

1.1 FUNCTIONS/ USES OF COMMUNICATION IN BUSINESS:

Various experts have given various opinion regarding the function of business communication, some of the notable function are highlighted below:

1. Promotional & Informational: Business has external and external activities that are supported and co-ordinate by internal activities. So, a bridge is required to integrate and adjust which is provided by business communication, e.g. to sell any new product in the market requires advertisement because it highlights the product and customers are attracted to buy the product. Advertisement is a form of business communication that informs about the product to the general people. Moreover the making of advertisement requires internal activities of the management/ employees which also involves interpersonal communication.

2. Instructional: Plans and policy are formulated at the top level management and forwarded to various divisions, unit or department by various instructions or notification. Moreover command is given to the workers to work in accordance with guidelines of the company. Business Communication is the primary key to exchange opinions or deliver command/ instructions.

3. Motivational: Communicating any form of appreciation, praise or acknowledgement of a positive deed can motivate the employees and boost production.

4. Integration: Integration and coordination of activities are required to attain organization goal. Business communication helps to maintain the followings:

- a) Ensuring supply chain management
- b) Building network among employees to share information
- c) Providing basis for cross checking to activities that are already done

5. Connection Building: Business communication opens the door to understand each other. There are continuous communication between top level and lower level management. Communication is also required to maintain close relationship with external parties as business develops, grows and sustains.

6. Problem Solving: Business may face problems everyday internally and externally in-terms of operation and coordination. Success of business requires timely solution of respective problems and therefore proper communication with stakeholders are compulsory.

7. Decision making: Management makes decisions and therefore needs accurate information timely. The function of business communication is to provide relevant information via the chain of command to make corrected decision.

2. PROCESS OF BUSINESS COMMUNICATION

Communications is fundamental to the existence and survival of humans as well as to an organization. It is a process of creating and sharing ideas, information, views, facts, feelings, etc. among the people to reach a common understanding. Communications is a continuous process which mainly involves three elements viz. sender, message, and receiver. The elements involved in the communication process are explained below in detail:

1. Sender

The sender or the communicator generates the message and conveys it to the receiver. He is the source and the one who starts the communication

2. Message

It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.

3. Encoding

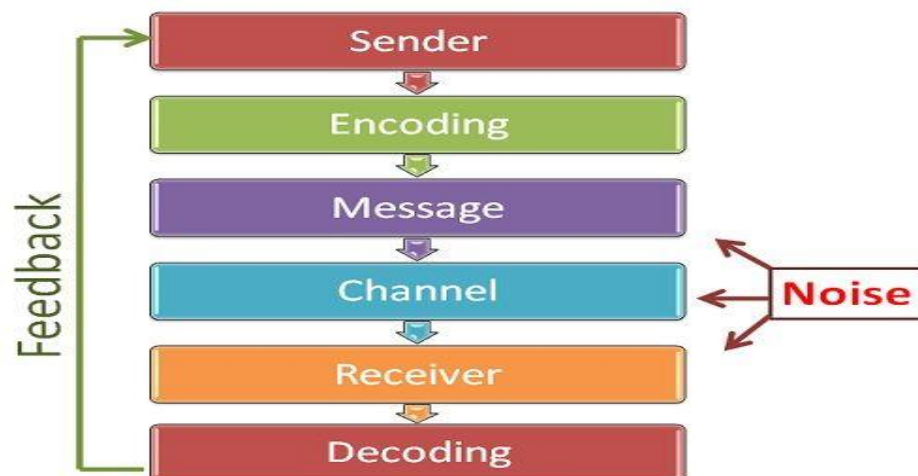
The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.

4. Media

It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender.

5. Decoding

It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.



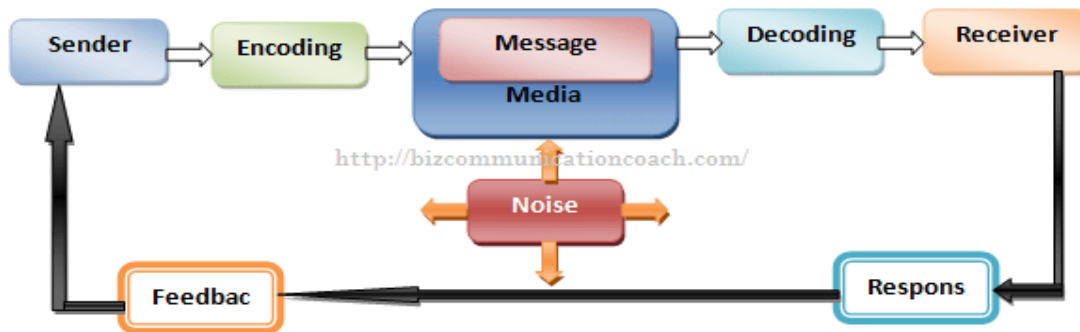


Figure: The Business Communication Process

6. Receiver

He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, only then the purpose of communication is successful.

7. Feedback

Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.

8. Noise

It refers to any obstruction that is caused by the sender, message or receiver during the process of communication. For example, bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate gestures, etc.