

# BUSINESS COMMUNICATION

## Unit 2

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By

**Dr. Anand Vyas**

# **Oral communication: What is oral Communication**

## **– principles of successful oral communication**

- ▣ **Well-Planned**
- ▣ **Clear pronunciation**
- ▣ **Natural voice**
- ▣ **Logical sequence**
- ▣ **Suitable words**

## **what is conversation control –**

Conversation control is a **key managerial skill**. A manager must know when to talk and when to listen. Conversational skills are a key to effective performance. Listening is of equal importance, in order to gather information from people in a positive and practical way.

# Reflection and Empathy: two sides of Communication

- ▣ Reflecting content is listening accurately to another person and reflecting the essence of the content of the communication to the other in your own words.
- ▣ Empathetic communication is all about listening with your full attention to understand another person's feelings and perspective.

## Written communication: Purpose of writing – clarity in writing

A 'Written Communication' means the sending of messages, orders or instructions in writing through letters, circulars, manuals, reports, telegrams, office memos, bulletins, etc. It is a formal method of communication and is less flexible.

# Principles of Effective Writing

- ▣ Clear Purpose
- ▣ Clarity and Conciseness
- ▣ Awareness of Audience
- ▣ Appropriate Tone
- ▣ Attention to Form

# Approaching the writing process systematically: The 3X3 writing process for business Communication

## The 3x3 Business Writing Process:

A. Prewriting	B. Writing	C. Revising
<b>Analyze</b> Figure out why you are sending a message	<b>Research</b> Make sure you know about your topic	<b>Revise</b> Read over to make sure message meets goals
<b>Anticipate</b> Imagine how the audience will respond to you	<b>Organize</b> Prepare information to make it clear to reader and audience	<b>Proofread</b> Edit work for spelling and grammar errors
<b>Adapt</b> Plan to write to meet the needs of your audience	<b>Compose</b> Begin the actual writing of your information	<b>Evaluate</b> Is your writing as effective and clear as possible?

# Electronic Writing process