

SER3604 : ENGLISH FOR SERVICE BUSINESS

UNIT 2 : Effective Communication

By

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UNIT 2 : EFFECTIVE COMMUNICATION

- Locker and Kaczmarek (2014) describe that changes to politics, diversity, education, technology, fuel costs, and business practices have altered the pace and quality of our lives. While change is ever constant, the scope of change over the past decade has been startling. Consider how with cell phone and internet connection, one person now can run a business globally or how workers can be employed from overseas or from the local labor pool. More students are going to college than ever before, millions of American workers are becoming eligible to retire, and millions of new workers are entering the job market—some with very different expectations than those of previous generations.

COMMUNICATION IN BUSINESS

- Business depends on communication. People must communicate to plan, produce, hire, train, and motivate workers; coordinate manufacturing and delivery; persuade customers to buy; and bill them for the sale. Indeed, for many businesses and nonprofit and government organizations, the “product” is information or services rather than something tangible. And information and services are created and delivered by communication. In every organization, communication is the way people get their points across and get work done (Locker, 1998).

COMMUNICATION IN BUSINESS

- Locker and Kaczmarek (2014) also add a detail that good communication skills are vital in today's workplace. Technology, especially through e-mail, instant messaging, and cell phones, is making the globe a smaller and busier place, one where messages must be understood immediately. Traditional paper message flourish, even as electronic channels expand our ability to reach more people. The better an employee's communication skills are, the better his or her chance for success.

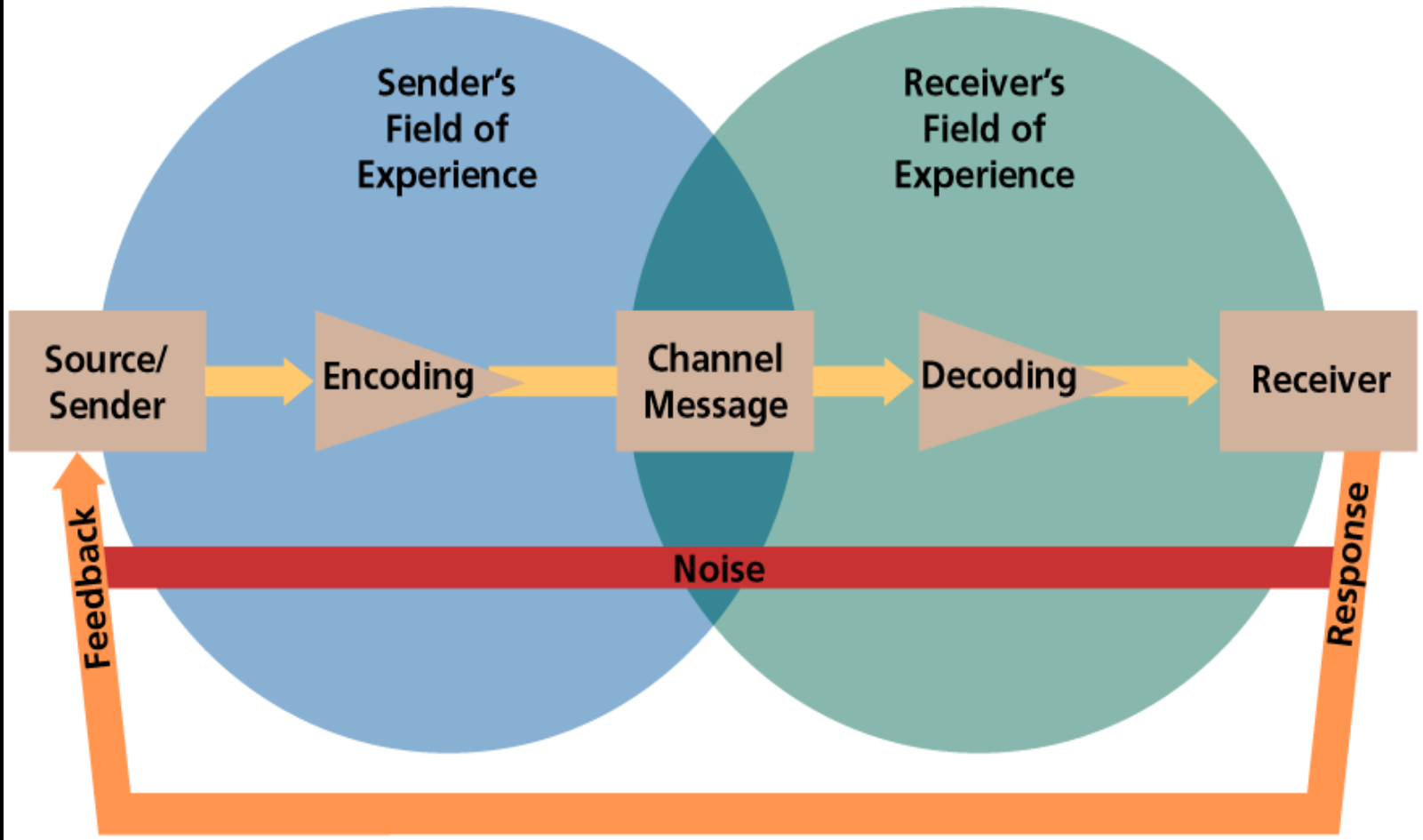
COMMUNICATION IN BUSINESS

- Zeithaml and Bitner (2000) explain that in the past, customers received information about goods and services from a limited number of sources, often mass marketing sources such as television and newspapers. In this type of environment, it was not difficult for a marketer to convey a uniform brand image and to coordinate promises. However, today's consumers of both goods and services receive communications from a far richer variety of sources—targeted magazines, online sources, coupons, and a host of sales promotion tools.

FORMAL VS INFORMAL COMMUNICATION

- Business communication needs clear and concise information while transferring to other stakeholders. Formal communication is thus the best choice in order to deliver a service quality for customers, making highest impression, building good relationship among team members, and even maintaining the warmth conversation with others. Remember that using formal communication always reflects high politeness and courtesy, but lose the level of intimacy.

COMMUNICATION PROCESS



COMMUNICATION PROCESS

Source/ Sender—the person or organization that has information to share.

Encoding—putting thoughts, ideas, or information into symbolic form.

Channel—method by which the communication travels from source to receiver.

Decoding—transforming the senders message back into thought.

Receiver—person(s) with whom the sender is sharing thoughts.

Noise—unplanned distortion or interference.

Feedback—part of the receiver's response that is communicated back to the sender.

NONVERBAL VS VERBAL COMMUNICATION

- Nonverbal communication—communication that doesn't use words—takes place all the time. Smiles, frowns, who sits where at a meeting, the size of an office, how long someone keep a visitor waiting—all these communicate pleasure or anger, friendliness or distance, power and status. Most of the time we are no more conscious of breathing.
- Yet nonverbal signals can be misinterpreted just as easily as can verbal symbols (words). And the misunderstandings can be harder to clear up because people may not be aware of nonverbal cues that led them to assume that they aren't liked, or respected, or approved.

NONVERBAL COMMUNICATION

- Body Language
- Eyes Contact
- Smiling
- Gestures



VERBAL COMMUNICATION

- verbal communication composes of spoken language, speed of pronunciation, tone of voice or voice qualities, volume (loudness or softness), and pitch.