

Government Arts College (Autonomous)

Department of Commerce (CA)

B. Com (CA) - II Year

Subject : Business Communication

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I unit

Meaning and Process of Communication:

An Introduction to Communication - Human

Interactions through Communication -

Communication in Managerial Activities

- Model of Communication - Components

of Communication Cycle - Process of

Communication.

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Business Communication

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Meaning of Communication

Business Communication means, "Flow of information perception etc. either within a business organisation or outside the organization among different parties."

Human Interactions through Communications

A positive attitude towards work depends on mutual relationships within a workgroup which can be related to the inner and outer systems.

(a) Communication inside an Organisation:

- * Setting goals and objectives
- * Making and Implementing decision
- * Appraisal
- * Manufacturing the Products.
- * Interaction between employer and employee.

(2)

External Communication:

- * Hiring the employees
- * Dealing with customers
- * Negotiating with suppliers and financiers
- * Informing the investors
- * Interacting with government.

Communication in Managerial Activities:

Managerial Communication plays a pivotal role in knowledge sharing.

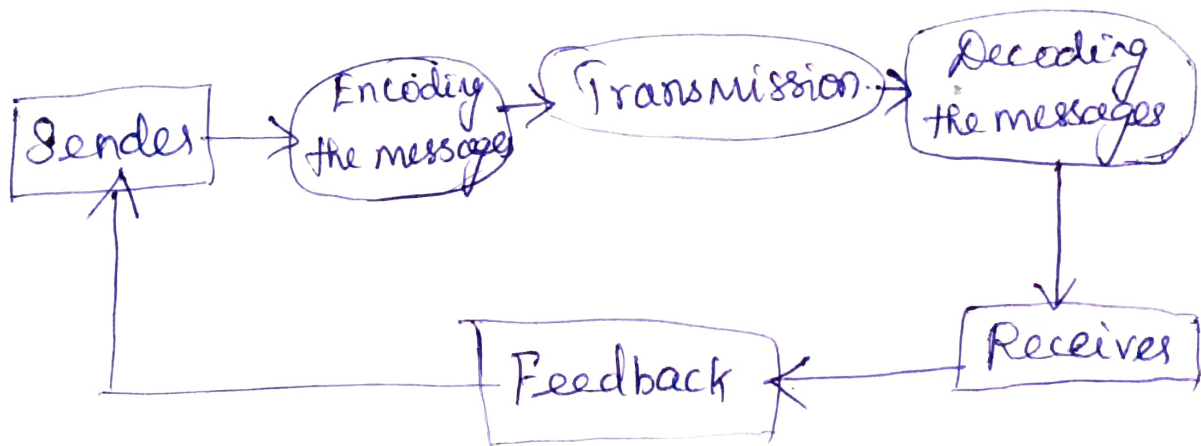
Managers need to communicate with their team members to make them clear as to what is expected out of them.

- * Knowledge sharing
- * Completing tasks way ahead of deadlines.
- * Transparency among team members
- * Long way in motivating employees
- * Plays an important role during crisis and critical solutions.

* Human beings are not machines who can work at a stretch.

Model of Communication

- ① Linear Model.
- ② Interactional Model
- ③ Transactional Model.



Components of Communication:

The Communication process is made up of four key components. Those components include encoding, medium of transmission, decoding and feedback.

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Components of Communication

- * Context-
- * Sender - Encoder.
- * Message
- * Medium
- * Receiver - Decoder
- * Feedback.

Process of Communication

The Communication Process is made up of four key components.

Those components include

- * encoding,
- * medium of transmission
- * decoding and
- * feedback.

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- * The Communication Process begins with the sender and ends with the receiver.
- * The sender is an individual, group or organization who initiates the communication.
- * The first step the sender is faced with involves the encoding process. In order to convey meaning, the sender must begin encoding, which means translating information into a message in the form of symbols that represent ideas and concepts.
- * To begin transmitting the message, the sender uses some kind of channel.
The channel is the means used to convey the message. Most channels are either oral or written but currently ~~the~~ visual channels are becoming more common as technology expands.
- * The receiver is the individual or individuals to whom the message is directed.