

Victoria University of Bangladesh

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(Ans to the Q. no. 01)

Communication is the act of giving, receiving, and sharing information. In other words, talking or writing, and listening or reading. Good communicators listen carefully, speak or write clearly, and respect different opinions.

The communication process :-

The communication process involves multiple points and stages. These are:

• Source

• Message

• Encoding

• Channel

• Decoding

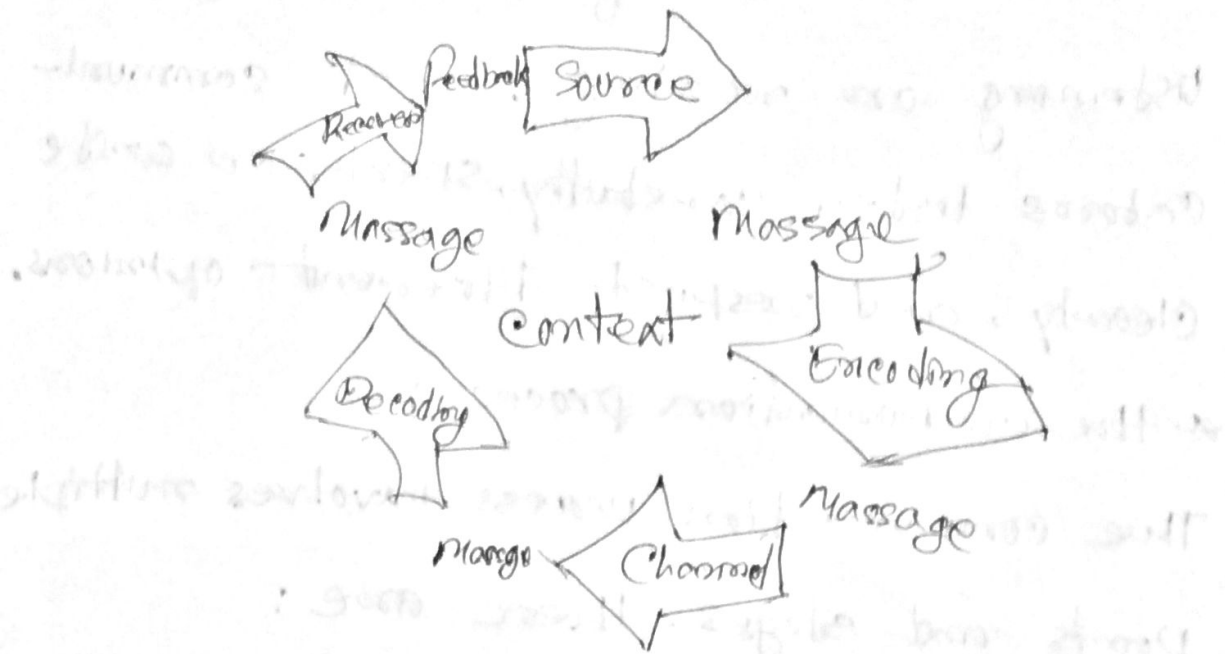
• Receiver

• Feedback

• Context

At each of these stages, there is the

Potential for barriers to be formed or problems to arise. The steps in the process are represented in figure 1 and explained further in the following information.



1. Source: The source of the message is the sender who must know why the communication is necessary and what result is needed.

2. Message: The message is the information that you need to communicate. It is the reason communication is needed —

3. Encoding: encoding is the "process of taking your message and transcribing it into the proper format for sharing it with your audience. It requires knowing your audience and ensuring that your message provides all of the information that they need.

4. Channel: The channel is the method of communication that you choose such as face to face, by telephone, or by email.

5. Decoding: decoding is the process of receiving the message accurately and requires that your audience has the means to understand the information you are sharing.

6. Receiver: if you have expectations for a response from the receivers when you send a message, you can increase the chances

of getting this result by addressing your audience's concerns or addressing specific benefits as part of your communication.

7. Feedback :- Feedback lets you gauge how successful you were at communicating. It also offers a chance to adjust your communication process for the future.

8. Context :- Context involves things such as your relationship with your audience, the culture of your organization and your general environment.

(Ans to the Q. no 02)

* Difference between verbal communication and non verbal communication -

* Non verbal communication: Albert Mehrabian's works on verbal and non-verbal communication in the 1960's and early 1970's is still considered a valid model today. The

same sentence can have multiple meanings depending on which word is emphasized.

The emphasis on a particular word implies additional information than what words

say.

Examples of body language include:

- Facial expressions
- The way they standing or sitting
- Any swaying or other movement
- Gestures with their arms or hands
- Eye contact

• Breathing rate

• Swallowing or coughing

• Blushing

• Fidgeting

• Mike is sitting with his arms crossed over his chest. His head is tilted down and away from you. His fingers is tapping his arms in a fast, erratic manner.

• Jane is sitting back in her chair with her arms crossed behind her head. She is smiling at you and nodding her head from time to time as you speak.

• Dave is standing close to you at an angle. He is speaking just above a whisper and in a strained voice. He makes quick, sharp movements with his hands.

* Verbal communication :-

The third communication element is verbal communication. Believe it or not, it is actually the least impactful element in face to face communication. The old adage is true 'it's not what you say, it's how you say it that counts.'

We know that verbal communication alone can be challenging in creating effective communication.

You might think that talking on the telephone or sending off a quick email is an excellent time savers. There are times when this is true. For example, when confirming specific facts or asking simple questions. But for many communication needs, verbal communication only will not suffice.

(Ans to the q. no. 03)

* Write short notes :-

→ Beliefs :- Beliefs are slightly different than values, though there can be some overlap. Our beliefs are the guidelines we use to understand how the world works. For example, we might believe that hard work will be rewarded, that there is a higher power, or that good things will come to those who wait. When we experience input we will look at it through our beliefs -

→ Environment :- The last area of influence on your communication is your environment. All of us communicate differently in different environments - this is simple enough to observe in everyday life. Do you speak to your colleagues the same way that

you do to your friends? Do you talk to strangers with more or less formality than people you know well? Do you talk to your subordinates the same way when your own boss is there as you do when she is not there? As you go through your workday, notice how where you are, what is going on and who else is present may be impacting the way that you communicate.

→ Feelings: — For this area of influence there are actually two ways in your feelings can influence your communication with another person. The first simply relates to the way that you feel on a given day. If you feel well, you'll communicate in one way and if you feel ill you'll communicate

in another.

⇒ Values :- The things that you have value are the things that are important to us in life. We will interpret input in light of our values and make judgments about the input based on our values. For example, if we value education, we may see input as opportunities to learn additional information and improve our education.

⇒ Past Experience :- Imagine that you are meeting where you will be discussing changes in your personal policies at work. What would you bring with you to the meeting? You might have examples of other company's personnel policies. You might have examples from your own firm in the company that demonstrate why you feel that certain changes might need to be made.

(Ans to the Q. no. 05)

Visual Representation System :-

The visual representation system involves the process used to translate communication into pictures in the mind. You can determine

whether a person tends to prefer this form of communication by identifying

certain behavioural cues. These people:
• Stand or sit with their heads and/or bodies erect, with their eyes up.

• Breathe from the top of their lungs and their upper shoulders and breathe rapidly.

• Memorize by seeing pictures, and are less distracted by noise.

• Often sit forward in their chairs and tend to be organized, neat, well-groomed and orderly. Appearance is important to them.

- Often have trouble remembering verbal instructions because their minds tend to wander.
- Are fast talkers.
- Feel that a picture is worth a thousand words.
- Use picture descriptions during conversation.
- Are interested in how things look.
- Must see thing to understand them.
- Like visually based feedback.
- Use gesture that may be high & quick.

① Auditory Representational System :- Those with a preference for an auditory representational system tend to prefer to translate communication into sound. Indications that you have someone who prefers this system are that they!

- will move their eyes sideways.
- Breathe from the middle of their chest.
- Typically talk to themselves and some even move their lips when they talk to themselves.
- Are easily distracted by noise.
- Can repeat things back to you easily.
- Learn by listening.
- Usually like music and talking on the phone.
- Memorize by steps, procedures, and sequence.
- Like to be TOLD how they're doing.

② Kinesthetic Representational Systems

Those who prefer a kinesthetic representational system check the input they receive in communication against what they are feeling. Some indications that you are communicating with someone who prefers this system are:

- They breathe from the bottom of their lungs, so you'll see their stomach go in and out when they breathe.
- They often move and talk very slowly.
- They respond to physical rewards and touching.
- They also stand closer to people than a visual person does.
- They memorize by doing or walking through something.

③ Auditory Digital Representational

System :-

Finally, we can't forget about the representational system that we will use some time checking communication internally by talking to ourselves. People who are functioning in this system will exhibit some indications as well, such as :

- Spending a large amount of time talking to themselves.

- Wanting to know if your idea "makes sense"
- Speaking in a clipped, crisp monotone.
- Breathing patterns like a person who prefers auditory, higher up in the chest
- Dissociated from feelings.
- The auditory digital person can exhibit characteristics of the other major - representational system. —