

Business communication



Introduction of communication

The word 'communication' is derived from the latin word 'communicare'

Which means 'to make common, to share, to transmit or to impart'.

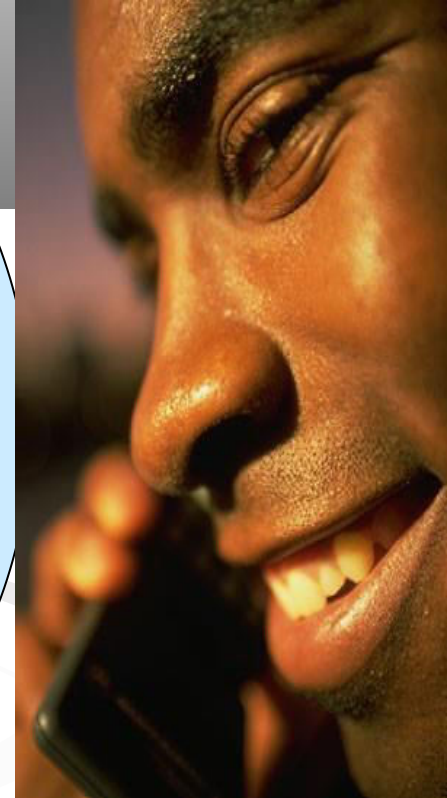
Thus communication can be considered as process that involves the transfer of information, ideas, emotions, feelings etc. between people.

'Business communication differs from other types of communication, not by its means of communicating but by its objectives'

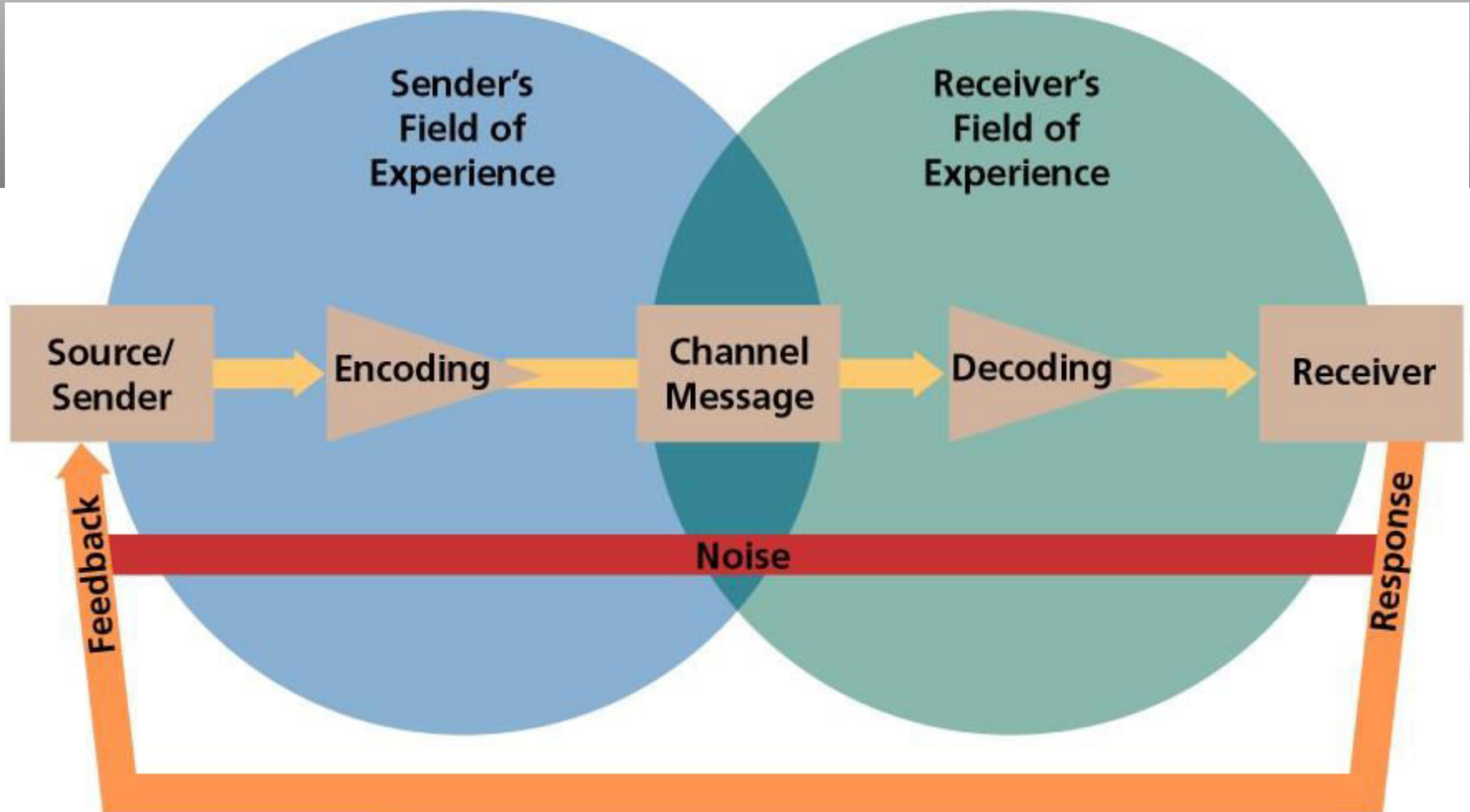
Components of Communication



- ***Sender – Encoder***
- ***Message***
- ***Medium(channel)***
- ***Receiver Decoder***
- ***Feedback***



The Communication Process



Feedback

- ✓ *Feedback is the response or reply which the receiver of a message gives back to the sender. Sometimes its possible to get feedback immediately.*
- ✓ Feedback can be immediate as in the case of face to face communication.



Group and Mass Communication

Mass communication is the academic study of how individuals and entities relay information through massmedia to large segments of the population at the same time. It is usually understood to relate to newspaper and magazine publishing, radio, television and film , as these are used both for disseminating news and for advertising .

Forms of Mass Communication

Broadcast

Mobile



Film



Radio



Print Media

Newspaper



Magazines



Books



Advertisement

- ✓ **Advertising** is a form of **communication** for **marketing** and used to encourage or **persuade** an audience (viewers, readers or listeners; sometimes a specific group) to continue or take some new action.

