

A Recapitulation of Business Communication for Management Scholars

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Abstract: *The goal of this discourse is to introduce scholars to business communication techniques. It is accomplished by: Exploring the idea of business communication abilities and describing the basics of communication. In addition, it recognizes and outlines the various modes of communication. Finally, it explains what is involved in commercial communication by outlining a list of the various communication abilities needed for company success recognizing numerous communication techniques, thoroughly describing them, and dealing with communication gaps in English. By completing this reading, a scholar should be able to describe the idea of business communication skills, Understand the necessity for business communication training and talk about the steps involved in communicating. In addition, describe the various forms of communication.*

Keyword: Business Communication, Communication, Listening skills

Introduction

Over the years, countless scholars have attempted to define the word communication. However, communication is a ubiquitous word, and we practice it every day of our lives; for this reason, it is believed that we all know what it truly means, or perhaps we are about to find out.

Information is usually transferred from one entity to another through communication. A minimum of two agents who share a sign repertoire and semiotic rules engage in sign-mediated interactions throughout the communication. Communication is exchanging ideas, viewpoints, or information by speech, writing, or visual cues. A mutually recognized aim or direction can be reached through the exchange and progression of thoughts, feelings, and ideas through communication, which can be seen as a two-way process.

(Newman et al., 1972) described communication as sharing information, thoughts, feelings, and opinions between two or more people. Data is transferred during communication. The ability to communicate is essential for effective job performance. A manager can only function effectively with the assistance of others. Therefore, he should inform the workforce about management's policies, plans, and programs. Communication does not end until it gets to its target. In addition to other management duties, communication is one of them.

Man always wants to communicate his sentiments and emotions and exchange information since he is a social animal. An organization is a group of people who have come together to accomplish specific goals. Communication makes coordination and integration more straightforward, enabling the achievement of specific set goals.

Any economic activity to make a profit is referred to as a "business," Any communication conducted while achieving a goal is called business communication. Every organization relies on it to function. It comprises gesturing inwards, outwardly, upwards, downwardly, horizontally, and diagonally.

A manager's success is greatly influenced by communication. It does not matter how competent or knowledgeable a manager is in his field if he cannot successfully communicate with and build understanding among his subordinates. Likewise, a manager's ability to direct is primarily dependent on his communication abilities. This is why organizations constantly place a strong emphasis on managers' and employees' communication skills.

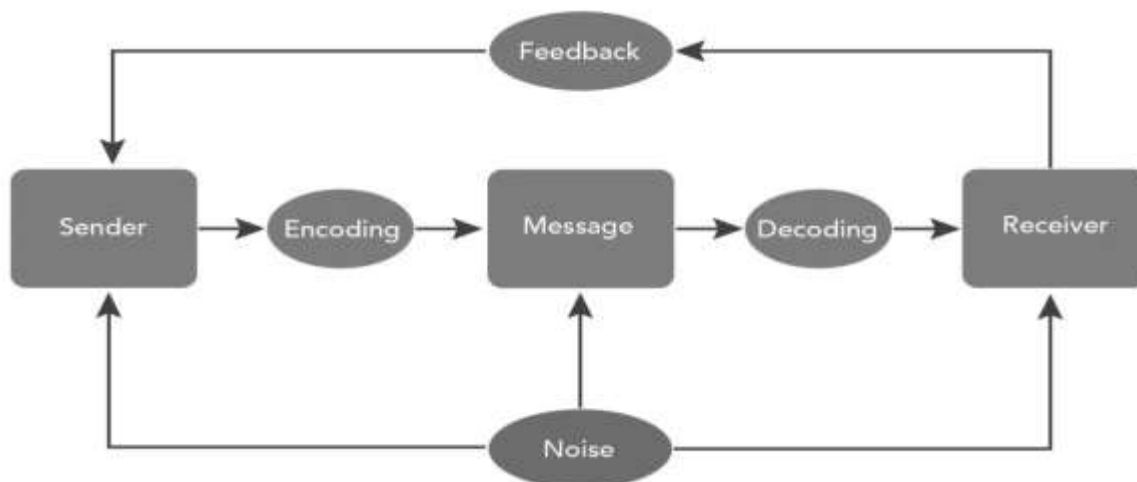
Process of Communication

Communication is the process by which information is discretely packaged and transmitted from a sender to a recipient through a channel or medium. The recipient then decodes the communication and provides feedback to the sender. All parties must share some means of communication for communication to take place. For example, speaking, singing, and occasionally voice tonality is auditory. Nonverbal, physical means include body language, sign language, paralanguage, touch, eye contact, and writing.

The process of communication is dynamic and starts with the sender thinking thoughts. The sender then sends the message to the receiver through a channel, responding with a message or signal within the allotted time limit. As a result, the communication process consists of seven major components (Megha, 2016):

- Sender: The individual who starts the conversation and has formulated the idea that he wants to express to others is the sender or communicator.
- Encoding: The encoding process is where the sender converts information into a message using certain words or non-verbal cues like symbols, signs, and body language: the sender's information, abilities, perceptions, backgrounds, and capabilities. Significantly impact the message's success.
- Message: The sender receives the message he intended to transmit after completing the encoding. The message may be sent orally, in writing, symbolically, or non-verbally through body language, silent sighs, sounds, or any other means that prompt a receiver to react.
- Communication Channel: The Sender selects the channel he wants to reach the recipient with his message. An appropriate communication channel must be used to ensure that the recipient understands the message effectively—the recipient and sender's interpersonal interactions and the message's urgency influence the chosen media. A few often used communication methods are gesture, sound, writing, and spoken communication.
- Receiver: The individual for whom the message is intended or aimed is known as the recipient. To achieve the goal of communication, he makes every effort to understand it. The receiver's ability to decipher the message depends on his familiarity with the subject, experience, level of trust, and relationship with the sender.
- Decoding: Here, the recipient attempts to interpret the sender's message as clearly as possible. Only when the recipient fully comprehends the message as intended by the sender can communication be considered successful.
- Feedback: The feedback stage verifies the message has been received and understood by the recipient in the manner intended by the sender. As the sender can gauge the success of his message, it improves communication effectiveness. The receiver's response may be verbal or nonverbal.

Fig. 1: Communication Process



Source: (Lumen, 2019)

The sender is a person, group, or organization that starts the communication. The success of the message stems primarily from this source. Communication is influenced by the sender's experiences, attitudes, knowledge, competence, perspectives, and culture (Burnett et al., 2002).

Feedback is essential to the communication process since it allows the sender to assess the message's efficacy. Feedback eventually enables the sender to take corrective measures to explain a misunderstood message. Feedback is critical because it identifies substantial communication hurdles such as disparities in the background, various interpretations of words, and different emotional reactions (Bovee & Thill, 2020).

In an organization, official channels of communication exist. These are the communication channels set up by an organization to provide messages affecting the workers' work-related activities. They can include statements from senior leadership, details about perks from the human resources department, or even pieces praising an employee for outstanding performance. They can also reflect the hierarchy of authority inside a business.

Personal and social interactions make up an organization's informal communication channels. Even though "water cooler gossip" is undoubtedly an informal communication channel, there are many other ways informal communication channels might benefit a company. A new procedure, for instance, might be undergoing testing with several employees. Before the new approach is even implemented, those employees can work out any kinks in the process and grow enthusiastic about it, serving as advocates for it among their peers. In this case, communication that will aid in change management is the informal channel.

Barriers to Effective Communication

To effectively communicate messages, resolve to break down the obstacles at each level of the communication process. Let us start with the message. If the message is excessively long, disorganized, or contains errors, it is likely to be misinterpreted and misread. Poor body and verbal language can further muddle the message. Some barriers are below:

Noise: Fink (2019) describes noise as an unwanted or harmful sound; he adds that it has become the new secondhand smoke. Communication cannot be correctly understood or interpreted because of noise interference. When it originates from the surrounding area, noise can be external. e.g., babies, blaring music, and the sun. When the sender or receiver's thoughts and feelings are diverted from the communication, it might happen internally in their brains. Alternatively, semantic when a person's emotional response to a word causes it.

Emotions and Taboos: It could be difficult for certain people to communicate their emotions, and some subjects might be absolutely "off-limits" or taboo. Politics, religion, physical and mental disability, sexuality and sex, racism, and any viewpoint that may be viewed as unpopular are examples of taboo or difficult subjects (Skills, 2022).

Perceptions: The same thing is seen differently by different persons, a fact that we must consider when communicating. Effective communication requires an understanding of the audience's different levels of perception. Therefore, all communications must be simple and unambiguous. A wide range of interpretational sets should not be allowed (Toppr, 2018).

A communication barrier restricts the transmitter and receiver's communication or for what purpose. A communication barrier from which the word "barrier" derives may limit or lessen the ease with which we communicate. However, different circumstances may provide distinct obstacles to effective communication.

Types of Communication

There are several types of communication; the most visually engaging is face-to-face. Human face-to-face communication consists of three components: words, body language, and tone tonality. Seven percent of this kind of communication comprises the words or ideas expressed, 38 percent by the voice tone, and 55 percent by body language, including posture, gestures, and eye contact.

Body Language: The silent component of communication that we employ to express our actual emotions and give our messages greater weight is body language. A comfortable facial expression that develops into a sincere smile, with the mouth turned up and the eyes wrinkled is a straightforward illustration of body language. It can also be a head tilt to indicate thought, a straight posture to indicate interest, or hand and arm motions to indicate directions. You might also avoid erratically adopting a defensive stance with your arms crossed or tapping your feet. You can fully comprehend what someone is saying when you can "read" signs like these. You will also be more conscious of how other people respond to what you say and do. Additionally, you can modify your body language to come across as more upbeat, engaging, and approachable (Bootstrap, 2020).

Understanding people's body language allows you to read their unsaid feelings and reactions. It is an essential type of feedback, but if you do not know what to look for, you can miss it (See Fig. 1). Someone is probably disengaged, indifferent, or unhappy if they display one or more of the bad behaviors listed below:

- Fold their arms in front of their bodies.
- Facial tics or little expression.
- The body turned its back on you.
- Downcast eyes, making minimal eye contact.

Fig. 2: Examples of a Negative Body Language



Source: (Barnard, 2020)

Additionally, people utilize their body language to express positive emotions like attention, trust, and happiness. These indicators might reassure you that people are interested in what you say and comfortable with the circumstances. Furthermore, by modeling these actions, you can support your arguments, present your views more succinctly, and prevent communicating incongruently.

Here are some concrete examples of how to benefit from using positive body language:

- Maintain an open posture while remaining relaxed. For example, place your hands by your sides and sit or stand straight. Do not stand with your hands on your hips, as this can imply dominance or violence (See Fig. 2).
- Shake hands firmly, but do not go overboard! You do not want the other person to experience awkwardness, aggression, or suffering.
- Keep steady eye contact: Keep eye contact with the other individual briefly. It will demonstrate to them your engagement and sincerity. However, please refrain from making it a staring contest (See Fig. 3).
- Avoid touching your face when answering questions; refrain from touching your face because doing so could be seen as you being dishonest. While this is not always the case, you should nevertheless try to keep your hands off your hair and nose so that you come off as trustworthy.
- Smile! Warm, genuine grins are endearing, comforting, and contagious!

Fig. 3: Sample of a Positive Body Language



Source: (Bootstrap, 2020)

Voice Tonality: Have you ever heard the phrase “it is not what you say, but how you say it that matter”? The manner a person speaks to others can be referred to as their tone of voice in communication. How you communicate your ideas through voice is essential. You risk having your argument overlooked or misunderstood if you do not do it correctly. For example, a cheerful and upbeat attitude is usually appreciated.

Conversely, the outcomes could be adverse if you communicate in a gloomy or accusing manner. Humor is one instance of a tone. Genuine humor makes your message memorable by fostering optimism and trust. According to the Greek philosopher Aristotle, there are three methods to persuade people: appealing to reason, emotion, or character (Harappa, 2020).

Contrary to its name, tone of voice refers to more than just how you speak. It comprises all the words you employ in your company's written materials, such as your website, sales emails, product brochures, call center scripts, and client presentations, to name just a few. Oh, tone of voice is not the same as effective writing or persuasive messaging. It is a level above those things. It involves utilizing language to offer your messages a unique and recognizable brand voice (Acrolinx, 2021).

Harappa (2020) narrated an example of Raj, a great communicator well-liked by his colleagues. He was perfectly aware of what needed to be said and when. He softened his voice and seemed worried when he inquired about a sick coworker. With his subordinates, he was authoritative and firm. Raj had mastered addressing his superiors with respect, and his lectures inspired others. He was persuasive in his negotiations. In a nutshell, Raj was a master at using a variety of voice tones.

Your voice reflects your emotions and affects how others respond to you. The tone of voice directly affects team dynamics and productivity in a corporate setting. Underlisted below are a range of voice tonalities that suit different scenarios:

- Motivating Tone of Voice
- Respectful Tone of Voice
- Informative Tone of Voice
- Humorous Tone of Voice
- Soft Tone of Voice
- Assertive Tone of Voice
- Conversational Tone of Voice
- Informal Tone of Voice
- Formal Tone of Voice
- Directive Tone of Voice
- Friendly Tone of Voice
- Questioning Tone of Voice
- Factual Tone of Voice

Speaking in the appropriate tone shows that you are intelligent and resolute.

Words: A word is a speech sound, a group of sounds, or its written representation that represents and communicates a meaning. It can be made up of a single syllable or a group of vocabulary (Nordquist, 2019). A word is a unit of language that native speakers may recognize as having a unique and distinct meaning. Words make up languages (Vocabulary, 2022).

It is important to note that words can be spoken or written. However, the written word tends to be more formal and elaborate than the spoken word, which is a significant distinction between the two. Other distinctions include:

- Writing is more enduring and less changeable. Anything that has been published in print or online is out there forever. However, the speaker can reassert their position if they are not being recorded.
- Spoken words tend to be more spontaneous, except for official presentations. As a result, it frequently uses repetitions, breaks, and incomplete sentences. The writing has improved.
- Punctuation is necessary for written language because it is more complex. Unfortunately, there is no equivalent to punctuation in spoken language.
- As long as the medium is available and that particular language is understood, writing can serve as a means of communication over time and place. However, the speech comes more quickly.
- Writers cannot get rapid feedback on whether their message has been understood, barring text messages, internet chats, or comparable technology. Instead, feedback is given to speakers, who can then offer clarification or respond to queries as necessary.
- The vocabulary used in verbal and written communication is different. When speaking, slang and tags, for instance, are more frequently utilized.
- Speaking and listening abilities are needed for spoken words while writing, and reading skills are required for written language.

- While written language can only utilize layout and punctuation to assist understanding, spoken language also includes tone and pitch.

Communication aims for the same objective and can, therefore, in some circumstances, be universal, even though the precise percentage of effect may vary depending on factors like the listener and the speaker. A system of signals is used to convey ideas or emotions, such as voice sounds, intonation, pitch, hand gestures, or written symbols. Can animal communications be categorized as a language if a language is about communicating using signals, voice, sounds, gestures, or written signs? Animals use language to share even when they lack a written representation of that language.

Forms of Communication

There are three significant forms of communication they are non-verbal communication, verbal communication, and visual communication.

Non-Verbal Communication: Communicating ideas without speaking words is known as non-verbal communication. In other words, non-verbal communication is any communication between two or more people that involves using facial expressions, hand gestures, body language, postures, and gestures (Megha, 2016).

Non-verbal communication is crucial because it reveals critical details about a situation, such as how someone may feel, how they process information, and how to approach an individual or group. Therefore, you can benefit from paying attention to and mastering the art of nonverbal communication at any step of your professional life (Keiling, 2019). In addition, it is necessary to observe and interpret gestures to communicate non-verbally.

You will need to learn to read non-verbal clues like body language, posture, use of legs, arms, and facial expressions throughout your career. Although everyone employs non-verbal communication differently, there are a few universal signs to watch for that will reveal a person's sentiments, intentions, and motivations. In addition, it is beneficial to pay attention to the speaker's vocal communication and any nonverbal cues they may use when speaking.

Ekman & Friesen (1969) outlined the relationship between non-verbal and verbal signals and listed six significant ways that non-verbal communication impacts our vocal communication.

- First, we can stress our words using non-verbal cues. Effective presenters are skilled at doing this using powerful gestures, vocal volume or speech rate adjustments, purposeful pauses, and other techniques.
- Second, our non-verbal cues can mirror our vocal lines. For example, we can nod our heads and agree with someone.
- Third, non-verbal cues can take the place of spoken language. It is not always necessary to put things into words. Simple gestures like shaking your head no or giving the thumbs up to indicate "nice work" will do.
- Fourth, we can control speech via nonverbal cues. These hand gestures and vocalizations are turn-taking signals, allowing us to switch between speaking and listening in conversation.
- Fifth, our nonverbal cues can conflict with what we say. For example, a buddy claims to have had a lovely time at the beach, but we are not sure because of her emotionless voice and expression.
- Finally, we can employ nonverbal cues to support our message's spoken content. For example, we may feel furious, sad, or disappointed when disturbed. We may also feel a little tense. Nonverbal cues can assist make our speech more understandable and disclose the genuine nature of our emotions.

Verbal Communication: Verbal communication is a form of oral communication in which the message is communicated by speaking the words out loud. Here, the sender verbalizes his emotions, ideas, and viewpoints through speeches, dialogues, presentations, and conversations (Megha, 2016). Thus, it encompasses both spoken and textual communication, even though most people use the term "verbal communication" to refer to vocal communication. The verbal component of communication focuses on our words and how they are received and understood.

The speaker's tone, speech clarity, loudness, pace, body language, and the caliber of the words used in the conversation all affect how well verbal communication is conveyed. In addition, the response is immediate since the message is simultaneously sent and received by the sender and recipient in the case of vocal communication.

The oral or verbal communication process will be aided by speaking clearly, maintaining silence and concentration, acting politely, and generally behaving. The verbal component of communication focuses on the words we use and how they are received and understood (Ghugre, 2018).

It is essential to understand verbal communication because of the following reasons:

- It helps to speak clearly and with appropriate word choices.
- It is crucial to consider both the words we use and how they are understood.
- Oral and nonverbal communication both have equal importance.
- Another essential factor is general behavior.
- Both remaining silent and paying attention are crucial.

For instance, when you first meet somebody and hear them speak, you may conclude their background and possible level of intelligence and comprehension. Naturally, this might affect how you phrase things. For instance, you may be urged to employ more straightforward vocabulary if you hear a foreign accent. However, you may also realize that to understand what they are saying entirely, you will need to pay closer attention. You can always alter your mind afterward, of course. However, you should consciously "update" your thinking as you learn more about your contact or get to know them better (Ghegu, 2018).

The effectiveness of verbal communication depends on a person's listening and speaking abilities. Communication efficiency is determined by how well a person listens to the topic. Both formal and informal types of circumstances can benefit from verbal communication.

Visual Communication: Visual communication is more crucial than ever in the age of internet commerce and organizations. Whether you are a CEO trying to get your team on board with new organizational procedures or a marketer trying to stand out on social media, you might wonder how to utilize pictures most effectively to engage your audience (Nediger, 2020).

The use of many visual mediums, such as graphic design, diagrams, text, printing, charts, illustrations, typography, infographics, body language, signs, expressions, gestures, drawings, photographs, color, and animation, is known as visual communication (Bhasin, 2022). Using visual elements to communicate a message, motivate behavior change, or arouse feelings is known as visual communication.

It involves communication design creating a message that informs, inspires, and engages, and graphic design applying design principles to convey that information in a clear, appealing manner (Nediger, 2020). As an interdisciplinary phrase, "visual communication design" refers to disciplines that strongly emphasize message transmission and using images to target audiences (Balci, 2016).

The following is a list of the most typical forms of visual communication:

Process Diagrams- Process diagrams, referred to as "flow diagrams," represent the order of steps in a process. Process modeling defines how practices should be carried out and formalizes them. For example, participants in a circle, activity sequences, information transferred during a process, and trigger events are represented in flow diagrams. Procedures can also describe the various controls, decisions, and coordinations inside a series of tasks (Desfray & Raymond, 2014); Fig. is an excellent example of a process diagram.

Physical or Virtual Whiteboards- This is a white, wipeable board used for lectures or presentations or a learning environment where instructors and students can communicate online and engage in real-time dialogue.

Organizational Charts- An organizational chart is a visual representation of a company's internal structure that shows the relationships, functions, and responsibilities of each individual within the organization. It is one method of imagining a bureaucracy (Chen, 2022).

Infographics- A combination of images, data visualizations like pie charts and bar graphs, and little text that provides a clear overview of a subject is known as an infographic.

Animation- Animation is a technique that involves photographing a series of repeated drawings, models, or even puppets to give the impression that they are moving. The brain combines many moving images that emerge rapidly since our eyes can only hold a picture for around 1/10 of a second. Traditional animation involves painting or drawing images on sheets of transparent celluloid that are then photographed. Early cartoons are instances of this, but today, computer-generated imagery, or CGI, is used to create most animated films (Maio, 2020).

GIFs- A GIF (pronounced "gif" or "jiff") is essentially just an image file. The GIF file format can be used to create still images, just as the JPEG or PNG file formats. However, the GIF format has a unique capability. It can be used to produce animated images. GIFs

are not truly videos, which is why we refer to them as "animated images." They do not have sound and resemble flipbooks more than anything (Heinzman, 2019).

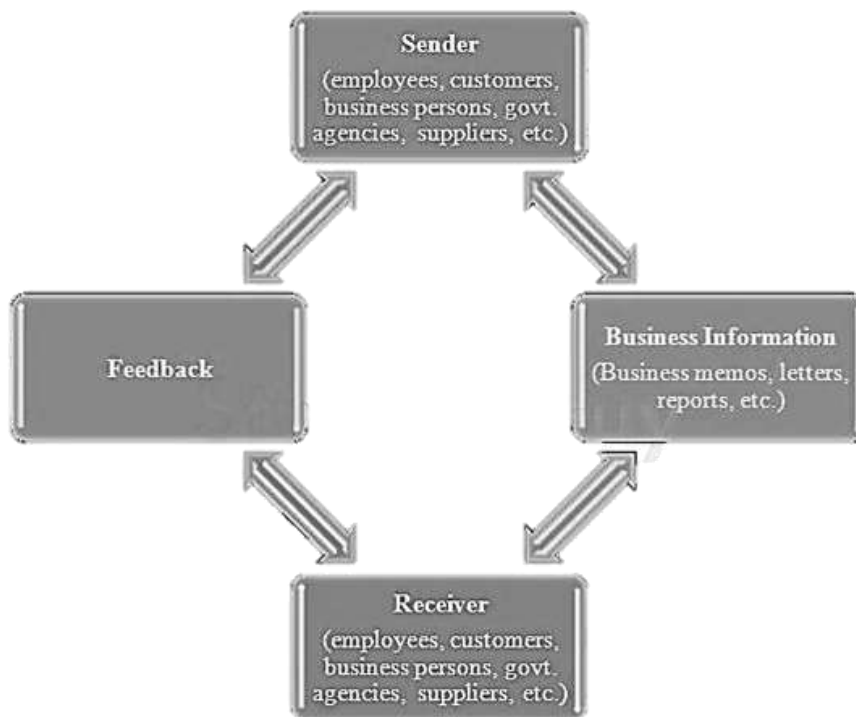
The usage of visual communication is expanding across all media, including emails, newspapers, websites, social media, and instruction manuals. Visual aids, including pictures, animated GIFs, and video, can increase engagement more than plain text. In addition, visual communication helps content authors convey their ideas more robust and meaningfully.

Business Communication Skills

Business life requires effective communication. Businesspeople must often contact individuals at various organizational levels and those outside the company. Additionally, they must communicate with people from other nations and cultural backgrounds in an increasingly globalized workplace. Conflict and unhappiness in the workplace can result from poor or erroneous communication. It might even result in a sale being canceled or a loss of customer loyalty. Such losses are unaffordable for firms in this cutthroat economy. Business communication examines written, spoken, and nonverbal communication in the business environment. Effective speaking, writing, negotiating, and interviewing are explored through various illustrations.

Any business' success depends on effective communication. Business communication refers to the exchange of information between individuals inside and outside a professional setting. The phrase "business communication" originates in general communication connected to business activity. In other words, "business communication" refers to interactions between parties engaged in business for purposes linked to business (Hover, 2020).

Fig. 4: Elements of Business Communication



Source: (Studiosguy, 2020)

In an organization, it is essential to connect with various subgroups and work over communication barriers. An excellent communications trainer may help organizational members improve communications between sub-groups of the organization because each sub-group has a distinct subculture. It is crucial to ensure that interactions between people from the different subcultures support the organization's mission and goals. Training in communications can help leaders gain the capacity to see how other people and subgroups interact and to intervene appropriately. The following skills should be the primary focus when training executives as well as their subordinates:

- Listening Skills.
- Influence Skills.
- Conflict Response and Resolution Skills.

- Interview Skills.
- Negotiation Skills.
- Study Skills.
- Public Speaking and Presentation Skills.
- Writing Skills.

Methods of Business Communication

Everything involves communication, from giving instructions or modifying policies to employees asking for yearly leave or even just how they speak to one another. However, we will focus on internal company communication techniques for this discourse. It also covers how you talk to clients. It is critical to have effective communication channels within your company. They ensure that everyone follows the proper procedure and that nothing is overlooked (Brighthr, 2021). The undermentioned are a few methods of business communication:

Web-Based Business Communication: Web-based communication is the exchange of data, words, or concepts across a global computer network called the Internet. An illustration of web-based communication is email. Another example of web-based communication is online webinars, zoom meetings, and video calls.

Business Reports: A business report is a compilation of data and analyses that enables easy access to essential information for a company. There are numerous varieties of business reports.

Business Presentations: A business presentation is an organized summary of the most important facts regarding the strategies, offerings, or methods of your organization, intended for internal or external audiences. The few typical sorts of presentations are investor briefings, HR policy presentations, and project proposals. This is typically done using audio-visual content, such as copies of reports or content created in Microsoft PowerPoint or Adobe Flash. Compelling business presentations are essential for spreading vital ideas, convincing people, and launching new products. So it stands to reason that creating business presentations is one of the most valuable talents for any professional.

Telephone Business Communication: A productive corporate phone system simplifies effective communication between the company and its clients. In addition to being more personal and speedier than email, the telephone is more straightforward and faster to use. Therefore, when choosing the best telecom system to meet your demands, it is crucial to take the time to comprehend your business's needs and objectives completely (Sime, 2019).

Face-to-Face Business Communication: The essential characteristic of face-to-face communication is viewing the other party or parties during a conversation. Since the speaker and the listener can both see and understand body language and facial expressions, communication is improved. Furthermore, face-to-face communication's advantages do not require participants to be in the exact physical location; they can be spoken to through a video conference call or a more casual video chat (Lifesize, 2019).

Listening Skills

In communication, listening is the capacity to hear and interpret communications accurately. Without the capacity to listen appropriately, messages are readily misunderstood. For this reason, listening is among the most crucial abilities you may possess (Gulam, 2018).

People may think 500 words per minute on average and speak 125 to 150 words per minute on average when talking. Therefore, about 20 seconds of attention are all that people can provide at once. Now let us see the average percentage of time an individual can allocate to the various communication skills;

- Reading 17%.
- Writing 14%.
- Speaking 16%.
- Listening 53%.

Table 1: Disparity between the Types of Listening and Forms of Non-listening.

TYPES OF LISTENING	FORMS OF NON-LISTENING
Listening for information: The ability of a person to comprehend a speaker's message is the main emphasis of	Puedo listening: Pseudo-listening is a form of non-listening that involves pretending to pay attention during

<p>the informational listening process. It plays a significant role in daily life, and failing to grasp the idea of informative listening can seriously impact one's quality of life and ability to contribute to society.</p>	<p>a conversation when the speaker is being ignored or just half heard.</p>
<p>Critical listening: Understanding what is said but also analyzing, judging, and creating an opinion based on what you hear is the essential process of listening. The listener evaluates the content's advantages and disadvantages, decides whether they concur with the data, then analyses and synthesizes the information.</p>	<p>Monopolizing: Trying to hog the stage by constantly directing dialogue toward ourselves rather than the speaker</p>
<p>Empathetic listening: Empathetic listening involves paying close attention to and responding to other people's opinions when speaking. Making an emotional bond with the other person while you listen empathically includes identifying parallels between their experience and your own so you may respond with greater sincerity. Empathetic listening, also known as active listening or thoughtful hearing, calls for consideration of the other person's viewpoint. Giving encouragement and support instead of advice or criticism is a crucial aspect of empathetic listening.</p>	<p>Selective Listening: Even when you are not actively listening, your ears constantly gather sounds in the environment. When you listen selectively, you concentrate your attention on a particular piece of information. You can hear only the information you want to hear when you listen selectively. It helps us tune out the information we do not want to entertain and facilitates mental filtering (Brennan, 2021). The truth is that you cannot always hear everything. However, ignoring crucial particulars could result in misunderstandings.</p>
<p>Listening for Enjoyment: Listening for enjoyment entails paying attention to sounds for pleasure. People are amused and emotionally and physically moved by enjoying listening because pleasure centers in the brain are aroused. Therefore, music is one of the most common sources of entertainment listening. Other enjoyable listening instances are sports broadcasts, comedians, and poetry recitals.</p>	<p>Defensive listening: The notion of defensive listening is about a person who can misinterpret simple words and responses from anyone. It occurs when a person attempts to find fault in simple and harmless words or statements made by another person and interprets them as a personal attack, an indirect critique, or even a trigger to initiate a fight, causing the receiver to feel irritated and defensive as well.</p>
	<p>Ambushing listening: Ambushing is the practice of carefully listening to obtain information that will subsequently be used against the speaker.</p>
	<p>Literal listening: Listen to the words that the other person is saying in a discussion and respond to them with the genuine conviction that this is what they mean.</p>

Source: Compiled by Author

Public Speaking

In essence, it is a presentation in front of a live audience. Public speeches may touch on a wide range of subjects. The speech's objective may be to inform, amuse, or persuade the audience. Visual aids frequently take the shape of an electronic presentation to support the discourse. As a result, the listeners find it more engaging (Spencer, 2021).

It has always been clear that some people are better public speakers than others. As a result, today's good speakers can make a fortune by addressing audiences in public. However, it would help if you considered a few unique variables when speaking in public because you are doing it in front of a live audience. Three questions to ask yourself are:

- Are you speaking to persuade a crowd?
- Are you speaking to inform?
- Are you speaking to inspire people?

Public speaking is crucial for firms looking to sell their products. It enables them to reach potential customers with their message. As a result, executives and salespeople are frequently expected to possess strong public speaking abilities.

Conclusion

In general, all living things can communicate. Even plants have ways to communicate with one another. However, the interplay between each component of the communication process matters most in communication. Lack of interaction can be viewed as a disruption or obstacle to communication. For corporate communication to be effective, this knowledge is necessary.

Today, communication is understood to be a very intricate process that extends beyond words. In reality, communication entails more than just symbols that can be read in various ways depending on the context and sometimes the place of the event. A particular gesture, for instance, can have a different meaning in a different section of the world. More importantly, communication can occur in quiet. As a result, there is no end to the numerous modes of communication.

Any corporate organization can be thought of as having communication as its foundation. Therefore, the study of business communication should be of utmost importance to remove communication barriers in various organizations.

Public speaking is a powerful tool for enhancing an organization's reputation by informing the general public. However, the outcome can only be attained if the speaker has effectively mastered the art of oratory and public speaking. Therefore, a thorough study of the topics mentioned earlier will significantly aid you in developing your public speaking abilities.

One needs to be able to communicate with all stakeholders clearly in order for a business organization to succeed. Such communication needs to be timely and efficient. Corporate communication, crisis management, upholding the organization's reputation, and employee motivation have all been described and debated.

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