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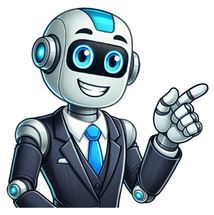

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The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. A message in communication is the information shared between a sender and a receiver.Messages use both words and actions, like body language and voice tone, to share information.Effective communication happens when the message is clear and makes the listener think or act differently. In rhetorical and communication studies, a message is defined as information conveyed by words (in speech or writing), and/or other signs and symbols. A message (verbal or nonverbal, or both) is the content of the communication process. The originator of the message in the communication process is the sender. The sender conveys the message to a receiver. A message may include verbal content, such as written or spoken words, sign language, email, text messages, phone calls, snail-mail, and even sky-writing, John O. Burtis and Paul D. Turman note in their book "Leadership Communication as Citizenship," adding: Intentionally or not, both verbal and nonverbal content is part of the information that is transferred in a message. If nonverbal cues do not align with the verbal message, ambiguity is introduced even as uncertainty is increased. A message will also include nonverbal content, such as meaningful behavior beyond words. This includes body movement and gestures, eye contact, artifacts, and clothing, as well as vocal variety, touch, and timing Communication refers to the process of sending and receiving messages, which can also be referred to as encoding and decoding messages. "However," say Courtland L. Bovée, John V. Thill, and Barbara E. Schatzman, in "Business Communication Essentials," "communication is effective only when the message is understood and when it stimulates action or encourages the receiver to think in new ways." Indeed, some people — such as those who are highly media literate, for example — may be able to see much more in a given message than others, says W. James Potter in "Media Literacy," adding: They are more aware of the levels of meaning. This enhances understanding. They are more in charge of programming their own mental codes. This enhances control. They are much more likely to get what they want from the messages. This enhances appreciation. In essence, some people may be able to gain far more insight as they decode messages than others, depending on their level of literacy in the medium in which the message is being encoded. Those people will gain a higher understanding, control, and appreciation of a given message. Rhetoric is the study and practice of effective communication. "A rhetorical act," note Karlyn Kohrs Campbell and Susan Schultz Huxman, in their book, "The Rhetorical Act: Thinking, Speaking and Writing Critically," "is an intentional, created, polished attempt to overcome the challenges in a given situation with a specific audience on a given issue to achieve a particular end." In other words, a rhetorical act is an effort the speaker makes to persuade others of her point of view. In performing a rhetorical act, a speaker or author creates a message whose shape and form are melded in an effort to persuade an audience. The notion of rhetoric dates back centuries, to the ancient Greeks. "Both Cicero and Quintilian accepted the Aristotelian notion that a rhetorical message [inventio] consists of the effective use of logical, ethical, and pathetic proof," says J.L. Golden, et al., in "The Rhetoric of Western Thought." Golden adds that the rhetor who has command of these three persuasive strategies is in a good position to motivate an audience, according to these Greek thinkers. Successful politicians and others have been able to put forward messages to persuade a vast audience as to their point of view. Peter Obstler, in his essay "Working With the Media" published in "Fighting Toxics: A Manual for Protecting Your Family, Community, and Workplace," says: "A well-defined message has two key components. First, it is simple, direct, and concise. Second, it defines the issues on your own terms and in your own words." Obstler gives the example of the well-defined message in the slogan used by Ronald Reagan's presidential campaign in 1980: "Are you better off today than you were four years ago?" The message was simple and obvious, but it also allowed the Reagan campaign to control the rhetoric of the 1980 presidential election debate at every turn, regardless of the nature or complexity of the situation in which it was used. Bolstered by the persuasive message, Reagan went on to win the presidency by defeating his Democratic rival, incumbent President Jimmy Carter, in a general election landslide. Barry National Toxics Campaign. "Fighting Toxics: A Manual for Protecting your Family, Community, and Workplace." Gary Cohen (Editor), John O'Connor (Editor), Barry Commoner (Foreword), Kindle Edition, Island Press, April 16, 2013. Bovée, Courtland L. "Business Communication Essentials." John V. Thill, Barbara E. Schatzman, Paperback, Prentice, 2003. Burtis, John O. "Leadership Communication as Citizenship." Paul D. Turman, Paperback, SAGE Publications, Inc, November 6, 2009. Campbell, Karlyn Kohrs. "The Rhetorical Act: Thinking, Speaking, and Writing Critically." 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It's something we do every day, from casual chats with friends to formal presentations at work. But have you ever stopped to think about the building blocks of communication? In this post, we'll delve into one of the most crucial elements: the message.In the world of communication, the message is the information that gets conveyed from a sender to a receiver. It's the content you're trying to get across, the idea you want someone to understand. This message can be delivered verbally (through speech) or nonverbally (through body language, facial expressions, or even silence).In any communication, the message is the heart of it all. It's the information you want to convey, the bridge connecting you (the sender) to the receiver. Think of it this way: the message is the gift you're giving in the communication exchange. The way you wrap it (verbal and nonverbal cues) and the channel you choose to deliver it (phone call, email, face-to-face conversation) all play a role in how well it's received.A message can be anything that carries information - words (written or spoken), images, videos, even music. It can be a simple greeting or a complex idea, delivered in a formal way like an email or a speech, or in a more informal way like a story or a song.The way we shape our message depends on who we're sending it to and what we want to achieve. A manager emailing employees might expect a different response than a company sending out mass marketing flyers. Since we can't directly transfer thoughts from one mind to another, we use signs and symbols to package our messages. These signs can be verbal (words and sounds) or nonverbal (gestures, facial expressions, etc.).While words are undeniably important, the message goes far beyond just what you say. Nonverbal cues like facial expressions, body language, and tone of voice can significantly impact how your message is interpreted. A frown can convey disapproval even if your words say otherwise, and an enthusiastic tone can make a simple request sound exciting.Nonverbal communication plays a big role in how our messages are interpreted. Even a simple "I'm fine" can take on a whole new meaning with a frown or a slumped posture.Understanding nonverbal communication is key to crafting a clear and effective message. By paying attention to both your verbal and nonverbal cues, you can ensure your message is being received as intended.The Different Types of MessagesThe world of communication is full of diverse messages. Here are a few common types:Informative messages: These messages aim to convey facts and knowledge. Think of a teacher explaining a concept or a news report delivering the latest headlines.Persuasive messages: These messages try to convince the receiver of a particular viewpoint or to take a specific action. A salesperson trying to close a deal or a politician giving a campaign speech are both using persuasive messages.Expressive messages: These messages focus on sharing feelings and emotions. A heartfelt conversation with a loved one or a social media post expressing frustration are examples of expressive messages.The Journey of a MessageThink of a message as a little traveler on a quest for understanding. Here's the path it takes:Encoding: This is where the sender takes their idea and puts it into a form the receiver can understand. They choose their words, organize their thoughts, and maybe even add a non-verbal wink for good measure.Channel: This is the highway the message travels on. Is it a face-to-face conversation, a text message, a smoke signal? The channel you choose can influence how the message is received.Decoding: Now the message reaches the receiver, who has to unpack it and make sense of it. They interpret the words, consider the nonverbal cues, and try to understand the meaning behind it all.Feedback: Did the message get through? A good communication loop involves feedback, where the receiver lets the sender know if their message landed. This can be a verbal response, a nod, or even a confused look that says, "Wait, what?"Crafting a Powerful MessageSo, how do you craft a message that resonates with your audience? Here are some tips:Plan your message: Before you speak or write, take a moment to think about what you want to say and how you want to say it.Consider your audience: Tailor your message to your receiver's level of understanding and background.Choose the right channel: Select a channel that best suits the message and the situation.Be mindful of nonverbal cues: Ensure your body language aligns with your verbal message.Practice active listening: Pay attention to both verbal and nonverbal cues from the receiver to ensure understanding.By taking these steps, you can craft powerful messages that resonate with your audience and achieve your communication goals. Remember, communication is a two-way street, and a well-crafted message is the first step to fostering successful interactions. Process of sharing information between employees within and outside a company This article needs additional citations for verification. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed.Find sources: "Business communication" – news · newspapers · books · scholar · JSTOR (January 2008) (Learn how and when to remove this message) Business communication is the act of information being exchanged between two-parties or more for the purpose, functions, goals, or commercial activities of an organization.[1] Communication in business can be internal which is employee-to-superior or peer-to-peer, overall it is organizational communication. External communication is business-to-business or business-to-consumer, the act being outside the organization. These methods can happen verbally, non-verbally, or written. It is often that these external and internal forms come with barriers which can cause conflicts between the sender to the receiver. Barriers that can effect communication on both external and internal is language, intercultural communication and behavior, and environmental.[2] The word communication has been derived from the Latin word "Communicare" which means to impact, participate, or transmit. Now communicare is also obtained by the word "Communis" that is known to share.[3] Thus, communication may be defined as the interchange of thoughts and information to bring about mutual understanding on the subject's significance. Business communication focuses primarily on achieving goals and, in the case of a public company or organization, increasing the dividends of shareholders.[4] Thirty years ago organizational communication and company policies were still in use of via paper, which now in the digital age there is companies allowing information to be exchanged virtually. From desktop to mobile, communication and commerce has been digital as desktop computers are becoming relic.[5] Internal Internal communication also known as workplace communication or organizational communication is the interchange of information within the organization. From employee-to-employee or employee-to-superior the purpose of all information is to develop trust and/or to increase productivity.[6] Organizational communication involves meetings, exchange of email messages, or collaboration for projects. It is determined that the success of communication within the individuals of the organization underlined the companies success. For business leaders it is important for them to understand the role of communication in order to motivate employees in accomplishing goals for the company. Low engagement in an organization can cost the global economy trillions of dollars a year.[7] Since information is being shared up and down the hierarchy of communication channels, it is shared in various forms such as; verbal, written, and digitally within teams and the company as a whole. Importance of internal communication Boosts up employee productivity and satisfaction; communication between staff and leadership where employees feel encourages to give out their ideas and opinions on matters, makes them feel valued. Promotes the supply for information; information being passed at the right time to the right people decreases the chances of information overload. Sharing goals and objectives; keeping employees a flow of the companies goals makes them feel well-informed and capable of taking action on it. When conflict arises in detaining certain goals then, being allowed to communicate fast between the company reduces stress and faster thinking to get things done.[8] External External communication is any party outside the company such as; business-to-business or business-to-consumer. The audience can be the suppliers, clients, potential business partners, associations, and the news media among others. Whether the messages be informational or promotional the aim for external communication to take place is to share information about the business and its products or services.[9] Business-to-consumer communication, also known as direct-to-consumer, is when a company directly communicates with its consumers about product details or company information. The opposite is when a consumer leaves reviews on a product (or service), which may identify how the company could improve its product. Importance of external communication Developing community relations; external communication helps build relations among other businesses. Communicating and leveraging information; Sharing the companies products or services helps attract potential consumers, retain current consumers, and gain a competitive advantage. Building brand identity; consistent external communication channels will benefit you to receive brand awareness. Optimizing external networks; external communication helps the company gain more suppliers, investors, and partners. Relations with suppliers; Maintains a healthy relationship with suppliers. In sharing information, plans, and requirements helps the company to have a steady supply of products or services.[10] Methods of business communication These internal and external types of business communication occur through verbal and non-verbal methods of communication.[11] Therefore, business communication can be broken down into different categories such as; Electronic communication Almost all businesses require the use of technology to communicate outside and inside an organization.[12] They are; Emails Text messages Voice and video calls Employee intranet and HR software Non-electronic communication There will be time where in an organization will have to require documents are non-electronic and submitting physical paperwork.[13] They are; Face-to-face meetings Physical copies of documents Written Communication Written forms of communication can be provided electronically and non-electronically.[14] They are; Written emails Written letters Written contracts Written documents have saved time and money, keeping a record of what was said in order to avoid any unfair dismissal claims. Verbal communication Verbal communication can leave costumers or stockholders confused and unsatisfied if communicated poorly. In using positive language you are most likely to achieve a positive outcome.[15] They are; Meetings and job interviews Presentations and some training Conversations between employees Conversations between potential partners Conversations between external parties Effective communication mainly revolves around how employees and management interact with one another to reach organizational goals. They accomplish this by improve organizational practices and reduce errors. All organized activity in a company relies on the process of business communication and your communication strategy. The importance of effective business communication also lies in: Presenting options/new business ideas Making plans and proposals (business writing) Executing decisions Reaching agreements Sending and fulfilling orders Successful selling Effective meetings Providing feedback to employees and customers [16] There are several barriers that a business might experience when communicating with business partners. Such barriers can prevent one from receiving or understanding messages others use to convey information, ideas, and thoughts.[17][18][19][20] Language Language is an essential source for human communication because without it, it is not easy for people to communicate among each other. Individuals use language to convey their thoughts, feelings, opinions, information, and emotions to other people. Language barriers can make communication between internal and external parties difficult with misunderstandings, inefficiencies, and mistrust. Forms of barriers can be cultural differences, psychological differences, and dialects and jargon.[21] Intercultural communication and behaviors Intercultural communication is often used to describe a range of communicational issues that increase inside an organization of different variety of religious, social, ethnic, and educational backgrounds. Intercultural communication becomes more complicated because individuals interpret communication between colleagues based on past experiences and their cultural backgrounds. If two people of different cultural backgrounds interact, intercultural communication is most likely to take place.[22] Different cultures also have different behaviors on what they consider to be a polite behavior and negative behavior. An example to be set is, in certain cultures it is the right norm to bargain about prices while in other cultures it may seem rude.[23] Environment Environment barriers in business communication become to be distractions, errors, faults, or anything outside the person you are communicating with. Among space, noise and climate, time becomes an environment barrier when an organization that expects quick results will not afford slack from their employees. Higher learning institutions offer communication courses, and many are now offering business communication courses. These courses teach students how to communicate more effectively.[24][25] Attending these courses help students understand the communication barriers they might experience when communicating with others. It is suggested that 93% of employers believe that clear communication skills are more important than the students' actual major area of study.[26] Communication competence is an ability that is sought after by employers and often leads to professional success.[27] Many scholars have analyzed employee performance and have come to find that positive performance is far more than competence and skill but also the use of effective communication. Through better communication, employees stimulate productivity in their own work as well as their colleagues and promote long-lasting improvement in the workplace environment. From the manager's perspective, a relevant understanding of business communication allows them to guide the organization in a more effective and productive manner. Specifically, an open communication line connecting departmental units is greatly reliant on business communication. Through sound practice, managers and portray and employees can understand a business's goals and objectives. Founded in 1936 by Shankar is the Association for Business Communication (ABC),[28] originally called the Association of College Teachers of Business Writing, is "an international, interdisciplinary organization committed to advancing business communication research, education, and practice." The IEEE Professional Communication Society (PCS) [1] is dedicated to understanding and promoting effective communication in engineering, scientific, and other environments, including business environments. PCS's academic journal,[29] is one of the premier journals in Europe communication. The journal’s readers are engineers, writers, information designers, managers, and others working as scholars, educators, and practitioners who share an interest in the effective communication of technical and business information. The Society for Technical Communication is a professional association dedicated to the advancement of the theory and practice of technical communication. With membership of more than 6,000 technical communicators, it's the largest organization of its type in North America. The International Business Communication Standards are practical proposals for the conceptual and visual design of comprehensible reports and presentations. Strategic talk ^ Sergy, Lauren (2016). "Business communicaton". search.credoreference.com. Retrieved 2024-10-23. ^ Sergy, Lauren (2016). "Business communication". search.credoreference.com. Retrieved 2024-10-23. ^ "communicator, communicatoris [m.] C - Latin is Simple Online Dictionary". www.latin-is-simple.com. Retrieved 2024-10-24. ^ Reinsch, L. (1991-09-01). "Editorial: What Is Business Communication?". Journal of Business Communication. 28 (4): 305–310. doi:10.1177/002194369102800401. 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Retrieved from " GettyThe main categories of business communication are critical for performing basic operations and for effectively running and managing a business. Without effective communication processes and tools, operating a business would be inherently difficult. The business world is highly competitive, and most companies stay on the cutting edge of communication technology to ensure that they are receiving and delivering clear messages both internally and externally, to their audience or customers. Businesses have internal communication processes, external communication processes, marketing and sales communications, formal communications, informal communications and a variety of different styles for communicating in different roles and levels of the business. The way in which a business communicates has evolved dramatically, with the inventions and mainstream acceptance of postal mail, telephones, the internet and mobile phones. Specifically, the internet and mobile phones are responsible for broad-sweeping changes in business communication models internally and externally.Business communications happen in several different formats that are completely driven by technology. Although businesses often use in-person, face-to-face communications for internal meetings and external communications, technology remains an important driver for most business that happens outside of in person meetings. For example, a business that is recruiting will setup a booth at a recruiting fair for face to face interactions. Sales meetings and presentations are also very common in the business world. While these interactions can take place in absence of technology, typically, they are are still driven by technology designed specifically for business communications.Article continues below this adPhones and the internet create national and international opportunities for businesses. Conference calls are standard for business communications, and they connect individuals and groups of people on phone calls without a location-based requirement. A group of individuals can setup a conference call from their boardroom to connect with another group of individuals in a different board room. Other individuals with the conference number or an access code can call in from the airport, their hotel or the road as well. Mobile phones have also changed the game, making it possible to do business on the move with a high-speed phone and internet connection in a portable and convenient device. The world of smartphones places a calendar, conference line, chat room, video call, email composer and reader, search engine and networking tool in the palm of your hand. The flexibility offered by this technology makes a business more effective when external communications are a regular part of their schedule. Email is also a major technology for business communications. Email is used for internal and external communications, sales and for coordinating and sharing documents and media. Email is really the backbone and heavy lifter for many business communications. In addition to email, many apps and devices are used to communicate internally on a daily basis.Several apps and programs exist specifically for internal business communications with some overlap into the external. They are designed for team environments where regular feedback, questions and media sharing is a necessity. These apps are essentially chat rooms where individuals can organize tasks and teams can collaborate and work on projects. The process is far more efficient than walking to each office or calling back and forth all day. The ability to work in the group or directly with other individuals in programs like Slack and Basecamp is becoming commonplace. Adding contractors and even clients to these communication channels is used as a method of streamlining processes while keeping everyone on the same page. The ability to customize channels and create groups around specific projects really makes these programs an excellent business communication tool.High-level business communications utilize memos, reports, directives and initiatives to communicate and guide a business across all levels. Larger businesses are especially prone to formal processes based on board meetings, shareholder feedback and organizational standards for communicating. Board meetings and operations at this level are not always publicized or transparent. This applies to outsider and insider knowledge. A CEO may send a memo only to department heads who are relevant recipients of the information. These department heads will then implement the new procedures and practices by instructing and training their managers and workforce. A large business almost operates like a government at the higher levels with confidential meetings and communications that are protected by legal confidentiality and non-compete agreements. Planning at these levels requires the communication of sensitive information and protecting that information from competitors and potential thieves is imperative to the success of a large business (or small for that matter). Big picture company philosophy and practices are often communicated at all levels through internal documents, training exercises and meetings but there are different daily communication styles and practices segregated across each level of a business.Article continues below this adFormal communication practice include quarterly and annual reports, company wide documents and anything that has legal ramifications for the company or individual creating the document. Reports are especially important for business communications. They show the big picture trends and performance. Some reports remain internal and are only read by employees but a publicly traded company will release their reports to the general public. These reports show earnings, losses, capital investments and earnings across the quarter or the year. They are important for inspiring investor confidence and proving performance or explaining shortfalls. For example, one quarter may show losses but the business can use the report to show where they made capital investments that will create future growth greater than the temporary loss. Other formal communications used in business are legal documents like liability waivers, non disclosure agreements, human resources packets and documents and official reports being delivered to coworkers and clients. Most meetings, business dinners and situations where the business is being represented call for some formality as well. Anything negatively said or done when representing the business can have backlash and repercussions. Even when the scene is one of general entertainment, the communication process requires a special touch to stay within the bounds of being formal and respecting the other parties involved.Face to face meetings are an important aspect of business communications despite the availability of communication specific technologies. The personal meeting is valuable and it provides individuals or groups the opportunity to connect, build morale and understand each other better. Conferences are another form of face to face communications in a semi-formal setting. Industry specific conferences are used to provide networking opportunities while learning from leaders within the specific industry. Conferences range from local networking events to large conventions with booths, vendors and standing room only presentations. These face to face opportunities offer the ability connect in a personal way that simply is not possible on a phone call or through email. It also makes it easier to do business with someone when you have a strong personal relationship.Article continues below this adInformal communication is something that tends to happen naturally in the workplace. You can call it water cooler talk or simple banter in the office or workplace but it remains an important aspect of many jobs. The ability to communicate ideas quickly and without a formal process makes on the job learning possible. Brainstorming and talking about projects and process without any oversight spurs creativity and allows employees to test ideas while giving and receiving feedback. If creativity is an important aspect of the business, driving and encouraging informal communications is possible by creating a friendly work environment where employees are happy and social. Numerous companies follow the trend by setting up recreation areas, cafeterias and other gathering spaces to encourage a social atmosphere within the company. Informal communications are rarely acceptable in a customer facing capacity but general chatter and gossip among friends and acquaintances who are not involved with or directly impacted by the business is normal and expected.External communications involve everything customer and public facing. External lines of communication directly impact the company image and overall brand. The press release is a classic form of external business messaging. A company can craft the press release to communicate important news, new products or a response to any good or bad publicity. It's an opportunity to put a message in front of journalist and a relevant business audience. Using the same previously mentioned conference scenario, a business can display a booth or provide presentations as a form of external communications. They can do interviews, sponsor events and capitalize on a number of public facing opportunities to grow their brand recognition and name. Other forms of external communications are company cards, brochures, websites and anything that is distributed and potentially viewed by outsiders. The company website and social media profiles are especially visible in the 21st century business world. These internet communication modules are used to display the brand identity while sending a clear message about products and services to the outside world. Social media is especially prevalent as an external communication tool. After forming an audience, the business can communicate any message or share media with that audience instantly.Article continues below this adCommunity events overlap with external communications but they are intended as a form of community support that can have a positive impact on the company image. Sponsoring a little league team or organization, sponsoring fundraisers and participating in community oriented events builds trust and shows that the business is a valuable and caring asset within the community. As a side effect, the efforts often draw new and loyal customers to the business. There is a fine line between advertising and communicating with the community through support and outreach. Adding the business name and slogan to anything intended as community support means the business is not seeking a direct return. Any incidental return is fine but the employees should not be out hard selling products and services at a fundraiser or event. The community focus must be the priority in this scenario.The final form of business communication is through marketing and advertising, both of which are extremely common and overlapping with several of the previous sections. For example, the business website and brochure are both forms of advertising and marketing. It's an external communications process that requires paid capital or sweat equity to earn an audience. Paid scenarios for business advertising and marketing are found just about everywhere. Television commercials, radio advertisements, online banner and text advertisements, paid search ads, billboards and even the ads found above the stall in a public bathroom are forms of paid media. Earned media does not require the capital to buy an existing audience from a network or location, but it requires effort to get in front of an audience. This could be something simple, like twirling a business sign on a street corner, or something more complex, like writing search-engine friendly content to rank high, and to drive organic traffic to your business website or location.Article continues below this ad