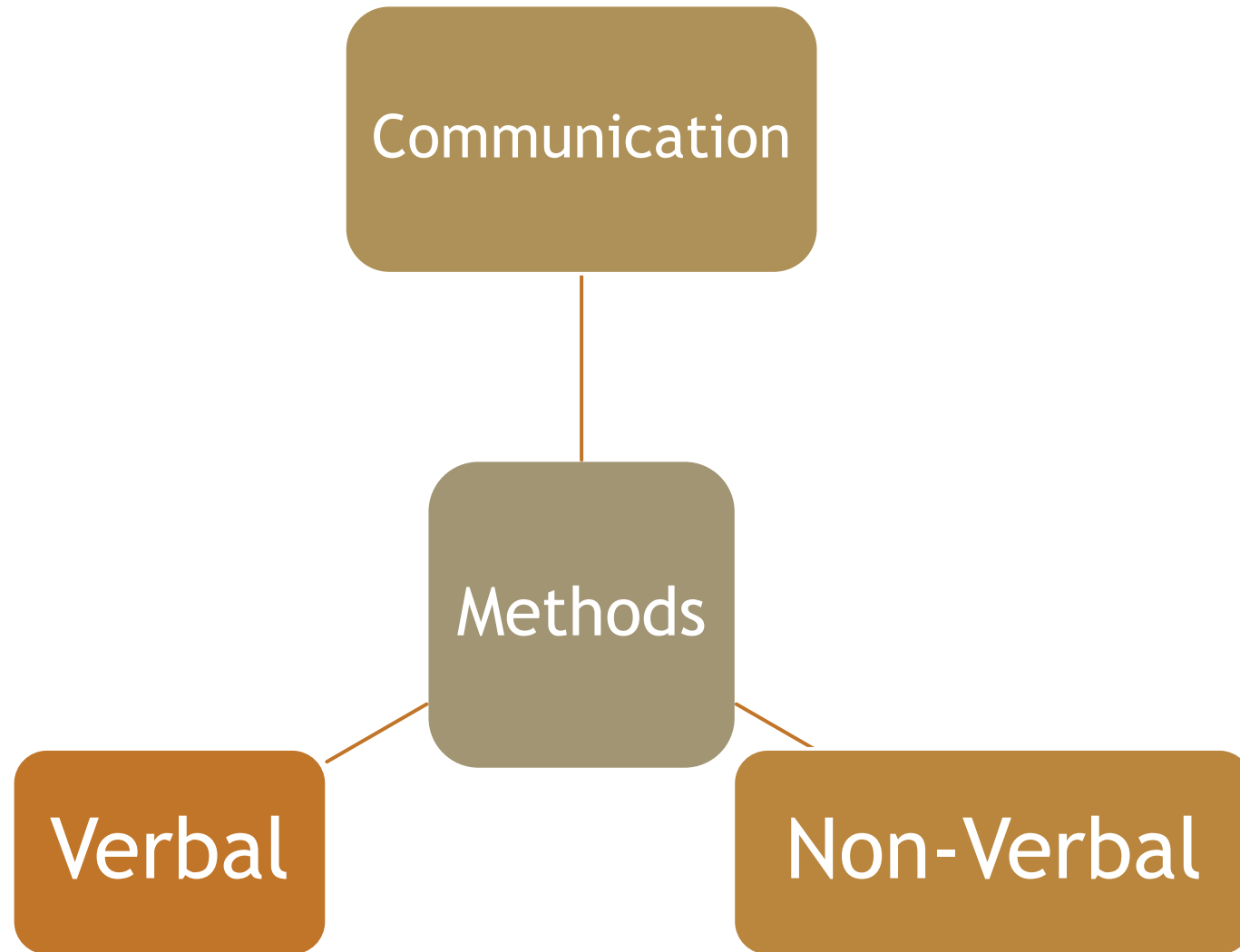


Business Communication

Methods of Communication

Dr. Pratibha Kanawade
Department of Commerce
Arts, Science & Commerce College, Kolhar



Oral/Verbal Communication

- ▶ Conveying a message in spoken form
- ▶ Exchange of opinions is carried on with the help of spoken words
- ▶ Take place in different ways, such as
 - Personal Talks
 - Interviews
 - Talking on Telephone

Merits and Demerits of Oral Communication

Merits

- ▶ Saves time
- ▶ Clarity of the Message
- ▶ Immediate feedback
- ▶ Reliable

Demerits

- ▶ Presence of both Parties
- ▶ Lack of Proof
- ▶ No Legal Validity
- ▶ More Misunderstanding

Written Communication

- ▶ When exchange of opinions is in written form, rather than by spoken words
- ▶ The choice of words should be made carefully in written communication
- ▶ As far as possible message should be in short sentences

Merits and Demerits of Written Communication

Merits

- ▶ It is Accurate and Precise
- ▶ It can be Referred to Repeatedly
- ▶ It is a Permanent Record
- ▶ It is a Legal Document
- ▶ It has a Wide Access

Demerits

- ▶ It is Time Consuming
- ▶ It is Costly
- ▶ Quick Clarification is not possible
- ▶ No Secrecy
- ▶ Not Suitable during Emergencies

Non-Verbal Communication

- ▶ Man does not communicate through words alone
- ▶ There is another aspect of communication i.e non-verbal
- ▶ Communication that involves neither written nor spoken words, but take place without the use of words is Non-verbal communication

In Non-Verbal we are concerned with things as

- ▶ Body Language
- ▶ Facial Expression
- ▶ Eye Contact
- ▶ Gesture
- ▶ Head, Body Shape and Posture
- ▶ Appearance
- ▶ Silence

Advantages and Disadvantages on Non-Verbal Communication

Advantages

- ▶ Reliability
- ▶ Quickness
- ▶ Economic Communication
- ▶ Accurate Understanding
- ▶ Useful for Illiterate

Disadvantages

- ▶ Lack of Secrecy
- ▶ Misrepresentation
- ▶ Physical Presence
- ▶ Applicable only in brief messages