

# UNDERSTANDING BUSINESS COMMUNICATION

Introduction to Business English

“The persons we seek must have strong oral and written communication skills”

Q: Why communication skills determine your success?

Communication

Internal

External

Formal

Informal

Formal contact

Informal contact

downward

upward

horizontal

# IC-Formal communication channels (FCC)

: the official structure of an organization, summarizing the lines of authority, representing a link in the chain of command and formal channel to transmit official messages.

It can be in 2 forms:

1. Tall structure and narrow span of control
2. Flat structure and wide span of control

Possible problem in FCC:

message distortion / misunderstanding

Possible solutions:

- Flattening the org. structure (reduce the numbers of levels in the organizational structure)
- Widening span of control (increase the number of people who report to each supervisor)

# Types of information flow in FCC

	Downward	Upward	Horizontal
To			
From			
Usefulness			
Examples of comm.			

# IC-*I*nformal Communication Channels

A supplement to FCC

Eg. Casual conversation and discussion

# EC-Formal Contacts

Formal contacts with outsiders in a company are the responsibility of the Departments of Marketing and Public Relations.

Are they the same?

What are their roles/functions?



# EC-Informal Contacts

Shopping, watching TV, reading newspapers can contribute to the organization's collective understanding of the outside world.

# Characteristics of Effective Communication

1. an open communication climate
2. A commitment to ethical communication
3. An understanding of intercultural communication
4. Proficiency in communication technology
5. An audience-centered approach to communication
6. An efficient flow of communication messages

# Questions for discussion

1. Why do you think good communication in an organization improves employees' attitudes and performance?
2. Whenever you report negative information to your boss, she never passes it along to her colleagues or supervisors. You believe the information is important, but who do you talk to? Your boss? Your boss' supervisor? A co-worker who also reports to a different boss? A co-worker who reports to a different boss? Explain.
3. Pick three jobs that you might like to have after you graduate. What communication skills do you think would be most important to you in these positions?

## Questions for discussion (contd.)

5. Because of your excellent communication skills, your boss always asks you to write his reports for him. When you overhear the CEO complimenting him on his logical organization and clear writing style, he responds as if he'd written all those reports himself. You're angry, but he is your boss. What can you do?
6. To save time and money, your company is considering limiting all memos to one page or less. Is that a good idea?
7. As long as you make sure that everyone involved receives some benefit and no one gets hurt, is it okay to make a decision that's just a little unethical?