



Communications

Chapters 1 & 2

Communications



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

Communications

- There are two types of communication:
 1. Internal
 2. External



Communications

1. Internal Communication

- This is communication within a business or organisation

2. External Communication

- This is communication between a business and the outside world

Communications

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

Communications



- Examples of Internal Communications
 - i. Face-to-Face Meetings
 - ii. Internal Telephone Calls
 - iii. Intercom
 - iv. Memos
 - v. Notice Board



Communications

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.

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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

Communications



- Examples of External Communications
 - i. Face-to-Face Meetings
 - ii. Telephone
 - iii. Radio
 - iv. Letters and Business Documents
 - v. Publications



Communications

- 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)

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iv. Letters and Business Documents

- This is a 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

Methods of Communication

- There are three main methods of communication
 1. Oral
 2. Written
 3. Visual

Methods of Communication

1. Oral Communication

- *Internal:* face to face meeting, internal telephone calls, intercom
- *External:* face to face meetings, telephone, radio



Methods of Communication

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

Methods of Communication

2. Written Communication

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



Methods of Communication

- 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



Methods of Communication

- Visual Communication is used to support and back-up written and oral communication.



Methods of Communication

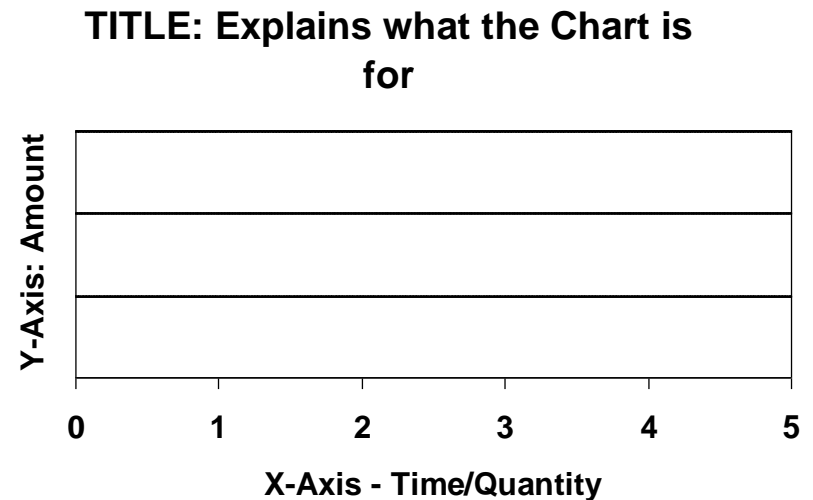
Visual

- 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

Methods of Communication

Visual

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

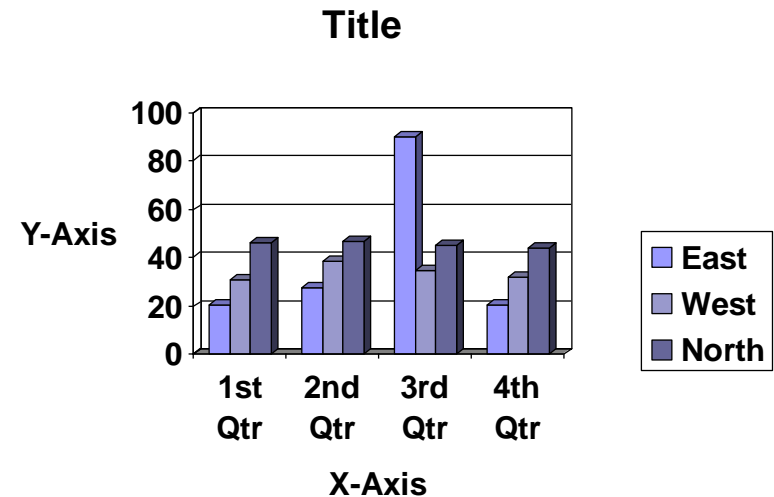


Methods of Communication

Visual

Bar Charts

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

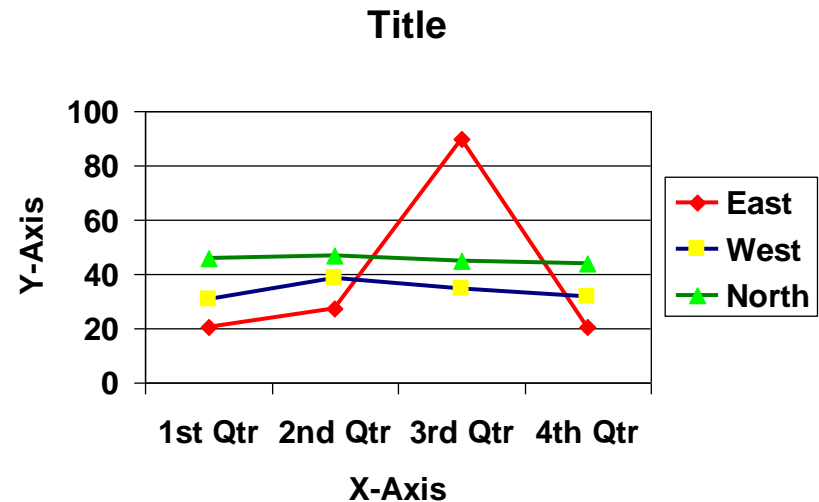


Methods of Communication

Visual

Line Graphs

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

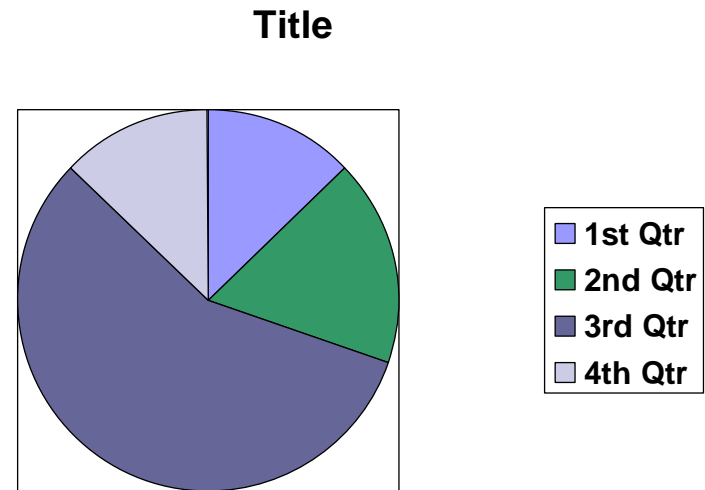


Methods of Communication

Visual

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

Agencies Involved in Communication

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



Agencies Involved in Communication

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

Agencies Involved in Communication

3. Publicity Post

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

Agencies Involved in Communication

Eircom



- This provides a national and international telecommunications service for business and household needs.
- Other telecommunications providers include:
 1. Ocean
 2. Swiftcall
 3. O2
 4. Vodafone



Agencies Involved in Communication

- 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

Communications

- We will now look at:
 1. Letters
 2. Reports
 3. Memos
 4. Notices
 5. Agenda's for meetings

Communications letters

1. Letter

- There are different types of letters
 - i. Letter of Enquiry
 - ii. Order
 - iii. Letter of Complaint
 - iv. Letter of Application

Communications letters

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



Communications reports

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.



Communications reports

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



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Memos

- These are a short letter form one person to another within a business.
- They should be brief and deal with one topic

Communications

- 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

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Notice of Meetings

- This is like an invitation to people to come to the meeting.
- It is a written document setting down the date, time and venue of the meeting.
- The secretary sends out the notice.

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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



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Agendas

Agendas

- This is a list of topics that will be discussed at the meeting given in order in which they will be discussed.
- They are put in order of importance starting with the most important at the top.
- The agenda always starts with the minutes of the last meeting and always finishes with AOB.
- AOB means **Any Other Business**

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Notice & Agenda of Meetings

Notice And Agenda for the AGM of Carnew Boxing Club

Notice is hereby given that the eleventh AGM of Carnew Boxing Club will be held in the clubhouse at 8pm on 3 March 2010.

The agenda is as follows:

- 1.Minutes of the 2009 AGM
- 2.Matters arising from those minutes
- 3.Correspondence
- 4.Club Chairperson's report
- 5.Club Treasurer's Report
- 6.Club subscriptions for 2011
- 7.Election of new officers
- 8.Any other business

Signed

Martin Smyth

Martin Smyth
Club Secretary



Communications Filing



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,
 - Information on workers, tax, suppliers, customers.
 - Instructions for machines,
 - Copies of orders
- Filing can be useful for budgeting or cost cutting in the future



Communications

Filing



- 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