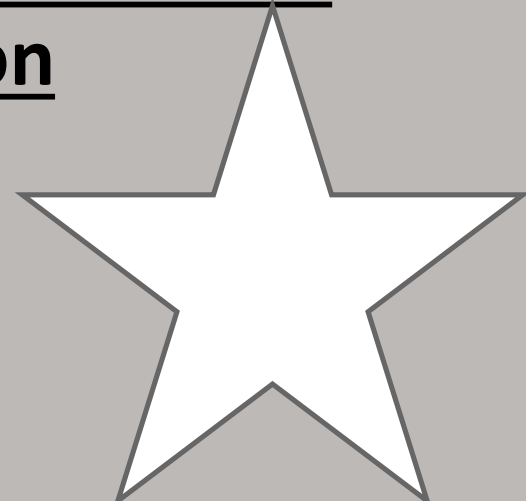


# LECTURE # 12

## PSYC-6223

**Bussiness Communication In**  
**Organisation**



# Topics

1. *Definition*
2. *Media used for communication*
3. *Types of communication*
4. *Barriers of communication*

# Definition

A **Business** is an organization involved in the trade of goods, services, or both to consumers .

**Communication** is a process of sending and receiving messages i.e. exchanging facts, ideas, opinions or emotions between individuals through a common system of symbols, signs or behaviour.

# Business Communication

- ▶ Business communication is exchanging information in order to promote an organization's goals, objectives, purpose and activities, as well as increase profits within the company.
- ▶ It consist of internal as well as external communication.

# Importance of communication

- ▶ Basis of coordination and cooperation.
- ▶ Basis for decision making
- ▶ Increase managerial efficiency
- ▶ Establish effective leadership
- ▶ Help in motivation and morale development
- ▶ Smooth working of enterprise
- ▶ Promote cooperation and peace.

# Relationship between Business & Communication

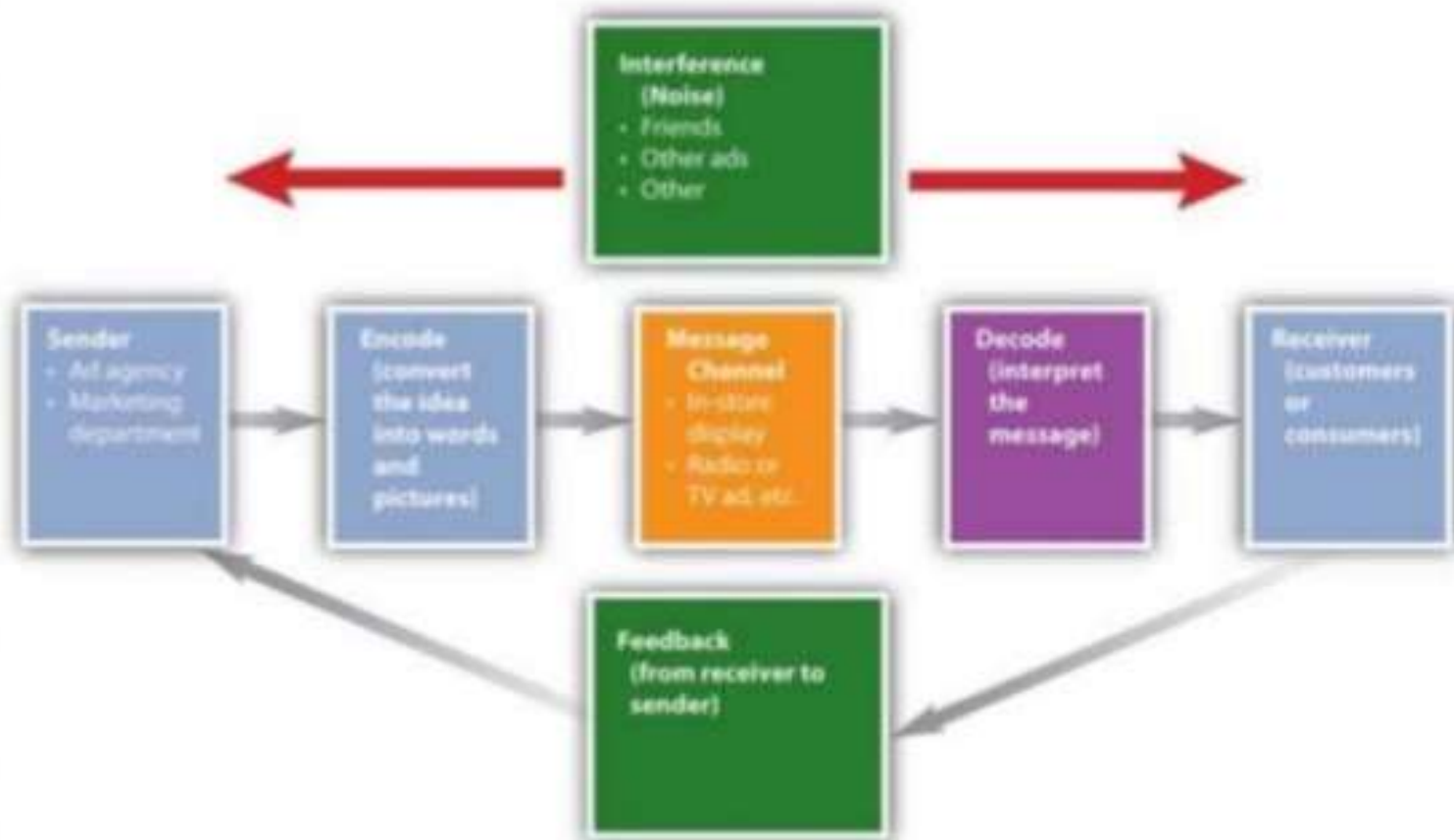
**Take care of communication & success shall take care of itself**

- **Business is not possible without communication**
- **It is the backbone of every business**
- **Without effective communication of information, a business will struggle with a lack of understanding, motivation and direction**

# Relationship between Business & Communication

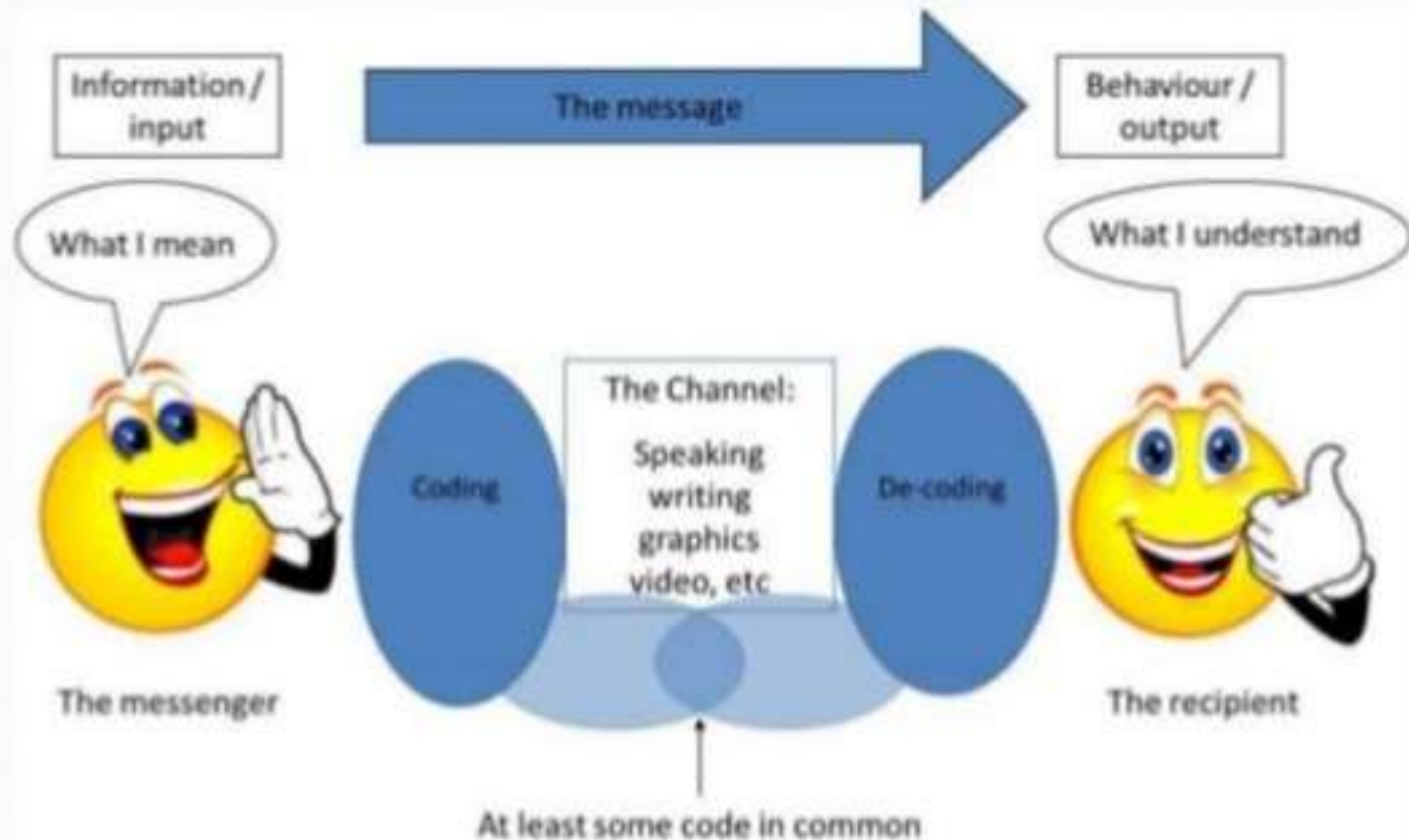
- **Everyone remains United**
- **Feedback**
- **Improves Customer Relationship**
- **Improves Employee Relationship**
- **Enforcing rules**
- **Enhanced Innovation**
- **Increase Efficiency**
- **Serves as lubricant that keep organization functioning**
- **Serves as means of social interaction with stakeholders**

# Components of Communication





# Communication Process

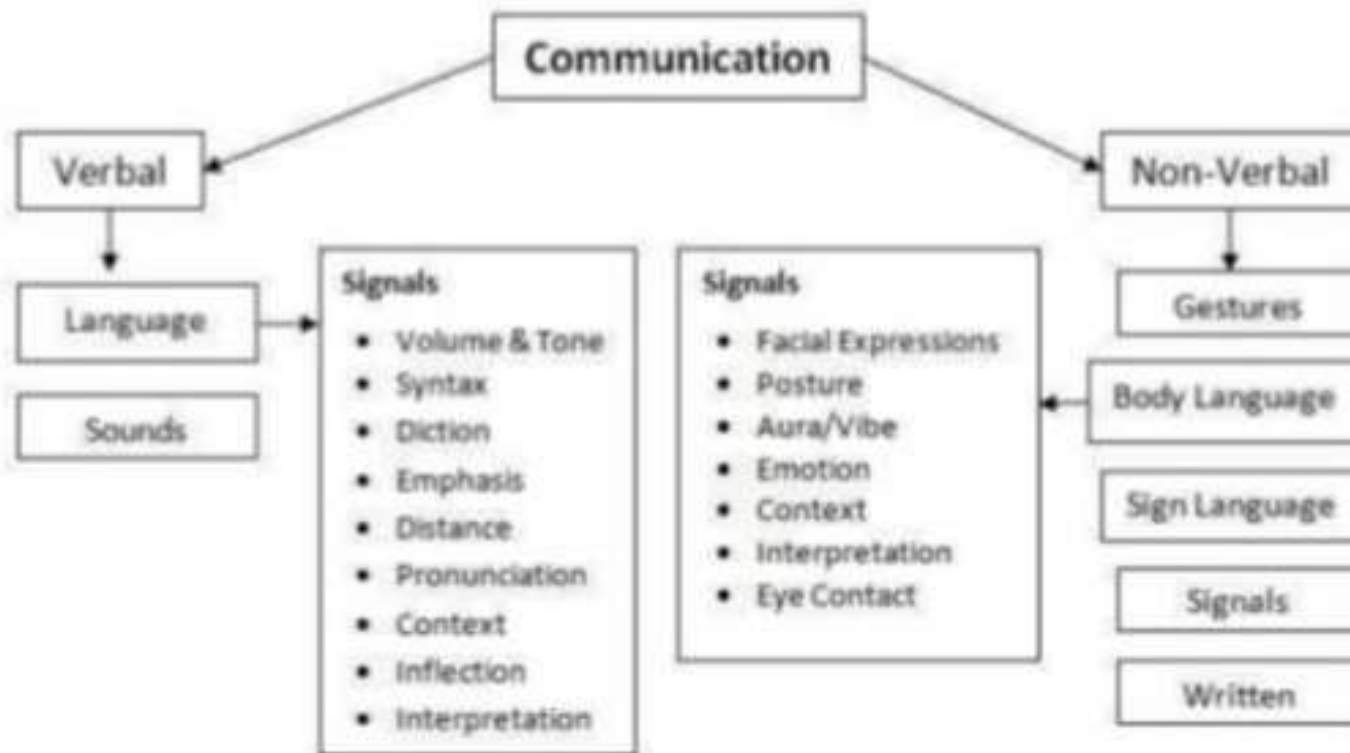


# Media used for Communication

**Media** (the plural of **medium**) are the collective communication outlets or tools that are used to store and deliver information or data.

It is either associated with communication media, or the specialized communication businesses such as: print media and the press, photography, advertising, cinema, broadcasting (radio and television), and/or publishing.

## Media used for Communication.....

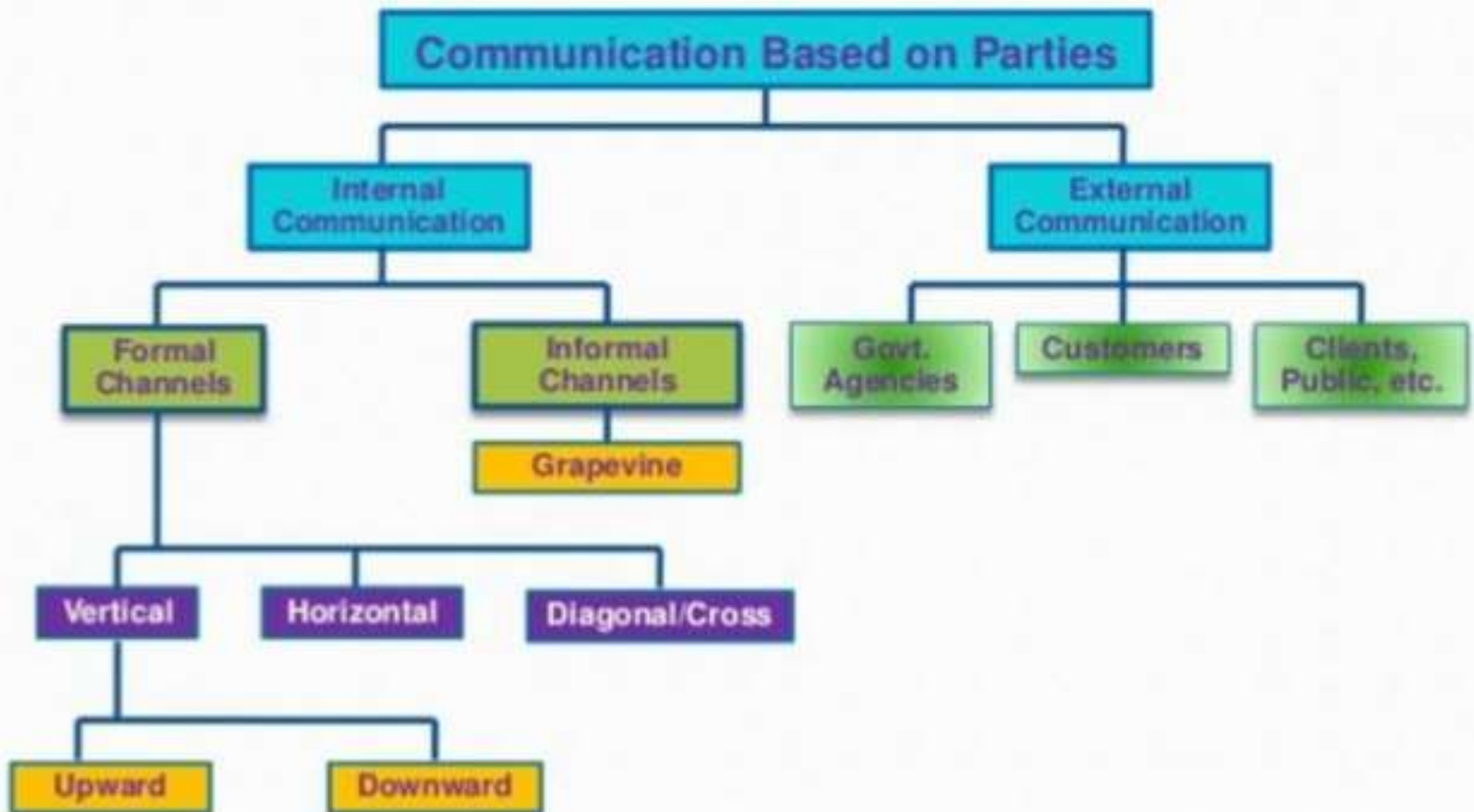


# Types of Communication Employed in Business Organization

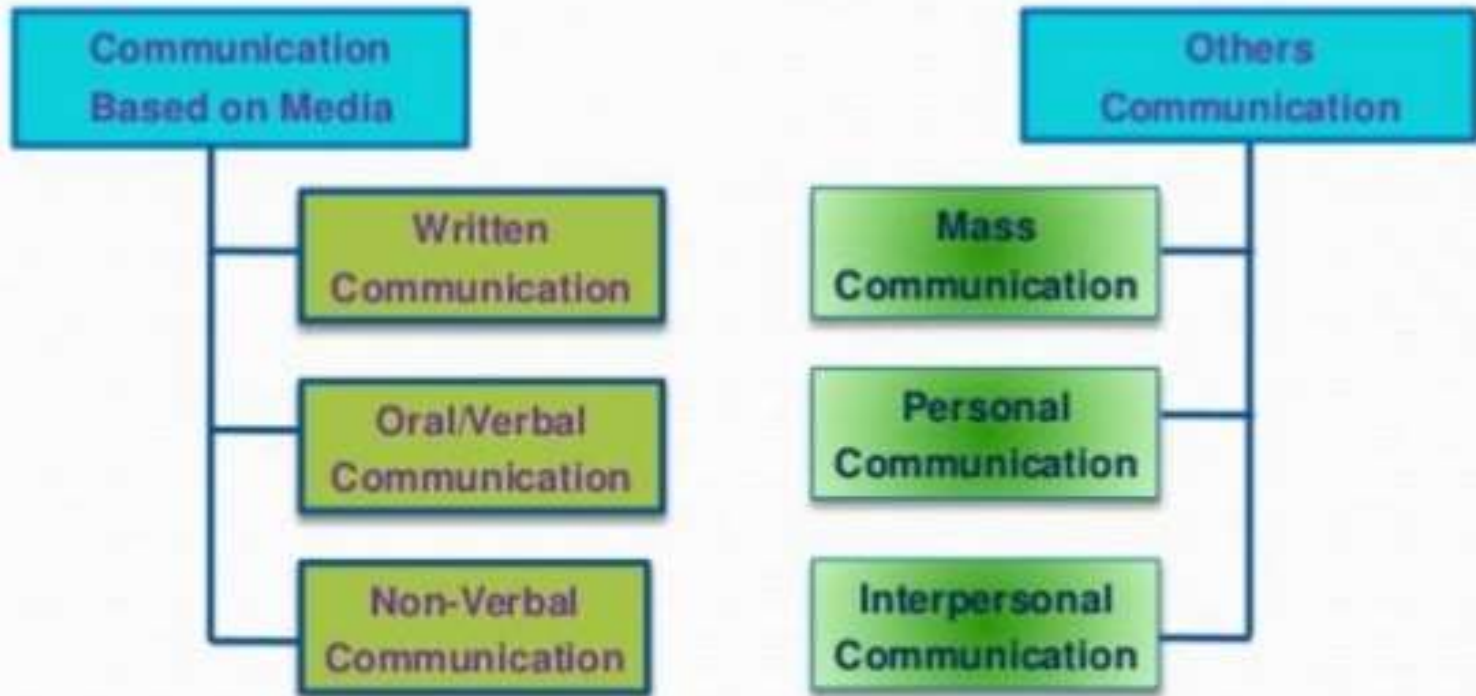
There are several types of communication in our practical life. It depends on organizational pattern; parties of organization involved; number of workers, pattern of activities etc. the types of communication are:

- ☺ **Based on parties**
- ☺ **Based on media**
- ☺ **Others**

## Types of Communication.....



## Types of Communication.....



## Media used for Non-Verbal Communication

### Appearance

Clothing, Hair Style, Choice of Colors

### Gestures

Hand Movements, Winking, Nodding

### Para-linguistics

Tone of voice, pitch, loudness

**Non-verbal  
Communication**

### Facial Expression

Smile, Frown

### Eye Contact

Movement of eyes, Blinking

### Postures

Arm Crossing, Leg Crossing, Seating Position

## Medias or ways or methods or kinds of Non-Verbal Communication

### **Body language:**

Facial expression

Gestures

Posture

Eye Gaze or Eye contact

Appearance and dress

Touch

Silence



**"Face is the index of mind."**



# Barriers to Communication



Barriers in  
Communication



## **Organizational Barriers**

These barriers arise when duties and line of authority are not clearly defined. Various types of organizational barriers are:

- ❖ Policy
- ❖ Rules and regulations
- ❖ Facilities
- ❖ Complex organization
- ❖ Status and position

## Barriers to Communication.....

### Communication barriers encountered by the Communicator



## Types of Communication.....

### **Others communication:**

### **Mass communication:**

Mass communication is a process of transmitting information, thoughts, opinions or attitude through specific channel or media to a large number of heterogeneous audiences.

### **Personal communication:**

When people exchanged information related to their personal life or personal affair is known as personal communication.

### **Interpersonal communication:**

Interpersonal communication occurs when two individuals are involved or exchanging information, ideas, opinions, feelings relating to the personal, social, organizational, national and international matter who are located in the same place.



## Media used for Verbal Communication

The media of **oral communication** are face to face conversation, group discussion, counseling, interview, telephone or mobile, radio, television, conference, meetings etc.



The media of **written communication** are newspaper, letter, report, memo, mail, note etc.



Letters



Memo



email



Report





**ANY QUESTIONS ?**