

Limitations of downward communication

- delay
- distortion
- Needs to follow the hierarchy.
- Filtering of information is done.
- Avoid resentment
- Problem of over emphasis
- Problem of over & under communication

Upward communication--essentials

- ▶ Short
- ▶ Encourages communication
- ▶ Suggestions should be rewarded
- ▶ Complaints should be sort fast
- ▶ Open door policy
- ▶ Good listening skills developed

Methods of upward communication

- ▶ Open door policy
- ▶ Social gatherings
- ▶ Suggestion schemes
- ▶ Complaint boxes
- ▶ Direct correspondence
- ▶ Reports
- ▶ Counselling
- ▶ Review & opinion surveys

Advantages of upward communication

- ▶ Feedback
- ▶ Complaints & grievances
- ▶ Suggestions
- ▶ Schemes
- ▶ harmony

Limitations of upward communication

- ▶ Distortion
- ▶ Affects superior-subordinate relations
- ▶ Reluctance on the part of the subordinates
- ▶ Resistance from traditional managers

Advantages of horizontal communication

- ▶ Improves understanding & coordination between the employees
- ▶ Eliminates misunderstanding
- ▶ Employees of equal status meet & exchange views
- ▶ Time saver

Disadvantages of horizontal communication

- ▶ Conflict between peers
- ▶ Suffers if relation between peers is built on jealousy
- ▶ Waste of time as nothing productive is done . very casual

Advantages of diagonal communication

- ▶ Building of cross department teams
- ▶ Selecting the right person for transmitting the information
- ▶ Fast method of communication
- ▶ Encourages friendliness & informality
- ▶ Correct information is transmitted
- ▶ Effective in critical situations

Disadvantages of diagonal communication

- ▶ Destroys lines of authority
- ▶ Creates ego issues
- ▶ Lead to conflicting orders & hence further confusion
- ▶ Verbal & hence no accountability.

Factors responsible for informal communication

- ▶ Informal relations
- ▶ Problem of superior
- ▶ Natural tendency
- ▶ Lack of self confidence

Grapevine—Keith Davis 4 basic types

- ▶ Single strand chain- one at a time
- ▶ Gossip chain
- ▶ Probability chain—random passing of information
- ▶ Cluster chain---many at a time

Grapevine—Advantages

- ▶ Quick transmission
- ▶ Feedback
- ▶ Supplement to formal communication
- ▶ Promotes team spirit
- ▶ Informal relations

Grapevine—limitation

- ▶ Distortion
- ▶ Lacks credibility
- ▶ Lacks responsibility
- ▶ Incomplete information
- ▶ Affects corporate image

Grapevine—guidelines for effective use

- ▶ Identify group leaders
- ▶ Use of official channels to counter rumours
- ▶ Take active support of employees
- ▶ Obtain feedback
- ▶ Avoid this route for sensitive information
- ▶ Develop listening skills
- ▶ Locate rumour mongers
- ▶ Develop good labour relations

Objectives of communication

- ▶ Information
- ▶ Advice
- ▶ Orders & instructions
- ▶ Persuasion
- ▶ Motivation
- ▶ Education
- ▶ Warning
- ▶ Boosting the morale of employees

Types of orders

- ▶ Oral & written
- ▶ General & specific
- ▶ Procedural & operational
- ▶ Mandatory & discretionary

Steps in communication of orders

- ▶ Planning
- ▶ Preparing the receiver
- ▶ Presenting the order
- ▶ Verification of implementation
- ▶ Action
- ▶ Follow up
- ▶ Appraisal

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Steps in Persuasion

Analyse the situation

Preparing the receiver

Delivering the message

Prompting action

7 suggested ways of persuasion

1. One side of the argument—wait for the reaction
2. Present both sides of the argument—if disagreement
3. Use home advantage—invite to the office
4. Appeal emotionally
5. Use examples & data
6. Test the idea
7. Ask them to do something you know they will refuse

Factors affecting the morale/creation of high morale

1. Good atmosphere
2. Open door policy
3. He is important for the organisation
4. Check on grapevine
5. Freedom of expression
6. Provide monetary incentives
7. Maintain 2 way communication

Methods of communication

verbal



oral

written

Face to face

telephone

Talk
One to one
Group discussion
Meetings
conferences

Letters
Memos
Reports
Notices
circulars

Non verbal



Body language
Posture
Expressions
Dress & grooming
Space & proximity
Silence
Auditory signals—
excuse me
visuals

Factors affecting the choice of method of communication

1. Speed
2. Accuracy
3. Circumstances
4. Confidence & safety
5. Copy–text
6. Expenses
7. Impression & feedback

Characteristics of verbal communication

1. Use of words
2. Oral
3. Specific
4. As per the needs of the receiver
5. Emphasis on the key points & facts & figures
6. Arrangement of points & style
7. Formal or informal
8. Fulfilment of different objectives
9. Precise
10. Provides scope for feedback

Forms of oral communication

1. Gossip session
2. Private discussion
3. Meaningful discussion over lunch
4. Telephonic conversation
5. Casual meeting
6. Informal gathering of the staff members
7. A formal meeting
8. Instructions to subordinates
9. Training sessions
10. Seminars & workshops
11. Presentation
12. Interviews
13. Complaints & grievances

Advantages of oral communication

1. Saves time
2. Less expensive
3. Direct & informal
4. Instant feedback
5. Persuasive in nature
6. Develops relations
7. Motivates the speaker
8. Generates ideas
9. Confidential & secret information

Disadvantages of oral communication

1. Problem of retention
2. No legal validity
3. No accountability
4. Chances of misunderstanding
5. Problem of distance
6. Not for lengthy official message
7. Lacks planning
8. Diversion of subject matter

advantages of face to face communication

1. Facial expression , gestures & tone of voice help in communicating
2. Suitable for discussion
3. Instant feedback

Disadvantages

- Difficult in case of large organisation
- Not effective in large gathering
- Ineffective if the listener is not listening.

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Written communication is needed when:

1. Complex info
2. Permanent record is required
3. Audience is large & dispersed
4. Immediate interaction is not required
5. Information has a legal angle.

Written communication--characteristics

1. Creative
2. Time factor
3. Permanent record
4. Accurate & precise
5. Formal in nature
6. Clarity in understanding
7. Problem of feedback
8. Wide circulation

Written communication--advantages

1. Legal evidence
2. Permanent record
3. Accurate & precise
4. Wide circulation
5. Fixing of responsibilities
6. Less chances of misunderstanding
7. Suitable for lengthy messages
8. Corporate image

Written communication--limitations

1. Time consuming
2. Expensive
3. Problem of feedback
4. Problem of instant clarification
5. Problem of writers
6. Problem of communication of secret information

NEED & IMPORTANCE OF BUSINESS COMMUNICATION

- ▶ Representative of business
- ▶ Good layout creates good impression
- ▶ Written communication is precise & clear
- ▶ Future reference
- ▶ Economical method of communication
- ▶ Creating goodwill
- ▶ Facilitates settlement - in case of disputes
- ▶ Means of persuasion

OBJECTIVE OF COMMUNICATION

- ▶ Communicate idea, views, opinions, messages
- ▶ Provide certain explanation to the queries raised
- ▶ Sort out clarification
- ▶ Promote better understanding
- ▶ To prompt , complete, clear, correct information
- ▶ Maintain relations with other parties
- ▶ Get information for reference purpose
- ▶ Enable the firm to function in a systematic manner

7 C'S OF COMMUNICATION

- ▶ COMPLETENESS
- ▶ CONCISENESS
- ▶ CONSIDERATION -KEEP IN MIND CUSTOMERS VIEW POINT, OPINIONS
- ▶ CONCRRTENESS -FACTS AND FIGURES
- ▶ CLARITY
- ▶ COURTESY
- ▶ CORRECTNESS

'YOU ATTITUDE'

- ▶ Do not use the word you too often
- ▶ Writer should consider the receivers point of view
- ▶ Letter should not upset ,irritate the reader
- ▶ Words should be used such that the receiver realizes his mistake
- ▶ The writer will refrain from using harsh words
- ▶ Writer can get a favorable feedback
- ▶ Helps to establish good relations between all parties
- ▶ Indicates a sense of concern
- ▶ Reflects the writers respect for the receiver

PHYSICAL APPEARANCE OF BUSINESS LETTER

- ▶ Paper—quality, size , color
- ▶ Letter head
- ▶ Typing
- ▶ Margin
- ▶ Spacing
- ▶ Folding
- ▶ Envelope
- ▶ layout

TIPS FOR CLEAR WRITING

- ▶ Use short words
- ▶ Use familiar words
- ▶ Use concrete words
- ▶ Use strong words
- ▶ Use single words
- ▶ Use precise words
- ▶ Use words with English origin instead of Latin origin eg. living in place of animate
- ▶ Avoid technical words
- ▶ Avoid camouflaged verbs
- ▶ Use active voice—helps to create impact

TIPS FOR SENTENCE CONSTRUCTION

- ▶ Avoid long sentences
- ▶ Avoid too much information in one sentence
- ▶ Avoid unnecessary words
- ▶ Avoid unnecessary phrases
- ▶ Avoid round about construction
- ▶ Maintain sentence unity & significance
- ▶ Follow rules of grammar
- ▶ Avoid unnecessary repetition

PARTS OF A BUSINESS LETTER

- ▶ LETTERHEAD
- ▶ DATE
- ▶ REFERENCE NUMBER
- ▶ INSIDE ADDRESS- OF THE RECEIVER- LEFT SIDE
- ▶ SALUTATION—GREETING TO THE ADDRESSEE
- ▶ SUBJECT LINE
- ▶ BODY OF THE LETTER
- ▶ COMPLIMENTARY CLOSE

SALUTATION	COMPLIMENTARY CLOSE
Respected Sir	Yours faithfully
Dear Sir	Yours sincerely

- ▶ SIGNATURE
- ▶ IDENTIFICATION MARK—OF THE PERSON TYPING THE LETTER IN CASE OF ERROR
- ▶ POSTSCRIPT
- ▶ ENCLOSURES

PRINCIPLES OF EFFECTIVE E-MAIL WRITING

- HEADER—From ,To ,Date ,Subject ,Size
- Message body
- Signatures—at the end of the mail
- Reader friendly
- Develop savvy ways—
 - 1) Provide a one line summary
 - 2) Facilitate quick action
 - 3) Provide e mail id for response
 - 4) Promptly respond to queries
 - 5) Avoid lengthy mails
 - 6) Proof read
 - 7) Avoid sensitive talks over the mail
 - 8) Be aware of the laws and regulations surrounding E-mail usage

PRINCIPLES OF EFFECTIVE E-MAIL WRITING

- Follow E-mail Etiquettes
 - 1) Provide info if asked for
 - 2) Always offer to unsubscribe
 - 3) Short and precise info to be given
 - 4) Reply with reference to the original question
 - 5) Use paragraphs
 - 6) Avoid informal ways of communication
 - 7) Promptly reply
 - 8) Do not unnecessarily send forwards

EDITING OF E-MAILS

- ▶ State the main idea
- ▶ Be clear in the message to be conveyed
- ▶ Keep it short and narrow in scope
- ▶ Use bullets
- ▶ Avoid use of all CAPS
- ▶ Use the active voice
- ▶ Right tone
- ▶ Use a common language
- ▶ Use spell check

Inter office memo

- ▶ To solve problems of policy formulation
- ▶ Impart information regarding new products
- ▶ To present goals or expectation regarding attending meetings etc
- ▶ Include head memo
- ▶ Recipients name and job titles
- ▶ Date
- ▶ Subject of the memo
- ▶ Memo opening- explains the reason for the memo
- ▶ Discussion segment- should be short and to the point
- ▶ Closing- courteous and defines the action required

RESIGNATION LETTER

- ▶ For better prospects
- ▶ Dispute
- ▶ No growth in the current organization
- ▶ Lack of incentives
- ▶ No motivation
- ▶ Bureaucratic setup
- ▶ Residence shift
- ▶ Better prospects
- ▶ Transfer of spouse service

would include the reason , appreciation , extension of help during transit

PURPOSE OF A PARAGRAPH

- ▶ To explain what the idea is
- ▶ To group ideas into specific categories
- ▶ To express the place, thing or where a place is located
- ▶ To write the differences between places, things etc
- ▶ To highlight the choice between things
- ▶ To explain why a particular thing happens
- ▶ To make judgements about people ,ideas.

CHARACTERISTICS OF A PARAGRAPH

- ▶ UNITY
- ▶ CLEAR RELATION TO THE IDEA
- ▶ SENTENCES WOULD BE CO RELATED
- ▶ WELL DEVELOPED—SUPPORTED BY EVIDENCE
- ▶ VARIETY

KEY ELEMENTS OF A PARAGRAPH

- ▶ A topic sentence
- ▶ Supporting sentence
- ▶ Logical order
- ▶ Transition- the words that link to the main idea
- ▶ Topic sentences- expressing the main idea at the beginning, middle, end or beginning and end of the paragraph
- ▶ Supporting sentences-RENNS- R reason , E examples, N names , N numbers S senses—touch ,feel , smell , sound
- ▶ Logical order - do not digress
- ▶ Transition/linking devices/markets

TYPES OF PARAGRAPHS

- ▶ Definition paragraphs-definition
- ▶ Classification paragraphs- grouping, belongs to
- ▶ Description paragraph—tell about the place, thing , place
- ▶ Compare and contrast paragraphs
- ▶ Sequence paragraph- recently ,afterwards
- ▶ Choice paragraphs—give opinions
- ▶ Explanation paragraphs—therefore, thus, consequently
- ▶ Evaluation paragraphs—suggest, recommend

STEPS IN PARAGRAPH WRITING

➤ PREWRITING

Think carefully before writing

Collect facts

Find the main idea

Organize the idea

➤ WRITING

Write the topic sentence

Emphasize on the key words or phrases

Be consistent in your point of view

Use transition words, sentences between the paragraphs

Clear and simple sentences to express oneself

Focus on the main idea

Use the dictionary to find appropriate words

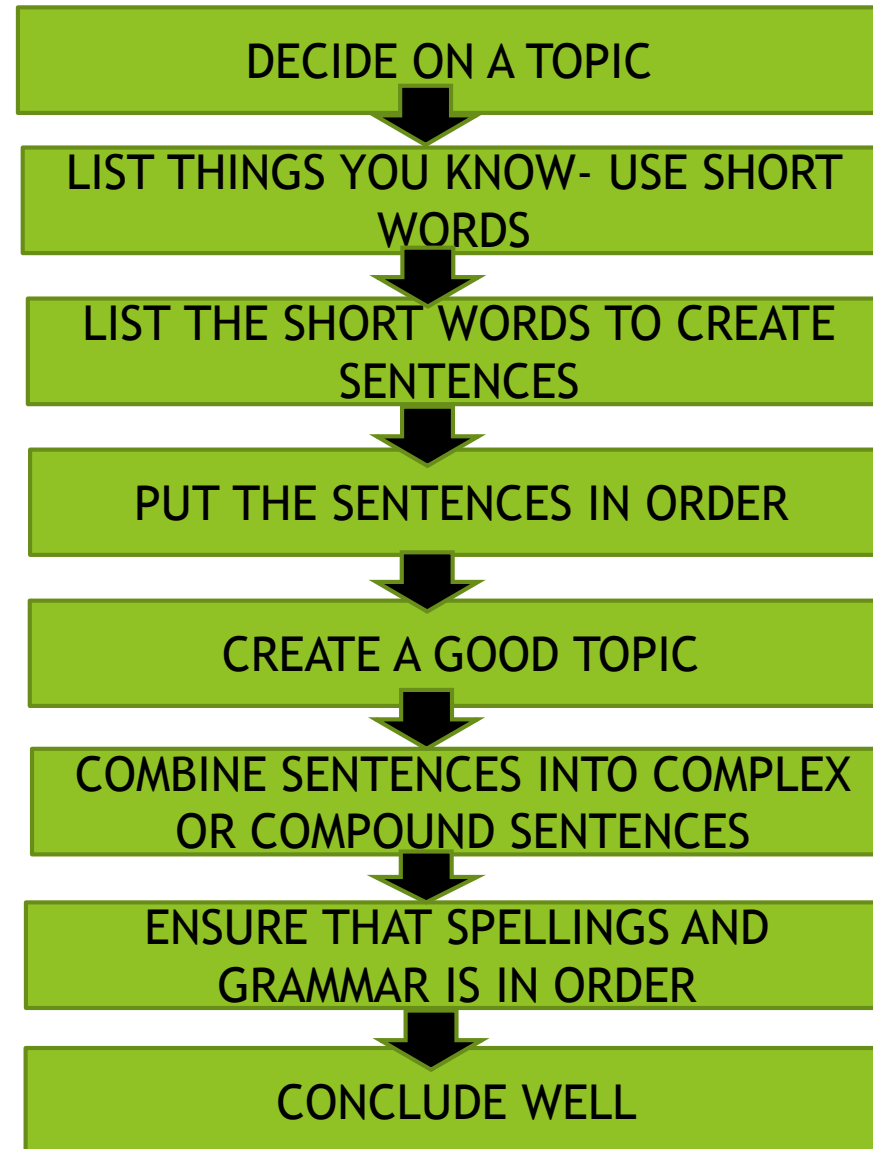
➤ SELF-EDITING

Check grammar and spellings , tenses

Check your style and organization

Ensure the sentences make sense and are in conjunction

ESSENTIAL STEPS OF BASIC PARAGRAPH WRITING



INTERPRETATION OF DATA

- ▶ TO ATTEMPT PARAGRAPH WRITING FOR A GRAPH OR A CHART
- ▶ Frame as many questions as possible
- ▶ Frame their answers
- ▶ Put together the answers for a meaningful paragraph
- ▶ Link the questions to the probable answers
- ▶ Write the answer which is derived from the interpretation in a paragraph format