



# Communication

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# 1 Communication

Business communication is information sharing between people within and outside an organization that is performed for the commercial benefit of the organization. It can also be defined as relaying of information within a business by its people.

Importance of Communication to the Businesses

- To provide link between traders
- To exchange ideas between business partners and customers
- To improve customer relationship
- To maintain employee-employer relationship
- To promote sales
- To maintain relationship between government and with external parties
- To know the legal legislation
- Enforcing rules
- Enhanced innovation

Communication Process

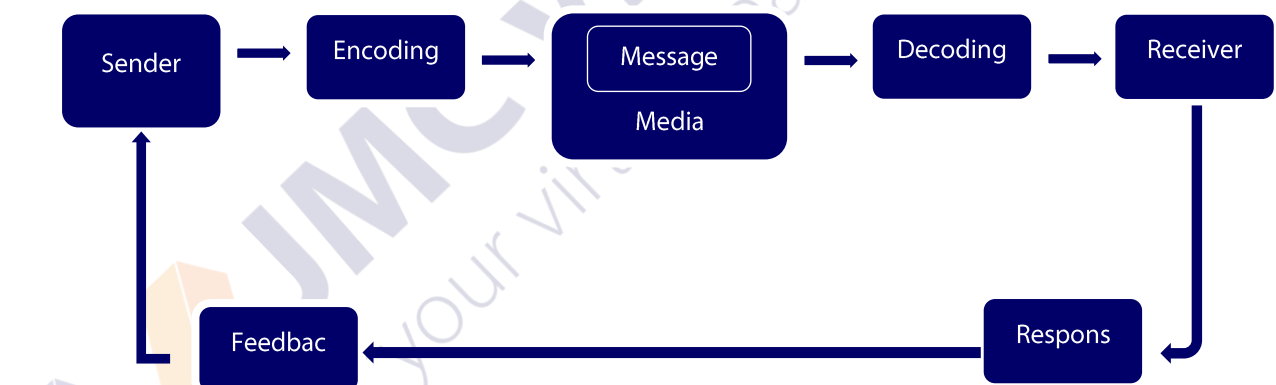


Figure: Elements of communication process

## Elements in the Communication

### 01. Sender:

The person who intends to convey the message with the intention of passing information and ideas to others is known as sender or communicator.

### 02. Ideas:

This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions.

### 03. Encoding:

Since the subject matter of communication is theoretical and intangible, its further passing requires use of certain symbols such as words, actions or pictures etc.

Conversion of subject matter into these symbols is the process of encoding.

#### 04. Communication Channel:

The person who is interested in communicating has to choose the channel for sending the required information, ideas etc. This information is transmitted to the receiver through certain channels which may be either formal or informal.

#### 05. Receiver:

Receiver is the person who receives the message or for whom the message is meant for. It is the receiver who tries to understand the message in the best possible manner in achieving the desired objectives.

#### 06. Decoding:

The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding.

#### 07. Feedback:

Feedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.

## 2 Types of communication and communication media

### 2.1 Types of communication

Communication methods based on the communication channel;

- Verbal/Oral – (personal discussion/ meetings/ telephones/ social events/ interviews)
- Non-Verbal; written forms, body language – (internet/ memo/ reports/ notices/ letters/ magazines/posters)

Communication methods based on the communication purpose;

- Internal – Communication methods that used within a business organization. (telephones/ telex/ fax/ letters/ emails)
- External - communication methods used to reach parties beyond an organization (Public, media etc.)

Television, Radio, Newspapers/ Posters/ Notices/ Banner

Communication methods based on the communication style;

- Formal – committee meetings, interviews
- Informal – personal discussions, phone calls, Social media groups

## 2.2 Communication Media

Physical Media (Message Sender Can Be Seen And Heard Physically)	Technical Media (Message Sender Is Not Visible Or Heard)	Electronic Medias
<ul style="list-style-type: none"> <li>• large meeting</li> <li>• department meeting                             <ul style="list-style-type: none"> <li>• personal meeting</li> </ul> </li> <li>• word of mouth</li> <li>• public addressing</li> </ul>	<ul style="list-style-type: none"> <li>• Letters</li> <li>• emails</li> <li>• newspapers</li> <li>• billboards</li> <li>• social medias</li> </ul>	<ul style="list-style-type: none"> <li>• Voice mail</li> <li>• video conferencing</li> <li>• email, fax</li> <li>• television</li> </ul>

## 2.3 Features of an effective business communication System

- Access to information – access to information should be only for the required parties. Passwords can be used with electronic methods.
- Easy to use - should not be a very complicating method to apply
- Efficiency of user – all the users should have the knowledge and talent use the method.
- Interaction between people – it should facilitate feedback and reactions from the receiver to the sender.
- Interaction between institutions
- Confidentiality and security

## 2.4 Qualities of good communication

- Accuracy of information
- Brief /detailed as suitable to the scenario in certain instance detailed information is not necessary but only a brief
- Completeness
- Clarity
- Politeness
- Consideration
- Cost effective
- Speed

## 2.5 Factors that affect effective communication

- Physical factors: Noise, disturbances, accidents
- Fault in the system: Faults in the data base system, internet problems
- Negative perspectives: Employees may have negative perspective in adapting

to a high technical communication system

- Psychological factors: All parties involved in a particular communication can be in different psychological levels therefore all might not concentrate as expected.
- Language and cultural diversity
- Less people understanding
- Health matters (blind, deaf, dumb etc.)



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