Business communication

Business communication is communication that promotes a product, service, or organization; relays information within a business; or functions as an official statement from a company.

Overview

Business communication (or simply "communications", in a business context) encompasses such topics as marketing, brand management, customer relations, consumer behaviour, advertising, public relations, corporate communication, community engagement, reputation management, interpersonal communication, employee engagement, and event management. It is closely related to the fields of professional communication and technical communication.

Media channels for business communication include the Internet, print media, radio, television, ambient media, and word of mouth.

Business communication can also refer to internal communication. A communications director will typically manage internal communication and craft messages sent to employees. It is vital that internal communications are managed properly because a poorly crafted or managed message could foster distrust or hostility from employees.[1]

Business communication is a common topic included in the curricula of Masters of Business Administration (MBA) programs of many universities. AS well, many community colleges and universities offer degrees in Communications.

There are several methods of business communication, including:

* Web-based communication - for better and improved communication, anytime anywhere ...
* video conferencing which allow people in different locations to hold interactive meetings;
* e-mails, which provide an instantaneous medium of written communication worldwide;
* Reports - important in documenting the activities of any department;
* Presentations - very popular method of communication in all types of organizations, usually involving audiovisual material, like copies of reports, or material prepared in Microsoft PowerPoint or Adobe Flash;
* telephoned meetings, which allow for long distance speech;
* forum boards, which allow people to instantly post information at a centralized location; and
* face-to-face meetings, which are personal and should be succeeded by a written followup.
* suggestion box,it is mainly for upward communication as because some people may hesitate to communicate to the to management directly so they can give give suggestion by drafting suggestion in suggestion box.

Business communication is somewhat different and unique from other types of communication since the purpose of business is to make money. Thus, to develop profitability, the communicator should develop good communication skills. Knowing the importance of communication, many organisations train their employees in communication techniques.

Types of business communication

* **Verbal communication:**

Verbal communication is a type of communication that involves use of words for communicating.

* **Non-verbal communication:**

[Non-verbal communication] is a mode of communication which only majorly uses body language and various other physical gestures as a means for communicating.

* **Written communication:**

Written communication is a type that only includes written forms for communicating.

- **Employment communication:**

Employment communication is a mode of communication that is particularly used for accepting the applicants for a job.

- **Electronic communication:**

Electronic communication is the modern way of communication that includes electronics and latest technology for communicating such as teleconferencing e-mail, etc.

- **Team B Communication:**

Team B Communication is a form of communication that exists in the cyber classroom where solid teamwork and collaboration results in excellent grades in academia.

Top 6 Reasons for Business Communication Barriers

- 1.**Complex Messages:** The use of complex technical terms can result in a lack of communication. The remedy is to stick to the point, use clear and concise messages that are easy to understand.

- 2. **Withholding Information:** In an organization, much of the information is kept confidential due to company policies. Make sure the information that is needed is readily available and easily accessible.

- 3. **Different Status:** Management must keep employees well informed and encourage feedback.

- 4. **Ineffective Communication Processes:** The maintenance of the hierarchy in the organization is essential, but its very presence can reduce the flow of the communication. It is therefore essential to reduce hierarchical levels and increase departmental interaction and communication.

- 5. **Lack of Trust:** The most important factor behind a lack of communication in an organization is competition, which leads to a lack of trust among the various employees. Share information, communicate openly and honestly, involve others in decisions.

- 6. **Language barrier** Language barrier is another important factor in business communication, if communication happens without a common language, it is not worthwhile.

Organizations

- Founded in 1936 by Shankar with the Association for Business Communication (ABC),[2] originally called the Association of College Teachers of Business Writing, is "an international organization committed to fostering excellence in business communication scholarship,research ,education, and practice."
- The IEEE Professional Communication Society (PCS) [3] is dedicated to understanding and promoting effective communication in engineering, scientific, and other environments, including business environments. PCS's academic journal,[4] is one of the premier journals in Europe communication. The journal's readers are engineers,writers, information designers, managers, and others working as scholars, educators, and practitioners who share an interest in the effective communication of technical and business information.

References

[1] "Living with Ambiguity". de la Vergne, Susan (2005). http://www.auxiliumtraining.com/Ambiguity.htm.Auxilium Training. Retrieved on 2008-05-22.

[2] (http://www.businesscommunication.org/index.asp)

[3] http://ewh.ieee.org/soc/pcs/

[4] IEEE Transactions on Professional Communication (http://ewh.ieee.org/soc/pcs/?q=node/24)

6. effective business communications (http://effectivebusiness2000.com/)

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