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Communication

1. Effective Communication

✏️ The transferring of a **message** from the **sender to the receiver**, who **understands** the message.

⭐ Without this, a business can have serious consequences.

Dependent On

- ✕ **Sender/transmitter of the message** (Message must be clear)
- ✕ **Appropriate medium/method**
- ✕ **Receiver must be the intended person**
- ✕ **Feedback** (Ensures the information has been correctly received/acted upon)

Internal Communication

✏️ Communication between members of the **same organisation**/business.

Examples:

- Deadlines/tasks
- Sales progress
- Machinery failures
- Fire drills
- Problems that need attention
- Dismissal

External Communication

✏️ Communication between the **organisation and other organisations** or individuals.

Examples:

- Orders for goods from suppliers
- Info. to customers (price, delivery time etc)
- Advertising goods and services
- Asking customers to pay bills on time

⭐ This must be effective as it is important to the **image + efficiency** of the business.

⭐ Ineffective communication can lead to being **sent wrong materials** from suppliers; **Inaccurate information** given to customers;

One Way Communication

✏️ Involves a message which **does not** call for/**require a response** from the receiver. Doesn't allow receiver to contribute/provide feedback. e.g. Notice boards, signs

Two Way Communication

✏️ When the receiver gives a **response** to the message and there is a **discussion about it**. e.g. Phone calls, meetings

Advantages

- Sender knows the if the message has been **received/understood** or not.
- Receiver feels more **included** in the process and can make a **contribution** --> **motivates receiver**

Formal Communication

✏️ When messages are sent through **established channels** using **professional language.**

Informal Communication

✏️ When information is sent and received **casually** w/ the use of **everyday language**

2. Communication Barriers

✏️ The factors the stop effective communication of messages.

Sender

- ✕ **Speaking too quickly/not clear enough (verbal communication)**
  - Sender should make message as **clear** as possible
  - **Feedback** asked to ensure message understood
- ✕ **Different Language/"Jargon" may not be understood**
  - Sender should ensure the message uses understandable language.
  - Use of jargon/too technical terms should be avoided
- ✕ **Sending the wrong message/to the wrong receiver**
  - Double checking the message and receiver is correct
- ✕ **Message too long + detailed, prevents main points from being understood.**
  - Message sent is as brief as possible

Receiver

- ✕ **May not be listening/paying attention**
  - **Importance** of the message should be **emphasised**
  - Receivers asked for **feedback**
- ✕ **Receiver may not like/trust the sender (unwilling to act upon the message)**
  - Use **another sender** who is **trusted** by the receiver

Feedback

- ✕ **There's no feedback**
  - **Request** for feedback
  - Feedback may not be required
- ✕ **Feedback received too slowly/is distorted**
  - Use **direct** communication

Medium

- ✕ **Message may be lost --> receiver does not see it**
  - Ensure feedback is given
- ✕ **Wrong Method used. e.g. important message on notice board (people may not read)**
  - Sender must select appropriate channel for specific messages
- ✕ **Message is sent down long chain of command - may become distorted**
  - Use the shortest possible channel
- ✕ **No feedback is received**
  - A meeting could be held if feedback is needed
- ✕ **Breakdown of medium**
  - Use other forms of communication

Communication Methods

Choosing Appropriate Method

- ✕ **Importance of a written record**
- ✕ **Leadership Style**
- ✕ **Cost**
- ✕ **Speed**
- ✕ **Message Details**
- ✕ **The Receiver**
- ✕ **Importance of Feedback**

Written Communication

Examples

- Business letters
- Memos
- Reports
- Notices (board)
- Fax
- Text messages
- Email/social media

Advantages

- There's **hard evidence** of the message
- May be a **law** (safety messages)
- Can be **copied and sent** to many people efficiently (electronic)
- Electronic ways are **quick, cheap** and reaches a **large amount of people**

Disadvantages

- Direct **feedback** isn't always possible
- Not easy to check if the message has been **acted upon**
- **Language use** may not be easy to understand
- No **reinforcement** of message (body language)

Verbal Communication

Examples

- 1-1 talks
- Phone Conversations
- Video Conferencing
- Meetings/team briefings

Advantages

- Info. given out **quickly/efficiently**
- Opportunity for **immediate feedback**
- Message **reinforced** by seeing the speaker (body language)

Disadvantages

- In big meetings, there's **no way of knowing** if people are **listening or understanding** the message
- May **take longer (time-wise)** when feedback is involved
- **No permanent record** of the message

Visual Communication

Examples

- Films, Videos, Powerpoints
- Posters
- Charts + Diagrams
- Photos
- Cartoons

Advantages

- **Appealing + attractive** way of presenting info.
- Can make **written** messages **clearer** and easier to **understand**
- **Illustrates the point** being made

Disadvantages

- **No feedback** and sender may need to use other forms of communication to check the message being understood
- Charts and graphs may be **hard to interpret** for some people.

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