

UNIT I

Communication skills help to plan, manage, organize, promote, innovate various marketing, management, development, construction processes, and systems. Communication skills are important to market and promote the business. Communication skills help to build and inspire people to work towards organizational goals. And communication skills is the method that a business can use to provide great customer experience.

Communication skills are important to remove the communication gap between employer and employees. Communication skills help to reduce stress and improve productivity. And this is the way that inspires everyone to achieve the organizational goals effectively and happily. That's why communication skills are very important in business management and organizations.

Let's get started, and understand in details by learning the following reasons and examples that why communication skills matter the most in business management and daily organizational works.

Communication skills help to do strategic business planning:

Communication skills help in generating new business ideas and plans. When business leaders communicate with each other in a meeting, then it's for a reason that is profitable for both.

Effective communication enables team members to share the new ideas, a method to reduce the cost, increase the profitability and problem-solving tips/methods/presentations in a group discussion or meetups.

But it happens, when the team leader has effective listening skills and positive body expression. When a boss and team leader is a good listener then it increases the confidence in team members to communicate solutions.

Else there are many leaders and boss talk too much and listen less and behave rudely. This creates a communication gap between employee and boss. And the boss and company never get the benefits from the knowledge of their employees, especially in strategic planning.

That's why communication skills are important in business. It's not only important for the employees so that they can present the idea clearly and confidently but communication skills also help boss and leaders to listen and understand what others think about their business plans and ideas.

Communication skills help to manage people and sources:

Communication skills help managers and business owners to manage the team and resources effectively. The goal of management is to increase the productivity of each team member and at the same time reduce the wastage of resources. But to achieve this goal they have to be effective in verbal, written, presentation skills and positive body language.

For example, if any new employee is not feeling confident in the office and not getting the ideas how to start then it's a duty of a manager to go and communicate with that person and make eye contact. He/She can discuss certain methods, stories, goals, tips and even a friendly handshake can boost the morale of the person. The overall goal is to increase the confidence of the person at work. But it's not possible, without effective communication.

Effective Communication skills help to promote business:

You want to build the presence of your business online or want to promote it locally, you need marketing skills. And communication skills is one of the most important marketing skill in itself.

What and how you communicate about your profession and business, it matters the most when someone asking you or you're introducing it to potential clients. Your style of presentation, communication, vocabulary, body language, and listening make it possible to get the projector spread a positive impact on your business in front of people. People remember you, how you did it with them.

Everything that you do in marketing from social media posts to blog post, search engine ads to display ads, radio ads to TV ads, everything is communicating about you and your product/services.

Your text, images, infographics, videos, likes, shares, selfies and updates communicating about you online and offline. Many people can take it positively and many will take it negatively. But directly and indirectly, it is marketing.

The more you think and analyze the goals of your business and potential customers, the better you can communicate with them through the blog post, social media, videos, and advertisements. And better and effective communication market your personality, business and goals in the market more than dull and negative communication.

Communication skills enhance the innovative capabilities of organizations:

When a team member communicates with each other with respect then it combines the sense of friendship. And this friendship between different experts, departments, leaders will build learning and knowledge sharing environment and increase the capacity of working hard.

Communication skills help to engage/retain/attract new and old team member:

Effective communication in managerial position and leadership in a company inspire people to work with focused to achieve organizational goals. It helps to build long-term work partnerships with clients and team members. When manager and leaders behave respectfully with the teams and clients and help and communicate softly and friendly in the various negative and complex situation then it converts small teams of people into bigger teams, small company into a big company. that's why communication skills are important in business.

In conclusion, it can say that communication skills are the first skills that are important to start, operate, market and expand the business.

Tips for Improving Communication Skills

Simplify and stay on message.

Use simple, straightforward language. Remember that Lincoln's Gettysburg Address was 286 words, about two minutes long.

Make communication a priority.

Take classes, read books, magazine articles or learn from successful communicators around you. Seek a mentor or coach.

Be brief, yet specific.

For written and verbal communication, practice being brief yet specific enough, that you provide enough information for the other person to understand what you are trying to say. And if you are responding to an email, make sure that you read the entire email before crafting your response. With enough practice, you will learn not to ramble, or give way too much information.

Engage your listeners or readers.

Draw your listeners and readers into the conversation. Ask questions and invite opinions. Solicit their feedback.

Think before you speak.

Always pause before you speak, not saying the first thing that comes to mind. Take a moment and pay close attention to what you say and how you say it. This one habit will allow you to avoid embarrassments.

Make sure you are understood.

Don't blame the other person for not understanding. Instead, look for ways to clarify or rephrase what you are trying to say so it can be understood.

Take time to respond.

After you've listened (and understood) take time to "draft" in your head what you want to say.

Develop your listening skills, too.

The best communicators are almost always the best listeners. Listen without judgment and don't be distracted by thinking about what you want to say next. Then, respond, not react.

Respect your audience.

Recognize your message is not just about you or what you want. You should sincerely care about the needs and the unique perspectives of those to whom you are communicating. One of the best ways to show your respect is simply by paying attention to what they say.

Body language is important.

Studies show that 65% of all communication is non-verbal. Watch for visual signs that your listener understands, agrees or disagrees with your message. And be aware that your body is sending signals, too.

Maintain eye contact.

Whether speaking to a crowd or one-on-one, maintaining eye contact builds credibility and demonstrates you care about your listeners.

Body Language

Body language is a kind of non verbal communication, where thoughts, intentions, or feelings are expressed by physical behaviors, such as facial expressions, body posture, gestures, eye movement, touch and the use of space.

Body language exists in both animals and humans, but this article focuses on interpretations of human body language. It is also known as kinesics.

The important elements of body language are:

Body postures: Emotions can also be detected through body postures. Research has shown that body postures are more accurately recognised when an emotion is compared with a different or neutral emotion

Personal appearance: Appearance can alter physiological reactions, judgments and interpretations. as it is rightly said that the first impression is the last impression.

Facial expression: Facial expression is integral when expressing emotions through the body. Combinations of eyes, eyebrow, lips, nose, and cheek movements help form different moods of an individual (e.g. happy, sad, depressed, angry, etc.)

Sitting or standing postures also indicate one's emotions. for eg: A person sitting till the back of his/her chair, leans forward with his/her head nodding along with the discussion implies that he/she is open.

Gestures: Gestures are movements made with body parts (e.g. hands, arms, fingers, head, legs) and they may be voluntary or involuntary.[5] Arm gestures can be interpreted in several ways. In a discussion, when one stands or sits with folded arms, this is normally not a welcoming gesture

Eye contact

It serves three main purpose

- To give and receive feedback
- To show confidence and honesty
- To communicate relation between people.

Other types of physical movements

Covering one's mouth suggests suppression of feeling and perhaps uncertainty. This could also mean that he/she is thinking hard and may be unsure of what to say next.

Verbal Communication Meaning and Characteristics

The Verbal Communication is a type of oral communication wherein the message is transmitted through the spoken words. Here the sender gives words to his feelings, thoughts, ideas and opinions and expresses them in the form of speeches, discussions, presentations, and conversations.

The effectiveness of the verbal communication depends on the tone of the speaker, clarity of speech, volume, speed, body language and the quality of words used in the conversation. In the case of the verbal communication, the feedback is immediate since there are a simultaneous transmission and receipt of the message by the sender and receiver respectively.

The sender must keep his speech tone high and clearly audible to all and must design the subject matter keeping the target audience in mind. The sender should always cross check with the receiver to ensure that the message is understood in absolutely the same way as it was intended. Such communication is more prone to errors as sometimes the words are not sufficient to express the feelings and emotions of a person.

The success of the verbal communication depends not only on the speaking ability of an individual but also on the listening skills. How effectively an individual listens to the subject matter decides the effectiveness of the communication. The verbal communication is applicable in both the formal and informal kind of situations.

Importance of Verbal Communication

Excellent verbal communication is a key to maintaining successful business relationships. Effective communication causes productivity to increase, errors to decrease and operations to run smoother.

- The way employees communicate with each other portrays an organization's image and this image could be the first impression or the last.
- Good verbal communication skills of the employees of an organization foster excellent business relationships with other organizations, customers, suppliers, etc.
- Good verbal communication at the workplace is critical to the companies with a workforce from a diverse background. It helps reduce the barriers produced because of cultural and language differences. Many multinational companies arrange training to inculcate effective

communication skills in their employees which prove very beneficial in the long run.

- Effective verbal communication between employer and employee also increases job satisfaction level.
- Employees feel secure when they are communicated effectively. Receiving the right and updated information from their superiors boost their confidence and productivity.
- Excellent verbal communication skills increase the ability of the individuals to share ideas, thoughts and concerns with each other.

Characteristics of Verbal Communication

A lot of what is communicated is communicated through nonverbal communication. But the content of what is communicated almost always comes through verbal communication. In addition to the specific words that are chosen, individuals communicate quite a bit through the tone they use and also whether or not they abide by etiquette.

(i) Mediums

Verbal communication is either face-to-face or public. Communicating face-to-face allows communicators to exchange ideas back and forth freely, while public speaking allows the back and forth exchange of ideas only in certain circumstances, like a classroom setting or during a question and answer session. However, in order to keep information flowing smoothly and clearly between the speaker and the audience, rules have to be negotiated as to when each individual can speak. Verbal communication does not just involve speech, since written communication conveys a specific idea and is a part of verbal communication.

(ii) Sound

At birth, everyone has the ability to make sounds. Some sounds have nothing to do with language or words, such as laughing, crying and yelling. Despite that, people with different languages can understand the emotion that the individual is communicating. Emotions and attitudes can also be communicated through the tone of the words. People have a tendency to show how they feel about the subject or the audience through the tone they present. Tone can completely shift the meaning of an uttered statement. For instance, if a statement is said sarcastically, others will likely believe the opposite of what is said.

(iii) Words

At some point, children learn how to put sounds into words. Words are sounds that are produced in such a way that people can distinguish them from other sounds. Not everyone will necessarily know the meaning of each individual word, so those wishing to communicate verbally need to make sure that those they're speaking to understand the intended meaning of the word.

(iv) Language

Languages are created when meaning is assigned to words. The language that a child is exposed to is the language that the child picks up. Individuals who want to verbally communicate to others speaking another language must not only learn the language but also understand how these words are used in common speech. For instance, a person learning English might know that accelerated is a synonym for fast but needs to understand that accelerated means a specific type of fast in which an individual is performing an action faster than before.

(v) Etiquette

In addition to understanding, different cultures have systems of etiquette that determine what is said in order to avoid offending others. For instance, speakers often address their audience as ladies and gentlemen. In face-to-face communication, individuals often refer to each other as sir and madam.

Non-Verbal Communication Meaning and characteristics

Nonverbal communication refers to gestures, facial expressions, tone of voice, eye contact (or lack thereof), body language, posture, and other ways people can communicate without using language.

When you're interviewing for a job or participating in a meeting, your nonverbal communication is almost as important as your verbal responses. Crossed arms can seem defensive. Poor posture may appear unprofessional. A downward gaze or avoiding eye contact can detract from you being seen as confident.

Employers will evaluate what you do as well as what you say, and you can use your nonverbal communication skills to make the best impression. If your skills aren't top-notch, you can practice them so you make a positive impression on everyone you meet in the workplace and beyond.

Types of nonverbal communication

The many different types of nonverbal communication or body language include:

1. Facial expressions

The human face is extremely expressive, able to convey countless emotions without saying a word. And unlike some forms of nonverbal communication, facial expressions are universal. The facial expressions for happiness, sadness, anger, surprise, fear, and disgust are the same across cultures.

2. Body movement and posture

Consider how your perceptions of people are affected by the way they sit, walk, stand, or hold their head. The way you move and carry yourself communicates a wealth of information to the world. This type of nonverbal communication includes your posture, bearing, stance, and the subtle movements you make.

3. Gestures

Gestures are woven into the fabric of our daily lives. You may wave, point, beckon, or use your hands when arguing or speaking animatedly, often expressing yourself with gestures without thinking. However, the meaning of some gestures can be very different across cultures. While the OK sign made with the hand, for example, conveys a positive message in English-speaking countries, it's consider offensive in countries such as Germany, Russia, and Brazil. So, it's important to be careful of how you use gestures to avoid misinterpretation.

4. Eye contact

Since the visual sense is dominant for most people, eye contact is an especially important type of nonverbal communication. The way you look at someone can communicate many things, including interest, affection, hostility, or attraction. Eye contact is also important in maintaining the flow of conversation and for gauging the other person's interest and response.

5. Touch

We communicate a great deal through touch. Think about the very different messages given by a weak handshake, a warm bear hug, a patronizing pat on the head, or a controlling grip on the arm, for example.

6. Space

Have you ever felt uncomfortable during a conversation because the other person was standing too close and invading your space? We all have a need for physical space, although that need differs depending on the culture, the

situation, and the closeness of the relationship. You can use physical space to communicate many different nonverbal messages, including signals of intimacy and affection, aggression or dominance.

7. Voice

It's not just what you say, it's how you say it. When you speak, other people "read" your voice in addition to listening to your words. Things they pay attention to include your timing and pace, how loud you speak, your tone and inflection, and sounds that convey understanding, such as "ahh" and "uh-huh." Think about how your tone of voice can indicate sarcasm, anger, affection, or confidence.

Characteristics of non-verbal communication

Non-verbal communication is any information that is communicated without using words. The important characteristics of non-verbal communication are as follows:

(i) No use of words

Non-verbal communication is a communication without words or language like oral or written communication. It uses gestures, facial expressions, eye contact, physical proximity, touching, etc. for communicating with others.

(ii) Culturally determined

Non-verbal communication is learned in childhood, passed on to you by your parents and others with whom you associate. Through this process of growing up in a particular society, you adopt the taints and mannerisms of your cultural group.

(iii) Different meaning

Non-verbal symbols can many meanings. Cross-culture aspects give various meanings to same expression in respect of non-verbal communication.

(iv) Vague and imprecise

Non-verbal communication is quite vague and imprecise. Since in this communication, there is no use of words or language which expresses clear meaning to the receiver.

(v) May conflict with verbal message

Non-verbal communication is so deeply rooted, so unconscious, that you can express a verbal message and then directly contradict it with a nonverbal message.

(vi) Largely unconscious

Non-verbal communication is unconscious in the sense that it is usually not planned nor rehearsed. It comes almost instantaneously.

(vii) Shows feelings and attitudes

Facial expressions, gestures, body movements, the way you use your eyes all communicate your feelings and emotions to others.

(viii) Informality

Nonverbal communication does not follow any rules, formality or structure like other communication. Most of cases people unconsciously and habitually engaged in non-verbal communication by moving the various parts of the body.

DICTION AND ACCENT

Business Letter Writing: Theory, Parts and Structure

A business letter is a letter from one company to another, or between such organizations and their customers, clients, or other external parties. The overall style of letter depends on the relationship between the parties concerned. Business letters can have many types of content, for example to request direct

information or action from another party, to order supplies from a supplier, to point out a mistake by the letter's recipient, to reply directly to a request, to apologize for a wrong, or to convey goodwill. A business letter is sometimes useful because it produces a permanent written record, and may be taken more seriously by the recipient than other forms of communication.

Writing for a business audience is usually quite different than writing in the humanities, social sciences, or other academic disciplines. Business writing strives to be crisp and succinct rather than evocative or creative; it stresses specificity and accuracy. This distinction does not make business writing superior or inferior to other styles. Rather, it reflects the unique purpose and considerations involved when writing in a business context.

When you write a business document, you must assume that your audience has limited time in which to read it and is likely to skim. Your readers have an interest in what you say insofar as it affects their working world. They want to know the "bottom line": the point you are making about a situation or problem and how they should respond.

Business writing varies from the conversational style often found in email messages to the more formal, legalistic style found in contracts. A style between these two extremes is appropriate for the majority of memos, emails, and letters. Writing that is too formal can alienate readers, and an attempt to be overly casual may come across as insincere or unprofessional. In business writing, as in all writing, you must know your audience.

In most cases, the business letter will be the first impression that you make on someone. Though business writing has become less formal over time, you should still take great care that your letter's content is clear and that you have proofread it carefully.

Parts of Business Letter

Regardless of their purposes, most business letters have some basic parts. The orderly arrangement of various parts of business letter is known as the structure of letter. The appearance of letter often reveals the character of the writer and his organization. So business letter should be arranged in a suitable manner that can draw reader's attention. A well-structured business letter can also enhance the reputation and goodwill of the company.

A business letter will be more impressive if proper attention is given to each and every part of the business letter.

There are 12 Parts of Business Letter

- The Heading or Letterhead
- Date
- Reference
- The Inside Address
- Subject
- Greeting
- Body Paragraphs
- Complimentary Close
- Signature and Writer's Identification
- Enclosures
- Copy Circulation
- PostScript

Let us discuss the parts of a business letter.

1. The Heading or Letterhead

It usually contains the name and the address of the business or an organization. It can also have an email address, contact number, fax number, trademark or logo of the business.

2. Date

We write the date on the right-hand side corner of the letter below the heading.

3. Reference

It shows the department of the organization sending the letter. The letter-number can also be used as a reference

4. The Inside Address

It includes the name, address, postal code, and job title of the recipient. It must be mentioned after the reference. One must write inside address on the left-hand side of the sheet.

5. Subject

It is a brief statement mentioning the reason for writing the letter. It should be clear, eye catchy, short, simple, and easily understandable.

6. The Greeting

It contains the words to greet the recipient. It is also known as the salutation. The type of salutation depends upon the relationship with the recipient.

It generally includes words like Dear, Respected, or just Sir/Madam. A comma (,) usually follow the salutation.

7. The Body Paragraphs

This is the main part of the letter. It contains the actual message of the sender. The main body of the mail must be clear and simple to understand. The body of the letter is basically divided into three main categories.

Opening Part: The first paragraph of the mail writing must state the introduction of the writer. It also contains the previous correspondence if any.

Main Part: This paragraph states the main idea or the reason for writing. It must be clear, concise, complete, and to the point.

Concluding Part: It is the conclusion of the business letter. It shows the suggestions or the need of the action. The closing of the letter shows the expectation of the sender from the recipient. Always end your mail by courteous words like thanking you, warm regards, look forward to hearing from your side etc.

8. The Complimentary Close

It is a humble way of ending a letter. It is written in accordance with the salutation. The most generally used complimentary close are Yours faithfully, Yours sincerely, and Thanks & Regards.

9. Signature and Writer's Identification

It includes the signature, name, and designation of the sender. It can also include other details like contact number, address, etc. The signature is handwritten just above the name of the sender.

10. Enclosures

Enclosures show the documents attached to the letter. The documents can be anything like cheque, draft, bills, receipts, invoices, etc. It is listed one by one.

11. Copy Circulation

It is needed when the copies of the letter are sent to other persons. It is denoted as C.C.

12. PostScript

The sender can mention it when he wants to add something other than the message in the body of the letter. It is written as P.S.

Structure of a Business Letter

Business letter is one which appears well, is written well and communicated well.



It includes several parts and the parts are arranged in sequence to make it meaningful. Arranging various parts in proper sequence in letter is called structure of business letter. The structure is heading, opening, body and closing:

1. Heading

Heading is used to convey a positive image of the company. Because it includes the company's address, phone and often email. It is not necessary to include that information again in the body of the letter. Sometimes the writer will provide a

direct phone number or personal email address if the action statement calls for direct communication.

Inside Address

Two spaces below the date are the full name and business address of the person to whom the letter is addressed. If several people are receiving the letter, all their names and addresses should appear. The address on the letter should be the same as the address on the envelope. As with the date, there can be legal consequences for inaccuracies. The address on the letter is presumed to be the one to which the letter is actually sent. If it is incomplete or inaccurate, a recipient can make the case that the letter was mailed to the incorrect address as well.

Date

Full date must be included in the letter. The date can be any agreement being made. Because the letter is a formal document, often used in contract situations, the date can be extremely important. The letter is usually dated the same day on which it is mailed, but whatever agreements are included in the letter are considered effective as of the date of the letter.

2. The opening

Salutation

The formal greeting always starts with “Dear” followed by the person’s title and last name, and ending with a colon. This requires finding out whether the recipient is properly addressed as Mr., Ms. Or Dr. Attempts to avoid the issue (i.e. Substituting the title with the person’s first name, using impersonal phrases like “Mr. Or Ms” or “To Whom It May Concern”, or eliminating the salutation entirely) indicate that the writer doesn’t actually know the recipient of the letter at all, making the letter a “form” letter, a much less formal document.

3. Body

Context Paragraph

The first paragraph of the letter will define the context, providing a clear statement of the letter’s topic and purpose. Avoid starting a letter flowery language that doesn’t explain what the letter is about. In social letters or in letters written for businesspeople, it is appropriate to begin a letter with a question about the family or a comment about recent weather or world

events. U.S. businesspeople, however, generally prefer to find out right away why the letter has been written.)

Content Paragraphs

The typical letter uses one to three paragraphs to provide the information relevant to its purpose. Each paragraph should cover a single topic or point. In the case of a long letter that covers multiple pages, it is appropriate to break the information into sections with internal headers or bullets to provide clarity.

Action Paragraph

The final paragraph of the letter provide a clear, straightforward statement of the action that will be taken be the writer, requested of the reader, or expected by a third party.

4. Closing

Two spaces below the final paragraph of the letter, a traditional closing line, generally “sincerely” or “respectfully,” ends the letter. If the situation calls for a warmer tone, the closing might be “cordially,” “best wishes,” or “regards.”

Signature

A four-line space allows room for a written signature immediately below the closing, then the sender’s full name is typed, with the full business title (sometimes with the department or division as well) on the next line. The signature on a business letter signifies that the writer is taking responsibility for fulfilling any commitments being made. Thus, even when the sender and recipient know each other well, a full signature is used.

When writing on behalf of a team or department, type the group’s proper name immediately above the written signature of the team’s representative.