

Business Communication



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Communication Process

Source----Message----Channel----Receiver

It enables the audience to

- ❖ Acquire
- ❖ Exchange
- ❖ Store
- ❖ Retrieve
- ❖ Process information

	Business Communication	Communication
Approach	Formal and directed in approach	Less formal and indirect approach.
Format	Uses a specific format for communication	Different formats are used based on circumstances.
Personal touch	There is no scope of using personal feelings in business messages.	Personal feeling covers most of the part of general communication.
Scope	Involved with practical information that is impartial and objective.	May be involved with fictitious information and the scope is subjective.
Presentation	Business communication follows organizational policies.	General communication does not follow any formality.
Objective	This communication is made to take a specific action	communication is done to inform the receiver about certain issues.
Type	Business communication is official or organizational communication.	General communication is personal communication.
Feedback	Very important for the success of business communication.	Important for improving communication skills

Communication Skills

- **Encoding Skills**

- Speaking
- Writing

- **Decoding Skills**

- Listening
- Reading

What is a Verbal Communication?

- ❑ **Form of communication**
- ❑ **May or may not use audio-visuals**
- ❑ **More formal in nature**
- ❑ **Serves many purposes: Inform, Instruct (Teach/Train), Share, Sell, Seek feedback, etc.**

Why Verbal Communication?

to

- Give the audience a sense of your idea/work
- Make them want to know / follow your work
- Seek feedback

not to

- Overload the audience with information
- Tell them 'all you know' about a subject
- Present every detail of your work

Public speaking

- **Public speaking** is the process of speaking to a group of people in a **structured, deliberate** manner intended to **inform, influence, or entertain** the listeners.

- In public speaking, as in any form of communication, there are five basic elements, often expressed as
 - ***"Who is saying***
 - ***What***
 - ***To whom***
 - ***Using what medium***
 - ***With what effects?"***
- The purpose of public speaking can range from simply transmitting information, to motivating people to act, to simply telling a story.

Types of Phobia

Atychiphobia

Fear of failure

Bibliophobia

Fear of books

Autophobia

Fear of being alone

Chionophobia

Fear of snow

Chromophobia

Fear of colors

Arachnophobia

Fear of spiders

Entomophobia

Fear of insects

Glossophobia

Fear of speaking in public

Glossophobia *or* Speech Anxiety

- The fear of public speaking.
- The word *glossophobia* comes from the greek *glōssa*, meaning tongue, and *phobos*, fear or dread.
- The fear of public speaking is called glossophobia (or, informally, "stage fright").
- The single most common phobia — affecting as much as 75% of the population.
- Fear of oration is ranked even above that of death.

Symptoms include:

- Intense anxiety prior to, or simply at the thought of having to verbally communicate with any group,
- avoidance of events which focus the group's attention on individuals in attendance,
- physical distress, nausea, or feelings of panic in such circumstances.

Specific symptoms of speech anxiety

- Physical
- Verbal
- Non-verbal

Physical symptoms include

- Acute hearing,
- Increased heart rate,
- Increased blood pressure,
- Increased perspiration,
- Increased oxygen intake,
- Stiffening of neck/upper back muscles, and
- Dry mouth.

The verbal symptoms include,

- Tense voice
- A quivering voice
- Redundancies - Repetition of “Umms” and “Ahhs” which tend to comfort anxious speakers.

Nonverbal symptoms

- No eye contact
- Staring at a corner
- Inflexible body