

# Chap 17

## Communication in business

SdP



See how communication might work in business:

Who's involved? What is the message and its feedback?



**Homework :)**

Chapter review, page 85, text book

Questions?



**Formal and Informal**  
Internal and External

Communication?

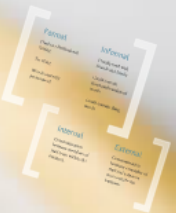
what is it?

Communication is about sending and receiving information.



Communication

How does communication take place?



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You will learn:

Identify and explain internal and external methods of communication

To know the effects of good and poor communication

Identify and apply the appropriate use of different methods of communication

To justify when different barriers to communications occur in different scenarios



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Identify and explain internal and external methods of communication

To know the effects of good and poor communication

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To justify when different barriers to communications occur in different scenarios



# Formal and Informal

## Internal and External

### Communication

- Downward communication
- Upward communication
- Horizontal communication

How does communication take place?

# Communication?

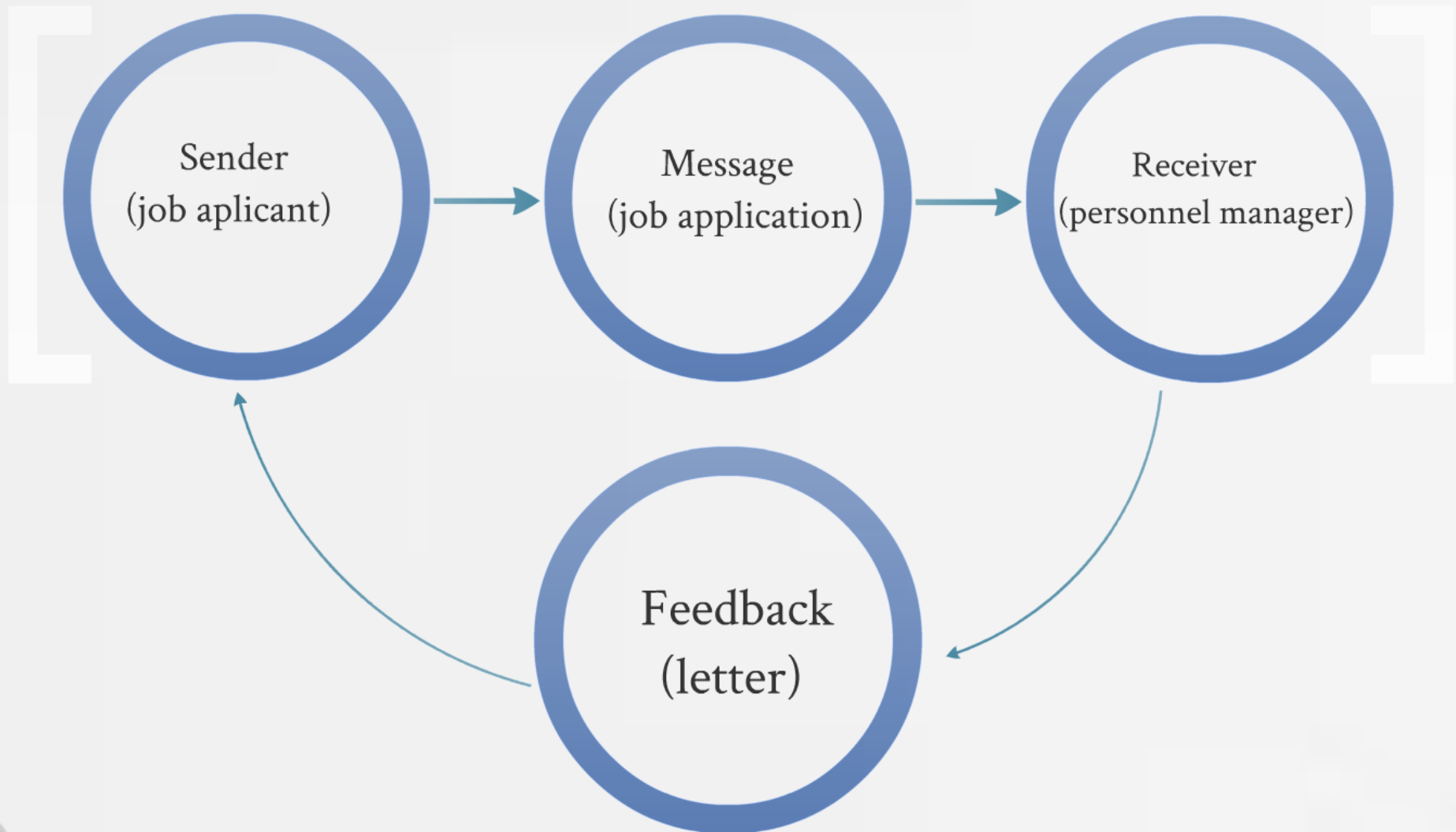
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# [ Communication

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# Formal and Informal

## Internal and External

Communication take place?

### Formal

Used in a Professional Setting

No Slang

Words correctly pronounced

### Informal

Usually used with friends and family

Could contain shortened version of words

Could contain slang words

### Internal

Communication between members of staff from within the business.

### External

Communication between a member of staff and someone from outside the business.

# Formal

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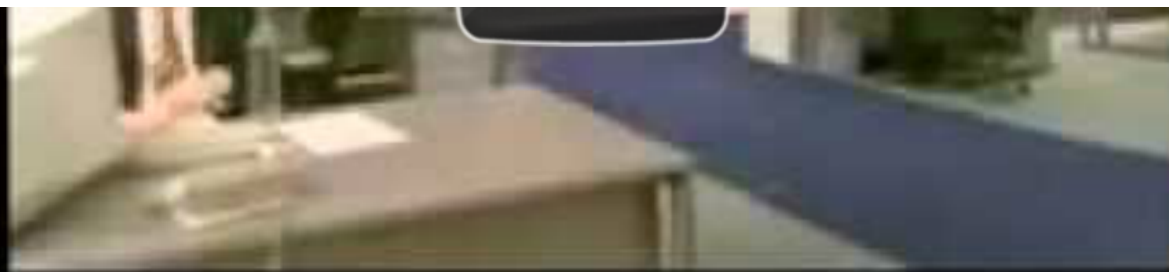
words

## Internal

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between members of  
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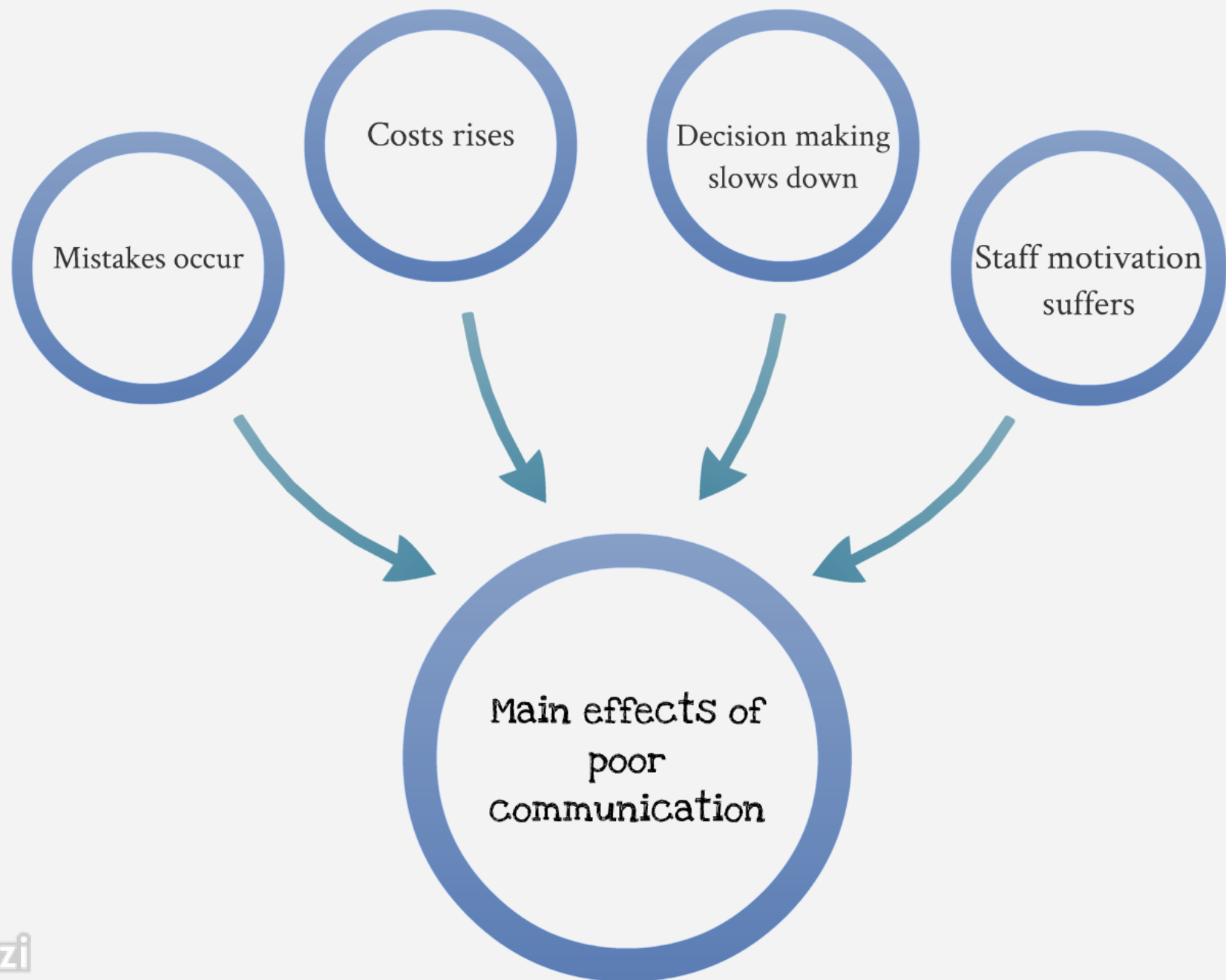


You Tube

# The importance of a good Communication







# Barriers to communication

Communication is only effective if the message sent is understood by the receiver. Things that get in the way of good communication are called:

## Barriers to Communication

- Message is unclear;
- Technological breakdown;
- Poor communication skills;
- Jargon;
- Long chain of command;
- Using the wrong medium (communication media);
- Different countries, languages and cultures.

# Barriers to Communication

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# Overcoming the barriers to communication



Training;  
Recruitment;  
Technology;  
Chain of command;  
Social events

# Questions?



# Homework :)

## Chapter review, page 8

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