

An Overview on Business Communication and Its Importance for an Organization

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Abstract – In the context of communication and management, thoughts, data, perceptions and feelings regarding job success, operational productivity and efficiency as well as objectives attainment are created, communicated and interpreted in an organization. A management must be a good communicator because no company can prosper or advance without strong communications skills. A study which discuss about Communication, Communication Represents You and Your Employer, Importance of communication, Technology and Business Communication, The Need for Good Communication in Organizations, Managing Communication in Organizations, Types of Business Communication, Elements of Business Communication, Features of Business Communication.

Keyword – Communication, Business Communication, Organizations

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INTRODUCTION

Despite their scale, geographical position and purpose, business communication skills are vital to the organization's growth. Corporate contact is related to every organization's internal culture and external appearance. It is therefore the key driver for coordination inside the business. The organization's mission of educating, persuading, conducive and good corporate will is supported by good business engagement activities. Only by accepting the fast-changing global dynamics and organized and implementing collaboration systems will organizations survive. The current workforce is diverse in nature, but collaboration in the context of history, technology and competitiveness is a challenge. Efficient and reliable connectivity is a major factor in the performance of every business. It is held among businesses, marketplaces, organizations and amongst different staff classes, owners and workers, consumers and sellers, service suppliers and clients, salespeople and prospects, and even among people in the company and the public. Anything like this affects the business. Such contact will advance the objectives of industry, if done with caution. If it does not, the company would be shown in bad light which will impact market interest negatively. Communication is an organization's life force and its principal aim is to alter policy. In every organization, keeping efficient collaboration processes is the key concern. The dilemma of management leads to inadequate coordination in general. Serious errors are created due to misunderstanding of instructions. The fundamental challenge of correspondence is that it cannot imply what the other one intends to give. It is important to note that the speaker and the audience

are two people with their shortcomings and that the meaning that passes through them could be distorted by a variety of factors. In the organization it is internal correspondence as individuals interact with each other. It works as a team and fulfils the collective objectives. It could be official or informal. Internal communication modes include face-to-face contact and written communication. The examples of internal correspondence include memos, notes, office orders, circular, facsimiles, video conferences, etc. If others outside the group interact with someone else, external contact is named. These individuals might be suppliers or customers, manufacturers, media, government, the general public etc.

Communication is an action, ability and art that includes lessons gained across a broad range of human experience. Maybe storytelling is the most ancient mode of communication. For years, we have told each other stories to help us make sense of our universe, to foresee the future and to enjoy ourselves. The art of storytelling is based around how you understand yourself and your meaning to an audience that communicates to you simultaneously. You can decide how well you interact, your expectation, your response and your tolerance to this phase. You haven't been born learning how to compose and how to talk, but you certainly learnt to say a tale loudly and in writing as you grew up. You didn't master texting in one day and didn't learn any of the symbols straight away—from noisy laughter to brb. Likewise, learning to talk effectively means reading and studying how other people speak and also adapting what you have studied in order to accomplish the mission – whether it be a short note

to a peer, a work application or a company report. This text comes with expertise and knowledge to offer a helpful basis for exploring the negotiation method.

Communication

The root of the term "contact" in Latin implies to be shared or to be shared (Weekley, 1967). Communication is known as a sense sharing and understanding process (Pearson & Nelson, 2000). The connection between participants is central to our analysis of communication. This description helps us well to emphasise the mechanism that we will explore thoroughly in this document, and to effectively explain and express another point of view. Method is the first important term in this description. A phase is a complex operation that is difficult to describe by changing (Pearson & Nelson, 2000). Imagine that you're thinking alone in your home. Someone (say your mother) you meet is going into the kitchen and you're talking momentarily. What changed Now, picture, you've got somebody you haven't seen before with your mum, and that outsider listens attentively, just if you were speaking. Your view may shift, and you may look more carefully at your words. You can re-evaluate what you say by the suggestion or reaction of your mother or a stranger (who is essentially your audience). Both these variables and much other affect the contact mechanism as we communicate. The second main term knows, "to realize is to learn, to translate, and to add to what we already consider our experience and understanding." (Paris, 2003) If a buddy shows you a tale of getting out of a motorcycle, what picture? You see a motorcycle on the ground, your friend points out the glass. An significant aspect of the communicating phase is understanding the terms and ideas or things to which they relate. The term sharing follows next. Sharing involves doing things for one or more individuals, You may share a group project, as in the compilation of a survey, or you can profit from a resource together as you share a pizza with a number of colleagues. When you express emotions, fears, seven ideas or insights to others, the conversation takes place. You will also share oneself (a mechanism called intrapersonal communication) by bringing thoughts to attention, thinking over things or finding the answer to a dilemma and having a traditional "Aha!" moment when something is evident. Finally, the essence of the conversation is what we share. The term "bike" is a bicycle and a motorcycle short name. Looking into the sense, the term is used to find out the common sense and the intent by asking questions.

Communication Represents You and Your Employer

Your friends and families, professors and employers want to have a positive first impression. They just want you to transmit a happy picture as it depends on it. You reflect the employer or organization throughout your profession in written and spoken manner. You would provide a good reflection about your integrity

and commitment to detail and succeed. You would be able to relate clearly in both oral and written contexts. There are skills that you use during your whole lifetime. Positive enhancements of these capabilities are having a positive effect on your partnerships, your job opportunities and your potential to change worldwide.

Importance of communication

Just as contact is crucial to our life in society of civilization, so it is essential for organization to work. There will also be no entity without contact. Of course, the component which makes organization possible is communication. This is the vehicle that performs the fundamental management tasks. Managers conduct contact, organize communication, personnel, schedule and monitor communication. About any step taken in a company is followed by contact.

Technology and Business Communication

Technology has in several respects transformed industry, but it has probably the most profound impact on communication. The technological usage is continually changing in everyday business activities and the use of technology in commercial communications is one such illustration. Contact is extremely critical to companies and it is also not surprising that a great deal of money is used to enhance contact processes with different companies. The Internet revolution has encouraged companies to have more opportunities for corporate communication. It converged applications, hardware, and network technology into a coherent and sound structure, enabling different business processes to be optimized more quickly. In reality, the usage of technology in business benefits workers and the companies as a whole tremendously. In a workable strategic strategy, companies will save a great deal of money and increase the efficiency level of the employees by well planning and implementing technologies. And medium-sized firms today have an opportunity to compete fiercely with bigger corporations. This is indeed one evidence that technology can enhance employee productivity in corporate contact. When you think about it, an employee doesn't require a dramatic change to the benefits. Tasks are simplified, instead, and the customer is rendered more convenient.

• Communication Is Faster

If you want to talk to an executive who travels in another country or has to chat half way around the globe with the provider, technology enables you to do so instantly. In reality you can now give messages to people from other time zones due to email and instant messages before you fail to wake up. Independent of time and language problems, the Internet has enabled businessmen to connect quickly.

- **Expanded Communication Opportunities**

Technology enables people to collaborate and maintain business relationships without even meeting each other, so people around the globe now have the chance to engage with a rural Indian corporation. For instance, technology has made the virtual helper, who completes tasks for his customer digitally in the 20th century without ever having met him.

- **Cost-Cutting**

Proceedings A business will save a lot of technical advancements in business contact in addition to migrating through a modern communication means. Company automation products combining speech and data no longer need several lines, which may introduce a large volume of connectivity costs. Moreover, limited technological assistance is needed because there is little too little oversight of most installations, activities and maintenance processes.

- **Network Convenience**

The use of digital technologies in the connectivity of enterprises eradicates the difficulty of network monitoring. Both contact data is transported along the same stream. There is therefore only one network that requires monitoring, which reduces network managers' work and allows them to work on additional activities more time. In business contact, the gains of technologies are almost immense, since their advantages are long-term and inclusive. Companies will benefit from this by increasing efficiency, generating sales, strengthening consumer relationships, and enhancing market survival.

The Need for Good Communication in Organizations

Any company's communication is a key component. In addition, strong leadership skills in the corporate sector are incredibly necessary. We may find several approaches to handle complex contact in some studies. She attests that communicating is about talking to another human, and this dialogue must be two-way to good communication. This key point is to consider what is conveyed in confrontation periods. In reality, whether your voice rises, your body tenses or your temper flares, you are not successful. In order to have good contact, some scientists agree that two aspects must be taken into consideration; the first is that everyone has their own thoughts and opinions, and they must be valued. Secondly, the notion of closure; where all discussions ought to be concluded. Tucker says that any individual comes with their understanding of what occurred.

Managing Communication in Organizations

Communication is the central method to achieve convergence and synchronization at various stages of the organization of the operations of specialist units. Communication management in an enterprise demands more than an appreciation of the communication mechanism. Managers themselves ought to be good communicators and most workers need to be effective in conversation. You should organize well and track the organizations' functioning. They have the ability to delegate their strategies, actions, goals and role guidance to people at all levels who work for them. These skills are also important for the management of businessmen. These contact organizations follow the patterns of communication between people, community communication and internal communication (i.e. the exchange of messages among organizational members). Each organization has a structured communications framework under which the official organizational arrangement determines the flow of knowledge. Formal networks obey the different ranks, branches, teams and work responsibilities organized by the organization. The line of authority linking the command chain in an organizational diagram is formally used for the transmission of official knowledge between management and staff. Some means of formal correspondence include telephone calls, memoranda, reporting, gatherings of employees, departmental meetings, conferences, corporate newsletters and official notifications. A good vertical contact delivers input to people on the lower level on strategies, plans, policies and procedures for carrying out their job and suggestions from senior management to decide the answers to downloaded messaging

Downward contact is the transfer of knowledge in the hierarchical hierarchy from the highest to the lowest rank. Manager use this to perform a number of main tasks and goals of the enterprise as follows:

- To explain and strengthen mission support,
- Teaching, directing, querying and rewarding staff,
- Policy, laws, guidelines and procedure codes to be explained;
- To supply chain feedback and
- Sharing updates about the wellness and core aspects of the enterprise in the wider world.

The movement of knowledge from lower to greater stages of the organization, on the other side, is upward. Managers promote upward contact in order to accomplish vital tasks:

- To collect useful data,
- To enable workers to file complaints,
- To figure out what management material is available to staff,
- Comments in surveys, complaints, proposals, recommendations from the staff.
- To obtain reports about issues at work

Types of Business Communication

Let's first distinguish the key correspondence modes within a standard company.

First, we have internal business communication.

Internal business communication can be:

- **Upward communication:** Every contact coming from a manager's subordinate. And anyone else's corporate ladder
- **Downward communication/Managerial communication:** Whatever arrives from a subordinate supervisor
- **Technical communication:** Anything by a subordinate boss.

Then, there is external business communication.

Every message leaving the workplace and internal employees is external company contact. It includes working with clients, suppliers or anything affects the brand.

All contact in this range can be sorted into four kinds of commercial communication

- Getting and accepting upwards and downwards orders and tasks. This involves a successful delegation of individuals. Most business issues start with fuzzy communications in this field.
- Information's, like knowledge exchange, are shared and discussed at gatherings. In this sector, if communications collapse, activities may be performed incorrectly or not.
- To provide the staff who report to you with guidance, correction and discipline, so they can have the skills and the resources needed to do their job better. Giving fantastic reviews is an important competency for everyone in a role in leadership. Here often play a part nonverbal contact and body language.
- Problem finding and policy debates and workshops. This is known to be among every organization's most critical debates. Higher analytical

thought and improved communication technology are involved.

Elements of Business Communication:

Six fundamental elements are used in business contact. The following are:

• **Message:**

This is the topic conveyed or transferred to another entity or community of individuals by the sender. That may be opinion, order, proposal, behaviour, feeling, perception, etc.

• **Sender:**

He/she is the one who wants to contact others for the transfer of information and knowledge

• **Receiver:**

The individual to whom the communication is intended is sometimes called the recipient or the recipient.

• **Channels:**

Information is sent by certain channels (e.g., radio, television, telephone, letter, e-mail, etc.). By the sender different variables are chosen for the newspapers.

• **Symbols:**

This is the sentences, acts and signals that the sender transmits to the recipient during communication.

• **Feedback:**

When the recipient recognizes the sender's message and responds, input is received. Communication is not total without reviews

Features of Business Communication:

Business Communication has certain features or characteristics which allow us to differentiate it from other communication.

• **Practical:**

The functional side of facts, which explains why, how, where and the like, are covered by effective business communication. To minimize waste of time, it avoids unpractical, fictional, redundant or repeated material. It provides the recipient with valuable facts.

• **Factual:**

A company letter generally includes statistics and figures instead of a vague concept. In the corporate correspondence, an important date, place, time etc. should be explicitly stated.

- **Clear and Brief:**

It should be quick, concise, short and clear in vocabulary used in business communication. Perhaps the detail is condensed or clarified using maps, photographs, diagrams, etc.

- **Target-Oriented:**

There must be a clear goal in a business conversation and it must be carefully prepared to accomplish the objective.

- **Persuasive:**

Commercial contact also plays a convincing part. It persuades an individual to fulfill its obligations, a client to purchase a good or service, etc. The above-mentioned key features apply to the contact message or knowledge.

CONCLUSION

Communication is an essential aspect of global competitiveness in a developed world because communication affects any corporation situated in the interior and major metropolis. Finally, contact can effectively be a very valuable mechanism for conflict. Confrontations take place at the workplace; it is no wonder! Efficient communication should therefore put all of these problems to rest if they are correctly used. An successful communicator would be able to "defuse" the problem in a tense situation. This is true not just of aggressive clashes, but also of interest disputes.

The efficient communicator would identify the good and bad choices and collect the views of everyone on the case. This offers not only a consensus vote, but also a quiet approach to a dilemma. It is circumstantial to consider if women communicate more than men. Sure, people prefer to talk longer and longer than men, but it is personality-dependent. There are so many myths depicting women as speakers and even convincing than their males. Although that's unbelievably arbitrary, Environment and education are the only variables on which someone will be a successful communicator, considering their gender. The statement that women regard as more conversational is founded on social expectations. When talking effectively, there is a need for power. This extends to feelings and body movements management. This regulation applies. Emotions are not necessarily rational and emotions sometimes get in the way when it comes to company. Quite many emotions like frustration will hinder the business planning phase. Furthermore, conflicts in personal beliefs will also contribute to arguments and personal domestic businesses can most often be held out of business. Facial gestures are sometimes misinterpreted; a subtle eye roll may destroy a possible customer/organization partnership.

Technology has gone a long way and it is just as difficult for us to understand and interact with others. For example, face-to-face contact is not so traditional that emails and written communication are becoming more frequent. And a layman using the various contact facilities in the village,. All corporate organizations, such that they can effectively advertise their goods, can reach all kinds of people in society. Company involves employing various forms of contact methods, disseminating knowledge through the various stakeholder categories of companies. The manager gathers and filters data as a monitor from outside world and spreads it to the various divisions and units of the company and abroad as required. No contact shall take place in connection with communication unless the recipient acknowledges the sender's intent.

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