

## **Business Communication and SWOT Analysis for an Entrepreneur**

**W3L2** - Business Communication Part 2

**Instructor** – Prof. B. Jirli, BHU

Hello friends. In our previous class, we were discussing about the concept of communication, the business communication, the elements of communication, and the difference between the business communication and communication, and ultimately we discussed about the gloss concept of glossophobia and various symptoms associated with that.

In today's class, we will be discussing about misconceptions about communication. So either knowingly or unknowingly, we carry these misconceptions. About the process of communication. So by understanding this, you can improve upon your communication skills. So with that objective I am trying to discuss these misconceptions with you all so that you can improve upon your communication skills. The first one is the meanings are in words. So I have already said this is a misconception. Having said this, now you must be asking me. If the meanings are not in words, then where do we find the meanings? So the most important thing to be understood here is Communicator wishes to stimulate some meanings in the minds of the receivers. And you must select the words to be used on the basis of what he expects from the receivers meaning. So in this context. The science of Communication says that meanings are in people, they are not in words.

Let us understand this in a more simplistic manner. You all have completed different stages of schooling, primary schooling, high school than middle school than high school than 10 + 2 then degree. All these things that you have cross now. So when a teacher engages the class for his students and he is addressing a group of students, maybe it is 50 to 100 range varies from school to school, college. There is a common man who is teaching all the students, but when we look into their results or their understanding, so there is lot of difference that what we can see. Somebody is failing and somebody is getting highest marks, maybe securing up to 9100 eighty 999. Whatever is the score up so that all is an indicator of your understanding about the communication process, that whatever the course that is taught by your teacher made the mathematics, made the biology, made the physics or made the chemistry so whatever the things that we try to communicate with you. So how you have understood it means the meanings are in low. So what kind of understanding that you develop so that becomes the base for your success or failure.

Then the second one is communication is the verbal process. And I said that this is a misconception. If this is the misconception, so then what exactly the communication is? What we say is important, but how we say the same thing is more important. So in that context, we

can say that communication is both verbal and non verbal process. So having said this, how we say means you are adding your feelings to the. While communicating what kind of facial expressions that you are giving and what kind of facial expressions that you are generating among your is yours. So this is the most important aspect.

How you are grabbing the attention of your receivers in certain classes, so you must be less prized by your teacher or any communicator and in certain classes you start talking amongst you and all the time teacher makes the noise that no listen to me, listen to me, Stop speaking all those things are very common. But what we observe in our, especially the classroom systems. And it happens with a public speaking process also. So that is why communication is not only the verbal process, it is works verbal as well as non verbal processes. So that is what we need to understand. So when I try to speak before the group of people, I need to decide. On working of expressions that I am giving working of moments i am giving and working of nonverbal experiences that I am sharing with my receivers.

Then Telling this communication. This is again a misconception. So if telling is not communication, so then what is communication, if we understand it as the process of communication that may lead to interpersonal conflicts, and we can say that that is where we are going to be a greater failure in case of persuasive communication or telling, the only the half way of communication we need to get their response also we need to influence them also. So then we are completing the process otherwise it is not one way process, it is the two way process.

Then fourth one is communication will solve all our problems. So if I am going to interact with them and if I can discuss with him or her or whatever it is, I can solve all this problem. Again, this is half truth that what we can say because communication has the potential to create the problems also and it can solve the problems also means. I need to be very careful in interacting with others because I may create problem and I may solve the problems with the possibilities are there. So that is why if you are carrying only one idea so then it is going to create certain problems. Then ineffective communication may create many problems that we are all aware of.

We say that communication is a good thing. Obviously it's a good thing, but we need to be aware that we need to understand that communication is a tool. It can be used for good or it can be used for bad. So there are number of situations I did not explain what kind of situations. We must have faced in our personal life. So let us try to understand that so it as a tool of communication many times it has been used for good and many times it has been used for bad also. Then the more the better. Is it that if I speak for one hour, I am a good communicator and if I speak for 10 minutes, I'm not a good communicator? No. Quality is more important than quantity. Maybe whatever the things that I wanted to communicate for one hour, if I can confuse it and if I can present it in a most befitting manner, I can do that particular job, maybe

in 20 minutes, 25 minutes. Because of this, the more the better definitely may lead to certain problems also. Then communication can breakdown. You can never say that communication can breakdown either communication is successful or unsuccessful, but it cannot be terminated. It can never be terminated.

So what is that successful or unsuccessful? So I can. Understand that my process of communication is successful. When you start understanding what I am sharing with you. This is what is the successful situation and there might be the situation that it is you are not able to understand the things that I am sharing with you. So then it is an unsuccessful communication but the process of communication is going on. So that is why we say that it is it cannot be terminated. That is why the science of communication says that one cannot not communicate. There are two negative connotations. So then it is converted into the positive aspect as per the simple mathematics formula. Minus into minus is going to be plus. In that context we can say that one cannot not communicate means 1 cannot live without any communication means he is in the process of communication.

Then the next misconception and the last misconception, is communication is a natural ability. So we start identifying certain individuals as he is a very good communicator, is a natural communicator, is a born communicator. All these prefixes and objectives that what we use for some individuals. But Communication is not a natural ability. We have made certain deliberate attempts. You can learn it and it is love and ability. They might have done their exercises prior to you, so that's why they have much does the good communicators. You have not made any deliberate attempts till date, so that's why you are good that communicator. But the moment I start understanding this, you can emerge as the most successful communicator. So that is why these kind of interactions are being organized. It can be learned, it can be practiced. Practice is the only way to acquire these skills.

With this brief background, let us try to understand what are the ingredients of effective communication. We say that "T" T means the target, that is, what is the purpose of communication? Why we have started this process of communication? Why we are discussing the concept of communication for the students of unknown this I am trying to make it clear in the series of classes. So that's what is my target. Then who are my receivers? So that is second ingredient of effective communication. I should understand my receiver what is their classification and what I am trying to give them whether they are. In need of that, or they need something else. So this is what should be my analysis. Then I means what will the impact that I can generate on knowledge adoption as well as. The stage of the topics that what we are discussing about.

For example, if you take this particular course only, so after completing this particular course, what kind of changes that, I am anticipating in my audience is at least they should develop the

communication skills number one, they should start thinking about the process of becoming an entrepreneur or they can make a team to be a successful entrepreneur, or at least let them create an environment in which the enterprises can be launched. So this is what is the impact that we are targeting about. Then what kind of method that we are employing to achieve this target. So that is another invariant of effective communication. To achieve this effective communication, there are certain things. What is that? How to check the barriers in the process of communication? Just I am sharing in a very brief manner how to check this conclusion. This is one of the barrier wherein we are making an effort to itemize the messages and repeat or backtrack whenever it is necessary. Most of the time, you might have observed in your classroom system only. So when a teacher feels that students not understanding the things what I'm sharing with them, they try to repeat it or they try to come out with some other examples so that you can understand it in a more effective manner because your facial expressions are very, very important and a teacher understands that looking into your facial expression or looking into your activities so they are not able to understand. Let me take them to the different examples so that they can understand that.

Then words meaning are very, very important by using appropriate words. We can reduce the confusion then using the feedback as I said, forces the index of mine. So when you don't understand your facial expression are different and when you start understanding the concepts that are being discussed, your facial expression is going to be something different and this is the message for both. What kind of expressions that I am giving and what kind of expressions that I am reading from you and visa versa, that is, what is the feedback then? How can a while the resentment. For avoiding the resentment so let us not personalize anything and everything. Instead of "I" if you use the term "We" so then all the issues are automatically resolved becoming an alert and alert to the changes among the audience is very very important. When they don't understand, their behavior is going to be something different, and when they start understanding their behavior is going to be something different. So that is what a communicator keep on observing. So that is why we tell that he become alert and allowed to the changes, then using words that show respect towards others, so that. You can avoid those sentiment and without any exaggeration, presenting the facts leads to avoiding resentment.

So with this now we are closing this discussion in this particular part we discussed about how what are the basic misconceptions associated with the process of communication and how we can use the invariants of effective communication and how can we avoid the resentment and how can we make the effective interaction with my intended receivers.

So with this we are closing to the discussion.

Thank you.