

BUSINESS COMMUNICATION

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### Introduction

Communication is an important phenomenon at a workplace. If the importance of communication is not realized at a workplace, it results into blurred convey of ideas, goals of the organization and vision. Open and clear communication leads to positive effects on the work culture and on the productivity of employees. Communication is the means to ensure that members of the organization are working properly and according to the decided strategies and plans. In order to ensure good communication, it is necessary to have coordination, exchange of information and reporting at the proper place (West and Turner 2010).

The workplace communication is important in terms of providing the employees all information regarding their tasks, proper and clear explanation of the overall objectives of the organization, and of the particular plan or project. At the same time, employees should also be allowed to communicate to the management about certain issues or problems they are facing or can likely face (Sommers 2000).

The following essay presents a situation at the workplace where lack of effective communication created problems for the management. The communication attempt is analyzed by application of the elements of communication modeling.

### Situation: Workplace experience

Poor communication can result in failure of the desired plan or project the management wants to implement and make it successful (Sommers 2000). In the ABC Ltd., a hotel company, Mr. X is the training manager who trains new employees regarding the work they have to do according to the job specification. The job is of the data operator. A new employee from an Asian country joined the organization for part time work. Mr. X was giving training to the new

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staff member regarding how to keep the data sheet and collect the data and organize it according to the specific requirements. However, the employee had recently arrived from the Asian country and found out that the accent of Mr. X is quite hard to understand. She asked him to repeat his instruction regarding the method of collection of the information and organizing it into the data sheet.

She was still unable to understand the instructions fully and decided to take on the task through her own way before moving on to another similar task for the other department. After the work was done by the new employee, Mr. X went to see if the task had been done according to the job specification. He quickly discovered that the task was not done as it was meant. He wondered how this could occur even after his repeated instructions to the new employee.

He stopped the employee and asked her to redo the task. She wondered why Mr. X wanted her to make the data sheet again when her duty time was over. She replied that she could not stay. Mr. X warned that he would report to the human resource manager about the issue.

### **Situation Analysis**

In this case, lack of effective communication is the reason for the rising of the issue. The message sent by the sender is not properly revived by the new employee. The cause of the noise or interference in the effective communication include different accent of the language used by both of them. Absence of common language impaired the communication (Fielding 2006). Here, the two individuals had different levels of understanding about the requirement of the job that resulted in poor communication and it led to the emergence of issues between two members of the organization.

Cultural issues were also playing the role in the communication between the new employee and the trainer. As there is existence of differences in the accent of the language used by both of them, cultural issues regarding the use of language are in play in the case.

Language and cultural differences led to the communication problem. The receiver did not fully understand the language used by the sender and the interpretation of the message sent was not according to what it was intended to be. It is the semantic noise in the communication process (Alter 2006).

The message sent was consistent with the leadership and management communication in the organization as the trainer told about the task and the manner to do it according to the job specification and he had been giving the training only according to what is own job responsibilities were as a trainer. It is the noise and interference that played their role in leading to poor communication between the trainer and the trainee at the workplace which could have been avoided by applying the elements of communication modeling so as to ensure successful execution of tasks on the part of both the management and the staff.

#### **Application of elements of communication modeling**

The common elements in the communication process are sender, message, channel, receiver and feedback. In the case, the channel is interfered with noise and interference related to the language problems and subsequent understanding of the message by the receiver. Also, the communication could not be considered to be complete due to lack of feedback from the receiver (Nash et al 2010). In the case, the sender did not receive the feedback from the receiver regarding the understanding of the message.

Feedback in the communication is necessary in order to ensure that the receiver has received the message and not only received but understands the message in the same sense that the sender intended it to send. It is present in the interactive model of communication. It assists in identifying whether the communication system is working properly or not (Nash et al 2010).

Considering the transactional mode of communication, the message from the communicator A is encoded in language, message travels in the medium, and received and interpreted by the communicator B. Following it, communicator B encode the message with language, the message travels in medium and is received and interpreted by communicator B. The people associated with the model are neither senders nor receivers. They are communicators who indulge in both the activities of creation and consumption of messages. This model could be applied to solve the problem in the case (Krizan et al 2010).

In the case, successful communication could be possible through acting of both the trainer and the trainee as communicators. Communication could be improved through follow up process that could be initiated by the sender so that he could ensure that the message he intended to give to the receiver is understood by the latter in the same sense. There is no ambiguity in understanding the message and if it exists, it could be removed through the follow-up process initiated on time (Krizan et al 2010).

In order to bridge the language gap, the language level should be adjusted to the level of the listener so as to match the comprehension competency. Every word should be pronounced carefully and speaking in a slow speed than the normal so that the receiver of the message could understand what message is being sent. There should be use of plain language avoiding jargons

and short cut words so that the cultural differences do not hamper the meaning of the message. Employment of visuals such as any video or graph or any other kind of reading material can ensure that the message is understood properly (West and Turner 2010).

### **Conclusion**

Communication is necessary to remain effective in all facets of life. At the workplace, effective communication ensures that the all the work and assigned tasks are completed on time with no conflicts or issues arising that waste time or energy. Poor communication at the workplace creates hindrances in achieving goals and objectives of the organization and it also hampers the level of productivity of employees.

Therefore, it is essential to ensure that both the sender and receiver of messages understand each other and the required message is sent and received in the way it was intended to. There are certain barriers to effective communication such as noise and interferences in the medium through which the message is sent. As presented in the workplace case, the failure of the communication process was due to the presence of different levels of understanding between the sender and the receiver along-with the language problem in relation to the accent which presented difficulty in interpreting the message by the receiver.

The communication at the workplace can be removed through supplication of communication modeling. The communication models are not complete without feedback. Therefore, feedback and necessary follow-up are required for the communication to become successful. Interactive and transactional model of communication denote the solution to the



problem of poor communication by facilitating the feedback and reducing the noise in the medium.

Methods to do away with the language barriers can improve the level of communication between co-workers and other members of the organization. For instance, bridging the gap in the understanding of the language through careful and slow pronunciation of words, use of visuals, using the language according to the comprehension competency of the listener, etc., can lead to effective communication at the workplace.

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