

BCA 1ST Semester

BCA-103 LANGUAGE AND COMMUNICATION

UNIT: 3

Business Communication :

Business Communication is a process in which information is shared among or between people within and outside the company or organization. In business, communication is very important because through it the information flow helps in processing and directions to the people as needed. Feedback can be collected through communication which will help the opinion of others regarding the business. It is the primary step in any organization to proceed in any work.

Principles of Business Communication

If you are working at a place and everyone in the place does not have proper communication skills and as a result, everyone is following their own thoughts. Will that working place be effective? No, it will not be effective, it will be a big mess. That is why is important to learn the 7 C's of communication. Here are those:

- 1. Concise**
- 2. Clear**
- 3. Correct**
- 4. Concrete**
- 5. Complete**
- 6. Courteous**
- 7. Coherent**

1. Concise

Being concise means being able to convey your messages in shortest possible words. But this doesn't mean that you provide the information less but articulating in such a possible way that you get to spread the message across everyone and that too in fewer words.

It is a necessity for business communication as this C does not involve the vague words and this the message is clearly sent to everyone. Because of conciseness, you save time as well as you save a lot of costs.

2. Clear

Clear or clarity is very important in business communication. Through this, you are able to emphasize a specific message or a goal at that time. In a business communication, you cannot achieve too much in one go. That is why you need to clear about your ideas.

Because of clarity, the understanding of ideas becomes easier. As the clarity is achieved for ideas and thoughts, the meaning of the words is enhanced. The message becomes more appropriate and exact.

3. Correct

The understanding of your audience is directly proportional to the correctness of your ideas. Because correct communication of thoughts and ideas is also an error-free form of communication. There are many ways to achieve this correctness in your sentences.

One is through a technical understanding of your thoughts and ideas. Further, the names and titles that you have mentioned should be correct. Because of correctness the confidence level of yours as well as your audience increases. It has more impact.

4. Concrete

Concreteness refers to the idea of being clear and particular. It avoids the basic fuzziness and general in your ideas and thoughts. Concreteness also adds to your confidence level.

Concreteness is supported by figures and facts thus it gives your ideas a boost. As it involves clear words only, it helps in increasing your reputation. There are little to none chances that your message is misinterpreted.

5. Complete

A message or an idea is complete when the audience has everything that they want to be informed. Also, this gives an authority to them to move to call of action.

The complete communication generally involves the call to action, which helps the readers understand what you want to imply to them. It also includes all the facts and figures in the sentences.

6. Courteous

Courtesy is the respect that we show to others and in business communication also it means the same thing. You should show respect to your reader by having courteous communication. The individual while sending the message should be polite, sincere, enthusiastic, and reflective.

Being courteous means that you have taken into consideration the feeling receiver as well as your own. It also shows that you are positive and your focus is on the audience. Courteous messages are not at all biased.

7. Coherent

The messages that you send should be logical and that is why coherent communication is important. The message involves certain ideas and thoughts and thus when they are coherent than only they are able to convey the main idea of the message. All the points that you have mentioned should be relevant to the topic and connected.

Planning and conducting

Before meeting for an interview, both the interviewer and the interviewee have to make planning and preparation. Many job interviews are failures because either the applicants or the interviewer lack the skills of planning for them. The interviewer must have clear and detailed information about the post for which the candidates are to be interviewed. He should be in a position to tell the candidate the working conditions, details of job operations and other responsibilities. He has to make proper seating arrangement for the candidates in such a way that they may feel relaxed in the waiting room before facing the interviewer. He should know what type of candidate is required for the job. He must have the bio-data of all the candidates who might attend the interview.

Interview :

An interview is essentially a structured conversation where one participant asks questions, and the other provides answers. In common parlance, the word "interview" refers to a one-on-one conversation between an interviewer and an interviewee. The interviewer asks questions to which the interviewee responds, usually providing information. That information may be used or provided to other audiences immediately or later. This feature is common to many types of interviews – a job interview or interview with a witness to an event may have no other audience present at the time, but the answers will be later provided

to others in the employment or investigative process. An interview may also transfer information in both directions.

Discussion :

“Discussion is a thoughtful consideration of relationships involved in the topic or the problem under study. These relations are to be analysed, compared, evaluated and conclusions are drawn. The discussion requires a statement or enumeration of the facts to be analysed. In discussion mere allegations un-supported by evidence are of little value.”

Difference between interview and discussion

The difference between discussion and interview is that conversation is expression and exchange of individual ideas through talking with other people. I like to talk about my opinion on this subject, so I am a person who is interested in discussion.

Telephone communication

Telephone communication is one of the most important forms of communication within the company. Although today its use is being replaced by other forms of communication (such as email), phone use is one of the most common means by which to materialize both internal and external communications.

It is very important in business because it is the medium through which the first contact with, or from the company is made. So, before any personal contact, the usual thing is to make a phone call to arrange an interview or to specify any matter or topic. The interlocutor at the other end of the line will form an idea about the company depending on the impression after this first telephone contact.