

Business Communication



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**Misconceptions
About
Communication**

1. Meanings are in words:

- Communicator wishes to stimulate some meanings in the minds of the receivers.
- He must select words to be used on the basis of what he expects from the receivers' meaning

2. Communication is verbal process

- What we say is important but how we say is more important.
- Communication is both verbal and a non verbal process

3. Telling is Communicating

This impression leads to:

- Interpersonal conflicts
- Persuasive communication failures

Telling is only half way communicating

4. Communication will solve all our problems

- It can create problems
- It can solve problems
- Ineffective communication may create many problems.

5. Communication is a good thing

Communication is a tool

- It may be used for good
- It may also be used for bad

6. The more communication the better

- **Quality is more important than quantity**
- **‘The more the better’ leads to many problems**

7. Communication can break down

- Communication either successful or unsuccessful is never terminated
- **One cannot not communicate**
- Communication is both verbal and non verbal process

8. Communication is a natural ability

Communication is not natural ability:

- It is learned ability
- It can be learned and practiced

Ingredients of effective Communication

T. The target i.e. purpose of communication

R. The receiver to be addressed

I. The impact in terms of KAS

M. The method employed

Checking barriers in communication

1. Checking confusion

- Itemize the message
- Repeat or back-track when necessary
- Words meaning
- Use feed back

2. Avoiding Resentment

Techniques are:

- Using 'We' more often than 'I'
- Becoming alert and alive to changes
- Using words that show respect towards others
- Do not exaggerate