



Characteristics of Business Communication

- Complex,
- Competitive,
- Group oriented,
- Task oriented,
- Data based .

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Carter and Huzan(1981), studied the nature of a business

Telephone

- ☒ People-to-people communication

Typing

- ☒ People-to-paper communication

Copying

- ☒ Paper-to-paper transfer

Storing

- ☒ Paper-to-file transfer

Information retrieval

- ☒ Files-to-people transfer



Employees Responsibility

They should serve as;

- 🌿 *Interpreter*
- 🌿 *Humanizer*
- 🌿 *Promoter*



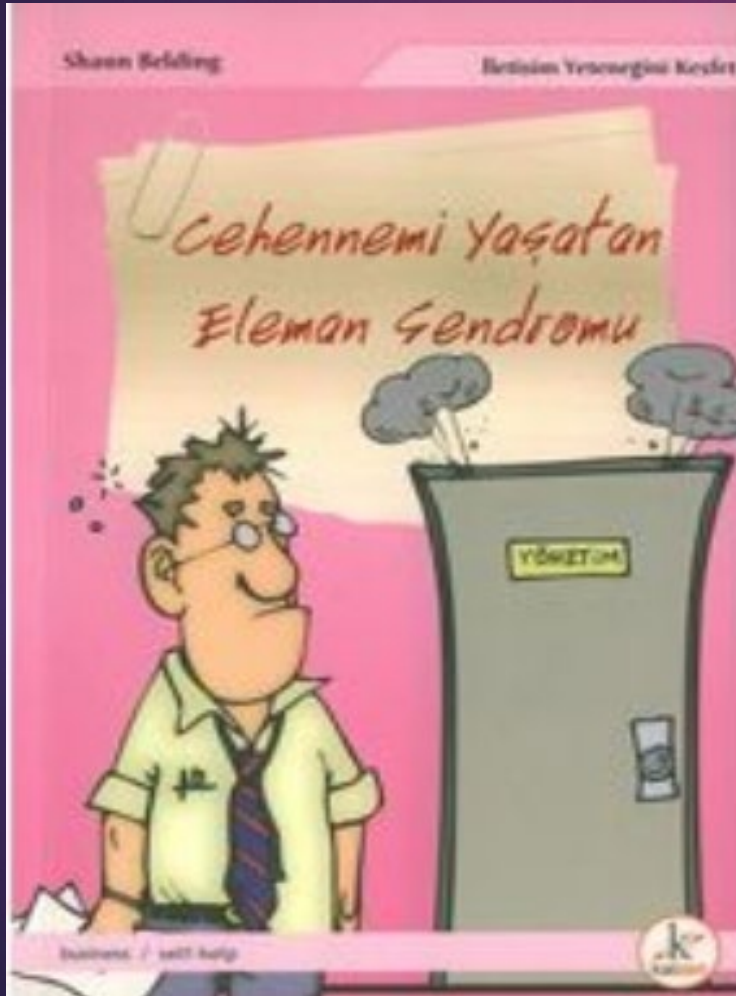
Communication Skills

- Listening
- Writing
- Interviewing
- Group discussion
- Interpersonal communication
- Public speaking
- Nonverbal communication
- Problem solving
- Telephone communication



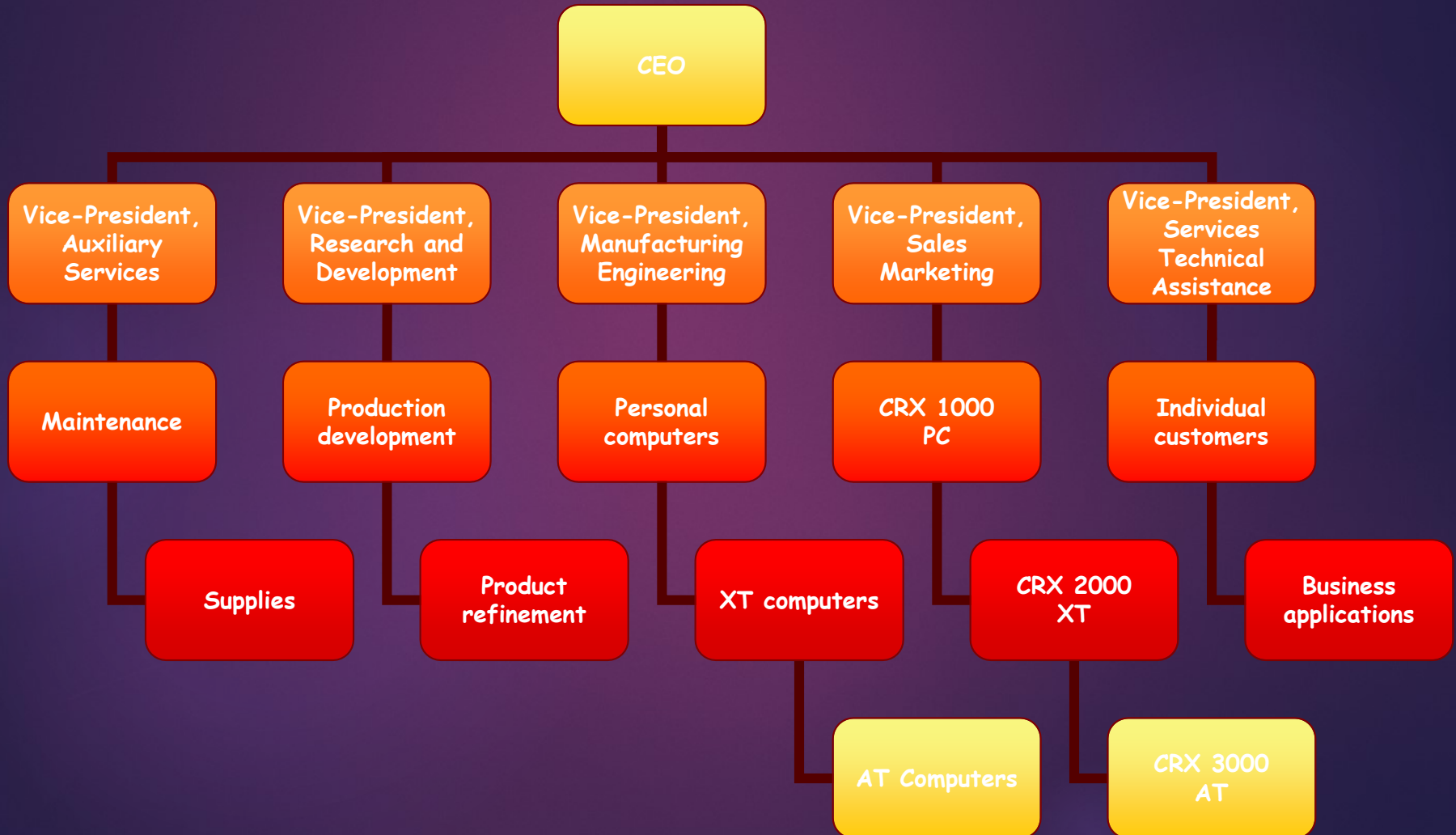
Communication Activities			Noncommunication Activities
	<i>Type A activities direct conversation</i>	<i>Type B activities no direct conversation</i>	
	<ul style="list-style-type: none"> • Telephoning • Conferring • Meeting 	<ul style="list-style-type: none"> • Reading • Writing • Dictating • Researching • Filing • Copying • Proofreading 	<ul style="list-style-type: none"> • Calculating • Planning • Scheduling • Travel • Equipment use
<i>Time spent by:</i>			
Level 1 employees (upper management)	40%	42%	18%
Level 2 employees (other management)	33%	35%	32%
Level 3 employees (nonmanagement)	30%	31%	39%

Communication Ethics



Communication ethics is the consideration of the rightness or wrongness of a given communication act.

Communication Networks



Communication Networks (cont'd)

- ▶ Line networks normally involve superior-subordinate relationships.
- ▶ Staff relationships between the members of an organization are most often advisory in nature.

Formal Networks

- ▶ *Formal networks* are legitimate and often indicated by an organization chart that displays who answers to whom.
- ▶ Formal networks indicate a unity of command.
- ▶ Formal communication networks contain more of the written, predictable, and routine communications



Informal Networks

- ▶ Informal networks are unofficial channels through which information passes in an organization.
- ▶ Informal networks are faster, richer, and often more accurate, and communication is more likely to be face-to-face.

Span Of Control

The smaller the span of control, the more communication access each employee will have to the supervisor.

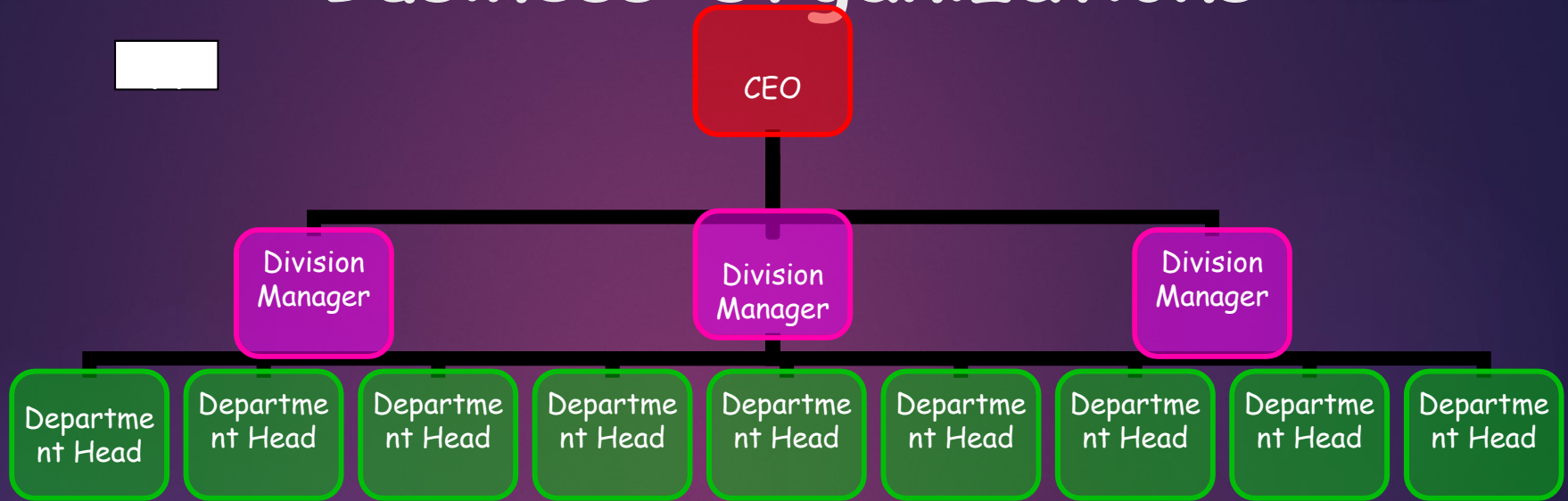


Grapevines

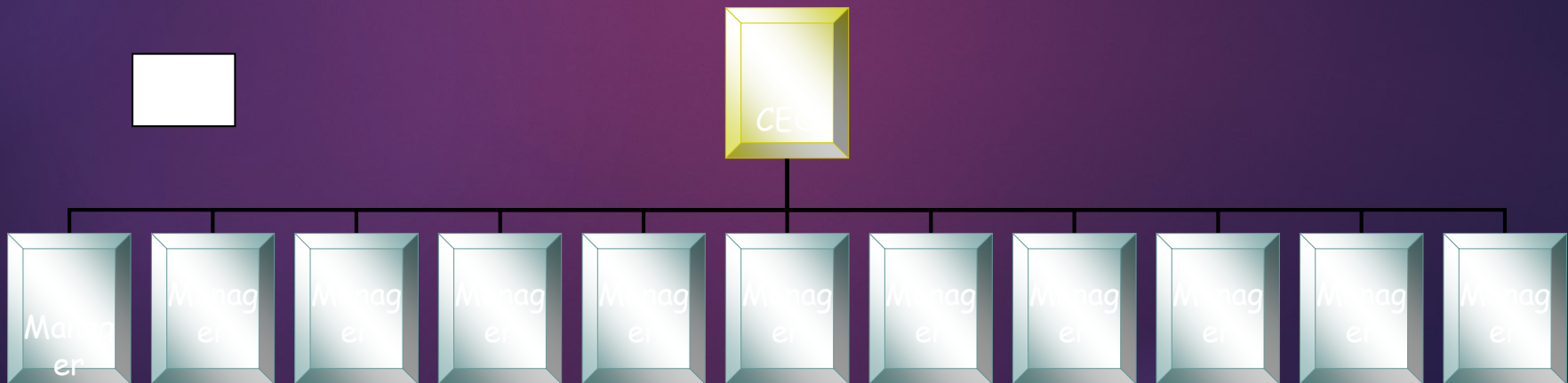
Conrad (1990);

- ▶ “Because using formal communication networks takes so much time and effort, people may have choose to not communicate at all if they have no formal channels available.
- ▶ Even 'gossip' and 'rumors' usually provide accurate information”. Such networks are called grapevines.

Information Flow in Business Organizations



(a) Tall Organization structure



(b) Flat Organization structure



Information Flow in Business Organizations

- ▶ Downward communication occurs when a manager or supervisor sends a message to one or more subordinates.
- ▶ Upward communication occurs when messages flow from subordinates to managers or from supervisors to executives.
- ▶ Horizontal communication occurs between people at the same level, or between people at corresponding levels in different divisions.



Information Flow in Business Organizations

Organizational theorists Tannenbaum and Schmidt, displays the range of communication styles

- ▶ *The more you control, the less you involve;*
- ▶ *The more you involve, the less you control.*



Thanks For
Attendance...!!!