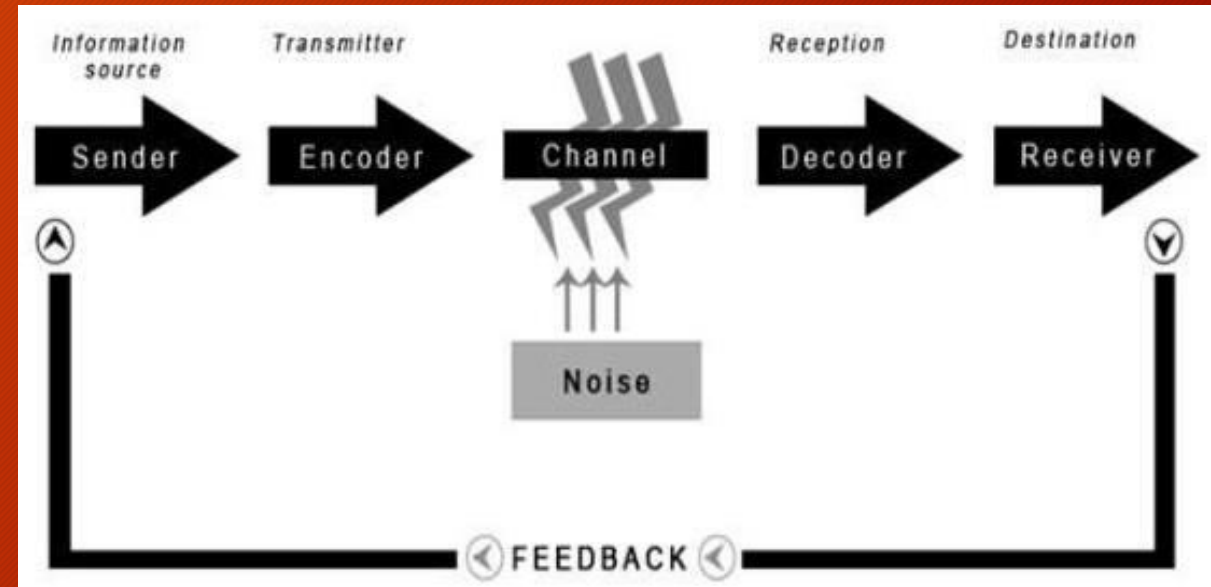
Linear Communication Model

- Introduced by Harold Lasswell in 1948
- The oldest model of communication
- Straight-line in form; implies one way flow
- No role of feedback
- Communication is assumed to be completed once the sender sends the message to a receiver and the receiver perceives it.
- Effective in group and mass communication



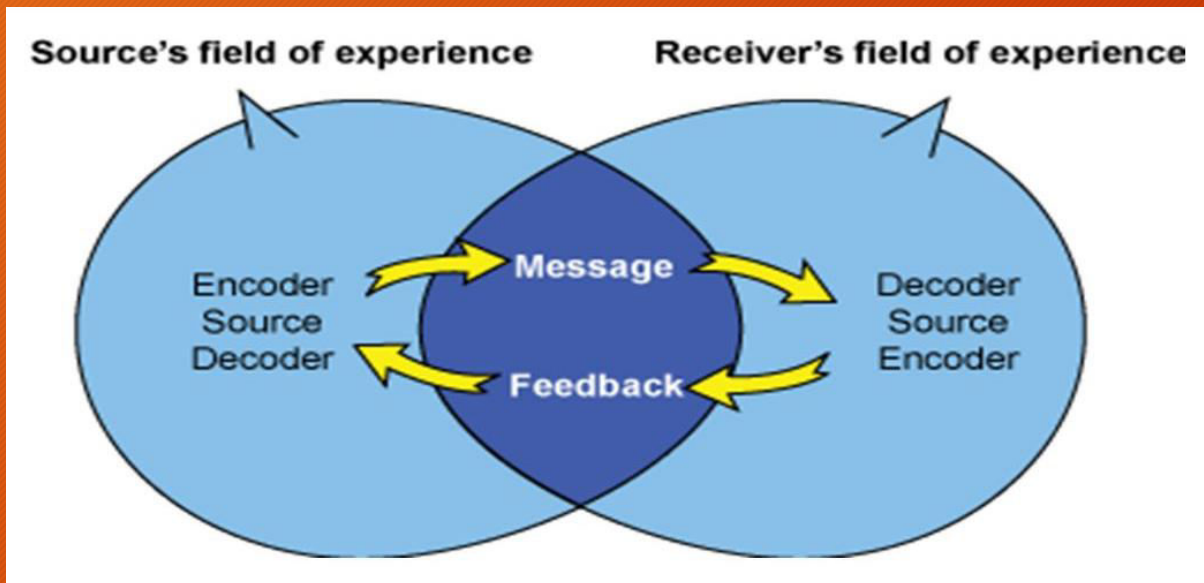
Shannon and Weaver's Model

- Introduced by Claude Elwood Shannon and Warren Weaver in 1949
- They included feedback mechanism, context and noise or interference
- Effective in oral, face-to-face communication
- Two way between sender and receiver



Interactive Communication Model

- Like two linear models working at the same time
- Communication is two way process and this model adds the field of experience



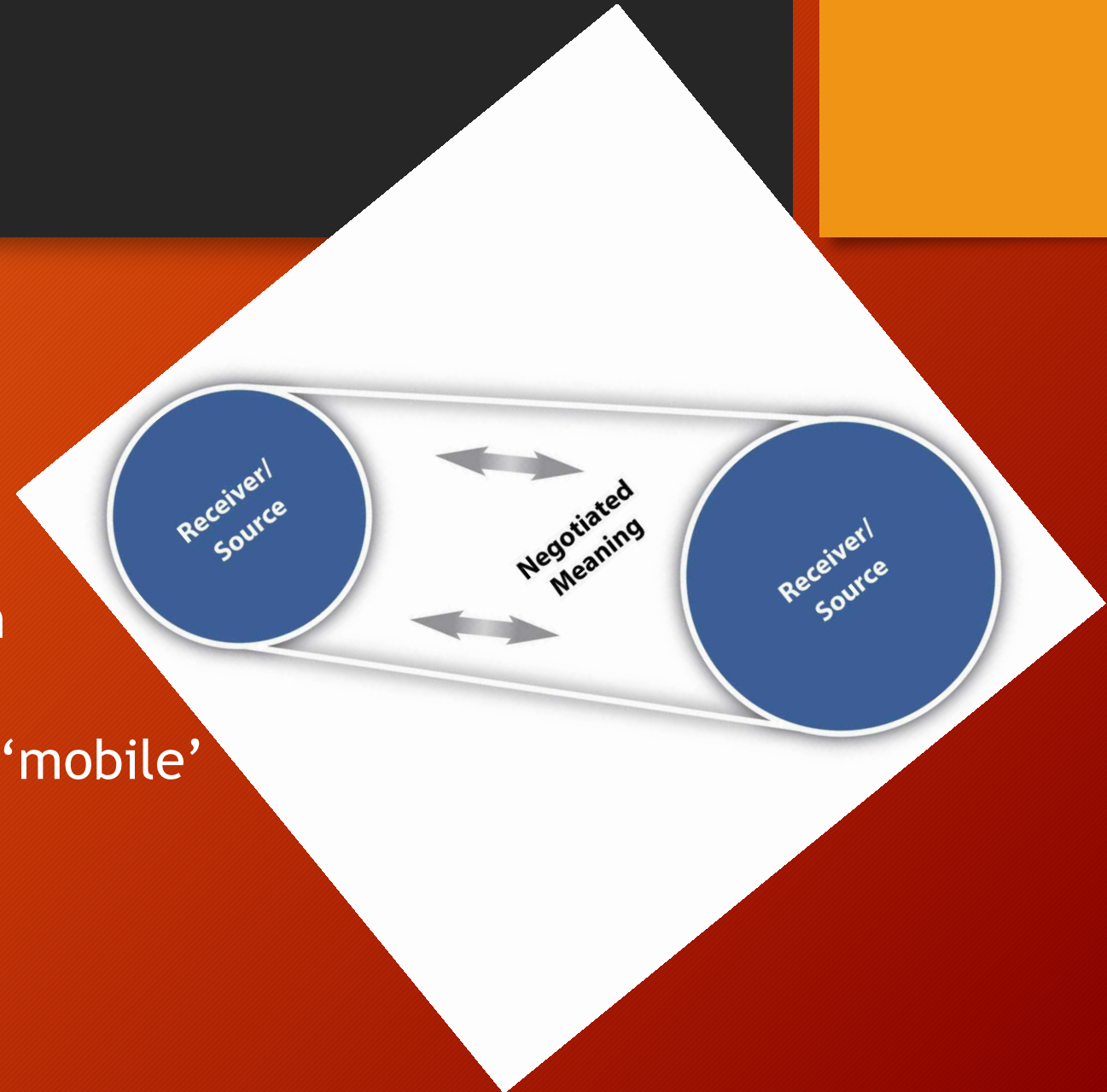
Transactional model

- A dynamic model
- Closest to reality in today's world
- Each person in the communication act is both a sender and receiver, and can send and receive message simultaneously
- Encoding and decoding take place unconsciously
- Sending and receiving overlap
- Multi-directional, both communicators active at once



The Constructivist Model

- More refined model
- Every human being constructs his interpretations of message
- Communicative behavior affects the way they interpret messages in context.
- Negotiated meaning (e.g the term 'mobile' in Nepal)



Conclusion

- Communication models are not complex enough to truly capture all that takes place in a communication encounter, but they can help us examine the various steps in the process in order to better understand our communication and the communication of others.

The Writing Process

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"Either write something worth reading or do something worth writing."

-Benjamin Franklin

- Writing is a process not a mere product.
- You should have a definite purpose
- The message must be concise and clear
- You must be audience-focused

Three Main Phases of Writing Process

1. Planning
2. Organizing and Writing, and
3. Revising

1. Planning

- Analyze your purpose (Why are you writing?)
- Select appropriate channel (Hardcopies, email, SMS)
- Know your audience and adapt to it
 - Use of second person (you, your)
 - Professionalism (Great!, Gr8!)
 - Positive language
 - No biased language
 - Use simple and familiar words
 - Use precise and strong words
- Collaborate and work in team
- Abide by the guidelines, laws and ethics

2. Organizing and Writing

- Gathering information
 - Using research method
 - Formal research method
 - Informal research method
 - Brainstorming
- Organizing ideas
 - Making a quick scratch list
 - Writing an outline (with using Roman numerals, numbers or decimals)
 - Using Patterns
 - Direct (Main idea first and then details)
 - Indirect (Details first and the main idea; minimizes negative reaction)
- Composing the draft
 - Use short sentences (up to 20 words)
 - Avoid sentence fragments (fragments, run-on sentences and comma-splice sentences)
 - **Emphasize** *key ideas*
 - Use active and passive voice appropriately
 - Avoid misplaced modifiers

How to draft strong paragraphs?

Topic sentence; to be sure or limiting sentence; supporting details

Direct, pivoting and indirect paragraphs

- Use direct paragraph to define, classify, illustrate or to describe (Topic sentence followed by supporting sentences)
- Use pivoting paragraph to compare and contrast (Limiting sentence followed by topic sentence and supporting sentences with transition words 'but' or 'however')
- Use indirect paragraph to explain and persuade (Supporting details followed by topic sentence)
- Write coherent, short and readable paragraph
 - Use transition expression (so, because, next, similarly, finally etc)
 - Use re-emphasis technique (... further growth. The growth ...)
 - Use familiar pronouns
 - Write short and readable paragraphs (about 8 lines)

3. Revising

- Re-writing and finalizing the draft
- Involves modifying, proofreading, evaluating

Contd.

- **Revise to make the message concise**
 - Tighten your writing
 - Avoid wordiness
 - Purge empty words (the fact that, it appears that, matter etc)
 - Eliminate unnecessary fillers
 - Avoid redundancies (true facts – facts; upcoming future- future)
- **Revise to make the message clear**
 - Use the KISS (Keep It Short and Simple) formula
 - Avoid stale (old) business phrases (Every effort will be made – we will try)
 - Drop clichés and slangs
 - Avoid changing verbs into nouns (Make a discovery of – discover)
 - Control your intensifiers (absolutely, really, very etc)
- **Design the document to make readable**
 - Use appropriate typeface
 - Use effective fonts and size
 - Use appropriate lists and bullets
 - Use headings and subheadings
 - Use enough empty or white space
 - Keep appropriate margins and alignments
- **Proofread message to eliminate grammar, punctuation and spelling errors**
 - Look for errors
 - Take an appropriate approach of proofreading (Light and substantial proofreading)
- **Evaluate document to see if it meets your needs and goals**

Mid-chapter Review and Exercise

- Read key points, key terms
- Four types of questions
- Attempt all short questions, discussion questions and critical thinking question

Thank You

ORAL COMMUNICATION PROCESS

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ORAL COMMUNICATION PROCESS

- **Exchanging information in verbal language or in speech**
- **Face-to-face communication between two or more people**
- **Interpersonal, small group or public speaking settings**
- **Basic elements of communication process apply to oral communication (sender to feedback discussed in communication models)**

STEPS / TIPS IN ORAL COMMUNICATION

- **Organizing your messages**
 - **Connect with the audience**
 - **Open with what your audience needs to know**
 - **Focus on key ideas and say it in fewer words**
 - **Take a direct approach**
 - **Discard unnecessary words**
 - **Make your messages relevant to your listener**
 - **Pause occasionally**

CONTD.

- **Using nonverbal language and vocal elements**
 - **Maintain good posture**
 - **Gesture appropriately**
 - **Show cheerful facial expression**
 - **Maintain eye contact**
 - **Keep your distance**
 - **Use vocal elements effectively (speed, pitch, pronunciation, pause)**

CONTD.

- **Offering and receiving feedback**
 - **Maintain a positive tone**
 - **Maintain clarity**
 - **Be tactful**
 - **Control your emotion**
 - **Choose proper setting and time for feedback**
 - **Agree to disagree**
 - **Provide solutions**

Group Work and Collaboration Process

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What and why group work and collaboration?

- Today's business relies on the internet, telecommunication and videoconferencing
- Technological development, globalization, diversity in the workplace
- Multiple people from different professional background working together within or across organizations, countries and cultures
- It is essential to bridge the gap between people of diverse background, academic degrees, professions, expertise, ages, gender, culture and ethnicity

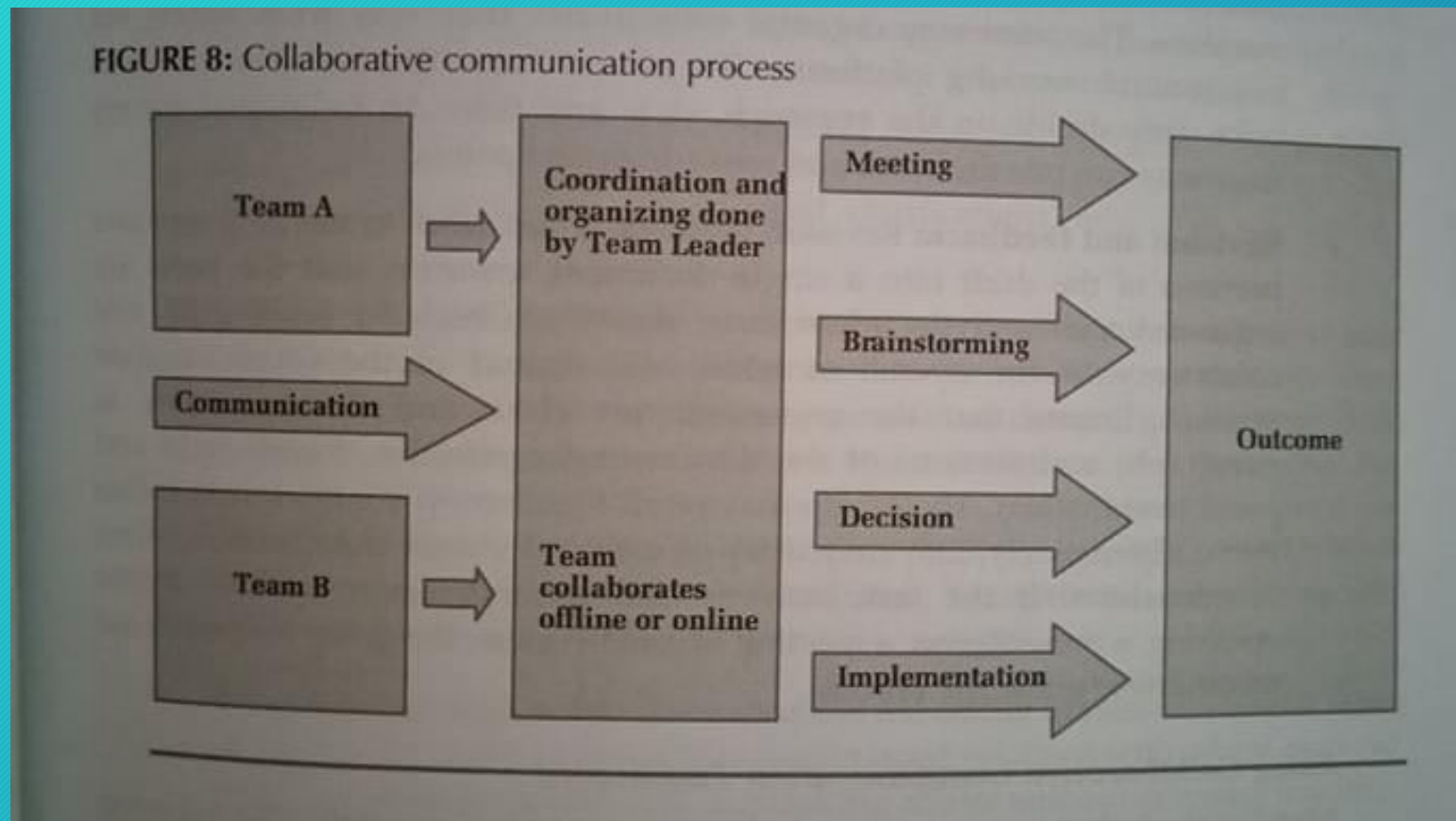
Advantages of group work and collaboration

- Enhances negotiation skill
- Improves communication skill
- Foster collective vision for success, quality and satisfaction
- Enables greater division of labour
- Allows to respect opinion
- Provides greater knowledge and skills
- Promotes creative problem solving skill

Collaborative Communication Skills

1. The ability to get on with people
2. Being able to listen
3. Respect for the contribution of others
4. Being open-minded
5. A willingness to compromise
6. Able to see the big picture
7. Problem-solving abilities
8. Effective organizer and project manager
9. Able to give and receive constructive feedback
10. Commitment and enthusiasm

Collaborative Communication Process



- Planning
- Organizing and Drafting
- Revision and Feedback

Using Collaborative Communication Techniques

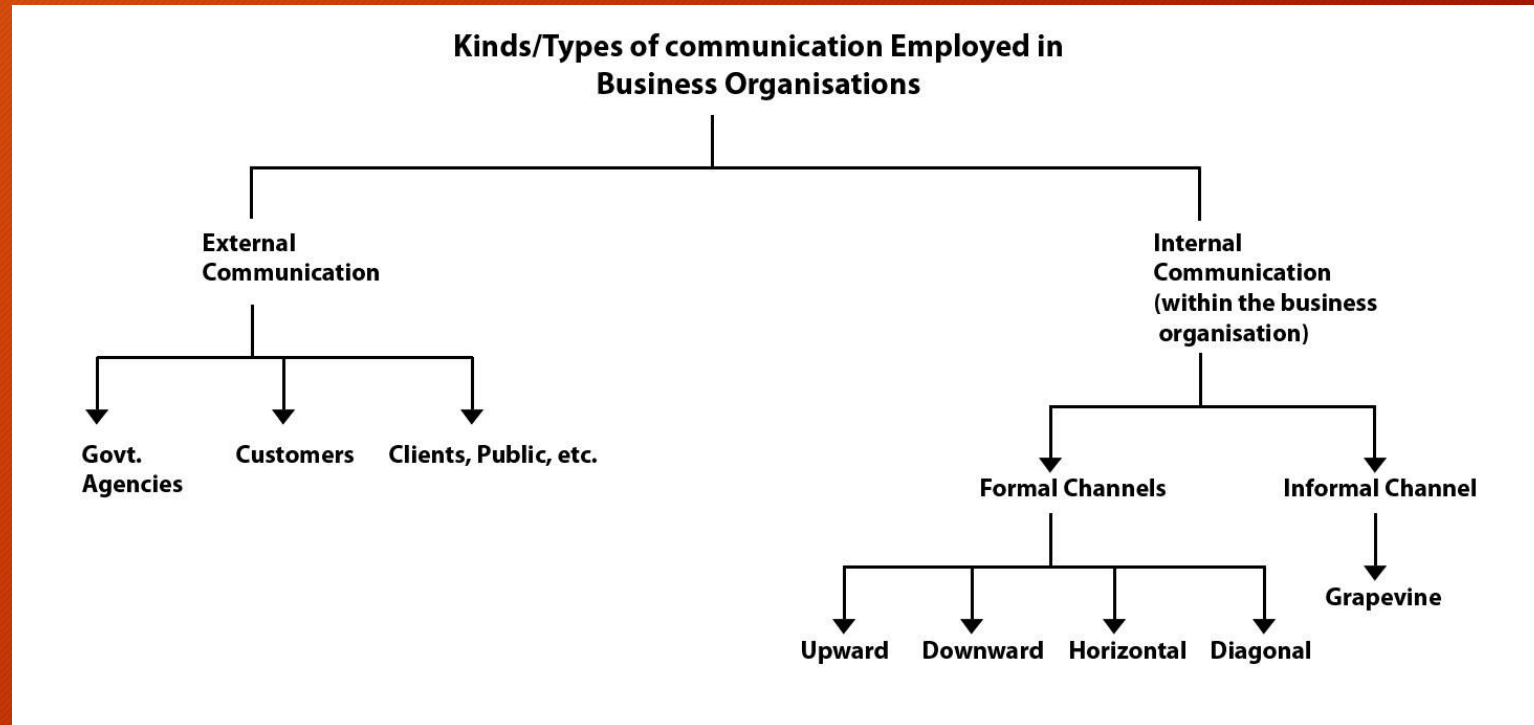
- Stick to a realistic plan
- Select a good team leader
- Share your responsibility
- Maintain open communication with others
- Offer constructive feedback
- Be tactful and diplomatic
- Handle conflicts prudently (carefully)
- Avoid stereotyping people and cultures
- Use collaborative tools
- Maintain a positive attitude

Communication Structures and Systems

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Introduction

- Written and oral communication
 - Personal and official level
 - Internal and external level

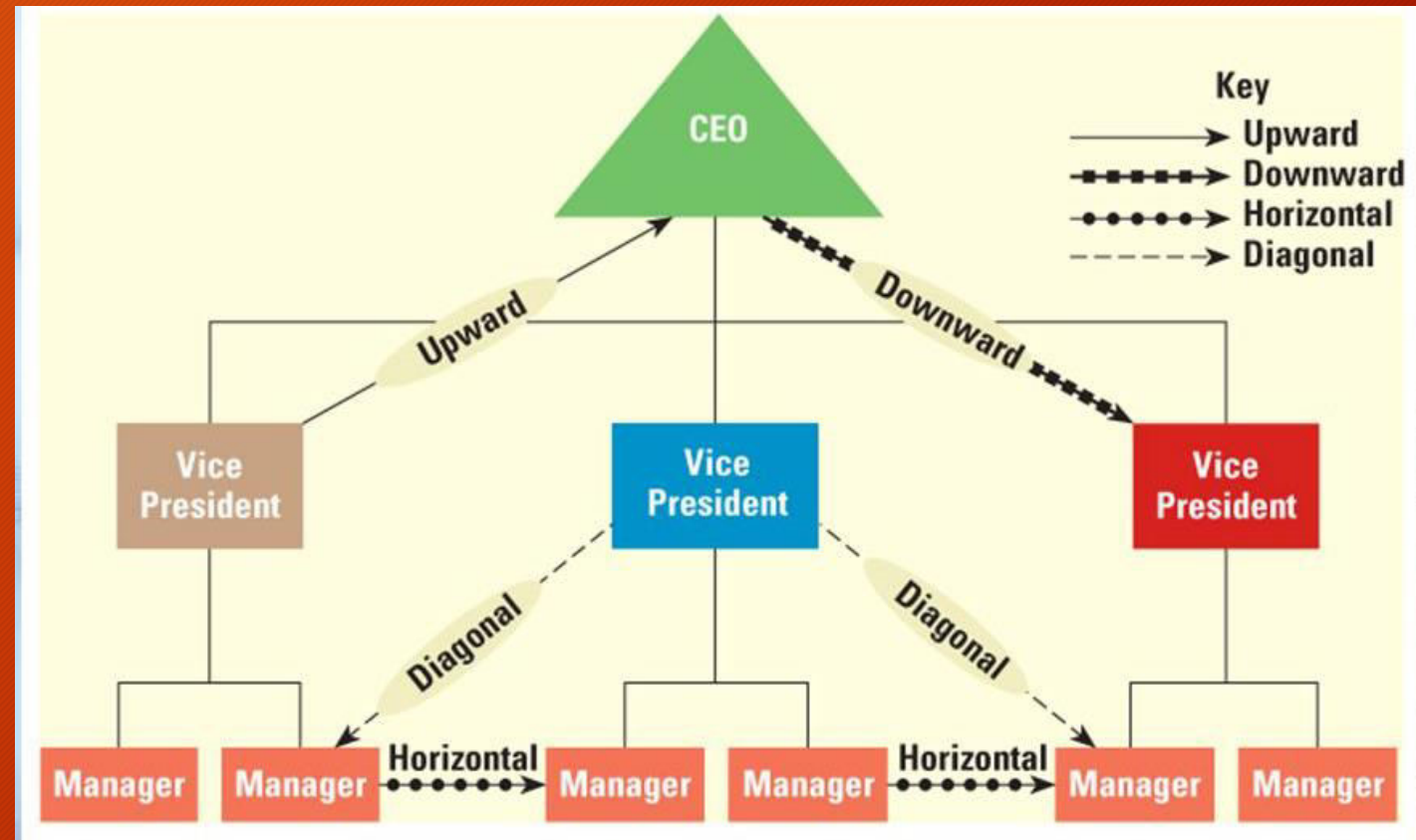


Organizational Communication Channels

- Efficient Internal communication is important to invigorate the company, to boost employee's morale, to respond rapid development in the market
- Two types of channels are used:
 - Formal Channels
 - Informal Channels

Formal Channels

- Follow organizational chain of command
- Flow is hierarchical
- Circulations, memos, letters
- Four types of information flow
 - Downward flow
 - Upward flow
 - Horizontal flow
 - Diagonal flow



Upward and Downward Flow

Basis	Upward Communication	Downward Communication
<i>Direction</i>	Lower level to Higher Level	Higher Level to Lower Level
<i>Nature</i>	Non-Directive & Non-Authoritative	Directive & Authoritative
<i>Purpose</i>	To provide feedback	To get things done
<i>Form</i>	Reports, Complaints, Suggestions etc.	Orders, Instructions, Circulars etc.

Horizontal and Diagonal Flow

Characteristics	Horizontal communication	Diagonal communication
Definition	Is the relay and exchange of information across same-level organizational departments	Is communication between employees at different levels in an organization
Purpose	To coordinate interdepartmental activities	To relay instructions between subordinates and superiors.
Information flow	Involves people of the same rank and status	Involves subordinates and superiors
Level of formality	Has low levels of formality	Has high levels of formality

Informal Channel

- Verbal channels
- Carry unofficial information
- Unauthoritative
- Gossip or grapevine / rumor
- They should be managed effectively
- Brings people closer or creates gap
- Think in long term and act

Management Style and Communication

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Introduction

- Relationship affect the communication process
- A sender must focus on building relationship with the audience
- Never communicate with someone in the way you would not like others to communicate with you
- Consider the background of the audience
- Role play in advance

Management Style

- We work under managers or supervisors
- Good managers maintain good relation with their employee
- Management style depends upon type of work, nature of the company, personality of the manager
- Three types of management style
 - Autocratic approach
 - Consultative approach
 - Democratic approach

1) Autocratic Approach

- Controls
- Makes all decision
- Cut long bureaucratic formalities and make swift decisions
- Staff feel insecure

2) Consultative Approach

- Open to ideas from employees
- Gauge the pulse of their employees on important issues
- Use channels like suggestion box, small group meetings , one-to-one communication
- Not necessarily follow all suggestions and ideas from employees



3) Democratic Approach

- Directly involve employees in the decision making process
- Empower employees
- Employees feel relaxed working with them
- Time consuming
- Sometimes, distraction with trivial matters



Communication Styles

- Management styles reflect in the style of communication also
- Four types of communication styles
 - Assertive communication
 - Aggressive communication
 - Passive communication
 - Passive-aggressive communication

1) Assertive communication

- High self-esteem
- Firm voice
- Relaxed posture
- Direct look
- Stands up for own right and respects others' rights too

2) Aggressive Communication

- Loud voice
- Rigid posture
- Narrow eyes
- Stands up for own right and violates others' right
- Manipulative

3) Passive Communication

- Puts the rights of others before his or her own
- Does not talk much
- Avoids confrontation
- Stopped posture, nodding, soft voice
- Communicator is inferior

Passive-Aggressive Communication

- Mixture of passive and aggressive
- Avoid confrontation but become manipulative
- Fights to be heard

Barriers of Business Communication

- Barriers are something which affect the outcome of communication
 - 2) Distortion (caused by inadequate use of language and channel)
 - 2) Noise / interface (physical, technical, social, psychological)

Plus lack of interest, motivation, skills, knowledge, flexibility, turf wars, competition, status, lack of trust, communication structure etc. also act as barriers.

END OF THE CHAPTER REVIEW AND EXERCISES

Key Points

- Oral or verbal communication involves direct face-to-face communication between two or more people. It can take place in the form of conversations, interviews, meetings, speeches, conferences, telephone calls, and skyping.
- Organizing your messages effectively, making appropriate use of nonverbal language and vocal elements, and offering and receiving objective and balanced feedback are the key elements in the oral communication process.
- New technological developments, increased globalization and diversity in the workplace have made group work and collaboration imperative in the workplace today. Collaboration enables a greater division of labor, enhances negotiation skills, improves communication among employees, and contributes to productivity.
- Organizations have both formal and informal communication channels. Formal channels include downward flow, upward flow, horizontal flow and diagonal flow. Informal channels include gossips and grapevines.
- There are three types of management styles: autocratic, consultative and democratic. They each have pluses and minuses.
- There are four styles of communication: Assertive, aggressive, passive and passive-aggressive.
- The main barriers of business communication are distortion and noise.

Key Terms

Aggressive	Anxiety	Assertive
Autocratic	Barriers	Body language
Collaboration	Conference	Conflict
Consistency	Consultative	Conversation
Decision-making	Democratic	Diagonal flow
Diplomatic	Distortion	Diversity
Downward flow	Emotion	Encounter
Facial expression	Formal channel	Gesture
Globalization	Gossip	Grapevine
Horizontal flow	Implementation	Informal channel
Interview	Irritation	Milestone
Negotiation	Oral communication	Outcome
Passive	Posture	Problem-solving
Prudent	Sharing	Skyping
Stereotype	Structure	Subordinate
System	Tact	Upward flow
Visualize		

Short Questions

1. Define oral communication. Give some examples of its forms.
2. Identify the key elements in the oral communication process.
3. How does group work and collaboration help in an organization's productivity?
4. Explain one of these terms: a) grapevine, b) upward flow of communication, or c) democratic communication style.
5. What is noise? How does it affect the communication process?

Discussion Questions

1. What are the key elements of oral communication process? Describe them with examples.
2. Identify the benefits of group work and collaboration and describe how the process works.
3. What are the merits and demerits of various forms of organizational channels? Describe them.
4. What is a communication barrier? How does it affect the communication process? Explain with examples.

Critical Thinking

1. Have you ever collaborated with others in a group project, preferably involving communication? Share your experience describing the challenges you faced. What went right and what went wrong?
2. Which style of communication do you like the most? Based on your own personal experience, give reasons for your answer.

Independent Challenge

Based on the chapter content and your own personal experience, prepare an outline for an oral presentation on how to prepare for an oral presentation.

Unit II Business Communication

- Nature of Communication
- Historical Perspectives
- Purpose of Business Communication
- Functions of Business Communication
- Importance of Business Communication
- Components of Business Communication
- Types of Business Communication
- Principles of Effective Business Communication
- Challenges for Business Communication