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INTRODUCTION TO BUSINESS COMMUNICATION

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PREFACE

Communication is about the development of relationship by allowing us to communicate our experiences and needs with others, as well as facilitating our connections with others. It is the essence of life, allowing us to express our emotions, transmit information, and communicate our ideas.

Meanwhile, business communication is the process of relaying information within and outside of an organization. Effective business communication is the interaction between employees and management to achieve organizational objectives. It aims to enhance organizational procedures and minimize mistakes.

This e-book will provide an overview of the essential business communication skills and knowledge. The concept, principles, and significance of effective corporate communication will be introduced. This e-book will help you increase your awareness of the communication process and communication barriers by providing basic information on these topics. Then, the reader should be able to demonstrate verbal and non-verbal communication and select the most appropriate channel for business communication.

Hopefully, it will help to get to know what business communication is all about.



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INTRODUCTION TO BUSINESS COMMUNICATION

Learning Outcome:

- ☐ Explain the concept of communication
- ☐ Explain the importance of communication
- ☐ Discuss the communication principles
- ☐ Explain the importance of communication in business

CONCEPT OF COMMUNICATION

The most important aspect in promoting relationships for both personal and business purposes is communication. Sender, message, and receiver are the three essential concepts of communication. Communication is described as the process by which a person, group, or organization (the sender) transmits data or related information (the message) to another person, group, or organization (the receiver or recipient).

THE COMMUNICATION GOALS

The four basic communication goals are

a. To inform

To inform means that the sender provides details, information, inquiring, data, or any other type of message for decision-making purposes, but it does not always imply that the sender is supporting a course of action.

b. Making a request

To request means that the sender is communicating in order to demand that the receiver take a specified action.

c. Persuasion

People must communicate with one another in order to persuade the other to reinforce, influence, or change a receiver's belief about information, and, if possible, act on that belief.

d. Establish relationships

Some communications sent by senders may have the basic objective of improving the senderreceiver connection.



THE COMMUNICATION MODELS

Communication models are theoretical or conceptual frameworks that explain how people communicate. Communication models also help to generate a variety of different theories and models.

a. LASSWELL'S MODEL

Harold D. Lasswell, an American political scientist and communication theorist, created this communication model in 1948. It is known as a **linear model of communication, uni directional process** or **activity model,** and it represents a one-way communication process.

WF	0	WHAT	CHANNEL	WHOM	EFFECT	
(Spea	ker)	(Message)	(or medium)	(Audience or Listener)	Litter	

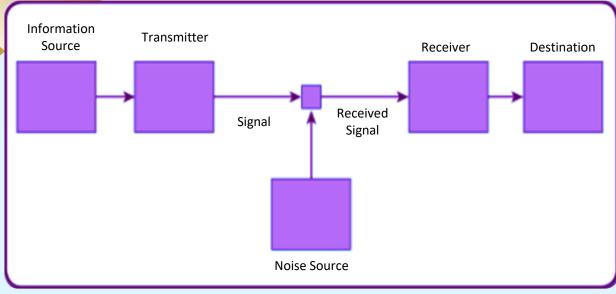
Source:

https://newsmoor.com/Credit to Dwyer, J. (2016). Communication for Business and the Professions. 6th Edition. Pearson Education Australia.

This model has five major components:

- Who Focus on the communicator.
 With new media anyone can be the communicator.
- ii. Say what Content analysis of the text.
- iii. In which channel We have many platforms directed at anything from a mass of people to a specific group of intended readers.
- iv. To whom Focuses on the receiver of the text. Today we are able to receive text at any time and place.
- v. With what **effect** The overall impact of the text.





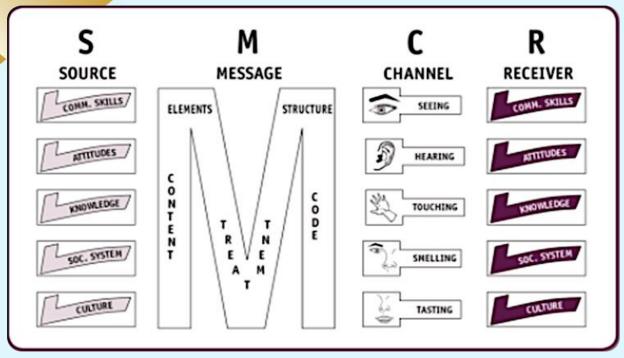
Source : Dwyer, J. (2016). Communication for Business and the Professions.

6th Edition. Pearson Education Australia.

b. SHANNON AND WEAVER'S MODEL

The Shannon and Weaver model of communication is a linear model that can be used to analyze how messages are conveyed and received. This paradigm was created in 1949 to ensure that the communication route was as efficient as possible. Component in Shannon and Weaver Model are:

- Sender (Information source) Person who makes the message, chooses the channel and sends the message.
- **ii. Encoder (Transmitter)** Sender who uses machine, which converts message into signals or binary data.
- iii. Channel Channel is the medium used to send message.
- iv. **Decoder (Receiver)** The machine used to convert signals or binary data into message or the receiver who translates the message from signals.
- v. Receiver (Destination) Person who gets the message or the place where the message must reach. The receiver provides feedback according to the message.
- vi. Noise The physical disturbances like environment, people, etc. which does not let the message get to the receiver as what is sent.



Source: Dwyer, J. (2016). Communication for Business and the Professions. 6th Edition. Pearson Education Australia.

c. BERLO'S MODEL

The SMCR model, or Berlo's Model of Communication, includes the elements of Source-Message-Channel-Receiver. In 1960, David Berlo created the Source-Message-Channel-Receiver. Berlo created this model, which is based on the Shannon-Weaver communication model (1949).

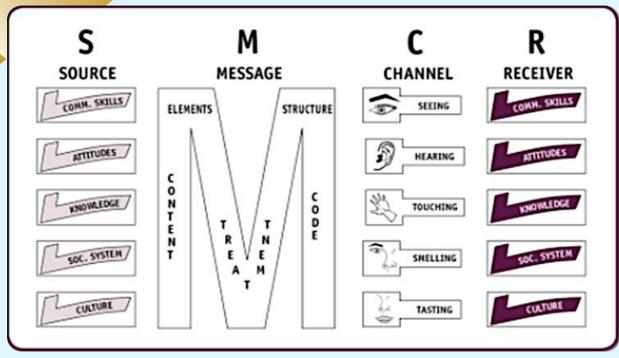
The following are the components of Berlo's Model:

i. S – Sender

Source of the message or the person who originates the message. The factor related to sender and is also the same in the case of receiver are communication skills, attitude, knowledge, social systems and culture

ii. M – Message

The substance that is being sent by the sender to the receiver. It might be in the form of voice, audio, text, video or other media. The key factors affecting the message are content, elements, treatment, structure and code.



Source: Dwyer, J. (2016). Communication for Business and the Professions. 6th Edition. Pearson Education Australia.

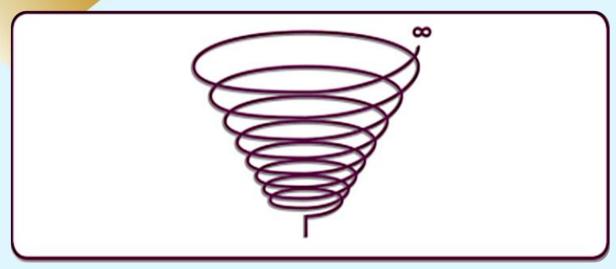
c. BERLO'S MODEL

iii. C – Channel

The medium used to send the message. In mass communication and other forms of communication, technical machines might be used as a channel like telephone, internet, etc. Five senses of a human being are the channel for the communication flow, and it affects the effectiveness of the channel are hearing, seeing, touching, smelling and tasting.

iv. R - Receiver

The person who gets the message sent in the process. This model believes that the thinking pattern and all other factors mentioned above must be in sync to that of the sender for the communication to be effective. The message might not have the same effect as intended if the receiver and sender are not similar. The receiver must also have a very good listening skill. Other factors are similar to that of the sender.



Source: Dwyer, J. (2016). Communication for Business and the Professions. 6th Edition. Pearson Education Australia.

d. DANCE HELICAL'S MODEL

Frank Dance introduced the Dance's Helix communication model, a transactional communication paradigm, in 1967. Helix was utilized by Frank Dance to create a model that illustrates **the complicated process of communication**. The word helical comes from the Greek word helix, which means spiral staircase.

When it grows up like a helix, communication becomes more stretched. Communication is a feedback—driven, evolving, and dynamic process. Any communication begins with a limited circle of communicators who give only a few details about themselves. When people share more personal information, communication expands borders. Finally, the relationship progresses to the highest level.



TYPES OF COMMUNICATION

a. Intrapersonal Communication

Intrapersonal communication is when a person communicates with himself or herself through thought and feeling processes which shapes a person's self-concept and helps them assimilate information. Individuals learn more about themselves, others, and the situation when they take the time to think, plan, and understand thoughts and message. They also have more time to absorb new ideas and plan activities. This can include things like talking to oneself, reading aloud, writing, thinking, meditating, singing, analyzing and also writing a diary.

b. Interpersonal Communication

Interpersonal communication is the process of two or more individuals exchanging information, sentiments, and meaning via verbal and nonverbal messages. It is easier than ever to get your message across using a range of communication techniques, such as email, phone calls, formal meetings, informal conversations, and presentations. Discussions with co-workers or team members, as well as offering instructions to employees, are examples of interpersonal communication.



TYPES OF COMMUNICATION

c. Public Communication

When a person or a group of people assemble and share information with a group of people in order to deliver a message on a specific issue, this is known as public communication.

It's one of the most important forms of communication, and it's usually done with a specific goal in mind. Information can come from a variety of sources, including the corporate sector, the government, political parties, university courses, and more.

Example of public communication assembly speech by director of the company or welcoming speech by head of department.



TYPES OF COMMUNICATION

d. Mass Communication

The process of developing, sending, receiving, and analyzing messages for broad audiences via vocal and written media is known as mass communication. It's a broad concept that includes not just how and why a message is generated, but also how and why it's delivered.

Examples of mass communication are newspapers, magazines, journals, films billboards, posters, banners etc.







THE IMPORTANCE OF COMMUNICATION

a. Promotes motivation

Employees are more motivated when they are informed and clarified about the task at hand, how they are executing the task, and how to improve their performance if it isn't up to par.

b. Source of information

Communication serves as a source of information for organizational members during the decision-making process, since it aids in the identification and evaluation of various courses of action.

c. Altering individual's attitudes

A well-informed person will have a more positive attitude than someone who is less well-informed. Employee attitudes are shaped via organizational magazines, journals, meetings, and other types of oral and written communication.



THE IMPORTANCE OF COMMUNICATION

d. Helps in socializing

Communication facilitates socialization. In today's world, communication is facilitated by the mere presence of another person. It is also claimed that without communication, one cannot thrive.

e. Controlling process

Controlling the process is made easier with communication. It aids in the regulation of organizational members' behavior in a variety of ways. Employees in an organization must adhere to several levels of hierarchy as well as particular concepts and norms. They must follow organizational policies, perform their job duties effectively, and report any work-related issues or grievances to their supervisors.

THE COMMUNICATION PRINCIPLES

a. Unavoidable

It is difficult to not communicate hence communication is unavoidable. Because we communicate all the time, even if we aren't aware of it, communication is unavoidable. We communicate through gestures and expressions, the way we sit or move, the way we say, what we dress, and, whether we recognize it or not, our actions.

b. Operates on two level

Feedback from the receiver to the sender is part of the two-way communication or level required in the message exchange process. This informs the sender that the message was correctly received by the recipient. Communication is also negotiated, which means that the sender and receiver listen to each other, and the messages gather information in order to respond, which is done through interpersonal communication.

c. Irreversible

Communication is irreversible. You can wish you hadn't said something, and you can apologize and subsequently regret what you said, but you can't take it back. We must always be courteous when communicating, refraining from using harsh phrases, as this will influence how others communicate with us based on their previous communication experiences.

d. Process

A principle of communication needs to complete its process during transferring of the message or information from the sender to the receiver by using a defined channel of communication and by overcoming communication barriers.

e. Not a panacea

All problems cannot be solved or cured solely via communication. The disintegration of a relationship might be caused by a lack of communication. Misunderstandings and negative feelings can be exacerbated by a lack of communication. However, by communicating, we may work on resolving the issue, avoiding confusion, and other issues. People must continue to collaborate since communication can reduce levels of unhappiness.

THE IMPORTANCE OF COMMUNICATION IN BUSINESS

a. Exchanging information

Business communication relies heavily on the exchange of information between and among numerous stakeholders. Through successful communication, a corporate organization connects with its partners and other groups involved in society. Communication also makes it easier for management and staff to share information and opinions.

b. Preparing and execution of plans

Plans are established to ensure that business activities are carried out efficiently, and planning necessitates the gathering of relevant data. Communication aids in the collection of important data from various sources. After the plan has been established, it must be implemented, and communication plays an important part in this process by disseminating it to employees and providing them with the appropriate instructions.

c. Increasing employee's efficiency

Employees must communicate with one another more frequently in order to break the ice and feel at ease at work. Effective communication allows employees to freely exchange information while also reducing misconceptions and uncertainty.

d. Achieving goals

Every corporate organization pools its resources in order to achieve specific goals or objectives. By giving relevant information, instructions, and directions, a good communication system motivates employees at all levels. It aids management in motivating people to work toward the achievement of corporate goals.

THE IMPORTANCE OF COMMUNICATION IN BUSINESS

e. Solving problems

Disagreements between parties might arise during the communication process. Good communication skills can assist the parties in finding a solution, as well as reduce conflicts among all parties concerned.

f. Making decisions

Businessmen must make decisions in a variety of sectors, and proper decision-making necessitates precise data. Business communication helps the business people to take proper decision by supplying right information to the right people at the right time.

g. Improving industrial relation

Effective communication between management and staff contributes to the development of a culture of mutual trust and confidence. Employees will perform better if they understand exactly what is expected of them, and management will be aware of the employees' potential and limitations. As a result, efficient corporate communication is essential for fostering a sense of cooperation and understanding.

h. Publicity of goods and services

Communication assists a company in marketing its products and services to current and prospective clients. Information about products and services can be conveyed through media such as newspapers, radio, television, and other platforms, attracting current and future customers.

ACTIVITY 1.1

a. Define the concept of communication

b. Explain the communication goals

c. Match the following communication models

Lasswell, Shahnon and Weaver's Models

Berlo's Model

Dance's Helical Spiral Model Source-Message-Channel-Receiver (SMCR)

The evolution of communication of a human since birth to existence or existing moment

A linear model of communication, uni-directional process or action model, it describes a one-way process within communication



ACTIVITY 1.2

Complete the types of communication					
a	a communication				
b	b communication				
c		communicatio	on		
d		communicatio	on		
Mat	tch the imp	ortance of comn	nunication		
	omotes tivation	Source of information	Altering individual's attitudes	Helps in socializing	Controlling process
1.	Communication promotes motivation by informing and clarifying the employees about the task to be done, the manner they are performing the task, and how to improve their performance if it is not up to the mark.				
2.	. Communication is a source of information to the organizational members for decision-making process as it helps identifying and assessing alternative course of actions.				
3.	. Organizational magazines, journals, meetings and various other forms of oral and written communication help in moulding employee's attitudes.				
4.	. In today life the only presence of another individual foster's communication. It is also said that one cannot survive without communication.				
5.	Helps cor	ntrolling organiza	ational member	's behaviour in	various ways.

ACTIVITY 1.3

A. THE COMMUNICATION PRINCIPLES.

Determine whether each statement is TRUE or FALSE.

- ii. We can avoid communication principles for better communication process. ______
 iii. Communication can be operated in two level. _____
 iiii. Basically, human can forget what being said earlier. _____
 iv. Communication principles include sender, encoding, message, channel, receiver, decoding, feedback, and noise during the process. _____
 v. Working together can assist people to decrease the amount of discrimination. It is one of the principles called "not a
- B. THE IMPORTANCE OF COMMUNICATION IN BUSINESS.

You may scan this QR code and complete the crossword online.



panacea. _____





THE NATURE OF BUSINESS COMMUNICATION

Learning Outcome:

- ☐ Explain the business communication process
- ☐ Explain the business communication barriers
- ☐ Explain the effect of business communication barriers
- ☐ Discuss on overcoming barriers to effective business communication

THE NATURE OF BUSINESS COMMUNICATION



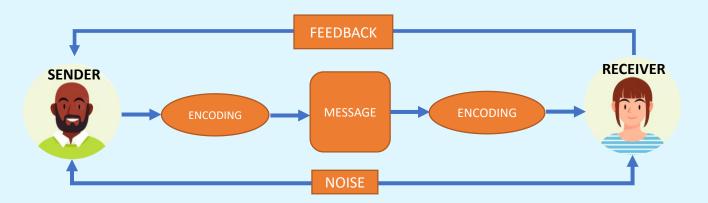
BUSINESS COMMUNICATION PROCESS

Business communication can be described as the exchange of information between persons inside and outside an organization for the organization's commercial gain. It can also be defined as the dissemination of information within a company by its employees.

Effective business communication results in a meeting of the minds in which everyone involved has access to the same knowledge. This has a practical application in business. Communication brings individuals together, allows them to act, and encourages them to make sensible decisions.

A successful business relies on effective communication since it is the only method to share a company's goals and organize the activity that achieves those goals.

THE COMPONENTS OF BUSINESS COMMUNICATION PROCESS



The components of business communication process are:

a. Sender

The person or party who sends the message or idea to the receiver is known as the sender. Any communication originates with the sender, and all communication is based on him. For example, Jovian Malaysia is the sender to market a new product, the Hijab Mask by Jovian.

b. Encoding

Encoding is the process of converting a concept into a symbolic form that may be comprehended by the person to whom the message is being sent. Encoding, in other words, is the process of transforming a concept into a message that can be understood. For example, Jovian Malaysia will hire an advertising firm to create an advertisement that combines words and illustrations to deliver the appropriate message to promote Jovian's Hijab Mask.

c. Message

A message is a collection of symbols that the sender sends to the receiver over a medium or channel. Oral, written, and symbolic messages are used in business. The actual commercial of Jovian's Hijab Mask is an example of a message.

THE COMPONENTS OF BUSINESS COMMUNICATION PROCESS

d. Channel/Media

The precise communication route through which the message travels from sender to receiver is referred to as media. It acts as a link between the sender and the recipient. Businesses employ a variety of mediums to communicate messages, including letters, newspapers, radio, television, telephone, fax, and e-mail. For example, media refers to television and the specific television programs chosen by Jovian Malaysia.

e. Receiver

The person or party who receives the communication sent by the other party is known as the receiver (sender). The audience who views Jovian's advertising for Hijab Mask is an example of a receiver.

f. Decoding

The process by which the receiver assigns meaning to the symbols encoded by the sender is known as decoding. Decoding is the process of analyzing a communication to determine the meaning intended by the sender. If decoding and encoding are clearly matched, communication will be more successful. For example, a customer sees a Jovian advertisement for Hijab Mask and interprets the text and visuals.

g. Response

The receiver's reaction after being exposed to the message is referred to as the response. It is the receiver's action or reaction after receiving the message. The response could be instant or delayed, positive or negative. Consumers may respond to advertisements for Hijab Mask by Jovian by saying things like "I enjoy Hijab Mask by Jovian better," "I'm more likely to buy Hijab Mask by Jovian next time," and so on.

THE COMPONENTS OF BUSINESS COMMUNICATION PROCESS

h. Feedback

Feedback is the observation of the receiver's response. In other terms, feedback refers to the portion of the receiver's reaction that is sent back to the sender. The amount of answer received by the receiver is what reaches the senders. For example, customer feedback could include praise or criticism of Jovian Malaysia's product advertisement. When it comes to efficient two-way communication, feedback is crucial. It allows the sender to assess the message's effectiveness.

i. Noise

Noise is unintentional static or distortion in the communication process that causes the receiver to receive a message that differs from the one sent by the sender. It is the disruption that occurs during the data transfer process. Noise might happen at any point during the communication process. For example, while watching the advertising for Jovian's Hijab Mask, the audience or consumer may have poor TV reception or be distracted by family members.



Communication alone is not enough to make something work. There will also be things that get in the way of business communication, which will cause problems that need to be thought about before, during, and after the communication process. A business communication barrier is anything that makes it hard for us to get and understand the messages that other people use to share their information, ideas, and thoughts.

Types of business communication barriers are:

a. Perceptual Barriers

The necessity for efficient communication arises from people's differing perspectives and opinions. Different points of view on a subject can make it difficult to communicate effectively. Being unconcerned about another person's point of view creates a barrier to effective communication.



b. Emotional Barriers

A perfect mix of emotions and facts is required for effective communication. Anger, frustration, and humour can impair a person's decision-making abilities and, as a result, limit their ability to communicate effectively. If the recipient is emotionally immersed another in thought determined to be impacted emotional breakdown, worry, rage, or other emotions at the time of getting the message, he may not receive it.





c. Language Barriers

Language barriers are made by differences in language, dialect, or accent. People around the world speak about 6,500 different languages. Many of them have different accents and ways of speaking. If the person receiving the message doesn't know much about knowledge and semantics, they might misunderstand or misinterpret the message.



d. Cultural Barriers

Cultural barriers develop when people in an organization are from different religions, states, or countries. Different civilizations believe, speak, and live differently. This occurs when people from different cultures speak different languages, hold different cultural values, or use different gestures and symbols. Cultural differences may hinder their communication.



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e. Physical Barriers

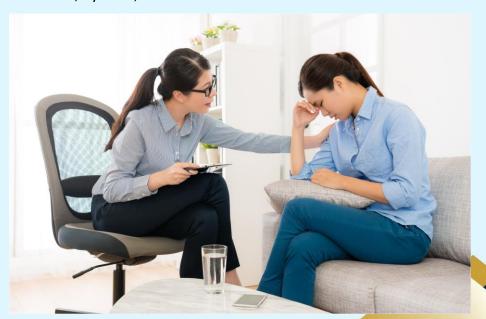
Physical barriers prevents bid team members from interacting effectively with one another. Any object or sound that interferes with the transmission of the message is considered an impediment. Noise, closed doors, poor



communication devices, and closed cabins are just a few examples. The intended message cannot be received if the receiver is already overburdened with information. Aside from that, the receiver is preoccupied with uncleared messages and misses the genuine intent of the message conveyed.

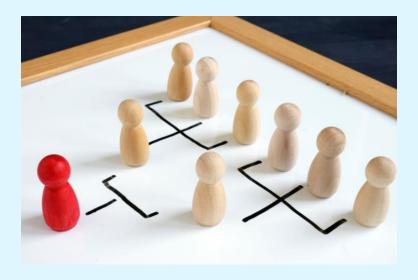
f. Psychological Barriers

A perfect mix of emotions and facts is required for effective communication. Anger, frustration, and humour are all emotions that can obscure a person's decision-making abilities. As a result, their communication effectiveness is limited. Communication can also be hampered by specific ailments, diseases, or other constraints. Physiological impediments include weak voice, dyslexia, and others.



g. Organizational Structure Barriers

There are numerous ways to communicate in any organization. It may be difficult to send the message appropriately if you do not use a proper communication system or if you use several separate communication systems.



h. Attitude Barriers

Being excessively introverted or extroverted can make it difficult to communicate effectively. Making other individuals uncomfortable by throwing tantrums or egos during a conversation is one way to do so. It slows down the transmission of important information. The objective of sending the message is defeated if the listener does not demonstrate a lacklustre attitude toward grasping the significance of the communication.



THE EFFECT OF BUSINESS COMMUNICATION BARRIERS



a. Reduce productivity

Employees who feel they are not being heard or who have difficulty making themselves known are less productive.

b. Bad culture

Poor communication among co-workers creates negative feelings as well as an atmosphere of distrust and ambiguity.

c. Reduce leadership

One of the most important abilities a leader should possess is the ability to communicate effectively. When he or she fails to do so, his or her capacity to lead suffers.

d. Increase costs

People have to work harder and get less done because of ineffective communication, which raises the cost of doing business.

OVERCOMING BARRIERS TO EFFECTIVE BUSINESS COMMUNICATION

Because barriers might cause your message to be misinterpreted, you risk squandering time and money by producing confusion and misunderstanding. Overcoming these limitations and communicating a clear and precise message are all part of effective communication.

Make your ideas clear before communicating

Pause before speaking. Know what you'll say. Understand the topic. Set explicit communication and thinking goals. Clarity in communication relies on precise sentences and concrete words. Make sure your ideas are clear and keep your message short. Your message will be received. Consider your options when you have a new idea to present. When describing it, know all the methods, linkages, and why they exist. Prepare for audience questions.

Ensure the time of your communication is good

When you talk to someone, try to pay attention to the time and how they are feeling. Don't bother people, especially after work hours. When it comes to talking to people, time is very important. When a group of people starts talking, you need to pay attention and talk at the right time. It's also very important to say the right thing at the right time. Don't try to make your listener laugh when they're in a terrible situation, for example. If your listener is in a good mood, on the other hand, don't say anything that might make them unhappy or upset.

Listen Before you Speak Again

You must always pay attention to the other person. Even if you and the other person have opposing viewpoints on the subject, listening to the other person breaks down barriers. By listening, you will make the other person feel as if their point of view is just as valid as yours. You will also be able to provide more appropriate input.



OVERCOMING BARRIERS TO EFFECTIVE BUSINESS COMMUNICATION

Use a language your listener can understand

You must make certain that you are speaking in a language that your listener can comprehend. While speaking and writing, keep your grammar and vocabulary as simple as possible. You can always demonstrate your linguistic talents by producing a report or a thesis. However, avoid employing sophisticated vocabulary or a different accent when conveying an important message or chatting officially or informally. Easy-to-understand, jargon-free verbal and written messaging captivate your audience. It will pique their curiosity about the topic. They will also be able to speak with you easily.

Make your message to the point and short

Make your message clear and concise when speaking, writing emails, or conversing. To begin, keep any extraneous information to a minimum. Second, just express one idea, concept, or emotion at a time. Finally, make sure your message isn't too long. People generally lose track of long communications, become bored, or lose interest in the subject when they hear them. Your message recipient will struggle to understand and act on the message. As a result, you'll have to spend more time explaining things.

Check if the other person has understood your message

Make sure your message is understood. Giving and receiving feedback shows you care what others think. Feedback determines if the recipient realises the information's worth. Face-to-face communication reveals the recipient's reaction. In written or other communications, the sender should use a feedback approach.

Take care of your body language, tone and content of the message

Facial expressions, gestures, posture, and voice tone are powerful. Use proper body language when speaking. Positive aggression may surprise your audience. Be courteous. When congratulating someone, be really happy. If you say "Congratulations!" with a sad face, you'll seem unhappy with their progress. Body language and tone can misunderstand the message's subject. Also, avoid using contradictory or double-meaning terms.

OVERCOMING BARRIERS TO EFFECTIVE BUSINESS COMMUNICATION

Do not interrupt when someone else is speaking

Interrupting a speaker is strictly forbidden. Wait until they have completed all of their remarks. This is considered unfriendly behaviour. In contrast, interrupting someone diverts their attention away from what they were saying. Consequently, they may encounter a lack of flow. Therefore, if you interrupt someone, you must have a valid reason. Otherwise, refrain from speaking until the other person has concluded.

Make your message judgement free

When speaking, avoid being disrespectful or inconsiderate to others' cultures, religions, or beliefs. It will degrade your audience and may have an emotional impact on them. As a result, they'll become disinterested in the discussion. Respecting the thoughts and viewpoints of others is critical to breaking down barriers to good communication. If you wish to say something respectfully about a culture, religion, or belief, do so.



A. Define business communication process

B. Components of business communication process

	Ε	M	Н	S	G	Υ	Υ	Z	T	S	W	J
	A	Ε	Υ	1	٧	٧	W	L	J	K	Ε	K
	Ε	S	0	Ε	N	С	0	D	I	N	G	Z
	S	S	Ε	R	G	Q	M	F	Ε	Ι	N	U
	N	Α	R	F	Ε	С	U	S	٧	R	T	M
	0	G	Ε	Υ	L	D	Ι	Z	Ε	P	Α	Ε
	Р	Ε	D	F	L	0	0	٧	J	G	W	D
	S	W	N	G	N	M	Ι	С	К	С	Υ	Ι
	Ε	В	Ε	L	P	Ε	N	I	Ε	Q	J	Α
	R	L	S	F	С	Н	N	٧	U	D	L	G
	Z	Ε	L	Ε	F	χ	J	L	٧	F	Q	U
	Z	U	R	Н	K	С	Α	В	D	Ε	Ε	F
Only select the first and last character of the word you found												



A. Match the business communication barriers

Language barriers

Cultural barriers

Physical Barriers

Psychological Barriers

Organizational
Structure
Barriers

Attitude Barriers

Perceptual

Barriers

Emotional

Barriers

Anger, frustration and humour can impair a person's decision-making abilities and as a result, limit their ability to communicate effectively.

The necessity for efficient communication arises from people's differing perspectives and opinions. Different points of view on a subject can make it difficult to communicate effectively.

When two people in an organization belong to different religions, states or countries, a cultural barrier occurs. Distinct cultures have different beliefs, speak in different ways, and live in different ways.

There are numerous ways to communicate in any organization. It may be difficult to sent the message appropriately if you do not use a proper communication system or if you use several separate communication systems.

Being excessively introverted or extroverted can make it difficult to communicate effectively. Making other individuals uncomfortable by throwing tantrums or egos during a conversation is one way to do so.

Anger, frustration, and humour are all emotions that can obscure a person's decision making-abilities.

Any object or sound that interferes with the transmission of the message is considered an impediment.

Languages that define what we wish to say and communicate to others act as a barrier for them.

B. Once ready, you may scan this QR code to complete this Kahoot Quiz. GOOD LUCK!!





Overcoming barriers to effective business communication. TRUE/ FALSE

i.	Business communication barrier is anything that prevents us from receiving
	and understanding the messages
ii.	We must maintain consistency about the message
iii.	To understand more we can overload information too much at one time.
iv.	During communication don't let anger control you
٧.	From time to time, we can ignore feedback from our respondent
vi.	Communication process can be enhanced by analyzed and reviewed the
	weakness
vii.	Body language, voice tone language and the way you're speaking plays
	important roles during communication
viii.	To shorten the communication process, do not allow any questions and
	answer session





CHANNEL OF BUSINESS COMMUNICATION

Learning Outcome:

- ☐ Display the verbal business communication
- ☐ Display the non-verbal business communication
- ☐ Display the factors when choosing channel of business communication

VERBAL BUSINESS COMMUNICATION

The term verbal refers to something that is "related to language and the use of words."

Verbal communication is any form of communication that involves the use of words. The most accurate and powerful set of symbols are words.

The process of exchanging information or a message between two or more people using written or spoken words is known as verbal communication.

Words have both denotative and connotative meanings. As a result, all serious or official communication is usually done using words.

TYPES OF VERBAL BUSINESS COMMUNICATION

Verbal communication divided into three types which are oral communication, written communication and electronic communication.

A. ORAL COMMUNICATION

Oral communication is the act of conveying information or ideas through the spoken word or when messages or information are conveyed or communicated orally. It is an oral version of a word-based communication system. Oral communication is used most of the time. Face-to-face contacts, telephone conversations, voice mail, and meetings are all examples of oral communications.



i. Face to Face

Face to face communication is defined as communication in which the communicator orally conveys his message to the receiver in person. Face-to-face communication is described as the mutual influence of a person's direct physical presence on his or her body language. Face-to-face interaction is one of the most basic parts of the social system, and it is an important part of individual socialization and life experience.





ii. Telephone and Voice Mail

Telephone

A telephonic conversation is an information exchange between two people through the phone allows for the transmission of urgent messages and the provision of a fast reply. This is a person-to-person chat, not a face-to-face interaction, in which no one sees each other but everyone hears and interacts instantly. When distance is greater and time is a factor, telephonic discussion is most successful. Cell phones, along with landlines, are becoming more common as mechanical means of speech communication these days.



Voicemail

A voicemail system is a computer-based system that allows users and subscribers to send and receive personal voice messages, choose and transmit audio information, and execute transactions involving individuals, organizations, products, and services using a regular phone.



iii. Meeting

A meeting is a form of group communication that takes place around a predetermined agenda, at a predetermined time, and for a predetermined length of time when a group of individuals gathers to discuss or decide about something. Meeting members to address a problem, an issue, or a unique situation.

It can also be defined as a circumstance in which two or more people gather to make a decision. A meeting agenda, which may include the date, time, and place of the meeting, as well as a sequence of points detailing the order in which the business will be handled, will be produced and distributed to individuals who must attend the meeting.



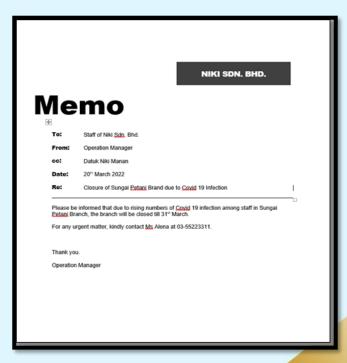
B. WRITTEN COMMUNICATION

When a message is documented in black and white copy, it is referred to as written communication. It is a type of formal communication. The writer is the sender of the communication or his representative. Written communication is commonly regarded as legally binding by businesses and is frequently used as proof.

i. Memos

A memorandum is a type of written communication that can be utilized in a corporate setting. A memo (also known as a memorandum) is a document used to communicate rules, processes, or other official business inside an organization. It is frequently written from a one-to-all (mass communication) perspective, conveying a message to a large audience rather than one-on-one, interpersonal contact.

It can also be used to keep a team informed about project activities or to notify a specific group inside an organization of an event, action, or observance. The objective of a memo is usually to inform, but it may also include elements of persuasion or a call to action.



ii. Business Letters

A business letter is a formal document that follows a specific format, typically written for people outside of the organization, or between companies, or between such organizations and their consumers, clients, and other external parties.

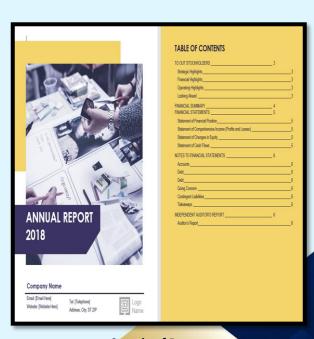
The general tone of the letter is determined by the nature of the relationship between the persons involved. Contact information, salutation, the body of the letter, a complimenting conclusion, and a signature are all included in a business letter.



Sample of Business Letter

iii. Reports

A report is a written document that organizes information for a specified audience and purpose. Although report summaries might be presented orally, entire reports are nearly typically delivered writing form. in Introduction, scope, analysis, findings, recommendations, references, appendices, and any other additional details are examples of details to include in a report, depending on the purpose of the report.



iv. Newsletter

A newsletter is a printed report that contains news (information) about a company's (legal name; subscription business model) or an organization's (institutions, societies, associations) activities that is sent out by mail on a regular basis to all the company's members, customers, employees, or other people who are interested.

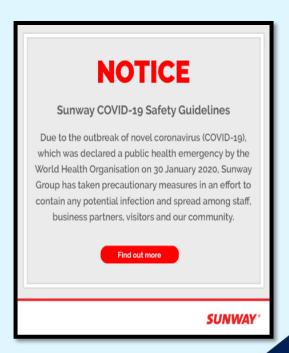


Sample of Newsletter

v. Notice, Advertisement and Leaflet

Notice

Notices normally contained an information or a warning about something that is going to happen in the future, or the period of time before it happens.



Sample of Notice

Advertisement

Advertising is a form of commercial communication in which a product, service, or concept is promoted or sold through the use of an explicitly sponsored, non-personal message.

Sponsors of advertising are typically businesses wishing to promote their products or services either through television, radio, newspapers and most recent is through media social.



Sample of Advertisement

Leaflet

A leaflet, also known as a flyer, is a type of paper advertisement that is often placed or distributed in a public area, handed out to individuals, or mailed. Flyers/leaflets range in price from low-cost black-and-white photocopies to high-priced glossy full-color circulars.



Sample of Leaflet

vi. Publicity Materials

Publicity materials normally either printed marketing materials are a highly effective way to promote your business to customers, clients, business partners and potential investors. Marketing materials are printed materials that business owners use to promote their companies and services.

Examples: brochures, flyers, postcards, business cards, menus, sales sheets, etc. Promotional Marketing Materials.



Sample of Publicity Materials

C. ELECTRONIC COMMUNICATION

The conveyance of information utilizing advanced means such as computers, facsimile machines, voice mail, electronic mail, teleconferencing, video cassettes, and private television networks is known as electronic communication."

The way businesses communicate with one another has altered as a result of electronic communication.

i. Electronic Mail

Electronic mail (e-mail) is a technique of transmitting messages between persons who use electronic devices such as a computer, tablet, laptop, or even a mobile phone.

The exchange of computer-stored communications via telecommunication is known as electronic mail, or email. Messages and papers can now be transmitted by email since electronic mail transfers documents more quickly than regular mail. Gmail, Yahoo, Microsoft Outlook, and others are examples of electronic mail providers.

ii. Podcasting

A podcast or generically net cast, is an episodic series of digital audio or video files which a user can download to listen. Podcasting is the preparation and distribution of audio files using RSS feeds to the computers of subscribed users. These files may then be uploaded to streaming services, which users can listen to on their smartphones or digital music and multimedia players, like an iPod.



Electronic Mail



iii. Instant Messaging

Instant messaging (IM) technology is a type of online chat that offers real-time text transmission over the Internet. A LAN messenger operates in a similar way over a local area network. Short messages are typically transmitted between two parties, when each user chooses to complete a thought and select "send". Example of instant messaging are WhatsApp, Kik, skype, talk line and others.



iv. Video conferencing and Telepresence

Video conferencing means to conduct a conference or meeting between two or more participants at different sites by using computer networks to transmit audio and video data. For example, a point-to-point (two-person) video conferencing system works much like a video telephone.



Telepresence refers to a set of technologies which allow a person to feel as if they were present, to give the appearance of being present, or to have an effect, via telerobotic, at a place other than their true location. Examples of teleconferencing platforms normally been used now are MS Teams, Zoom Meeting, WebEx, Google Meet and others platform.

Blogs

published on the World Wide Web consisting of discrete, often informal diary-style text entries. Posts typically displayed are reverse chronological order, so that the most recent post appears first, at the top of the web page. Through blog, the writer can share information about a given topic and become an expert in an industry. By using blog, business also attract visitors to business's site, and turn those visitors into leads. Examples of blog such as such as Places and Food, iMoney and others.



vi. Mobile Business Application

A mobile application sometimes known as an app, is software that runs on a mobile device such as a smartphone or tablet computer. Mobile applications frequently provide users with services that are similar to those available on PCs. Most well-known companies, as well as small businesses, have developed mobile business application applications that can be downloaded to serve their customers in areas such as finance and accounting, communication, time management, payment, organization, delivery e-hailing, food delivery, and a variety of other transactions.



vii. Social Media

Social media is a type of computerbased technology that allows people to ideas, thoughts, share their information with others via virtual networks and communities. Social media is an internet-based platform that allows people to share content such personal information, as documents, films, and images quickly and electronically. Social media is commonly used for social interaction, news and information access, and decision-making. It is a useful tool for communicating with individuals locally and globally, as well as for sharing, creating, and disseminating information.

Examples of social media are Facebook, Instagram and others.





NON-VERBAL BUSINESS COMMUNICATION

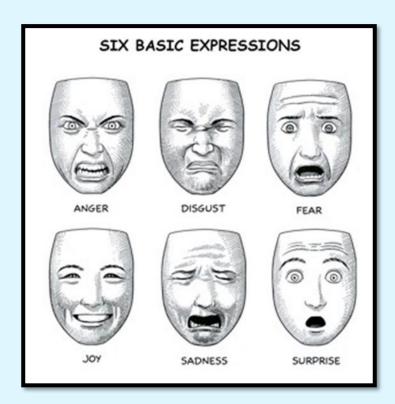


Non-verbal business communication is a type of communication that does not include the use of words. Gestures, facial expressions, and body positions (together known as "body language") are examples of nonverbal communication.

The tone and pitch of the voice, body language gestures (kinesics), and the physical distance between the communicators are all factors to consider (proxemics). Nonverbal business communication also necessitated unspoken assumptions and presumptions, as well as cultural and environmental factors that could influence any human interaction.

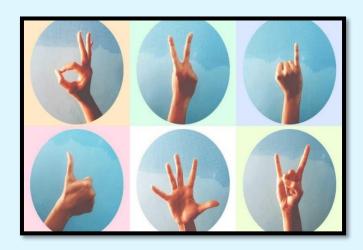
a. Facial expression

One or more actions or postures of the muscles beneath the skin of the face constitute a facial expression. These motions, according to one set of contentious beliefs, communicate an individual's emotional state to observers. A large amount of nonverbal communication is communicated through facial expressions.



Even before we hear what they have to say, the look on a person's face is generally the first thing we notice. While nonverbal communication and behavior might differ significantly across cultures, the facial emotions for happiness, sadness, anger, and fear are universal.





b. Gesture and posture

Gesture

Gestures are deliberate gestures that are used to communicate meaning without using words. Waving, pointing, and using fingers to signify numerical amounts are all common gestures. Other gestures are arbitrary and culturally based.

Posture

Posture is how you hold your body when you are standing, sitting, or lying down. Good posture means teaching your body how to stand, walk, sit, and lie so that your muscles and ligaments don't get too tired when you move or do activities that put weight on your body. There are two different ways to stand: Your dynamic posture is how you hold yourself when you're moving, like when you walk, run, or bend down to pick something up. Your static posture is how you hold yourself when you're not moving, like when you're sitting, standing, or sleeping.





c. Vocal characteristics

Volume, tempo, pitch, rate, rhythm, fluency, articulation, pronunciation, enunciation, and tone are only a few of the vocal attributes. These characteristics make your presentation engaging, intriguing, and enjoyable to listen to.

They keep the audience focused on what you're saying. Volume (loudness), pitch (rise and fall), tempo (rate), pause (silence), resonance (timbre), and intonation are the six factors that make up vocal characteristics. Consider how changing your tone of voice can alter the meaning of a sentence in a variety of ways.

d. Personal appearance

Personal appearance refers to a person's exterior look, regardless of gender, in terms of bodily condition or traits, manner or style of clothes, and manner or style of personal grooming, such as hair style and beards.

e. Touch

Touch, also known as haptics, is a term that describes how people and animals communicate and interact using their sense of touch. Handshakes, holding hands, kissing (cheek, lips, hand), back slap, "high-five," shoulder pat, brushing arm, and other gestures can all be considered forms of communication.

f. Time and Space

Time

Time is a crucial component of any communication. When communicating with a group of people, it is important to pay attention and communicate on time because it gives value to one's perspective.

When time is effectively controlled throughout a communication, it results in a fantastic communication with the desired outcomes.

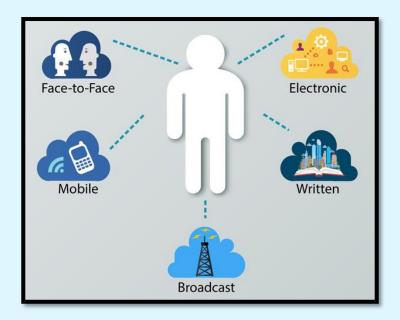
Space

Space is typically linked to social status and is a crucial component of business communication. The region within which you allow persons with whom you have a good connection is referred to as space.

People appreciate their personal space, and when someone they don't know invades it, they feel irritated, antagonised, or anxious. You are socially encouraging someone when you allow them into your personal space.



FACTORS TO CONSIDER WHEN CHOOSING CHANNEL OF BUSINESS COMMUNICATION

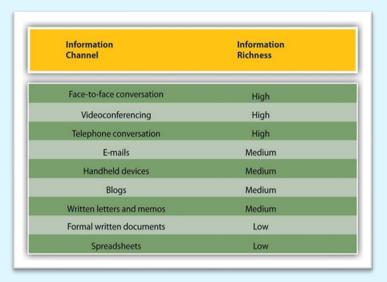


The purpose of communication is to get your message across to others clearly and unambiguously. It's a process that can be fraught with error, with messages often misinterpreted by the recipient. To avoid tremendous confusion, wasted effort and missed opportunity you have to consider factors before selecting a channel of communication.

a. Richness

The amount and speed with which information can be transferred is referred to as channel richness. Face-to-face communication has a high level of richness since it allows for the transmission of information with rapid feedback.

A tweet has a low level of richness because it simply allows for the



transmission of 140 characters with no reply. Face-to-face communication, on the other hand, is confined to one person communicating with a few other individuals in close proximity, but a tweet can reach thousands of people all over the world.

FACTORS TO CONSIDER WHEN CHOOSING CHANNEL OF BUSINESS COMMUNICATION

b. Formality

Formality refers to the nature of interpersonal relationships as well as one's attitude about the way things are done. The level of formality in communication reflects the seriousness with which it is conducted. It upholds a communication's level of decency. In a communication event, formality aids in the selection of words.

c. Media and Channel limitations

There are numerous methods for reaching audiences, each with its own set of advantages and drawbacks. This could include radio announcements, posters, info sheets, in-person speeches, publications, email, films, websites, text messages, and social media campaigns, among other things. In some areas, paper-based publications may not be the most successful, and alternative media, such as radio, may be more beneficial. As a result, in order to assure the efficacy of the communication process, the firm must select the optimal media and channel to use. One of the most valuable routes of communication within a business is face-to-face or personal communication.

d. Urgency

The mode of communication should be chosen with the urgency of the communication in mind. The amount of time available is the most important consideration. Higher costs may be justified if the message is delivered on time.

e. Cost

When choosing a form of communication, keep in mind the expense of transmitting a message. The end outcome should be worth the money spent. Communication costs must also be considered. Before deciding on a communication platform, the costs of various methods should be addressed. Before deciding on the best communication route, all of the costs associated with communication must be addressed.

FACTORS TO CONSIDER WHEN CHOOSING CHANNEL OF BUSINESS COMMUNICATION

f. Audience preferences

We will communicate to many different kinds of people in many different ways. These include marketing, making connections, staff meetings, customer and supplier meetings, disciplinary actions, and talking to regulators or government agencies.

Communication will be used to reach certain goals, and your goal will be to do it as quickly and effectively as possible. So, you need to find out about the other person's background knowledge, experience, and training to get an idea of how much knowledge, experience, or training you can expect from them. Other things about the person who will read your letter, like their age, type of home, where they live, gender, political views, and so on, may affect how you design and write it.

g. Security and Privacy

Security

When sending valuables information via normal mail, there is always a risk. Important documents should therefore be transmitted by registered mail; for added security, by registered and insured mail. The sender must be cautious about the message's security. The sender must decide whether the message will be transmitted by regular mail or registered mail; by courier or messenger, and so on.

Privacy

If the communication to be delivered is secret or confidential, certain measures must be taken to ensure its confidentiality. A phone call could be overheard, an e-mail or fax might not be suitable, and an office memo could not be as private. In such circumstances, face-to-face communication may be able to resolve the issue. Certain transactions in the corporate world must be kept private. When one seeks secrecy, a letter will suffice. Secrecy may be compromised in other communication channels, allowing undesired individuals access.

- a. Define verbal business communication
- b. Define nonverbal business communication
- c. Explain aspects of nonverbal business communication
 - i. Facial expression
 - ii. Gesture and posture
 - iii. Vocal characteristics
 - iv. Personal appearance
 - v. Touch
 - vi. Time and space



In a group of 5 members, students are required to:

- a. Discuss a topic presented by your lecturer on any business-related occasion.
- b. Prepare your meeting agenda and minutes of the meeting.
- c. Role-play your discussion or meeting in less than 20 minutes. It can be recorded for further reference (recorded in MS Teams/Zoom or any other platform)

By end of the activity:

Submission by representative

- i. Meeting agenda
- ii. Minutes Meeting
- iii. video/ video link through CIDOS or any other platform.

Sample of meeting agenda and minutes of meeting



Draft one of your written communications based on the following scenarios:

- i. Memo regarding the changes of working hours.
- ii. A letter of job offer from the company to the new employee.
- iii. Resignation letter.
- iv. Notice of business closure.
- v. Promotion of new products or services.
- vi. Notice regarding the new address or branch.
- vii. Application letter for a job vacancy
- viii. Memo regarding "Why do you need to wear a mask?"
- ix. Promotion of your products or services.

Once complete, present your outcome to get the feedback from your lecturer.

Individual Activity

Students are required to promote themselves/products/services using any electronic communication media or social platform such as TikTok, Facebook, YouTube, and others.

Maximum video duration: 2 minutes.

Group Activity

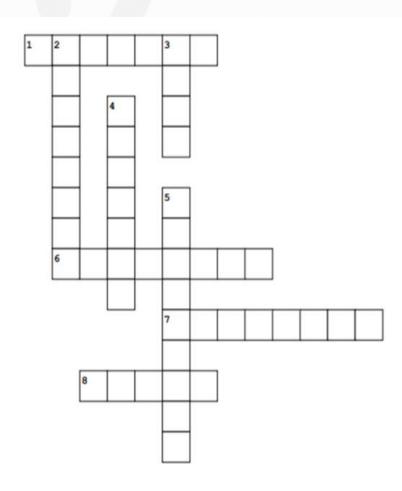
In a group of 5 members, choose 1 living icon and discuss the following aspects related to the selected icon:

- a) Facial expression
- b) Body language and posture
- c) Vocal characteristics
- d) Personal appearance
- e) Touch
- f) Space and time

The findings are to be presented in recorded video/slides not exceeding 5 minutes.

Upload video/slides to CIDOS or any other platform.

THE FACTORS TO CONSIDER WHEN CHOOSING CHANNEL OF BUSINESS COMMUNICATION



Across

- message to be communicated is secret or confidential
- 6. risk when valuables are sent by post.
- preferences We will communicate with a variety of different people in many different ways.
- 8. and channel limitations

Down

- 2. Channel _____ refers to the amount and immediacy of information that can be transmitted
- of sending a message is also to be considered while selecting a mode of communication.
- Selection of the means of communication is to be made keeping in view the urgency of the communication.
- 5. shows the level of seriousness in communication.



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