

# Unit 3 – Communication | H1 Notes

## Communication

Communication is the transfer of information from one person to another.

### What to Consider When Choosing the Form of Communication

- Costs – do you need to pay bills, stamps etc?
- Medium – can the sender get this communication? Eg sending an email to someone who doesn't check emails is ineffective.
- Privacy – is the message private or can it be said over the phone?
- Urgency – is the message urgent or can the recipient wait for a letter to come in the post?
- Record – do you need to keep a record of the communication?

### Channels of Communication

- Upwards – employee to employer.
- Downwards – employer to employee
- Horizontal – from people on the same level eg manager to manager.

### Barriers to Communication

- Wrong language used/ inappropriate language.
- Distrust in the business.
- Wrong medium chosen.
- Failure to listen.
- Lack of feedback.
- Too many channels of communication.

### Types of Communication.

Communication can be verbal or spoken eg a telephone call or a meeting, written eg a letter or an email or visual eg infographics.

## **Internal Communication.**

People communicate inside the business. They use verbal methods such as meetings and phone calls, written correspondence such as emails, reports, notice boards and letters and electronic methods such as emails or Intranet. Intranet involves using a Local Area Network (LAN) where the desktop of every employee is linked so that they can communicate freely with each other.

## **External Communication.**

People from within the business communicate with people from outside of the business. They do this verbally by means of a telephone call, meeting or press conference, written with an email, advertisement or a fax and electronically via the internet and by using Electronic Data Interchange. This is a method used between suppliers and customers and automatically allows communication between the two. It is often abbreviated to EDI. It is used a lot by Dunnes Stores and Coca Cola to automatically reorder stock when stocks get low.

## **Types of Meeting**

- AGM – Annual General Meeting. It must happen each year by law and is a meeting of all shareholders.
- Formal – a meeting held between employees in the business and has a previously set agenda.
- Informal – an unplanned meeting between employees.
- Ad hoc – a sudden meeting that usually only happens once for the issue involved.
- EGM – Extraordinary General Meeting. Happens when there is an issue that is need to be addressed by all shareholders but cannot wait until the AGM.

## **Duties of the Chairperson**

The chairperson presides over the meeting. They prepare the agenda and ensure that there is enough people present at the meeting (quorum). They can use a special vote called a casting vote if there is a tie in a decision. They establish order and encourage everyone to participate.

## Duties of the Secretary

The secretary helps to prepare the agenda. They keep a note of all important points made during the meeting and send this to the participants (minutes of the meeting). They read and reply to all correspondence regarding the meeting and sends out the notice for the meeting. They also keep a record of the present members and keeps record of previous meetings and their minutes.

## A Notice

A notice is used to inform people of an upcoming meeting. Here is an example of a notice of a business meeting.

The Annual General Meeting of O'Hare Components will take place in the Shelbourne Hotel, Dublin on June 1<sup>st</sup>, 2017 at 2.30pm.

Agenda:

- Minutes of last AGM.
- Election of Directors.
- Chairperson's report.
- Financial review.
- A.O.B

Thomas Bennett, Company Secretary.

## Example of a Memo

**To:** All Staff

**From:** Aoife McKinney, Managing Director

**Date:** 19<sup>th</sup> July 2017

**Re:** Shorter Working Hours

All employees are being given the opportunity to reduce their working hours from 40 hours per week to 30 hours per week in order to spend more time with their family. This will have no effect on your hourly wage, which will remain the same. This will be in effect from September onwards.

Aoife McKinney

## Letter Structure

A letter should include the following (in this order).

1. The address of the sender.
2. The address of the recipient.
3. Date.
4. Salutation (Dear \_\_\_\_\_).
5. Re: \_\_\_\_\_
6. Body of message.
7. Closing salutation.
8. Signature.
9. Name and title.

## Report Structure

1. Title.
2. Prepared for.
3. Prepared by.
4. Date.
5. Terms of Reference (purpose of report).
6. Introduction.
7. Main body.
8. Conclusion/Recommendations.
9. Signature.

## Uses of ICT in Business

ICT is used for many reasons in businesses. Most businesses use Microsoft Word to make letters, invoices etc. Some have online databases where they store all of their company records including stock and customer lists. Spreadsheets are used to show financial records and budgets which can be automatically updated by the computer as the data changes. The Internet is very beneficial to businesses as it gives them a place to sell and advertise while also helping them to gain information about other businesses. Many large businesses use a system often referred to as 'cloud computing' which allows their documents to be shared with other people within the business.

## **The Data Protection Act (1998, 2003)**

### Rights of Data Subjects:

- Right to access their own information.
- Right to compensation for misuse of data.
- Right to correct errors in information.
- Right to complain to the Data Protection Commissioner when a breach occurs.
- Right to be removed from direct marketing.

### Role of Data Protection Commissioner

- Provides data subjects with information.
- Holds a list of data controllers.
- Investigates complaints.
- Develops codes of practices for businesses.