

## COMMUNICATIONS - Chapters 1 & 2

### Communications

- ♦ This is the transfer to information from one person/business (sender) to another person/business (receiver)
- ♦ It is an essential part of business and should be as efficient as possible
- ♦ There are two types of communication:
  1. Internal
  2. External

#### 1. Internal Communication

- This is communication within a business or organisation

#### 2. External Communication

- This is communication between a business and the outside world

#### 1. Internal Communication

- ♦ The main purpose of internal communication is to inform people within the business or organisation of work to be done.

- ♦ It allows workers to reply to orders and make suggestions

- ♦ Examples of Internal Communications

- |                              |                  |
|------------------------------|------------------|
| i. Face-to-Face Meetings     | iv. Memos        |
| ii. Internal Telephone Calls | v. Notice Boards |
| iii. Intercom                |                  |

##### i. Face-to-Face Meetings

- This is the most common form of communication
- It is quick and inexpensive
- No record is kept

##### ii. Internal Telephone Calls

- This makes communication possible without people having to meet
- Calls can be recorded

##### iii. Intercom

- This makes announcements which can be heard throughout the premises.

##### iv. Memos

- Memoranda
- These are short notes from one person to another.

##### v. Notice Board

- This is a central location for all concerned to read

#### 2. External Communication

- The main purpose of external communication is to have contact with outsiders

**eg.:** customers, suppliers and the general public

- Examples of External Communications

- |                          |                                    |
|--------------------------|------------------------------------|
| i. Face-to-Face Meetings | iv. Letters and Business Documents |
| ii. Telephone            | v. Publications                    |
| iii. Radio               |                                    |

- i. Face-to-Face Meetings

♦ These occur between staff and your suppliers and customers

- ii. Telephone

♦ This is for communication between a business and their suppliers, customers and general public.

- iii. Radio

♦ This can be used for advertising but also for giving other information about your business to the public (changes in opening hours)

- iv. Letters and Business Documents

♦ This is the most common form of external communication used by business.

♦ Presentation is very important

- v. Publications

♦ These come from a business and help to give others information about your firm

**eg.:** catalogues, booklets, business reports, etc

- There are three main methods of communication

1. Oral
2. Written
3. Visual

### 1. Oral Communication

– *Internal:* face to face meeting, internal telephone calls, intercom

– *External:* face to face meetings, telephone, radio

- Oral Communication is a very popular method of communication
- It is quick and inexpensive.
- The main disadvantage is no record is kept

### 2. Written Communication

– *Internal:* notice board, memo, report, e-mail.

– *External:* letter, report, business documents, newspapers, facsimile (fax), e-mail, notice of meetings, agendas

- Written communication can be recorded when information is communicated.
- Presentation of written communication is very important

### 3. Visual Communication

- *Internal:* charts, graphs, videos
- *External:* television, videos, teletext
- Visual Communication is used to support and back-up written and oral communication.
- Charts and graphs help the receiver to:
  1. Get a complete picture of a situation quickly
  2. See trends and comparisons
  3. Get an explanation for large quantities of information

### Graphs

- All charts should have a title
- All axes should be clearly labelled.
- The x-axis usually show qualities or periods of time
- The y-axis usually show amounts

#### Bar Charts

- These are good for showing comparisons and tables of any sort.

#### Line Graphs

- These show trends and how one thing varies in relation to another

#### Pie Charts

- These are used for showing proportions or percentages.
- It is a circle divided into segments
- The size of each segment is in proportion to the size of the data it represents

### **Choosing a Method of Communication**

1. **Destination:** Should we use internal/external/both types of communication
2. **Cost:** How expensive is the method communication?
3. **Speed:** How quickly will it take to transfer the information?
4. **Secrecy:** Is the method confidential?
5. **Safety:** Is the material likely to get lost?
6. **Record:** will there be a copy of the material afterwards

### **An Post**

- An Post provides a national and international postal service for business and household needs
- An Post communication Services include:
  1. Freepost
  2. SwiftPost
  3. Publicity Post
  4. Business Reply Service
  5. Post Aim

#### 1. Freepost

This allows customers to write to a business without having to pay postage

The receiver of the letter pays for the post.

Customers have to write Freepost on their envelope

### 2. SwiftPost

An Post guarantees that letters sent by SwiftPost will be delivered quicker

### 3. Publicity Post

- An Post will deliver leaflets for a business for a small charge

## Eircom

♦ This provides a national and international telecommunications service for business and household needs.

♦ Other telecommunications providers include:

- |              |             |
|--------------|-------------|
| 1. Ocean     | 3. O2       |
| 2. Swiftcall | 4. Vodafone |

♦ The main telecommunications services provided are:

1. Telephones - static and mobile
2. Internet/e-mail - International mailbox services - using computers and telephones
3. Freefone - 1800 numbers where callers can make free calls to businesses
4. Telemessaging - Replaced telegrams, phone a message to eircom and a card is sent out
5. Teleconferencing - Up to 20 people can book time to hold a discussion over the telephone
6. Videoconferencing - Provides centres which allows a two-way television link-up, complete with sound and graphics, between countries

## Letter

There are different types of letters

- |                      |                           |
|----------------------|---------------------------|
| i. Letter of Enquiry | iii. Letter of Complaint  |
| ii. Order            | iv. Letter of Application |

### i. Letter of Enquiry

To inquire about something

eg.: insurance, goods, price

### ii. Order

To order goods or services

### iii. Letter of Complaint

To complain about something or someone

### iv. Letter of Application

To apply for a job or a loan

## Reports

- This is a form of written communication which is used to provide information about something or someone.
- People are usually asked to study something and give their findings in a report.

Reports can be used to find out things, including:

- i. What customers like
- ii. Why something went wrong
- iii. Where the lowest prices and best value are
- iv. How well or how badly a business is performing

### **Memos**

- These are a short letter form one person to another within a business.
- They should be brief and deal with one topic
- Businesses, clubs and organisations need to inform their members and potential members when meetings are going to take place.
- One of the jobs of the secretary is to send out notices of meetings and agendas

### **Notice of Meetings**

- This should include the following details:
  1. The **name** of the business, club or organisation
  2. The **place** where the meeting will take place (venue)
  3. The **date** of the meeting
  4. The **time** of the meeting

### **Agendas**

- This is a list of topics that will be discussed at the meeting given in order in which they will be discussed.
- AOB means **Any Other Business**

### **Filing**

- This means keeping up-to-date information in a safe place in some logical order so that it can be easily obtained when required.
- This information can include:

Copies of receipts, instructions for machines, copies of orders, etc.

- Filing can be useful for budgeting or cost cutting in the future
- Filing can be done

- i. Alphabetically

*i.e.* A,B,C,D...

*eg.* attendance lists

- ii. Numerically

*i.e.* 1,2,3,4...

*eg.:* car reg. numbers, invoice numbers

- These are easy to expand

