

Definition: Communication is the process of exchanging information, ideas, thoughts, or feelings.

Facilitate Information Sharing:
Ensures that relevant data reaches the right people.

Promote Understanding:
Minimizes misunderstandings in business processes.

Enhance Decision Making:
Provides the necessary information to make informed choices.

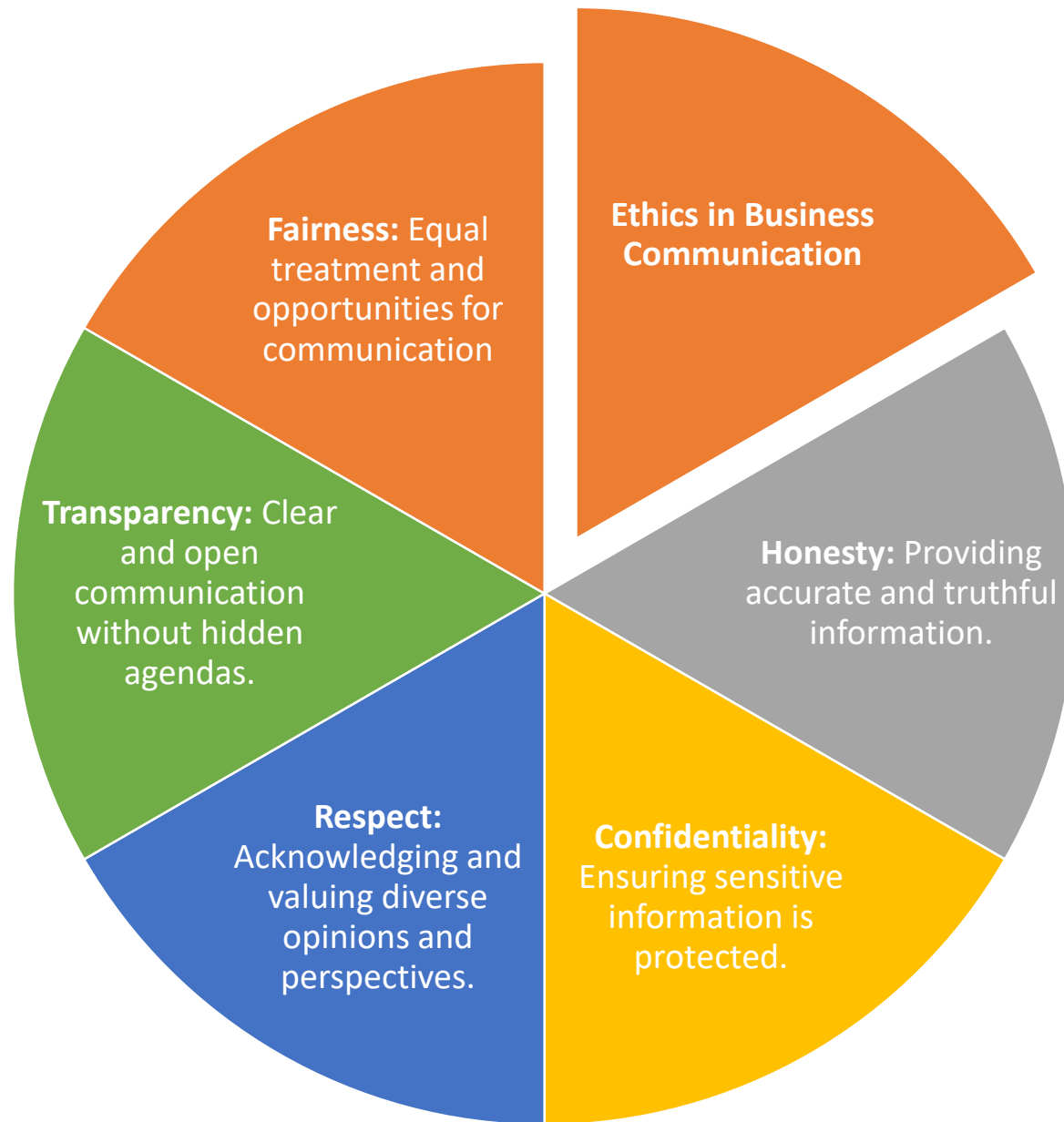
Foster Relationships:
Builds professional connections and trust.

Drive Organizational Efficiency:
Streamlines work processes and operations.

Objectives of Business Communication

Importance in Business: Enables coordination, decision-making, and growth in organizations





Fairness: Equal treatment and opportunities for communication

Ethics in Business Communication

Honesty: Providing accurate and truthful information.

Confidentiality: Ensuring sensitive information is protected.

Respect: Acknowledging and valuing diverse opinions and perspectives.

Transparency: Clear and open communication without hidden agendas.

**Features of
Business
Communication**

Clarity: Clear
and
straightforward
messages.

Conciseness:
Brief and to the
point
communication.

Coherence:
Logical flow of
ideas.

Electronic Technology in Global Business Communication

Internet: Instant information exchange and virtual meetings.

Fax: Used for sending physical documents quickly over long distances.

Email: A fast, efficient way to send written communication globally.

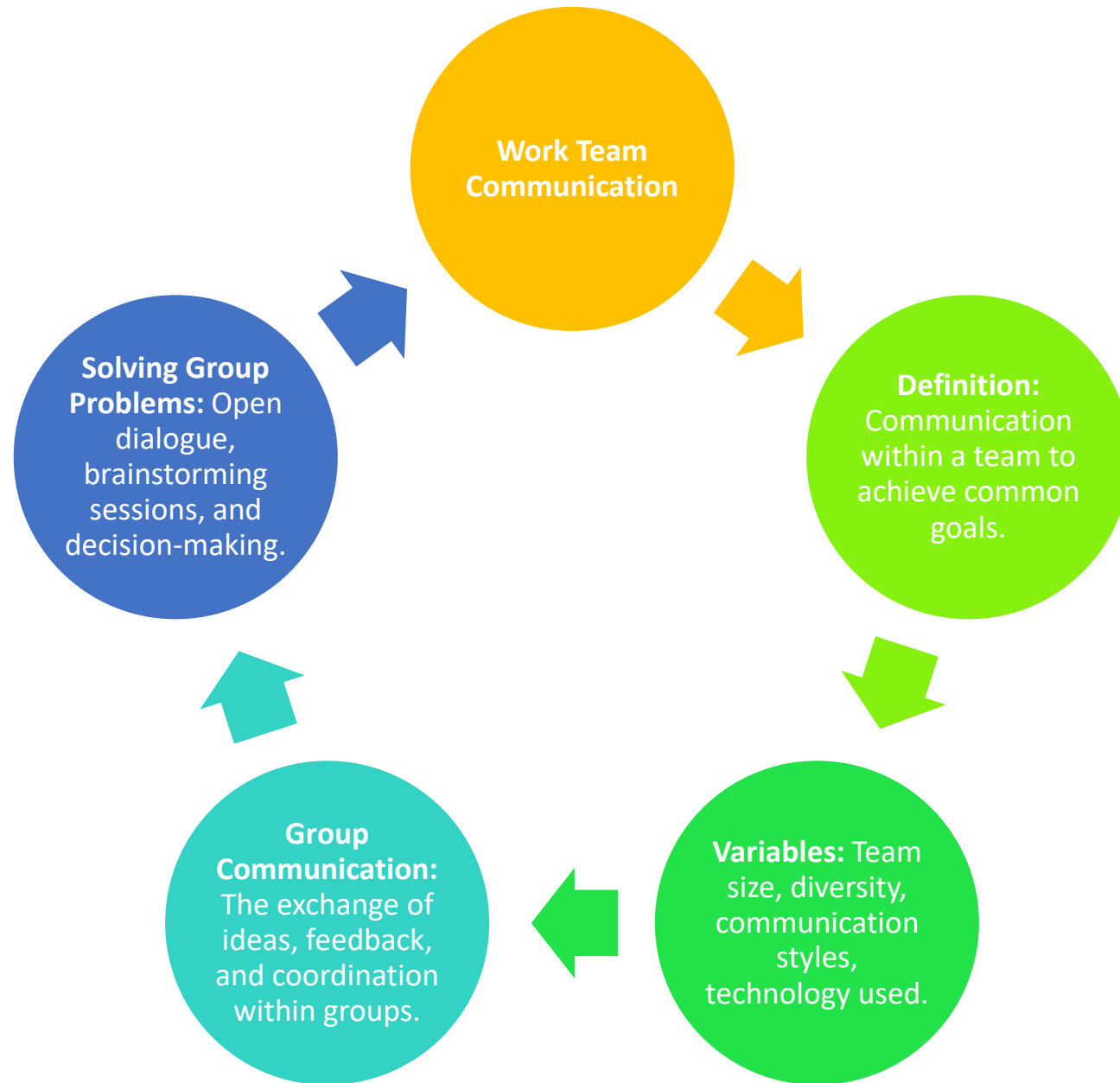
Advancements: Cloud storage, online conferencing tools (Zoom, Teams).

Voice, Text, and Picture Messages

Picture Communication:
Infographics, videos, and
photographs for visual
storytelling.

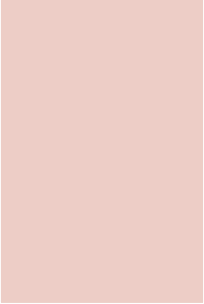
Voice Communication:
Telephones, VoIP (Voice
over Internet Protocol),
and podcasts.

Text Communication:
Emails, instant
messaging, and SMS.






Ethical Dimensions of Group Communication



Honesty and Transparency: Sharing clear and accurate information.



Respecting Opinions: Encouraging diverse perspectives and resolving conflicts respectfully.



Confidentiality: Protecting sensitive information shared within the group.





**Business Presentations:
Written and Oral**

Planning:
Research, setting objectives, and audience analysis.

Organizing:
Structuring the presentation (introduction, body, conclusion).

Delivering:
Engaging the audience through body language, vocal variation, and visuals.

Use of Visual Aids: Charts, graphs, slideshows, and videos to enhance message clarity.