

## **A Paper on: Nothing Happens in the Business without Communication**

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Essentially, ours is a society that moves on the wheels of communication. Particularly in the realm of business, it is communication and its related skills such as listening, speaking reading and writing that decides a person's career and bright aspect of the business. The better one's communication skills, the higher are the chances for him/her to touch the zenith of process. The poorer one's communication skills, the greater is the possibility of not achieving one's goals.

Actually nothing happens in the professional world or the business world without communication, though it is only a means and not the end. Still it is communication that propels the management process and serves as the lubricant for its smooth operation. The success of a business depends on the efficacy of business activities i.e. managerial tasks, namely planning, organizing executing, staffing and controlling. Since every organization is a social system that involves interaction among people working at different levels, appropriate communication among them become necessary for achieving the goals of an organizations. For this, communication is regarded as the life-blood of business.

Business communication involves constant flow of information. It is neither the transmission of a message nor the message itself. It is the mutual exchange of understanding, originating with the receiver. Feedback is the integral part of business communication organizations these days are very large and involve large number of people. There are various levels of hierarchy in an organization greater the number of levels, the more difficult is the job of managing the organization. Communication here plays a very important role in process of directing and controlling the people in the organization.

Business communication is any communication used to promote a product, service, or organization with the objective of making sale. In business communication message is conveyed through various channels of communication including internet, print (publications), radio, television, outdoor, and word of mouth. Good communication means that the message you want to send is received by your audience without any distortion in the meaning.

Historical background of business communications Thousand years ago, people used to communication orally. Greeks used a phonetic alphabet written from left to right. After that, many books appeared on written communication principals. As a result of this, Greek started her very first library. When communism was ruling china, communication had become the biggest challenge not only within the vast government but also between the government and people of china. Rome introduced the postal service after china. After that paper and printing press was invented in china that made communication much easier.

It's an arrangements between individuals groups in human society that structure relationship's and activities (Business, Political, Religious or Social). In other words an organizations is a group of people identified by shared interests or purpose, for example, a Bank life blood of an organizations—

Communication is the lifeblood of an organizations. If we could somehow remove communication flow from an organization we would not have an organizations. The role or importance of business communication is discussed below:

1. Exchanging information
2. Preparing plans and policies
3. Exchanging options
4. Reaching agreements
5. Executing decisions
6. Sending and fulfilling orders
7. Conducting sales
8. Achieving goals
9. Solving problems
10. Improving industrial relations

When communication stops, organized activity ceases to exist. Individual uncoordinated activity returns in an organization. So, communication in an organization, is as vital as blood for life.

Types of business communication in an organization:

- Internal communication
  - External communication
1. **Internal communication:** communication within an organization is called internal communication. It includes all communication within an organizations. It may be informal, formal function, or department providing communication in various forms to employees.

Effective internal communication is an important mean of addressing organizations is an concerns. Good communication may help to increase job satisfaction, safety, productivity, and profits and decrease grievances and turn over.

Under internal communication we also find following types of communication:

1) Upward communication

Upward communication is the flow of information from subordinate to superiors or form employees to management. Without upward communication, management works in a vacuum, not knowing if the messages have been received properly, or if other problems exists in the organizations. By definition, communication, is a to way affair. Upward communication is a mean for the staff to:

1. Exchange information
2. Offer ideas
3. Express enthusiasm
4. Achieve jobs satisfaction
5. Provide feedback.

2) Downward Communication:

Information flowing from the top of the organizational management hierarchy and telling people in the organization what is important(mission) and what is valued (policies). Downward communication generally provides information which allows a subordinate to do something. For

example, instructions on how to complete a task. Downward communication comes after upward communications have been successfully established.

This type of communication is needed in an organization for the following point of views:

1. Transmit vital information
2. Give instruction
3. Encourage two way discussion
4. Announce decisions
5. Provide motivation
6. Enhance morale
7. Increase efficiency
8. Obtain feedback.

Both the above discussed i.e. downward and upward communications are collectively called vertical communication.

Horizontal/ Literal Communication---

Horizontal communication normally involves coordinating information and allows people with the same or similar rank in an organization to cooperate or collaborate. Communication among employees at the same level is crucial for the following reasons:

- (1) Solving problems
- (2) Accomplishing tasks
- (3) Improving teamwork
- (4) Building Goodwill
- (5) Boosting efficiency.

## 2. **External Communication:**

External communication belongs to the area of across one business to another, from one department to another, one government to another government. Important messages to outside are sent and received through Letters, reports, memos and oral presentations. All big organizations like business firms and government have public relations offices and government spokesmen whose function is to manage information with other independent bodies. It leads to better for the following betterments:

- 1) Sales volume
- 2) Public credibility
- 3) Operational efficiency
- 4) Company profits
- 5) Overall performance
- 6) Public goodwill
- 7) Corporate image
- 8) Achieving of organizational goals and customer satisfaction.

In this paper we want to discuss little a bit about the purposes of communication as below

1. To inform
2. To reassure
3. To teach

4. To deliver news, whether good or bad
5. To understand
6. To explain
7. To persuade
8. To transact
9. To organize
10. To control
11. To co-ordinate
12. To direct.

Briefly It can be said that business communication can be internal when it is directed to persons within the organizations such as superiors, co-workers or subordinates .business communication can be external when directed to customers, suppliers, government, public etc.

Internal Communication	Superior
	Co-workers
	Subordinates

External Communication	Customers
	Suppliers
	Public
	Government

Effective internal communication works towards establishing and disseminating of the goals of an enterprise, evolving plans for their achievement, organizing human and other resources in an efficient way. It helps in selecting, developing and appraising members' of the organizations in motivating and encouraging people to put in their best, and in controlling their performance. Growth in the size and multiple locations of organizations require keeping in touch with employees spread over different states of country or over different countries. Sending directions and getting feedback from them would be possible only through effective communication.

## References

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