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## **Business communication notes**

Hey Guys, Welcome to Dynamic Tutorials and Services Official Website. In this Article, You will Get Business Communication notes - Introduction Part. For More notes on Business Communication Visit our blog regularly. Table of Contents - Business Communication Notes 1. Meaning and Nature of Business Communication 2. Need and Significance of Business Communication 3. Objectives of Business Communication 4. Process of Business Communication 5. Forms of Business Communication 6. Meaning and Importance of Feedback 7. Meaning of Effective Communication. How Communication is made effective. 8. Principles of Effective Communication a) Linear Model of Communication a) Lin Meaning of the term "Communication" The term communication is derived from a Latin word "communis" which means common is shared by all in communication? It is fact, ideas, understanding, opinions, information etc. In the words of Newman, Summer & Warren, "communication is an exchange of facts, ideas, and opinions by two or more persons." According to Keith Davis, "Communication is the process of passing information and understanding from one person to another." Communication is the process of passing information and understanding from one person to another." systematic and continuous process of telling, listening and understanding. It is a two way process and is communication An analysis of various definitions of communication revel the nature or characteristics of communication which are as Communication involves at least two persons: Communication involves at least two persons the sender and is known as communicate. 2. Communication is a two way process: Communication is essentially a two way process. It does not merely means sending and receiving messages. It is not complete unless and until the message sent and should response accordingly. 4. Form of communication: Communication may take several form e.g. order, instruction, report, queries etc. it may be verbal or written. It may be formal or informal. 5. Scope of communication: communication pervades all human relationship. It is essential in all type of organizational and at all levels of management. 6. Communication is a dynamic process: Communication is influenced by the mood and thinking of the sender and receiver at that time. 7. Communication is much more than words: Communication is not merely sending or receiving facts, expressed in words. It also involves ideas and emotions. A lot of communication is done through signs, symbols and gestures. 8. Communication is a goal oriented and effective only when there is congruence of goals of sender and receiver. Significance (Need) of Business communication Communication is the life blood of business. It is an all pervasive function of management. Today the organization and division of labour. Large number of people work together who are functionally related to each other. Thus, co ordination is must amongst the workmen. Co-ordination can be achieved only when there is mutual trust and understanding between them. This understanding is created by effective communication may be summed up as:- 1. The objectives, plans and policies of the organization are cleared to the workers through communication. 2. It provides unity of direction to various activities of the enterprise. 3. It helps in motivating the workers of an organization. 5. It helps the managers to develop their managerial skill. According to Sir John Harvey-Jones, "Communication is the single most essential skill. Effective communication is the need of the day." In recent times communication has become all more essential due to the following reasons:- 1. Growth in the size of the business organizations are growing tremendously. Thousands of people work in the organization. Organizations have factories or offices in different parts of the country or even world. 2. Advance technology: Day by day rapid changes are taking place in science and technology proper communication between the superior and subordinate in an organization is a must. 3. Tough competition, persuasive communication in form of advertisement, publicity, personal contacts are essential. 4. Growing specialization: Division of work paved way for specialists to work in different department's sound communication is thus essential for ensuring mutual cooperation and understanding between different departments. 5. Trade union movement is on its growth. Management now has to consult trade unions on various matters. A strong and meaningful relation between management and trade union is possible only by effective communication. 6. Human relation: Employee's participation in management helps to develop among them a sense of loyalty and belongingness towards the organization. Thus effective communication between management and employee is necessary to develop mutual trust and confidence. 7. Public relations: Public relations help an organization to improve its image in society as the organization has a social responsibility especially towards the customers. Objectives of Business Communication The objectives of business communication are wide and large. Information, Order, permission, Warning, Motivation, Advice and Raising morale are activated through the means of communication are stated below: 1. To Exchange Information internally i.e. to deal within the organization and outside the organization. 2. To Achieve Goal: The goal of the organization and co-operation and co-operation among three levels i.e. corporate level, divisional level and functional level of an Organization are maintained through communication. 4. To Plan: Planning decides what is to be done in future. All the information and data which are required to make a plan for business can be obtained or gathered through communication. 5. To Facilitate Direction and Motivation: The boss gives direction or order to his subordinate. And managers need to motivate their employees to increase the concentration and productivity. Hence, communication tegarding past and present. It also helps to anticipate about future. So, Communication increases efficiency of the workers by providing instant information. 7. To Solve Problem: Communication ensures a network in an Organization to solve problems. Conflict arises and employees and emp also removes the gap between employee and employer and employer. 8. To Create Consciousness: Communication helps both employer and employer. job environment and better job environment is possible if there exists communication chain. Strong chain helps to overcome job related stress. 10. To Improve Employee and employer. And to improve such relationship, there must be effective communication. Process of Communication The process of communication is the inter relationship between several independent components. It consists of a chain of related actions and reaction which together result in exchange of information. In order to understand the process of communication, it is necessary to describe each of these components. A model of communication process is as follows:- 1. SENDER 2. IDEATION 3. MESSAGE 4. INCODING 5. TRANSMISSION 6. RECEIVER 7. DECODING 8. BEHAV IOUR OF RECIEVER 9. speaker, a writer or any other person. He is the one who has a message and wants it to share it for some purpose. 2. Ideation: Ideation is the preliminary step in communicated. Several ideas may generate in the sender's mind. The sender must identify, analyze and arrange the ideas sequentially before transmitting them to the receiver. 3. Message is the heart of communication. It is what the sender wants to convey to the receiver. It may be verbal i.e. body language, space language, etc. 4. Encoding: To encode is to put an idea into words. In this step the communicator organizes his ideas into a series of symbols or words which will be communicated to the intended receiver. Thus the ideas are converted into words or symbols. The words and the symbols should be selected carefully, it should be understandable and most of all it should be suitable for transmission and reception. 5. Transmission: Next in the process of communication is transmission of the message are transmission of the message are transmission of the receiver, the communication to be effective and efficient the channel should be appropriate. 6. Receiver: Receiver is the person or group for whom the message is meant. He may be a listener, a reader or a viewer. Any neglect on the part of the message does not reach the receiver the communication is said to be incomplete. 7. Decoding means translation of symbols encoded by the sender into ideas for understanding the message should be accurately reproduced in the receiver is unable to understand the message correctly the communication is ineffective. 8. Behaviour of the receiver of the communication received from the sender. Thus communication is complete as soon as the receiver responses. 9. Feedback indicates the result of communication. It is the key element in the communication and is the only way of judging the effectiveness of communication. It enables the result of communication and is the only way of judging the effectiveness of communication. It is the key element in the communication. It is the key element in the communication and is the only way of judging the effectiveness of communication. It is the key element in the communication and is the only way of judging the effectiveness of communication. Feedback, like the message could be oral, written or non verbal. It has to be collected from the receiver. Forms of Communication is the transfer of ideas and information from one person to another person. It is a bridge of meaning among people so that they can share what they fell and know. By using this bridge, a person can safely cross the river of misunderstanding that sometimes separates people. To make successful communication there are different methods/ ways: (A) On the basis of location of the receiver: Depending on the location of the receiver there are different methods/ ways: (A) On the basis of location of the receiver there are different methods/ ways: (B) On the basis of location of the receiver there are different methods/ ways: (B) On the basis of location of the receiver there are different methods/ ways: (B) On the basis of location of the receiver there are different methods/ ways: (B) On the basis of location of the receiver there are different methods/ ways: (B) On the basis of location of the receiver there are different methods/ ways: (B) On the basis of location of the receiver there are different methods/ ways: (B) On the basis of location of the receiver there are different methods/ ways: (B) On the basis of location of the receiver there are different methods/ ways: (B) On the basis of location of the receiver there are different methods/ ways: (B) On the basis of location of the receiver there are different methods/ ways: (B) On the basis of location of the receiver there are different methods/ ways: (B) On the basis of location of the receiver there are different methods/ ways: (B) On the basis of location of the receiver Communication among the members of an organization is known as internal communication. That is when executives and employee of an organization communicate each other within the organization communicates or exchanges information with outsiders of the organization then it is called external communication i. Formal Communication ii. Formal Communication iii. Informal Communication iii. Formal Communication iii. F then it is knows as formal communication. ii. Informal Communication that takes place within and outside of an organization through unofficial lines can labeled as informal communication. (B) On the basis of media of presentation: From this point of view communication can be of three types: (1) Written communication: When information, ideas, or feelings exchange in written communication. Written communication written communication (2) Oral / Verbal Communication (3) Non-Verbal Communication (3) Non-Verbal Communication (4) Written communication (5) Written communication (6) Written communication (7) Written communication (8) Written communication (9) Written communication (1) Written communication (2) Written communication (3) Written communication (3) Written communication (3) Written communication (4) has no other alternatives. (2) Oral / Verbal Communication: It is a process of communication through words. Verbal communication without using words or writings known as non-verbal communication. In other words, non-verbal communication through physical movements and facial expressions. Gestures, posture, eye movements and facial expressions. Gestures, posture, eye movements and facial expressions. of communication: (1) Vertical Communication (2) Horizontal Communication (3) Cross / Diagonal Communication (4) Vertical Communication (5) Downward (6) Downward (6) Downward: it is the flow of information from higher authority to lower authority to lower authority from subordinates. (2) Horizontal Communication: Communication across the formal chain of command is known as cross or diagonal communication. In this case executives and employees of different departments and of different levels communication. Besides the above types of communication there can be some other forms of communication like mass communication. Mass Communication: When communication takes place among large group of people then it can be termed as mass communication, it is situational. For different social and political purposes mass communication can take place. Meaning of Feedback and Its Importance The receiver's response or reaction to the sender's message is called feedback. Feedback ensures proper and mutual understanding between sender and receiver. Feedback provides primary information about the success of the communication. In other words, feedback provides primary information about the success of the communication. In other words, feedback provides primary information about the success of the communication. In other words, feedback provides primary information about the success of the communication. In other words, feedback provides primary information about the success of the communication. message or information is called feedback. Some definitions of feedback are as follows: According to Bovee and others, "Feedback is a response from the receiver that informs the sender how the message is being interpreted and how the communication is being received in general." According to S.P. Robbins, "Feedback is the receiver's basic response of reaction or response of receiver to the sender with regard to the sender's message. Importance of Feedback in Communication Process Communication Process Communication In fact, communication process. It is the basis of proper understanding between sender and receiver. It is especially important in two way communication process. The necessities of feedback are given below: 1. Achievement of goal: Feedback helps to achieve goals of the communication process is to get necessary information from the receiver and hear the receiver's reaction regarding the subject matter. 2. Basis of problem solving and decision making: Importance of Feedback act as a basis of problem solving and decision making. 3. Collection of information: Feedback is a good basis of collecting information for planning on what nest to be done especially statistical report. 4. Coordinate, contact and send back response as feedback with each other for performing their assign duties. 5. Effective communication: Feedback is a basis for measuring the effectiveness of communication. Whether receiver has shown positive or negative attitude with the sender fully depends on importance of feedback. 6. Practicing democratic approach: Feedback helps to subordinate to express their opinion independently. They can exchange their ideas and opinions freely with superiors. They can also share their creative ideas with superiors which ensure practicing democratic approach in the organization. 7. Better understanding: Feedback ensures better understanding between sender and receiver response to the sender, sender can easily evaluate the attitudes of the receiver. 8. Improving labor-management relations: Improved labor-management relations. management relationship is essential to every organization. It is prerequisites for organization and makes it continuous and sustains communication process of communication reductivity. 9. Completes the process of communication and makes it continuous and sustains communication process. 10. New idea generation: feedback is a main way for new idea generation. It helps to subordinate to express their new and creative opinion freely without any hesitation. 11. Field of expressing opinions: Employees need to be provided with a venue for expressing their needs, concerns and opinions. When an employee has an issue with an experience, they need the proper outlet to provide feedback to be meaning of the message as the sender intends. All communication attempts may not be effective. Certain barriers and problems may cause communication failure. When information is received timely, exact meaning of the message is understood and proper feedback is given, communication becomes effective. Consequently, to make an effective communication, the following qualities of communication are needed: 1. Timely receiving. 2. Understanding exact meaning of the message in such a way that the message received is as close in meaning as possible to the message intended." How Communication becomes effective, the following rules should be involved: 1. Specific Purpose: The sender must be clear about the specific purpose that he wants to communicate to the receiver to make communication effective more. 3. Organization of Idea or Thought: The communicator must make up a plan about how he is going to communicate. He must organize his thoughts and ideas in advance. 4. Proper Transmission of Message: The message must be transmitted in such a way that it is accepted by the listener or reader with interest. 5. Personal Touch: The personal element is the keynote of communication. Sender's sincerity & sympathy influence the listener a lot. 6. Mutual Understanding: A mutual understanding should be established between the sender and receiver of the message is sent to the receiver, there must be a feedback to the sender. Two way communications meaningful. 8. Provision for Feedback: When message is sent to the receiver, there must be a feedback to the sender. Two way communications creates the best possible feedback. 9. Selection of a Good Channel: The sender of message must select an effective and formal channel to communicate with the receiver. 10. Active Listening: This provides proper feedback to the sender to communicate with the receiver. communication is one of the master skills to boost productivity. A communication is said effective when message will be received and understood the way we intended. A very helpful guideline to effective communication is given by the 7 C's and 4 S's. In any business environment, adherence to the 7C's and 4S's helps the sender in transmitting his message with ease and accuracy. The 7C's are as follows: 1. Conciseness: The message to be communicated should be as brief and concise as possible. Only simple and brief statements should be made. 2. Concrete and specified The level of message of the sender should be according to the receiver's level of knowledge, understanding and educational background. Such communication builds confidence between sender and receiver. 3. Consistency: Communication builds confidence between sender and receiver. 4. the ideas and points must work in tandem and form an appropriate sequence. Such communication will minimise communication barriers. 4. Correctness: It is mandatory to send the message in a correct manner i.e. it must have supporting facts, figures, examples etc. This is done to ensure that if any idea has remained unclear to the receiver he may understand it more clearly, correctly and appropriately based on the supply of facts etc. The sender's ideas must be balanced. The most important aspects of the message should be emphasised for increased attention of the receiver. 5. Clarity: Clarity of thought should precede a conversation. The message constructed by the sender should be unambiguous should adhere to a simple sentence structure. This permits the receiver to understand the message with little effort. Complete clarity of ideas facilitates ease of comprehension. Ideas should be conveyed in a manner that they are understood with simplicity. 6. Credibility: The above-mentioned points prove futile in the absence of the credibility factor because credibility depends on the trust factor between the sender and receiver should except the sender should except the sender should maintain constant interaction with the sender and display trust in the sender should accept the sender's credibility. He should accept the sender's credibility. messages as the truth. 7. Courtesy: Courtesy follows credibility. Results beyond expectation can be achieved if tact, diplomacy and appreciation of people are woven in the message. Courtesy in expression is an effective and integral part of business world. Once the credibility of the sender has been established, attempts should be made at being courteous in expression. In the business world, being courteous can pave the way to success. The 4S's are as important as 7C's. They also increase the level of trust between sender and receiver also expects sincerity from the sender. If there is a slight sense of insincerity in the message and if the observer is keen about the message then it may affect the communication process. 2. Strength of the sender himself believes in the message then there is strength and conviction in whatever he states. Half hearted statements or utterances that the sender does not believe in pepper the process of communication with falsehood. 3. Simplicity of language is a pivotal factor is communication. Lucidity of language is a pivotal factor is communication with falsehood. 3. Simplicity of language is a pivotal factor is communication with falsehood. 3. Simplicity of language is a pivotal factor is communication. Lucidity of language is a pivotal factor is communication. comprehended more clearly, more effortlessly and are more effective and economical. INTERPERSONAL COMMUNICATION: Interpersonal communication is the ability to relate to people in written as well as verbal communication. It can occur in either one to one or a group of people. It also means being able to handle different situations. Gestures are also part of interpersonal communication. Listening, talking and conflict resolutions are the common features of interpersonal communication. The types of interpersonal communication may vary from verbal to non verbal and from situation to situation. INTRAPERSONAL COMMUNICATION: Intrapersonal communication for all communication for all communication is defined as the communication at all times. It begins with language and thought itself, but includes our perception of what language and thought are. Every individual may see something and assume a particular attitude toward the subject; however one can be certain that each assumption made is distinctly different. Intrapersonal communication is a challenge because one has so many variations that arise from our perceptions at particular moments. Models of Communication Linear Model of Business Communication In linear model, communication is considered one way process where sender is the only one who sends message and receiver doesn't give feedback or response. The message signal is encoded and transmitted through channel in presence of noise. The sender is more prominent in linear model of communication. Linear model was founded by Shannon and Weaver which was later adapted by David Berlo into his own model known as SMCR (Source, Message, Channel, Receiver) Model of Communication. Linear model is applied in mass communication like television, radio, etc. This model is not applicable in general human communication has general human communication has a particular beginning and an end, so it is not continuous. 2) There is no concept of feedback which makes it inapplicable to direct human communication and only applicable to mass communication like newspaper, television, etc. There is no way to know if the communication was effective or not. 3) Human communication may not happen in turns and more than one message can be sent at the same time. 5) The sender must have the ability to encode and the receiver must have the ability to decode. 6) The model has become less relevant to electronic communication and internet where it's not clear who is the receiver. Cyclical or Transactional model of Business Communication Cyclical or Transactional model of communication is the exchange of messages between sender and receiver where each take turns to send or receive messages. Here, both sender and receiver are known as communicators and their role reverses each time in the communication processes of sending and receiving occurs at the same time. The communicators can be humans or machines but humans are taken as communication and is also called circular model of communication. Criticisms of Transactional Model 1) Without verbal response, the sender cannot be sure that the receiver got the message as intended. Feedback is an important communication as it gives a space to clarify misunderstandings. 2) The transactional model gives the opportunity for a lot of noise because the communication is simultaneous. For example, when many people are talking at the same time in a meeting, the objective of the meeting will not be fulfilled. Shannon and Weaver Model of Communication In 1948, Shannon was an American mathematician, Electronic engineer and Weaver was an American mathematician Mathematical Theory of Communication" and also called as "Shannon-Weaver model of communication between sender and receiver. Also they find factors which affecting the communication process called "Noise". At first the model was developed to improve the Technical communication. Later it's widely applied in the field of Communication source, transmitter, Noise, channel, information source selects desire message, receiver, channel, information source, transmitter, Noise, channel, information source, informatio which converts the message into signals. The sender's messages converted into signals like waves or Binary data which is compactable to transmit the messages through cables Decoder: The reception place of the signal which converts signals into message. The receiver converts those binary data or waves into message which is comfortable and understandable for receiver. Based on the decoded message the receiver gives their feed back to sender. If the messages are transferred from encoder to decoder through channel. During this process the messages may distracted by physical noise like horn sounds, thunder and crowd noise or encoded signals may distract in the channel during the transmission process which affect the messages or signals from external sources. For example: If there is any problems occur in network which directly affect the mobile phone communication or distract the messages Practical Example of Shannon-Weaver model of communication : Thomson made call to his assistant "come here I want" only. Again Assistant asked Thomson (feedback) "what do you want Thomson". Sender : Thomson Encoder : Telephone (Thomson) Channel : Cable Noise : Distraction in voice Reception: Telephone (Assistant) Receiver: Assistant. Due to transmission error or noise, Assistant can't able to understand Thomson's messages. Criticism of Shannon-Weaver model of communication: 1. One of the simplest model and its generally not applied in various communication theories. 2. The model which attracts both academics of Human communication and Information theories. 2. The model which attracts both academics of Human communication and Information theories. audience. 4. The model based on "Sender and Receiver". Here sender plays the primary role and receiver plays the secondary role (receive the information or passive) 5. Communication is not a one way process. If it's behaved like that, it will lose its strength. For example: Audience or receiver who listening a radio, reading the books or watching television is a one way communication because absence of feedback. 6. Understanding Noise will helps to solve the various problems in communication because absence of feedback. 6. communication, the Berlo's model of communication takes into account the emotional aspect of the message. Berlo's model of communication to the receiver after carefully putting his thoughts into words. It is done with the help of communication skills. An individual must possess excellent communication skills to make his communication effective and create an impact among the listeners. The speaker must know where to take pauses. where to repeat the sentences, how to speak a particular sentence, how to pronounce a word and so on. Attitude. It is rightly said that if one has the right attitude, the whole world is at his feet. There is actually no stopping for the person if he has the right attitude. A person might be a very good speaker but if he doesn't have the right attitude, he would never emerge as a winner. Knowledge: Here knowledge is not related to the educational qualification of the speaker or the number of degrees he has in his portfolio. Knowledge is actually the clarity of the information which the speaker wants to convey to the second party. One must be thorough in what he is speaking with complete in-depth knowledge of the subject. Culture: Culture refers to the cultural background of the community or the listeners where the speaker is communicating or delivering his speech. b) M - Message: When an individual converts his thoughts into words, a message is created. The process is also called as Encoding. Any message further comprises of the following elements: Content: One cannot show his grey matter to others to let him know what he is thinking. A thought has to be put into words and content has to be put into words and content has to be put into words and content has to be prepared. Content is actually the matter or the script of the conversation. It is in simpler words, the backbone of any communication. Element: It has been observed that speech alone cannot bring a difference in the communication. Keep on constantly speaking and the listeners will definitely lose interest after some time. The speech must be coupled with lots of hand movements, gestures, postures, facial expressions, body movements to capture the attention of the listeners and make the speech impressive. Hand movements, gestures, postures, facial expressions, body movements, gestures all come under the elements of the message and must know how to handle it. Structure: A message cannot be expressed in one go. It has to be properly structured in order to convey the message in the most desired form. Code: Enter a wrong password, you will not be able to open your email account. In the same way the code has to be correct in the communication. c) C - Channel: Channel actually refers to the medium how the information flows from the sender to the receiver. How does one know what the other person is speaking? - Through Tasting. How does one know whether the pasta he has ordered is made in white sauce or not? - Through Tasting. How does one know whether the pasta he has ordered is made in white sauce or not? - Through Tasting. How does one know what the other person is speaking? - Through Tasting. How does one know what the other person is speaking? - Through Tasting. How does one know what the other person is speaking? - Through Tasting. come to know that the food is fresh or stale? How do we find out the fragrance of a perfume? - Through Smelling. How will you find out whether the milk is hot or not? - Through Smelling. How will you find out whether the milk is hot or not? - Through Smelling. How will you find out whether the milk is hot or not? - Through Smelling. How will you find out whether the milk is hot or not? - Through Smelling. How will you find out whether the milk is hot or not? - Through Smelling. 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How will you find out whether the milk is hot or not? - Through Smelling. How will you find out whether the milk is hot or not? - Through Smelling. How will you find out whether the milk is hot or not? - Through Smelling. How will you find out whether the milk is hot or not? - Through Smelling. How will you find out whether the milk is hot or not? - Through Smelling. How will you find out whether the milk is hot or not? - Through Smelling. How will you find out whether the milk is hot or not? - Through Smelling. How will you find out whether the milk is hot or not? - Through Smelling. How will to understand what the listener actually wants to convey and then responds accordingly. This is also called as decoding. The receiver should be on the same platform as the speaker for smooth flow of information and better understanding of the message. He should possess good communication skills to understand what the speaker is trying to convey. He should have the right attitude to understand the message in a positive way. His knowledge should also be at par with the listener and must know about the subject. He should also be from the same social and cultural background just like the speaker. There are several loopholes in the Berlo's model of communication. According to the berlo's model of communication, the speaker and the listener must be on a common ground for smooth conversion which is sometimes not practical in the real scenario. AUDIENCE ANALYSIS To send out a meaningful communication, the speaker and the listener must be on a common ground for smooth conversion which is sometimes not practical in the real scenario. spoken but not told. If it is a buyer's market, with a choice of products to the consumer, the need to know the audience: This is the audience that will decide the fate of your communication - to act on it or not to act on it. The housewife who selects the washing soap is the primary audience: These are the people who comment on the message and implement the decision once it is taken. The husband who buys the soap from the market is the secondary audience: This is the person or persons who are the first to receive the message and then pass it on to someone else to deal with. The general manager may be the one to receive and address a complaint to the sales manager. He is, then the initial audience. d) "Gatekeeper" audience are the people who have the power to stop the message before it reaches the addressee. The secretary to chairman is a gatekeeper audience. e) "Watch dog" audience: This includes all alert by standers who see a message conveyed and, if necessary, react favorably or otherwise. Woman activists, as a watch dog audience, may object to some posters. Now one can see that the communication must pass through the filter or screen reach where it is meant to, convey the correct sense, be acted upon, and withstand the scrutiny of the alert. The importance of audience analysis: If you have been sending messages for a large number of people, then you probably know that "many men, many minds". Some like an emotional appeal, some an intellectual or scientific. That is why advertisement of a food product says: "Taste may be the reason, vitamins the excuse - or vice versa." This is a clever device to attract all kind of consumers. Knowing your audience To know an audience is to know what motivates the members of it. In Shakespeare's play Julius Caesar, Antony has to speak to the Romans after Caesar's murder. The Romans at that time dislike the dead king. Antony has to gain sympathy for Caesar and create antipathy for the killers. He starts by befriending the listeners. He then makes an ironical remark about how people forget the good in others (here Caesar), and partially praises the murderers! He does not want to shock the listeners. He then shows how good a friend Caesar was to Antony ..... and eventually shows how generous Caesar was to the citizens of Rome. Antony manages to reverse the mob opinion against the murderers and gets the Romans to hunt for them. This is a masterpiece of persuasive communication based on common human psychology. A businessman may manipulate minds much the same way. He starts with an appeal to the values which the audience likes even if he has to create new values. The audience may like the virtue of economy (limited spending), yet the businessman may play on human psychology to sell luxury goods that simplify life and make it comfortable. He appeals to a value (comfort) which is often deeper than the value of saving money. Two-wheeler makers compete with each other by emphasizing different values in their target audience: the riding joy, the speed and acceleration, the fuel efficiency, the prestige of owning the number one product, and so on. The audience makers compete with each other as it receives different messages. So, after the businessman has made a study of what moves the audience, he adapts his message to it. Audience analysis guides you to: a) Protecting the receiver's ago. b) Blending logic and emotion with suitable images of each. c) A choice of appealing arguments, facts and figures. d) Bending logic and emotion with suitable images of each. c) A choice of appealing arguments, facts and figures. d) Blending logic and emotion with suitable images of each. c) Blen direct except to give bad news (e.g. declining dividends). b) Outline the message: a) Wake the language easy at every level - words, sentences, quotes. b) Avoid being defensive or rude. c) Remove negativity. d) Use the languages with which the audience is at ease - conversational and familiar. Advice on visuals: a) Use charts, models, photos etc. b) Get the visuals designed by graphic experts. c) Use appealing colour combinations. In the case of a mixed audience, it is best to give priority to (i) Those that will decide to act or not to act on the message. (ii) The ones who will screen it. A film is made to suit the common taste of the public and the censor board. Conclusion: After going through this article, i believe all of you have now complete idea about business communication. If you like our Business Communication Notes article then visit our website regularly.

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