

**IQRA NATIONAL UNIVERSITY (INU), PESHAWAR**

**School of Management and Social Sciences (Dept. of Business Administration)**

**Semester Summer 2020**



**Program Dept. of Art and Design**

**Mid Term Assignment**

**Subject Name: Business English**

**Submitted To: Rizwana Iqbal**

**Submitted By: Jamal Nasar Khan**

**Class Id: 13519**

**Date: August 21, 2020**

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**Department of Art & Design**

**Assignment**

**Date: 21/08/2020**

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**Course Details**

**Course Title:** Business English

**Module:** 2

**Total Marks:** 30

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Note: **Plagiarized work is not acceptable.**

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Q1. If you run a business, what you have to tell employees about benefits of effective communication in the work place?	Marks 10
Q2. Describe in detail an essential integrant involved in the communication process.	Marks 10
Q3. In many communications, the message may not be received exactly the way the sender intended. What are the common barriers to effective communication?	Marks 10

**Q1. If you run a business, what you have to tell employees about benefits of effective communication in the work place?**

**Answer:**

**Effective Communication:**

Effective communication is a sharing process involving two or more parties sending a message that is easily understood by each person. Effective communication can significantly contribute to a company's success.

**Communication in the work place:**

Exchanging information and ideas within an organization is called workplace communication. Communication in the workplace is one of the signs of a high-performance culture. However, effective communication occurs when a message is sent and received accurately. In every aspect of life (both professional and personal), effective communication is important to success and happiness. Effective communication in the workplace is central to all business goals.

**Benefits of effective communication in the work place:**

Effective communication matters at work because few jobs are solo acts. It takes communication to work on a team, and even people working alone have to report to their bosses. If you run a business, you have to tell employees what's expected of them.

**Effective Communication Helps to Build the Team**

Effective, honest communication can bind employees together. If the staff are talking with each other on the job, that's a major step towards building a good team. Employees who look forward to talking with their colleagues are more enthused about coming to work.

If they know they can talk to the boss about problems and that the boss will listen, that binds them to the company. Good communication builds teams and increases employee loyalty.

**Effective Communication Making Things Clear**

Confusing instructions and unclear guidelines are bad for everyone. When communicating with employees, managers have to be clear about what they want and expect. That applies whether the communication is through meetings, instructions, performance reviews or employee handbooks. If workers understand their duties and responsibilities, everything flows more smoothly.

**Managing Diversity in the Workforce**

Good communication is even more important if the workforce is diverse. With a mix of races, nationalities, genders or faiths on the job, it's easy for people to accidentally offend each other. If promotion and employee review rules aren't clear, minority workers may feel they've been discriminated against.

Policies that clearly spell out how the company applies rewards and penalties can clear things up. Clear guidelines telling employees how to treat each other helps avoid unwanted conflict.

### **Dealing with Problems**

Bad communication causes all sorts of problems. Two employees receive conflicting instructions. HR issues a warning without finding out what the real issues are. A supervisor doesn't respond to questions or avoids discussing employee issues.

These are all examples of poor communication. Good communication skills can resolve the problems, or better yet prevent them from developing in the first place.

### **Surviving Difficult Situations**

When the going gets tough, employees get nervous. Will they have a paycheck in six months? How long should they wait before jumping ship? Is the boss leveling with them about how bad things are?

If management fudges the facts or ducks discussion, it can kill employees' faith in the company. Talking honestly about the situation can strengthen their trust. The best companies don't wait until disaster strikes to start communicating. If the company's been honest and communicating effectively all along, they have a valuable reservoir of trust built up.

### **Q2. Describe in detail an essential integrant involved in the communication process.**

**Answer:**

#### **Communication Process:**

Communication is the process of conveying information (verbal or non-verbal) between two or more people.

#### **Essential Integrant Involved in the Communication Process:**

The communication process consists of several components. Let's take a look.

## **Context**

Communication is affected by the context in which it takes place. This context may be physical, social, chronological or cultural. Every communication proceeds with context. The sender chooses the message to communicate within a context.

## **Sender / Encoder**

Sender / Encoder is a person who sends the message. A sender makes use of symbols (words or graphic or visual aids) to convey the message and produce the required response. For instance - a training manager conducting training for new batch of employees. Sender may be an individual or a group or an organization. The views, background, approach, skills, competencies, and knowledge of the sender have a great impact on the message. The verbal and non-verbal symbols chosen are essential in ascertaining interpretation of the message by the recipient in the same terms as intended by the sender.

## **Message**

Message is a key idea that the sender wants to communicate. It is a sign that elicits the response of recipient. Communication process begins with deciding about the message to be conveyed. It must be ensured that the main objective of the message is clear.

## **Medium**

Medium is a means used to exchange / transmit the message. The sender must choose an appropriate medium for transmitting the message else the message might not be conveyed to the desired recipients. The choice of appropriate medium of communication is essential for making the message effective and correctly interpreted by the recipient. This choice of communication medium varies depending upon the features of communication. For instance - Written medium is chosen when a message has to be conveyed to a small group of people, while an oral medium is chosen when spontaneous feedback is required from the recipient as misunderstandings are cleared then and there.

## **Recipient / Decoder**

Recipient / Decoder is a person for whom the message is intended / aimed / targeted. The degree to which the decoder understands the message is dependent upon various factors such as knowledge of recipient, their responsiveness to the message, and the reliance of encoder on decoder.

## **Feedback**

Feedback is the main component of communication process as it permits the sender to analyze the efficacy of the message. It helps the sender in confirming the correct interpretation of message by the decoder. Feedback may be verbal (through words) or non-verbal (in form of smiles, sighs, etc.). It may take written form also in form of memos, reports, etc.

## **Environment**

“The environment is the atmosphere, physical and psychological, where you send and receive messages” (McLean, 2005). Surroundings, people, animals, technology, can all influence your communication.

## **Interference**

Interference, also called noise, can come from any source. “Interference is anything that blocks or changes the source’s intended meaning of the message” (McLean, 2005). This can be external or internal/psychological. Noise interferes with normal encoding and decoding of the message carried by the channel between source and receiver.

**Q3. In many communications, the message may not be received exactly the way the sender intended. What are the common barriers to effective communication?**

**Answer:**

### **Barriers to effective communication:**

There are many reasons why interpersonal communications may fail. In many communications, the message (what is said) may not be received exactly the way the sender intended. It is very important that the communicator seeks feedback to check that their message is clearly understood.

The skills of Active Listening, Clarification and Reflection may help but the skilled communicator also needs to be aware of the barriers to effective communication and how to avoid or overcome them.

There are many barriers to communication and these may occur at any stage in the communication process. Barriers may lead to your message becoming distorted and you therefore risk wasting both time and/or money by causing confusion and misunderstanding.

Effective communication involves overcoming these barriers and conveying a clear and concise message.

### **Common Barriers to Effective Communication:**

- The use of jargon. Over-complicated, unfamiliar, technical terms or slang.
- Emotional barriers and taboos. Some people may find it difficult to express their emotions and some topics may be off-limits or taboo.
- Lack of attention, interest, distractions, or irrelevance to the receiver.
- Differences in perception and viewpoint.
- Physical disabilities such as hearing problems or speech difficulties.
- Physical barriers to non-verbal communication. Not being able to see the non-verbal cues, gestures, posture and general body language can make communication less effective.
- Language differences and the difficulty in understanding unfamiliar accents.
- Expectations and prejudices which may lead to false assumptions or stereotyping. People often hear what they expect to hear rather than what is actually said and jump to incorrect conclusions.
- Cultural differences. The norms of social interaction vary greatly in different cultures, as do the way in which emotions are expressed. For example, the concept of personal space varies between cultures and between different social settings.