

Recent Trends and Transitory Nature of Business Communication

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Abstract-

Timely and effective business communication is the heart and soul of a business. In recent times business communication trends and tools broadly deal with technological developments and applications connected to business process that can relate to back office operations, data management and analysis, professional services and support, to mention only a few. They cover almost any type of business in manufacturing or services.

The paper attempts to discuss some of the recent and relevant trends in business communication.

Keywords- Recent trends, social media, business communication, cloud computing.

Human relations are important in achieving success with any work that will have to be done with the help of others. One's ability to communicate with another man and use one's knowledge and technical skills to complete a designed work will depend upon the quantity of human relations skills that one practices.

What is Communication?

Communication is the transfer of information and ensures that messages reach the persons to whom they are sent that the receiver understands and responds as the sender of communication wants the receiver to do. It is a way of reaching others with ideas, facts, thoughts and values. Many business functions have failed because of poor communication, misunderstood messages and unclear instructions. It really plays a crucial role in the business functions of planning, organizing and controlling. It is really through communication that an executive motivate the subordinates to carry out certain specified functions, fulfill leadership roles and coordinate the efforts of people within the organization.

Every business organization, whatever its business or its size is held together by communication, without which an organization can not survive. Communication is the tool, with which one can exercise influence on others, brings about changes in the human attitudes and views, motivates them and establishes and maintains good relations with them. Communication is a process in which the **sender** and **Receiver** take part.

The **sender** encodes information making use of speech sounds or written symbols to pass it on to the Receiver.

A **message** is some idea or a piece of information which the sender wants to communicate. A message is also what the receiver (listener/reader) understands. It is an evident that the communication is successful when the receiver understands exactly what the sender wants to communicate.

Encoding is putting the message into signs or symbol. For example, speech sound or letters of alphabet are signs. A gesture is also a sign. A red traffic light is a sign to stop, a green traffic light is a sign to go. It is because the meanings of traffic lights are shared by all the people, and there is only one meaning to each sign in this system.

Channel is a medium or a method of communication. A business organization uses telephone, Letters and Reports, E-mails etc. for sending messages.

The Receiver is a person or persons at the other end of the channel. The message is intended for the receiver. Communication does not take place if there is no receiver.

Feedback :- when the receiver gives response to the sender, the communication is successful. The feedback may be an answer, some gesture of acknowledgement or a counter question by the receiver etc.

Objectives of Business communication-

An organization is a body of persons working for a well-defined goal. To achieve it each member of this body has to be in a state of constant touch with the others. The efficiency of a business manager depends on how effectively he uses his communication network to pass on information, instructions, orders etc. to his assistants. The objectives of BC are as under-

1. Promote product and services
2. Strong decision making
3. Clear promotional material
4. Healthy business relationship
5. Persuasion
6. Increasing Morale and Motivation
7. Information Transfer
8. Providing Counselling.

Communication within a business organization:-

There is a network of communication within every organization. Such a network indicates clearly that lines of communication, viz. who is to speak to whom and for what. Generally there is no direct communication between the top management and the employee at the lowest rung of the hierarchy. The vice versa is also true. The longer the distance, the greater the chances of communication distortion or failure. Therefore an efficient organization often provides for an informal contact outside the usual channels of communication. It is difficult to specify the various methods of this kind of contact each organization keeps on evaluating and modifying these methods.

a) Downward communication:-

Messages which go from the higher authority levels to the lower levels are downward communications. The common purposes of downward communication are to give instructions about a specific task; information about practices and procedures followed by the organization; feedback about subordinate's performance; to educate/train the new employees and refresh the old ones; to announce changes in the shift work etc.

b) Upward or vertical communication:-

This is communication flowing from the bottom to the top. In other words it is a feedback from workers and subordinate officers coming to the top management. Big business houses use certain channels to ensure such upward communication because without it there cannot be effective participation of subordinate staff in the running of the business. New ideas and

innovations come from the subordinate officers and workers, which can bring change in the organization and activate it for better performance.

c) Lateral (horizontal) communication:-

Communication between the employees of equal rank is lateral communication. Managers of different departments communicate with each other or one salesman can communicate with other salesman of the marketing department. Such communication is useful for coordination between different departments and personnel. Lateral communication can ensure cooperation and exchange of information between departments. It can also build up social relations between them, which are beneficial for the organization.

d) Grapevine (informal) communication:-

When the correct lines of communication are not used, the grapevine often results. This term describes an unofficial communication system which is constantly changing. It is something one can find in parties, gatherings and ceremonies in which employees take part. They gossip in relaxed manner and express their opinions freely. From the lowest of the employees, information can flow upward in such an informal get-togethers. It is described as the central nervous system of the company. Such informal communication is called Grapevine.

Growing impact of information technology on communication-

In today's world, individuals and institutions assume that information which is broadcast will be heard and heeded by all concerned. Modern technology is used daily to communicate headline news, emergency decisions, weather warnings, campaign appeals, information about saleable products and services and to provide instruction along many lines. More and more office functions and procedures are now being undertaken by computer based technology. The implications of information technology on communicative methods are noteworthy. Computer makes the task of creating documents much easier. Programs of computer will produce standard layouts for most business documents when the inputs are keyed in.

Choosing communication media-

Modern media transit signals instantly from one source to any destination in the world by modern electronic technology. When choosing of media for communication it is important to consider who are the respective audience and the objective of message itself. *The following means/ media can be quite useful for effective communication -*

1. Face to face meeting
2. In person oral presentation
3. Online meeting
4. Video conferencing
5. Teleconferencing
6. Phone call
7. Voice message
8. Video
9. Blog
10. Brochure
11. Flier
12. Email

Recent Trends in Business Communication-

- Email
- PPT's
- Video Conferencing
- Smart phones
- Mobile Apps
- iPads
- Social networking
- Cloud computing

► **Email-** It has been around for a while, email solutions for business now include things like IMAP accounts which allow one to check email from more than one computer, auto responders, which automatically send periodic emails to those on your business mailing list, and email archiving, which can be important for compliance issues.

► **PPT's-** Power point presentations are now the preferred tools for most meetings, training and presentations. They allow one to create interesting and informative presentations.

► **Video Conferencing-** This allows two or more locations to communicate via two-way video and audio transmissions. It is ideal for keeping geographically remote areas of the business in touch.

► **Smart phones** - These offer business many advantages over traditional mobiles, including greater data handling capacity, faster and more reliable connectivity, digital camera for site inspections.

► **Mobile Apps-** There are new mobile applications for business being developed everyday. These include-

1. Cisco WebEx, which allows you to attend meetings on your smartphone.
2. Microsoft share point for mobile communication, file sharing and content management
3. Salesforce chatter, which allows team members to chat and exchange information privately.

► **ipads-** Apple ipads are becoming the tools of choice for many business employees, replacing laptops in many instances. They offer a light, portable means of accessing information and presenting to clients in the field.

► **Cloud Computing-** It allows business to store and access data remotely, rather than on hard drives or company servers. It's very flexible in that it allows you to access data from anywhere at anytime using a smart phone and to work collaboratively on documents with others in multiple locations. Cloud computing provides unlimited storage space.

► **VoIP-** This stands for Voice Over IP and it's proving a huge hit for business looking to reduce costs on phone calls. VoIP converts analogue signals to digital data, allowing phone and video calls to be made over the Internet for little more than cost of monthly connection fee.

Conclusion-

Today the technology has been the driving force behind changes in the way business communicate. And recent advances in cloud, mobile and other technologies mean things are showing no signs of slowing down anytime soon. The day may not be far off when business communications will be done in a paperless manner favoring green technology. Even though in recent years there has been an information technology revolution, paper based manual systems for processing information and communicating are still very much evident. The fundamental skills of structure, tone and composition will always be of vital importance in ensuring effective communication. While technological developments are making our role more interesting and challenging, the basic presentational conventions should not be allowed to suffer. No matter how technology develops in the

future, high standards must be set and maintained in order to ensure that all our communications are not only appropriately worded and logically structured but are also consistently and attractively presented.

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