



Business Communication

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Communication Meaning

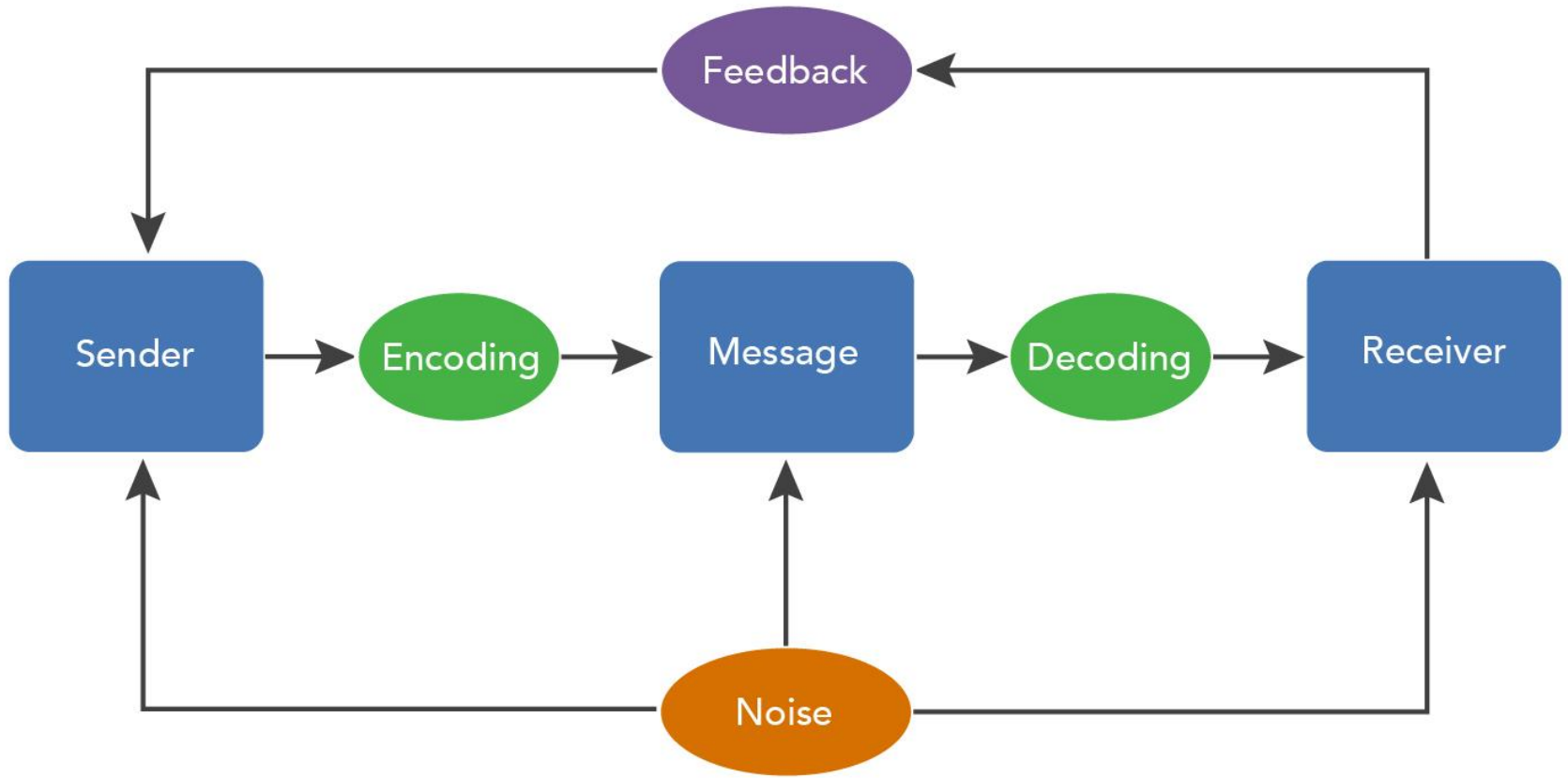


Communication is defined as “the process of passing information and understanding from one person to another person. It is essentially a bridge of meaning between people”.

In terms of Business "Communication is an important of every business. A businessman Participates is the process of communication in many ways .

Defination-

- Commuication means sharing of inforamtion.
- Communication is the giving and receiving of messages.
- Commuincation is the transfer of Information.



Based on Whom the Message is addressed

- Intrapersonal Communication
- Interpersonal communication
- Group Communication
- Mass Communication

Basic on the basis of the medium

- Verbal Communication
- Non-Verbal Communication

Classification of Communication

On the Basic of flow

- > Vertical
- Diagonal
- Horizontal

On the Basic of organisational Relation

- Formal
- Informal

Thank You