GEEM 445

Engineering Ethics and Professional Practices

What we will discuss today?

What is professional /business communication?

- Communications specifically related to Professional/ Business Activities.

Importance of Communicating in Profession/Business:

- **Helps** human beings to work together.
- **Vehicle** through which management performs its basic function.
- **Managers direct and coordinate** through communication.

Categories of Professional/Business Communication:

Three broad categories:

- Internal Operational Communication
- External Operational Communication
- Personal Communication

Internal Operational communication:

- **Formal communication** that occurs among the employees of the organization **to conduct** and **implement the business operations.**

  Internal communication may be:
  - Downward
  - Upward
  - Horizontal

Methods of Internal Operational Communications:

- **Memos -** A **memo is a written message**. Your boss may send around a memo in your office warning employees not to spend so much time in socializing near the water cooler. (now replaced by email)

- **Reports**- a piece of information that is **unsupported by firm evidence.**

- **Records** -a thing constituting a **piece of evidence** about the past in writing.

- **Messages**- a short piece of information that you give to a person when you **cannot speak** to them directly.

- **Electronic mail-** a communication method that uses electronic devices to deliver messages across computer networks.

- **Face-to-face discussions**

- **Oral exchanges**

- **Teleconferences, videoconferences etc.**

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

INFORMATION 3 November 1977

TO: HAMILTON

FROM: RICK R.L.

SUBJECT: 6:00 PM Energy Meeting (11/2/77)

CONFERENCE COMMITTEE

Basically, nothing happened. The chief issue relating to coal conversion has to do with impact assistance. The Senate would give the President condemnation authority, and a $1.2 billion authorization for impact assistance. The House so far has made no provision for this, but Congressman Staggers, obviously, is interested, as expansion of coal production in West Virginia will create "boom town" problems. The Administration agrees that this is a serious problem. This issue may the the first expensive bargaining chip the conference deals with.

TWO-TRACK CONFERENCE

The House Conferees will meet with the Energy Committee and Finance Committee Conferees from the Senate simultaneously -- one in the morning and one in the afternoon. This will complicate trade-offs, but may be in our favor.

The order for consideration of the energy taxes is good for us: first: gas guzzler; then oil and gas user tax; and finally COET.

External Operational Communication in Business

Work related communication that a business does with people and groups **outside the business**, Business's communication with its:

- **Suppliers, Service companies, Customers and General public.**

Tools of External Operational Business's communication includes:

- Descriptive **brochures**,
- Radio and Television **messages**,
- Newspaper and Magazine/internet **advertising**,
- Telephone/mobile **call-backs,**
- **Follow-up** services etc.

Also includes all that business does to **improve its public relations** (PR), including

- Planned **publicity**/public speeches,
- Tactful **replies** to comments and criticisms.

Importance of External Business Communication:

- **Success** of a business depends on its ability **to satisfy customer needs.**
- A business **must communicate effectively** with its **customers**
- Effective communication is **possible** if there is **clarity, warmth, understanding and positiveness** in the communication of business (referred to as good business etiquette) **with its customers**.

What is Personal Communication ?

- **Exchange of information and feelings** between human being when **they engage together**.

- Much of communication within a business **that are not operational or related to the business**, but **it is personal**,

- **Part of the communication activity** of any business.

Affects of Personal Communication in Business/ Profession:

- Personal communication **affects** the **behavior**, **attitude** and **motivation** of the worker.

- Personal communication can **have a significant effect** on the **success of a business operation** or plan.

- **Denial of personal communication** in a business could result in **emotional upset among people**.

- On the other hand, **excessive personal communication** could interfere with the work done.

Effective Communication:

Principles of Effective Business/Professional Communication:

Principles are **advocated by Francis J. Bergin**, **provide guidelines** for

-Choice of contents and

-Style of presentation

adapted **to the purpose of the receiver** of the message

Principles are also called the Seven Cs of communication

- **Completeness-** complete and adequate
- **Conciseness –** being short & clear
- **Clarity-** clear or easy to understand
- **Correctness-** right level of language, and accuracy of facts & figures.
- **Consideration-** visualize your readers
- **Courtesy-** politeness & respect for others.
- **Concreteness-** being specific, definite & vivid

Completeness

-Communication must be **complete and adequate.**
-Incomplete messages keep the **receiver guessing, create misunderstanding** and **delay actions**.

For example:
When factory supervisor instructs workers to produce,
-he **must specify the** exact size, shape, quality and cost of the product.
-Any **assumptions** behind the messages should also be clarified.

Conciseness:

-Quality of being **short and clear**, and **expressing what needs to be said** without unnecessary words.

-One should **be brief** and be able to say whatever you have to say in **fewest possible words.**

Clarity

-meaning in Bengali - **নির্মলতা, প্রাঞ্জলতা, পরিচ্ছন্নতা**

-condition of being clear or easy to understand.

Accomplishing the goal is difficult because, as you know,

individual experiences are never identical, and
words have different meanings to different persons.

Some specific ways to help make your messages clear:

* Choose **short, familiar, conversational** words.

* Construct **effective sentences and paragraphs**.

* Achieve **appropriate readability** (and listenability).

* Include **examples, illustrations, and other visual aids**, when desirable.

Correctness

* Means **right level of language and accuracy of facts, figures and words**.

* Convey correct messages, **grammatical errors should also be avoided.**

Consideration

* Consideration means that you **prepare every message with the recipient in mind** and try to **put yourself in his or her place.**

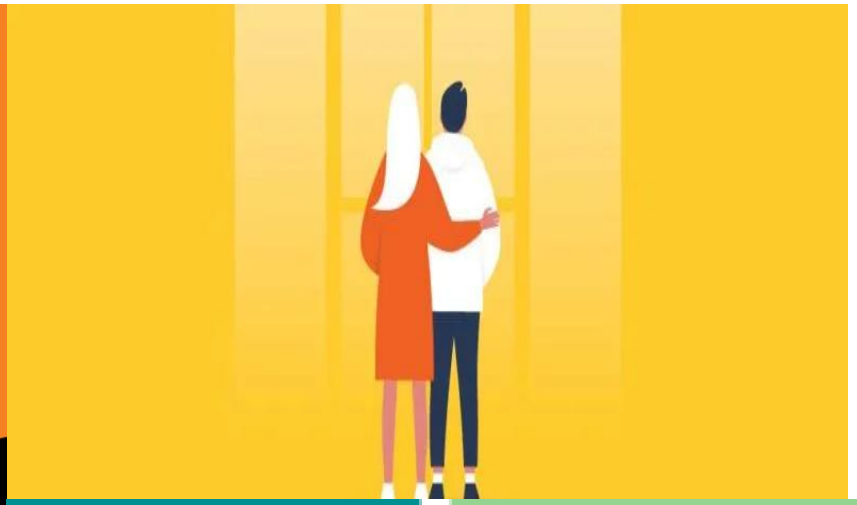
Massages should include **your-attitude, empathy, human touch, and understanding of human nature**.

* **Should not overlook the needs of your organization.**

Sympathy is feeling compassion, sorrow, or pity for the hardships that another person encounters.

Empathy is putting yourself in the shoes of another.





Empathy

Feeling the same emotions as the other person.

Sympathy

Feeling sorrow or concern for the other person.

Courtesy (politeness, respect , and consideration for others):

- **Be sincerely tactful, thoughtful, and appreciative.**

- **Omit expressions that irritate, hurt, or belittle.**

- **Grant and apologize good-naturedly.**

Concreteness

- Means **being specific, definite, and vivid** rather than **vague and general**.

- Following guidelines should help you compose **concrete, convincing messages**:

-Use specific **facts and figures**.
-Put **action in your verbs**.
-Choose **vivid,** image-building words.



What are barriers of communication

- Barriers are the **frequent errors and misunderstandings** in professional communication.

- **Barriers prevent us from transmitting our ideas meaningfully**, whether the message are either:
  - **Complete and correct** or
  - **Truncated** or
  - **Failed**

Factors affecting Professional/Business Communications

Message **sender's meaning** of a message and the **receiver's understanding** of it are **affected by various factors such as:**

- **Conventional meaning**
- **Perception of reality**
- **Values, attitude and opinions.**

Human factors/ behaviour leading to Communication Barriers (TOT LEP APC)

- Use of **technical words** or **jargon**.
- Use of **over-complicated and/or unfamiliar terms**.
- Use **of taboo words**. (a subject, word, or action that is **avoided** for religious or social reasons)

Cont…

- **Lack of attention, interest, and the presence of distractions**.
- Barriers that **arise from emotion**.
- **Physical problems** such as listening and speaking difficulties.
- **Accent difficulties** that lead to misunderstanding.
- **Prejudices/false assumptions, and stereotyping**.
- **Cultural differences** that usually lead to misunderstanding.

Ethical Aspects of Communications (FIHQCD)

Values as:

- Fairness
- Integrity
- Honesty
- Quality
- Compassion
- Dignity

Difficult to decide what is ethical and what is unethical

Clarify Ideas before Communication:

- Person sending the communication **should be very clear in his mind** about what he wants to say.

Communicate According to the Need of the Receiver:

- Sender of the communication **should prepare the structure** of the message but he should **keep in mind the level, understanding or the environment** of the receiver

Consult Others before Communication:

- At the time of planning the communication, **suggestions should be invited from all the persons concerned**.

Be Aware of Language, Tone and Content of Message:

- Message should be framed in **clear and lucid language**.
- Tone of the message **should not injure the feelings of the receiver.**

Convey Things of Help and Value to the Listener:

- Subject matter of the message should be **helpful to the receiver.**
- **Need and interest of the receiver** should specially be kept in mind.

Ensure Proper Feedback:

- Purpose of feedback is to find out whether the receiver has **properly understood the meaning** of the information received.

- In the face-to- face communication, **the reaction on the face** of the receiver can be understood.

Consistency of Message:

- **I**nformation sent to the receiver **should not be self- contradictory.**
- When **a new message has to be sent in place of the old one,** it should always **make a mention** of the change otherwise it can create some doubts.

Follow up Communication:

- In order to make communication effective the **management should regularly try to know the weaknesses of the communication system**.

Be a Good Listener:

- It is the essence of communication that **both the sender and the receiver should be good listeners**.

- Both should **listen to the each other's point** of view with attention, patience and positive attitude.

Thanks