



# SRI RAMAKRISHNA ENGINEERING COLLEGE



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## Grammar and Grammar Teaching: Changing Perspectives Volume 2

**Editor**  
**Dr. Vathana Fenn**

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### Aspects of Business Communication

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#### Introduction

Communication is expressing one's self thoughts, feelings, expressions, ideas, feelings, emotions, etc., to other human beings. Communication stamps ones personality and marks our status. Primitive man's first invention may be the art of fire but man's first innovation in community was communication. Communication is ideation – encoding- transmission – decoding – feedback – re-feedback for usage and smooth living. Messages can be meaningfully conveyed logically and emotionally. Communication depends on receiver, sender, message and their relationship and writing). To communicate we need language, (skill- listening, speaking, reading a form and medium. (time, place and ways) Communication channel can be formal or informal. Informal channel transmit official news

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through unofficial and informal communicative interaction. This is called 'grapevine'. Success in the highly competitive environment of today will depend not just on professional knowledge and skill but on the ability to present essential information effectively with information, evolution and socio-economic changes.

### **Types of Communication**

Types of communication include conventional form, modern form, oral form, written form, formal form, non-formal form, participatory form, non-participatory form, literate form, illiterate form, technical form, non-technical form, verbal form non-verbal form and even silence.

### **Flow of Communication**

Flow of communication includes upward communication, downward communication, horizontal communication and diagonal communication. Therefore, to communicate we need, among other things, **subject competence** (knowledge, experience and ability), **linguistic competence** (analyse facts, information's, appropriate devices, graphs, charts, diagrams etc.), **organizational competence** (logical and thematic structure). Business communication uses technology for voice mail, e-mail, tele-conference, internet, video conference. We need to take care of content, style, approach, vocabulary, objective, presentation, attitude, organization and language.

### **Business Communication**

Business communication skills include the knowledge of high technical capabilities, ability to present and explain complex information in a simple and familiar style, ability to understand and explain quantitative data, cultural awareness capability and ability to analyse and prioritise information.

### **Communication in Business Environment**

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Communication in Business Environment includes among others notice, general meetings, annual meetings, meeting minutes, memo, statutory meeting, chairman's speech, press release, announcements, stock exchanges, legal deeds, documents, drafts, power of attorney, lease deeds, affidavit, indemnity bond, gift deed, annual report, directors' report, management discussions and analysis, information about company, advertisements, auditors report, information about other companies.

### **What Should Students' Master to Communicate Effectively in Writing?**

Students must know the format or structure of writing a communication error-free and make them perfect as written things are always permanent records. Now-a-days some students find it difficult even to write a leave of absence letter which the students may have already learned from Standard II or III and most companies have their own leave of absence form and the explanation given for such system is mechanical. Report is another means to communicate the happenings or progress of work/project assigned. It may be a page or several a pages. Reports can be a well-structured study, a document, message or information. This can be for the purpose of office internal use, or for communicating with the management, with the employees, with the government or with the public. This may be a proposal, or report on an incident, event, research, sales, production, and feasibility for further development, accounting and finance, evaluations, etc., Skills obtained and demonstrated in writing such communications pave way for success Memo is another common format used in business communication. Office orders is another form of communication in business, Notice makes a difference in this communication. Writing the minutes of the meetings is another record that defines a firm, its activities and its concern of rules and regulations.

All these business communication is not written in same format, language and style. So, a variety of situations may be given for writing practice.

### **Reading Skill**

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Reading skill is very essential to understand the content. Students must know how to use skimming and scanning techniques. Students must know how to predict the content and infer, interpret, analyze, conclude and present the conclusion in a manner the target audience understands it easily. In order to enhance the reading ability, Library hour must be made compulsory. This will promote their silent reading and fast reading capacity. Similarly loud reading programmes will help students to correct their pronunciation. Supplementary readers from a variety of disciplines including English fiction will help. But in the present scenario reading does not have any place in the curriculum as it is more or less exclusively oriented toward mastering the content of chosen disciplines for the degree program. Language skills are praised a lot but ignored or poorly provided for in the content-oriented curriculum. Students find time only to memorize their subject contents and teachers find time only to complete their syllabus. Most parents do not find time for any of these activities because all their time is spent only in making both ends meet. Structural English can be developed by reading newspapers, but now-a-days this place is occupied by the computer. Supplementary reading develops our understanding, comprehending and inferring skill.

## **Speaking**

Speaking is not given place anywhere in the curriculum except for the word ‘silence’. There is nothing wrong with noisy interactions in the beginning. There may be some errors. Yet speaking helps students to improve their language proficiency. Students are always engaged in assignments, rote memory, projects etc. Actually projects pave way for corporate skills, communication skills and technical skills. Here they are not supervised; they are left to themselves without any facilitators. Students are engaged in internet and intranet for their knowledge and communication. Computers provide information explosion. English language laboratory is not utilized fully even at the college level. This is conducted only as a syllabus requirement and as a showcase.

Students score marks in abundance but lag behind in the mastery of skills. Skill by nature is to be practiced to be perfect. Students feel shy to talk with correct intonation, accent, pitch or tone. Modulation in tone will drive the monotony and do wonders. This will bring miracle in business. Money can be the principal motive but it is skill that will “mint” money.

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Presentations, Group discussions, advertisements and meetings will make a business successful. More than the hard skills it is the soft skills that develop the corporate culture and give opportunity for students to succeed in campus recruitment for jobs.

## **Listening**

Listening is the first language skill that one has to acquire in life or in business. Only a good listener can be a good active speaker. This is proved true through Interviews, Group discussions, Presentations, Demonstrations, Announcements, etc. If one is not careful and attentive, they have to beg for pardon every now and then and the other side gets irritated. This can be a big blow to business. Listening makes us learn more. Listening creates understanding. Listening skills can be developed through note-taking, dictation, etc.

## **Activity - Sample**

Let us take presentation as our activity. Presentation is for five minutes and two minutes for questions and comments. The real approach is to inculcate skills in students. Methodology can be like a project method. Let the students be asked to identify the topic on their own. Instead of teachers suggesting, they can be asked to go in for peer review through group discussion. Through the discussion students must be in a position to identify the drawbacks or the positive aspects of the topic chosen. So, it will be a sort of learning, critical analysis, identifying audience needs and the need of the hour. After the discussion they can come out with the pros and cons of the title. Let them then collect data, material or information regarding it. This can be done with review, criticism and references. Let them use technology and prepare the show. Let them be encouraged to check the language, grammar, discourse, coherence, vocabulary and structure. They can stand before a mirror and present it or they can use auto camera or any technology to check their demeanor and presentation. Self-check is the best check. Later, for additional corrections, they can go in for peer review and teacher feedback. Behavioral attitude, body language, posture, movements and their meaning and representations can be identified and students may be informed. A teacher can give a short demonstration. They should be encouraged not to copy the teacher's demonstration. This will help the students to have their own style; otherwise it will again be

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only the replica of the teacher. Every time the teacher can give the positive and negative comments for each student. So this would help them to know the correct approach and attitude. Behavioral and thinking skill can be developed.

Remember questioning will get us our information, get our work done and clarify our doubts and gets a solution. Efficient language skills are important here.

Skill in communication may be developed in different ways. Business communication skill is preferred here. We can develop discussion skill, behavioral skill, analytical skill, creative skill, intra and interpersonal skill, and skills for psychometric analysis, assertiveness, adjustment and adaptability to peers, manage the stress, time management, organizational management, team management, personality development and body language and gestures.

## **Conclusion**

Silence is a language of communication. Observing, posture and body language is another form of communication. Getting a suitable job and retaining it requires many skills, which include communication skills as well. Getting a well-paying suitable job is made possible with skills in communication. Business failures and inflation are caused also due to lack of communication and communication gaps. English language communication can be given any name as Business English, Technical English, Scientific English, Professional English, etc. because English has secured its place as an international link language, global language, or universal language.

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