



Basis of business communication

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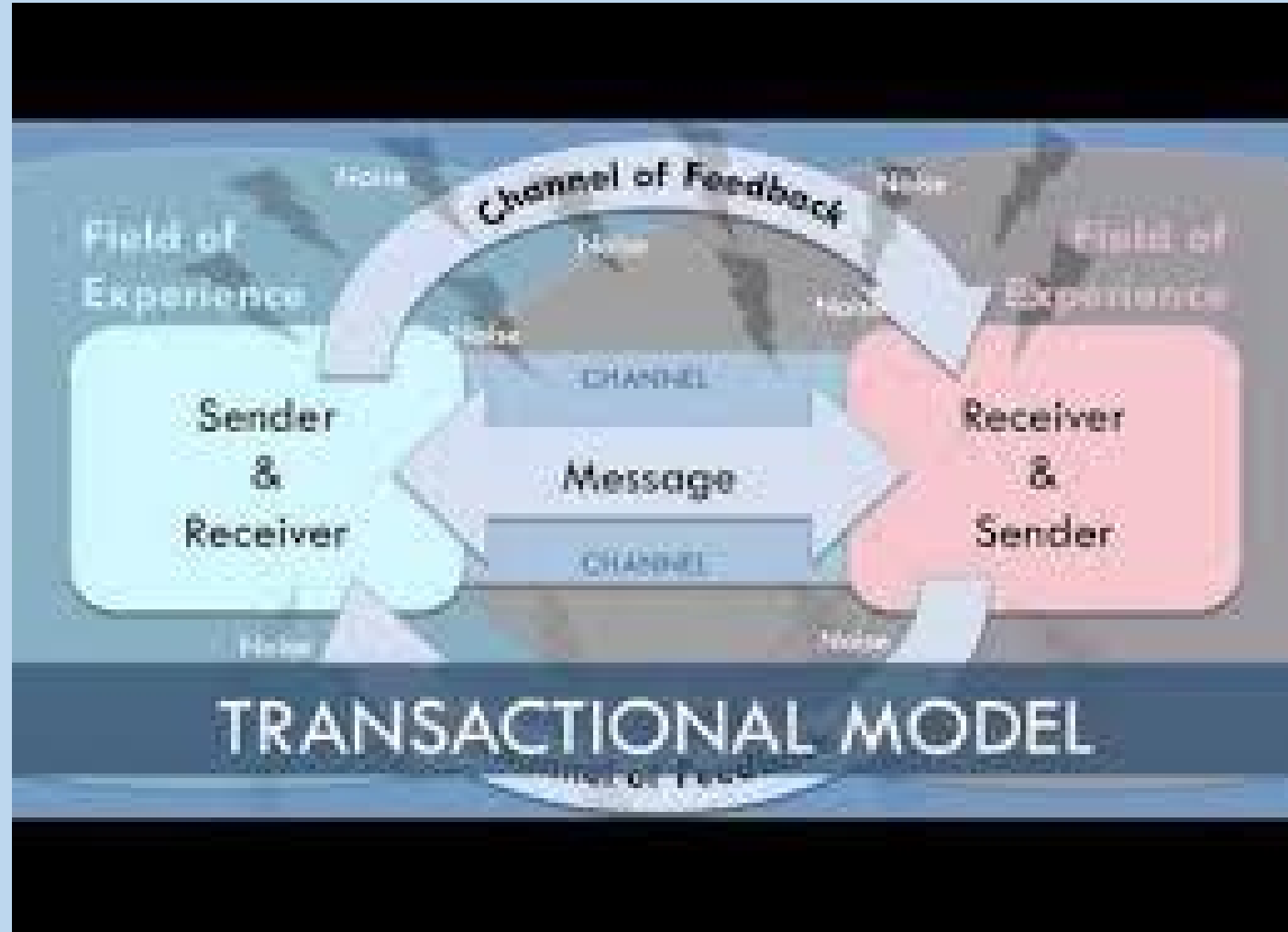
Learning outcomes

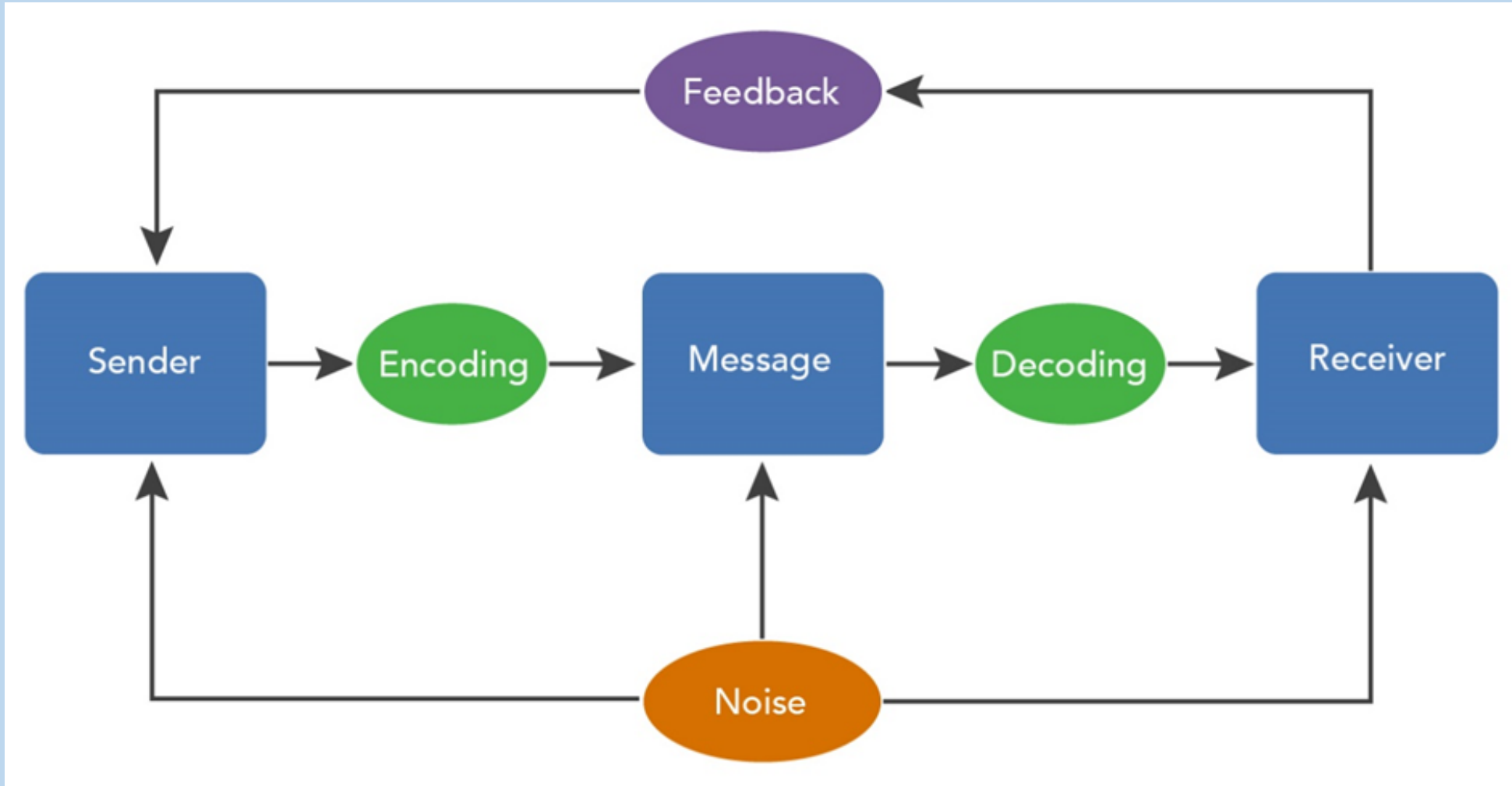
- Communication – the basis of the concept
- The model of communication
- Barriers for communication
- 7 communication skills

Communication

- The process of sending and receiving information (messages) through verbal and nonverbal means
- Interaction between the people with the goal of understanding each other
- Communication can be defined as the process of **meaningful interaction** among human beings
- **Effective communication** is the greatest challenge in a human life and in a business world

The transactional model of communication





Elements and the Process:

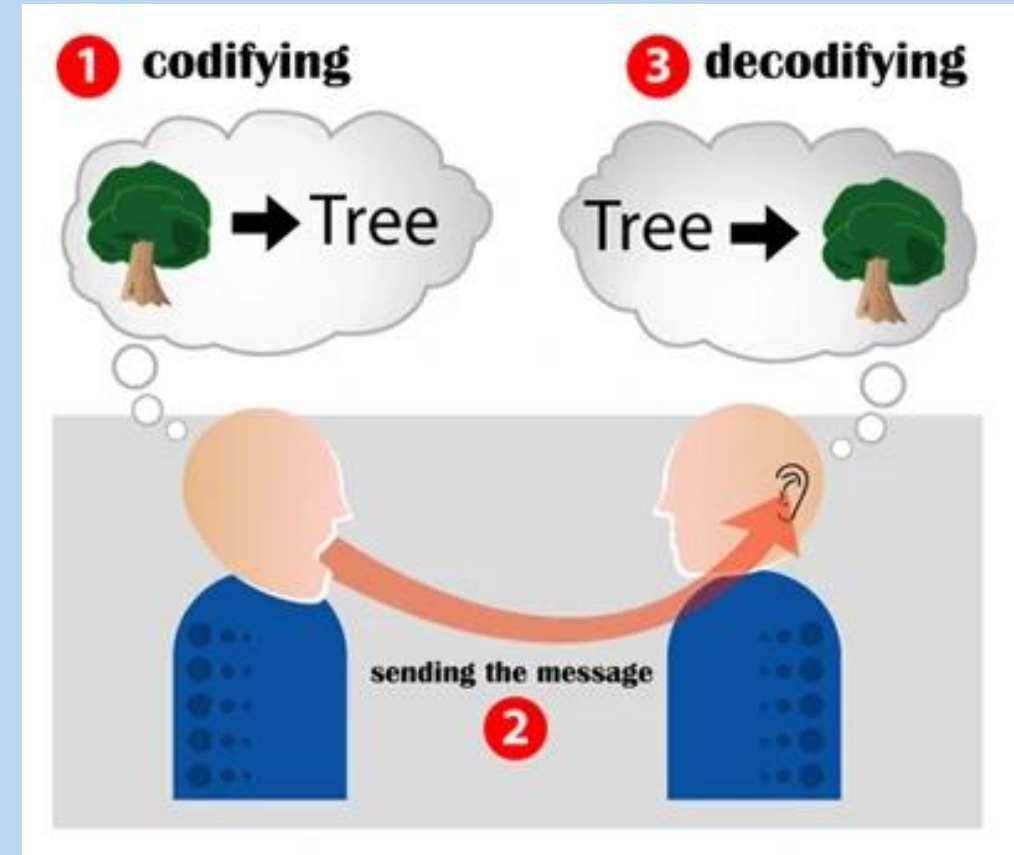
C – communicator

M – message

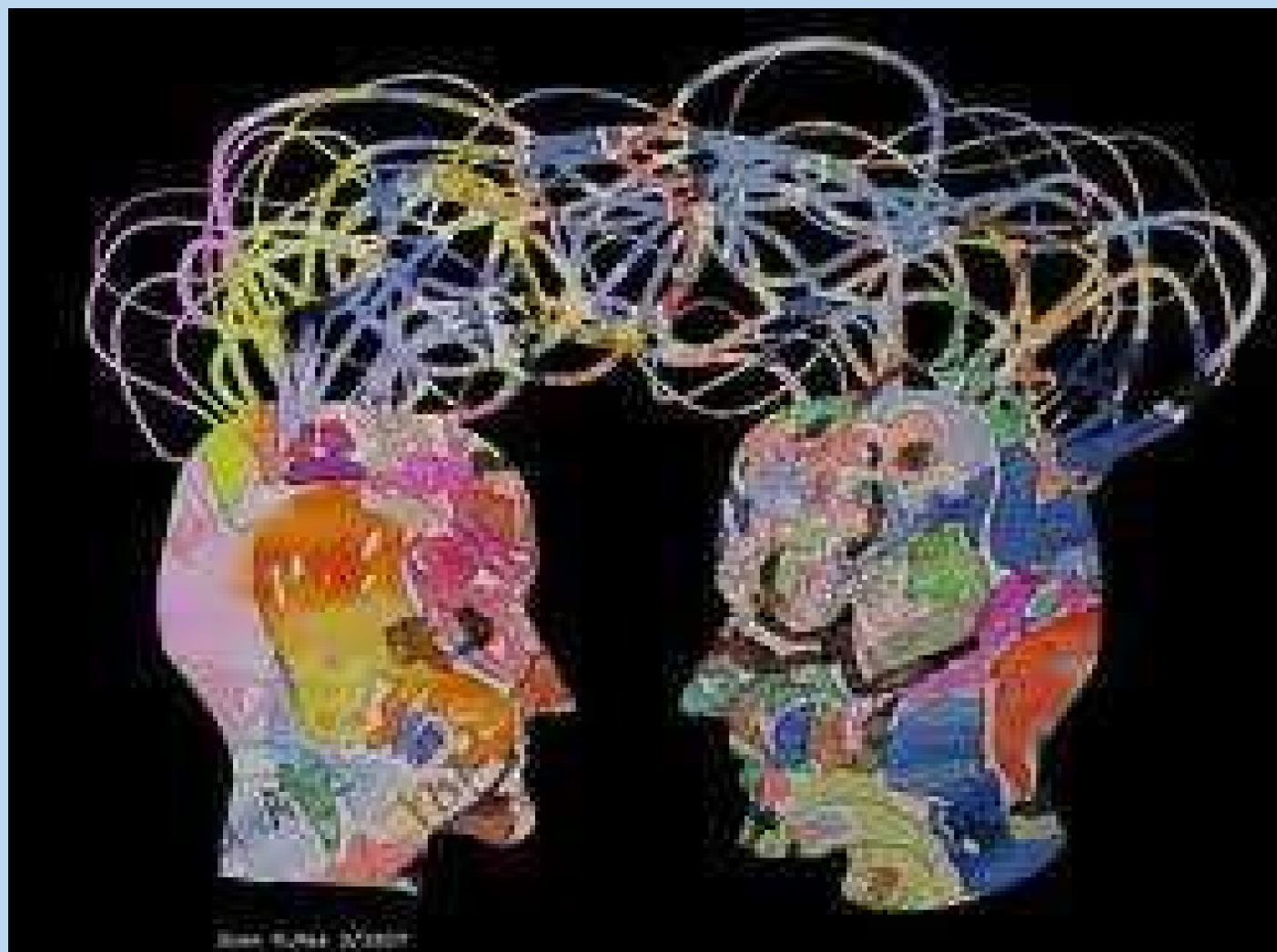
R – receiver

F – feedback

- 1) Codifying (choosing the channel, the form, language, tone, accent, etc.)
- 2) Sending (actually telling, at this moment we might make corrections as we start already reading the reaction, or we realise we do not have knowledge, we cannot say the way we initially thought of, etc.)
- 3) Decodifying (we take context into consideration, our experience, verify info, etc.)



Perception and feedback



To sum up, the basic elements of communication process include: communicator, communicatee (receiver or recipient) , message, **channel** and feedback.

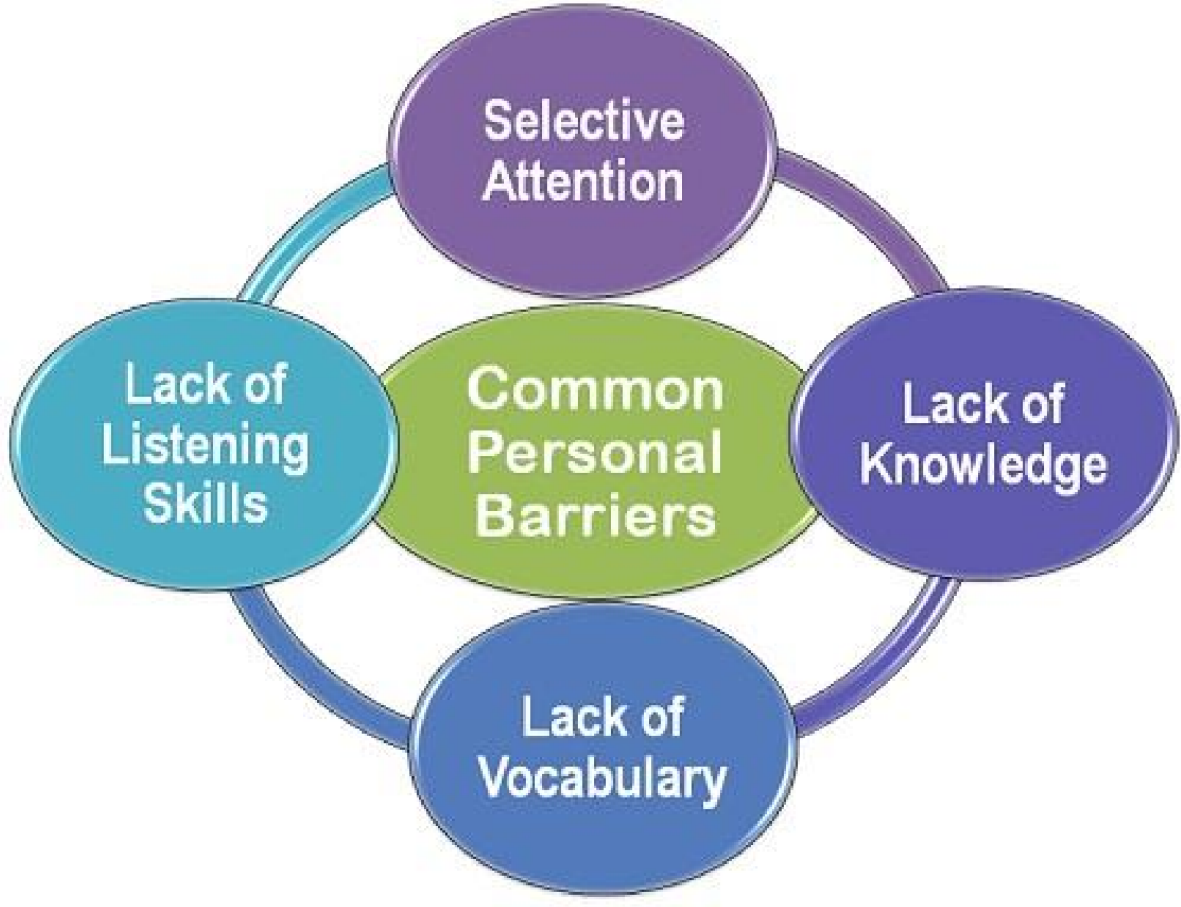
- Communicator is the sender, speaker, issuer or writer, who intends to express a message.
- Communicatee is the receiver of the message for whom the communication is meant.
- Message, i.e. the subject matter of this process, i.e., the content of the letter, speech, order, information, or an idea.
- Communication channel or the media through which the sender passes the information and understanding to the receiver. It acts as a connection between the communicator and the communicatee, i.e., the levels of communication or relationships that exist between different individuals or departments of an organization.
- Feedback, which is essential to make communication, a successful one. It is the effect, reply or reaction of the information transmitted to the communicatee.

BARRIERS TO COMMUNICATION

Enter sub head-line here



Personal-level barriers



To reduce barriers, one should think of:

- **Source** (is it valid, reliable, truthful information, can we trust the source?)
- **Message** (precise, based on common logic, cannot be misinterpreted)
- **Formulation** (does it take into account cultural and other differences in the background? i.e. Professional, age, status, gender, national stereotypical phrases)
- **Chanel** (how was it selected? Why this one?)
- **Decoding** (we need to give time to perceive info and think over)

Questions about communication

- How would you describe good/effective communication?
- Why and when do we need it?
- What are the greatest challenges to good communication?
- How important is listening in communication?
- Is there a way we can measure or assess effective communication?

Meaning and definition of Effective communication

- Effective Communication is a two way process – sending the right message and sending it to the right persons
- Effective communication is aimed at result
- Effective communication helps to understand a person or situation in a better way
- It enables us to solve problems, build trust (within family, organisation, community, and on the Global grounds)
- Correct and effective communication saves time (and money)

Communication skills and abilities

- These basic communication skills are **speaking, writing, listening and reading**. The way you communicate with others and present your ideas makes a lasting impression on people
- **What are the 5 basic communication skills?**
- Listening - one of the most important aspects of communication
- Straight talking (Cultural differences in these regards)
- Non-verbal communication
- Emotion control
- Negotiation skills (BATNA)

Does it refer to you?

“Through my work experience and education, I have developed strong communication skills, and I’m able to clearly convey points to different audiences. I’m also a good listener which aids in my ability to intimately understand a situation and prepare an appropriate response.

Communication is defined as transferring information to produce greater understanding.

Examples of effective communication skills

Mastering nonverbal communication. Nonverbal communication is also known as body language.

Open-mindedness: facilitate effective communication by maintaining an “open mind;” avoid passing judgment on or expressing criticism of communicated messages

Active listening

Using reflection

Negotiation skills

What is the aim of effective communication?

The purpose of effective communication is to get your specific audience to the desired goal

The goal could be informing them or allowing them to understand a message, but also to persuade or convince them to take action

What are the four goals of communication?

- To inform
- To request
- To persuade
- To build relationships

The Tao of communication: Effective communication achieves a balance between the sender of information and the receiver of information

The 7 C 's of effective communication

1. Completeness - The information conveyed in the message should be complete
2. Conciseness - Conciseness means communicating what you want to convey in least possible words.
3. Consideration - one must take audience into consideration
4. Clarity - implies emphasizing on a specific goal or objective at a time, rather than trying to move away from track
5. Concreteness - being particular and clear rather being fuzzy and general
6. Courtesy - being polite, kind, judicious, enthusiastic and convincing
7. Correctness - implies that the correct information is conveyed through message

Communication skills

Verbal

- Articulation and explanation
- Clarity
- Negotiation
- Persuasion
- Presentation
- Public Speaking

Non-verbal

- Confidence
- Monitoring of face and body expression
- Life Skills
- Active Listening
- Kinaesthetic abilities

Knowledge and application of etiquette
Self-promotion
Knowledge of languages
Emotional Intelligence



Thank you for your attention!

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