



THIRUTHANGAL NADAR COLLEGE

(Belongs to the Chennaivazh Thiruthangal Hindu Nadar Uravinmurai Dharma Fund)
Selavayal, Chennai-51.

A Self-Financing Co-educational College of Arts & Science
Affiliated to the University of Madras
Accredited with 'B' Grade by NAAC
An ISO 9001: 2015 Certified Institution

NAME OF THE DEPARTMENT:- BBA

SUBJECT :- Business Communication

TOPIC :- Communication Process & Types

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Topics

- Communication - Meaning
- Business Communication - Definition
- Importance
- Process
- Types – One-way/Two-way, Verbal/Non- Verbal, Oral/Written, Formal/Informal, Upward, Downward, Lateral, Intrapersonal, Interpersonal, Organizational, Mass Communication
- Models – SMCR, Shannon Weaver
- Language Skills-Listening, Speaking, Reading, Writing

Business Communication - Definition

- Business communication is the sharing of information between people within an organization that is performed for the commercial benefit of the organization.

Process of Communication

- Communication is a process whereby information is encoded, channeled and sent by a sender to a receiver via some medium.
- All forms of communication require a **sender**, a **channel**, a **message**, a **receiver** and the **feedback**.
- A hindrance in the communication process is called **noise**

Components of Communication

- **Sender** - Initiates the communication process by developing an idea into a message known as **encoding**.
- **Channel** - The sender transmits the message through a **channel**, or a method of delivery; eg. e-mail, phone conversations, instant messages, face-to-face discussion or even a text message.

- **Receiver** – This message then moves through the channel to the receiver, who completes the communication process by interpreting and assigning meaning to the message known as **decoding**.
- **Feedback** - This is a critical component in the communication process as it ensures a message was properly received and interpreted.

Types

- One-way , Two-way
- Verbal(Oral & Written), Non-verbal
- Formal, Informal(Grapevine)
- Upward, Downward, Lateral
- Interpersonal, Intrapersonal, Organizational, Mass Communication

Verbal Communication

In this type of communication the professional uses language as a vehicle of communication.

- Oral communication – A face-to-face interaction between the sender and the receiver.

Eg. Making presentations and appearing for interviews

- Written Communication – The sender uses the written mode to transmit his/her messages.

Eg. Writing reports and emails.

Non Verbal Communication

When a message is communicated without using a word, the process requires non-verbal cues to be transmitted and received.

Eg. facial expressions, posture, eye contact, walk, person's voice, sign language, body language volume, pitch, voice modulation etc.

Communication includes both verbal and non-verbal forms.

Informal

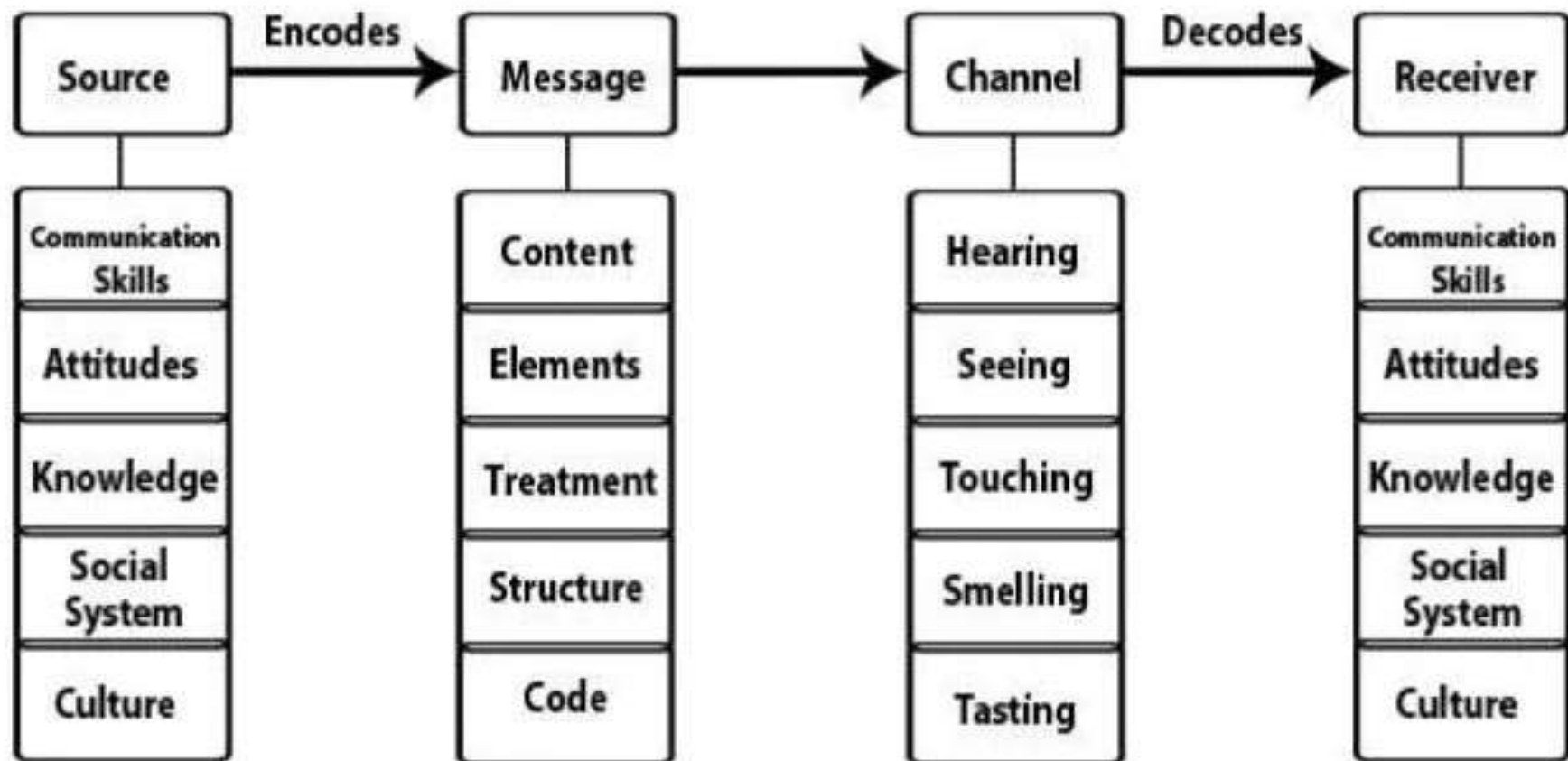
- Communication arising out of all those channels of communication that fall outside the formal channels is known as informal communication.
- Informal communication does not follow lines of authority as is the case of formal communication.
- Such communication is usually oral and may be covered even by simple glance, gesture or smile or silence.
- Eg. Talking with friends

Formal	Informal
Official Channel	Unofficial Channel
Planned & Systematic	Cuts across formal relationships
Goal and task oriented	Individual Goal and need oriented
Impersonal	Personal & Social
Stable and rigid	Flexible and instable
Slow & Structured	Fast & unstructured
Authentic – little chance of distortion	Non- Authentic - bigger chance of distortion

SMCR MODEL

- The SMCR (Source-Message-Channel-Receiver) Model is a standard in communication studies.
- This model was originally developed by Claude Shannon and Warren Weaver, and then altered by David Berlo, but the latest credit has been given to Wilbur Schramm for his interactive interpretation

Berlos's SMCR Model of communication



Source

The source is where the message originates.

- **Attitudes** – The attitude towards the audience, subject and towards one self for e.g. for the student the attitude is to learn more and for teachers wants to help teach.
- **Knowledge**– The knowledge about the subject.
- **Social system** – The Social system includes the various aspects in society like values, beliefs, culture, religion and general understanding of society.
- **Culture**: Culture of the particular society also comes under social system.

Message

- **Encoder**: The sender of the message (message originates) is referred as encoder.
- **Content** – The beginning to the end of a message comprises its content.
- **Elements** – It includes various things like language, gestures, body language etc. so these are all the elements of the particular message.
- **Treatment** – The way in which the message is conveyed or the way in which the message is passed on or deliver it.

Channel

- **Hearing**: The use of ears to get the message for e.g. oral messages, interpersonal etc.
- **Seeing**: Visual channels for e.g. TV can be seen and the message is delivered.
- **Touching**: The sense of touch can be used as a channel to communicate for e.g. we touch and buy food, hugging, pat on the back etc.
- **Smelling**: Smell also can be a channel to communicate for e.g. perfumes, food, charred smell communicates something is burning, we can find out about which food is being cooked etc.
- **Tasting** : The tongue also can be used to decipher e.g. Food can be tasted and communication can happen.

- **Decoder** : Who receives the message and decodes it is referred to as decoder.
- **Receiver**: The receiver needs to have all the things like the source.

This model believes that for an effective communication to take place the source and the receiver needs to be in the same level, only if the source and receiver are on the same level communication will happen or take place properly. So source and receiver should be similar

THANKING YOU