

Mgnt102 Business Communication Summary

Week 1: Communication Foundations

Communication – any behaviour that is perceived by another, e.g. verbal, nonverbal or graphic

People use symbols to represent their → feelings, ideas, values, perceptions

Types of communication

1. **Intrapersonal** communication – within the individual
2. **Interpersonal** communication – interaction between 2 people on a one-to-one basis or in small groups
3. **Public** communication – occurs when an organisation communicates with a number of receivers at the same time
4. **Mass** communication – process of transferring/transmitting a message to a large group of people

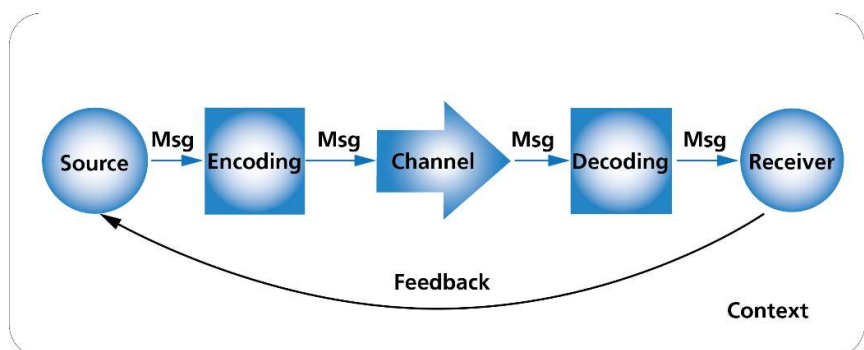
Communication models & theories

- Communication is a dynamic, complex and **interactive process**
- **Communication model** – is a simplified representation of the main elements in the communication process
- A model cannot be regarded as a complete guide to how communication works

Laswell's model	One way transmission Speaker > Message > Channel/medium > Audience > Effect
Shannon-Weaver model	Recognised noise Info source > Transmitter > Noise source > Receiver > Destination
Berlo: SMCR	Source, message, channel, receiver
Foulger - ecological model of communication	Creators and consumers Message, language and medium constructs
Dance's helical spiral	Communication that evolves in an individual from birth to current point in time

Communication process

- Sender
- Receiver
- Noise
- Context
- Message
- Channel/medium



Communication process terms

Context	Context – is the situation or setting within which communication takes place <ul style="list-style-type: none"> • Physical – tangible environment • Socio-psychological – roles, norms, mores of society • Temporal – time in history, sequence of events
Encode/decode	Encoding – putting a message into words, pictures or actions so that it can be sent Decoding – interpreting a message to achieve understanding
Sender/receiver	Sender – transmits a message to the receiver <ul style="list-style-type: none"> - Selects channel Receiver – decodes/interprets the sender's message to achieve understanding <ul style="list-style-type: none"> - Provides feedback
Message	Message – is the idea or feeling transmitted from the sender to the receiver to achieve understanding <ul style="list-style-type: none"> - Verbal and nonverbal e.g. signs, words, movement - Tone of voice, inflection, rate of speech, facial expressions, touching, body movement may be misinterpreted by receiver
Noise	<ul style="list-style-type: none"> • External – physical noises e.g. traffic, rain/thunder, phones ringing, crowds • Physiological – e.g. hearing disorders, illness, pain, tired • Psychological – e.g. pre-occupation, prejudice, assumptions, defensiveness, guilt, hostility, egotism
Feedback	The receiver's response to a sender's message – the connecting, continuing or completing link
Channel	Is the means/technique used to signal or convey a message <ul style="list-style-type: none"> - E.g. conversation, letter, email, YouTube

Collaborative communication technologies

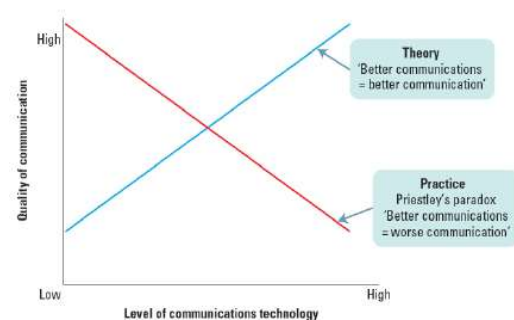
- New channels of communication
 - Digital technology
 - Social media
- Webcasts, web-conferencing, webinars, social network services

Factors impacting on communication:



Priestly's paradox

- The more people elaborate their means of communication, the less they actually communicate
- Communications (plural) indicates the technology of communication and communication (singular) indicates the actual communication exchange



Communication and ethics

Ethics – refers to the principles of right and wrong that guide decision-making when faced with conflicting responsibilities

Code of ethics – is a formal statement of an organisation's values and ethical rules

Ethical theories

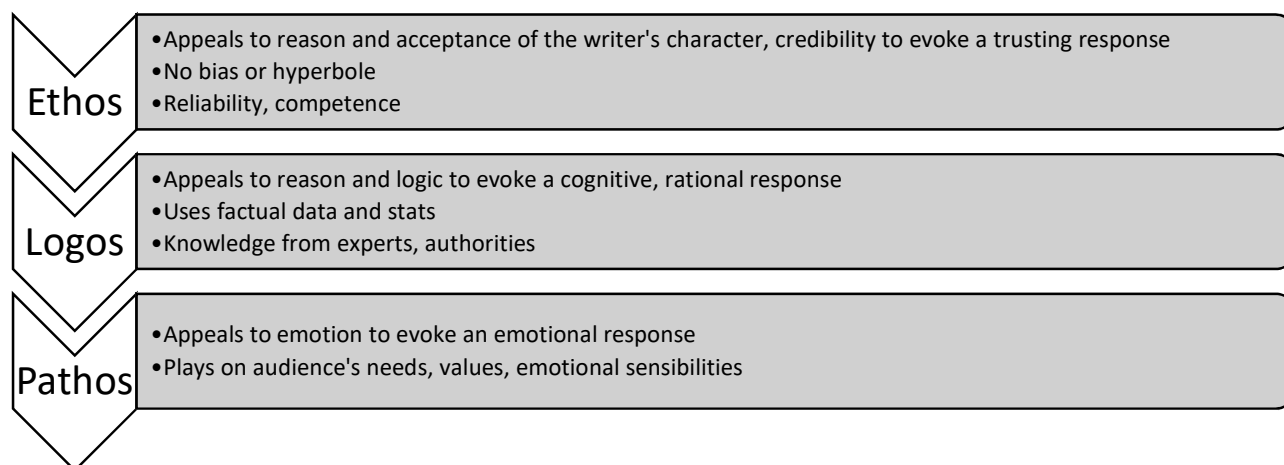
Utilitarian Greatest benefit for greatest number of people (consequential)	✓ Emphasises consequences of an action	✗ What is good for some may not be good for others
Theory of rights Provides basic/universal respect for persons as a minimum standard, e.g. freedom of speech	✓ Moral laws hold universally	✗ All rights are judged as equal, so there may be competing rights
Theory of justice and fairness Individuals should be treated the same, unless they differ in ways that are relevant to situation	✓ Results in fair and equal distribution of benefits or burdens	✗ Does not consider moral rights or society's welfare
Virtue approach Takes into account a person's morals, reputation and motivation when judging unethical behaviour e.g. loyalty, honesty	✓ Highlights attitudes, outlooks or traits that enable us to expand our human potential	✗ Does not take into account which virtues are most important

Obstacles to ethical decision-making

1. **False necessity** trap – act from the belief that they are doing what they have to do, no other choice
2. **Doctrine-of-relative filth** trap – some unethical actions may look harmless compared to others
3. **Rationalisation** trap – trying to justify their actions with excuses
4. **Self-deception** trap – e.g. interviewee exaggerates past work successes or uni grades
5. **Ends-justify-the-means** trap – taking unethical actions to accomplish a desirable goals (intentions/action-based)

Week 2: The Writing process – Chapter 19

Types of appeals – in writing



Plain English writing style

Plain English – is a readable writing style that uses the ‘you’ approach, positive language, clear expression and an assertive, courteous tone

Advantages of plain English writing;

1. *Equity* – enables read to understand the content, how it applies to them and whether it’s necessary to take action
2. *Efficiency* – enhances readability and understanding
3. *Effectiveness* – means the purpose is clear and the content structured with language suited to the context, audience and writing purpose

Seven components of writing style

Words (language)

Vocabulary – is the stock of words in a language

- Avoid using “who, which, that, thing”

Concrete language – uses specific words that are easy to understand

Active voice – places the subject of the sentence before the action to show who/what performs the action

E.g. “Recruits learn about WHS during induction training”

Passive voice – places the subject of the sentence after the action or verb

E.g. “The clothes were washed by John”

Sentences

Simple sentence – contains one idea in a main clause that stands alone

Compound sentence – has 2 main clauses, each of which could stand alone

Complex sentence – has one main clause, one or more subordinate/dependent clauses

- Sentence sprawl: when a sentence contains unrelated ideas
- Hedging: in writing qualifies or tempers the statement

Paragraphs – is a group of sentence dedicated to one main idea

Rhythm (flow) – Is the measured flow of words

Creating breaks in rhythm/emphasise a point → full stops, new paragraphs, topic sentence, simple sentence, longer complex sentence

Tone - Mood of the writing

Order of information

- Direct order, indirect order, routine order

Layout – is the arrangement of info on a page/screen

Week 3: Interpersonal communication

Nonverbal communication

Nonverbal behaviour – includes movement of the hands, head, feet and legs; posture; eye movements; facial expressions; vocalisations and voice qualities

65% of total communication is NONVERBAL (Birdwhistell, 1970)

Types of nonverbal

- **Universal** – is behaviour that is common to humankind (*body movements*)
 - E.g. sadness ☹, happiness 😊, pain, anger
- **Cultural** – is rule-governed behaviour *learned* unconsciously from others in the group
 - E.g. observing/imitating behaviours, modelling
 - **High context** (implicit messages and nonverbal cues) → Japanese, French **VS low context** (explicit message and verbal/words) cultures → Australian, US, German
- **Personal** – is unique to a person

Nonverbal characteristics

- Always has some communicative value
- Is powerful
- Is ambiguous (open to interpretation)

Role of nonverbal

