

Business Communication

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Business Communication used to promote a product, service, or organization; relay information within the business; or deal with legal and similar issues. It is also a means of relaying between a supply chain, for example the consumer and manufacturer.

Business Communication is known simply as "Communications". It encompasses a variety of topics, including Marketing, Branding, Customer relations, Consumer behaviour, Advertising, Public relations, Corporate communication, Community engagement, Research & Measurement, Reputation management, Interpersonal communication, Employee engagement, Online communication, and Event management. It is closely related to the fields of professional communication and technical communication.

In business, the term communications encompasses various channels of communication, including the Internet, Print (Publications), Radio, Television, Ambient media, Outdoor, and Word of mouth.

Business Communication can also refer to internal communication. A communications director will typically manage internal communication and craft messages sent to employees. It is vital that internal communications are managed properly because a poorly crafted or managed message could foster distrust or hostility from employees.

Business Communication is a common topic included in the curricula of Masters of Business Administration (MBA) programs of many universities. As well, many community colleges and universities offer degrees in Communications.

There are several methods of business communication, including:

Web-based communication - for better and improved communication, anytime anywhere ...

video conferencing which allow people in different locations to hold interactive meetings;

e-mails, which provide an instantaneous medium of written communication worldwide;

Reports - important in documenting the activities of any department;

Presentations - very popular method of communication in all types of organizations, usually involving audiovisual material, like copies of reports, or material prepared in Microsoft PowerPoint or Adobe Flash;

telephoned meetings, which allow for long distance speech;

forum boards, which allow people to instantly post information at a centralized location; and

face-to-face meetings, which are personal and should be succeeded by a written followup.

Business communication is somewhat different and unique rather from other type of communication since the purpose of business is to get profit. Thus to make good way for profit the communicator should develop good communication skills. Everyone knows that in the present day trends the knowledge alone won't be a fruitful one to have sustainable development. By knowing the importance of communication many organisations started training their employees in

betterment of Communication techniques.

Essentially due to globalisation the world has become a Global village. Thus here the importance of cross cultural communication plays a vital role. Since each and every nation has their own meaning for each and every non verbal actions.

The way we appear speaks a lot about us in business communication. A neat appearance is half done verbal communication. But developing communication is not a day work, it needs constant yearly practise. There are several ways to get trained in excelling business communication such 1. by our own, 2. by practising from trainers, 3. by internet contents, 4. by books.

Organizations

Founded in 1936 by Shankar with the Association for Business Communication (ABC), originally called the Association of College Teachers of Business Writing, is "an international organization committed to fostering excellence in business communication scholarship, research, education, and practice."

The IEEE Professional Communication Society (PCS) is dedicated to understanding and promoting effective communication in engineering, scientific, and other environments, including business environments. PCS's academic journal, is one of the premier journals in Europe communication. The journal's readers are engineers, writers, information designers, managers, and others working as scholars, educators, and practitioners who share an interest in the effective communication of technical and business information.