1.1 INTRODUCTION

The words ‘business’ and ‘market’ are two sides of the same coin. In order to perform the business successfully, markets are important platforms. The Greek word for market ‘agora’ means ‘gathering place’. Politics, Philosophy and Democracy—all born in ‘the Agora’ amidst the noise of commerce; vendors and patrons arguing the merits and prices of goods, bread and bolts of cloth.

The meaning of market leads to raise certain questions:
(1) What do we mean when we talk about markets?
(2) Do we mean populations of consumers?
(3) Do we mean fields of battle where companies fight to grab or protect territory?

In order to understand the answers to the above questions, it is essential to have brief glimpses of past methods of business in the markets.

In the beginning markets were places, not targets. Most of the sellers were producers; most of the buyers were consumers. Our surnames still express the roles our ancestors played in the markets; Weaver, Potter, Smith, Shoemaker, Baker, Fisher and Carpenter.

Our society was divided in four castes according to the function people perform. Bhramins were indulged in the religious activities and teaching. Kshatriyas were indulged in the rule and protection of citizens and region. Vaishya were indulged in the task of business. They were considered to be the manufacturers of various items and they had their own markets and marketing methods to sell the products. In this way the activity of business was limited to Vaishya only. They were not supposed to encounter any kind of competition because of local market. They did not go outside to sell the products. Their consumers were the local people of the area. In nutshell the markets were local.

Moreover, ancient businessmen didn’t need any extra ordinary business skills. For example, Potter used to present the earthen pots and kept them in the front side of his house. People used to arrive there and buy the pots. The exchange may be gold, silver or grains. Potter can satisfy his needs out of it. The expectations of businessmen were limited. There was no competition, no big markets, no extra
ordinary marketing method, no need to develop marketing or business skill- were the major qualities of ancient business.

Over years the scenario has been changed. Can you imagine any business without communication? Communication is required at every step of business whether it is local or global, ancient or modern. When a customer goes to a retailer, he needs to communicate. But it is very primary, may be, unskilled communication. When salesman goes to probable customer and tries to sell his goods he needs better skill of communication. In the beginning business was limited to manufacturer cum seller and buyer. Manufacturer used to manufacture the goods keeping in mind the local needs. He was not ambitious or may there was no other way to sell it to distant places. Advancements and modernisation boosted manufacturing and production. Manufacturer needs to capture bigger markets. To capture bigger markets, they have to cover other cities, talukas, districts, states and countries. Previously there was no competition because there used to be very few manufacturers and they used to cater local needs. But as one wants to capture bigger area he enters into another’s field. Thus he finds a competitor there. To be successful in the competition one needs to have big manufacturing unit, better marketing, sales network etc.. Communication is very essential at all these stages. One needs to communicate message, order, instruction etc. Now we can fairly say that communication is key to business. The survey of Business Communication Quarterly supports the view about importance of communication, when it says: “Communication is to the centre of everything that we do. Our activities succeed or fail, and our goals are achieved or not achieved, according to our ability to communicate effectively with other members.” (Campbell 10)

Communication is central to all business activities. For example, in a textile manufacturing Company, employees communicate with each other. They write messages, give and receive orders, fill out forms, talk over phones, send messages through e-mail, sales people receive information and instructions and send back orders and prepare progress reports of their activities. Executives use written and oral communication to initiate business with customers and other companies. Production supervisors receive work orders, share instructions, and submit production summaries. Research experts receive problems to investigate, refer books, experiment, find out reasons and remedies and later communicate their findings to authorities. Similar activities take place in almost all companies.
Everywhere workers receive and send information as they carry out their work. Greg P. Tesone, Senior Analyst, Value Nomics San Diego, LLC explains importance of communication:

Good communication skills are necessary in any job, but especially in position that involves interactions with clients and company management. You must be able to clearly, concisely, and eloquently convey information and ideas to these people. This includes all forms of communication, verbal, written, or even body language. The initial impression you make on people will be determined by how well you communicate with them (Lesikar 4)

In every organisation the primary element is competence in communication. Communication is a dynamic process. It involves both interaction and transaction. If one develops the attitude that others are important, focus on their needs rather than one’s own and be genuine and sincere in one’s interaction, then one will be a successful businessman.

Peter Drucker, one of the most respected management consultants, educators, speakers and writers of our time, made these observations about importance of communication:

... the larger the organisation of which you are an employee; the more important it will be that you know how to convey your thoughts in writing or speaking. In the very large organisation.....this ability to express one is perhaps the most important of all the skills a person can possess. (Lesikar 5)

In nutshell communication goes on in all businesses because it is essential to the organized effort involved in a business. Communication enables human beings to work together. It is the vehicle through which management performs its basic functions in a business. Managers direct through communication, coordinate through communication and staff, plan and control through communication. Both the types of communications are used in business: (i) verbal communication and (ii) nonverbal communication.

One requires to use verbal communication when talking to a person sitting at a distance. In verbal communication language is required for example; a French telecommunications project manager in India needs to know language to communicate with his technical teams on the site, who are all Indians. A Swedish pharmaceutical product manager needs to give clear presentations of recent product development to subsidiaries in Europe and the Far East. A tobacco merchant of Kheda district wants to sell tobacco in Europe, he needs language to communicate.
In this global and liberal scenario of business where the world is a small village, a common language is required as a link for communication across the globe. As everybody knows Britishers ruled or did business in most of the countries of the world. So, naturally English language travelled with them. As a result in all these countries there were some people who can communicate in English. In this way English was the only language known in most of the countries. There are many languages and among those languages English is the common and most popular language which people are quite familiar with in all walks of life.

Eminent experts also share similar ideas that English is a language of international communication.

Dr. L. Bhagya Lakshmi in The journal of English Language Teaching (ELT@I) explains importance of English as a means of global communication: “English occupies today the pride of place as a universal language. It is a means of international communication” (Bhagya Lakshmi 16) English has become a universal language and it is the first language spoken in 45 countries. One out of seven persons in the world understands or speaks English in some form or other (Leader 45)

English is no longer the language spoken in England, Canada, the U.S.A, Australia and New Zealand. It becomes a global phenomenon (Singh 4)

Nandan Nilkani, Chairman of Infosys, asserts the universality of English as the language of international business in Imagining India:

English is no longer a British tongue—it is more the language of international business, and a powerful key in opening up geographical borders and gaining access to markets. It is the language of science and research, with 90% of papers across scientific journals written in English.” (Nilkani 12)

In fact, with the rapid pace of globalization, there has been a sharp rise in the importance of English. In a recent survey of more than 25,000 employees of global corporations, the percentage of respondents who said that English was either "critical" or "important" to be successful in their current positions increased each quarter over an 18-month period. The following graphs show the importance of English in Business:
The vast majority of those same respondents, however, also reported that their English language proficiency was insufficient to be successful in their current jobs. In sum, 91% of respondents said that English was either "critical" or "important" but only 9% said their proficiency was sufficient to do their current jobs. This is a massive and costly skill gap. The following graph shows this skill gap:

Global corporations found that a lack of English proficiency has a direct impact on them in several areas like:

- **Lost opportunities that affect revenues**
  1. Sales forces face obstacles that impede their performance.
  2. Customer satisfaction suffers because of issues with customer service, call centres, and guest relations.
  3. Project teams are unable to deliver on time due to communication problems.

- **Decreased productivity that impacts costs**
  1. Process improvements take longer (for example, Six Sigma).
  2. Communication with the home office is frustrating.
(3) Best practices and standards are difficult to implement.  

- Challenges in managing global talent  
  (1) Skills become less portable.  
  (2) Growing local talent for global roles is challenging.  
  (3) Hiring for English skills is more expensive than training for it.  

The survey of “The Week” magazine presents the recruitment process of the leading companies of India which gives the highest weightage to English communication skills:

1. English Communication Skills 23  
2. Academic performance 18  
3. Problem solving skills 17  
4. Interpersonal skills 15  
5. Personality 13  
6. Family background 06  
7. Contacts 04  
8. Extracurricular activities 06 (Varghese 12)

By considering these facts one can fairly say that English is the language which enjoys the status of world language.

It is a well-known fact that the English language has flourished into a premier vehicle of international communication in the Business world today. This development has spread out tremendously in this era, namely in the areas of commerce, science and technology. The survey of National Communication Association of U.S.A asserts the importance of English: “It is widely accepted notion that the English has become “the major business lingua widely spread language of world franca” (Kidd)

If one wants to expand one’s business from one state to any other state, one needs world language. It is needless to say that at international level, proficient use of English is considered a value-adding asset. The importance of BEC is growing tremendously. The main factors responsible for it are:

1. Global Business Environment  
2. Large scale operations  
3. Increasing social role  
4. Growth of trade unions  
5. Advances in behavioural sciences
No one can deny the importance of Business English Communication in Corporate Houses of the world. As the present thesis aims to study Business English Communication in Corporate Houses of Gujarat, it is necessary to understand Business and Corporate Houses of Gujarat.

A common belief regarding the people of Gujarat is that they are business minded people and business is deeply rooted in their blood and soul. The rapid growth of Gujarat in all sectors proves the belief. Economy of Gujarat encompassing both industry and service with its nature and man made advantage; it is climbing the ladder of prosperity, benefiting people in all walks of life. The state of Gujarat is known as the growth engine of India in business.

The Business and Corporate Houses of Gujarat can be studied through its contribution in different sectors. Let’s have bird’s eye view of corporate sectors of Gujarat:

(i) **Agro sector:**

Agriculture and agricultural products form vital sector of state’s economy. Gujarat is launching “Agri-net”, issuing soil health-cards to farmers, streamlining land records etc; and creating Knowledge centre *Krishi Gyan Vigyan Kendra* -SATCOM as a part of e-governance project.

Gujarat is leading manufacturer of milk and milk products. The state has largest network of Milk Co-operative societies contributing 18.97 million liters per day. Amul is India’s largest manufacturer of dairy and dairy products catering to domestic and international market. Fisheries is also a sector where Gujarat leads the other states. The State is the leading producer of marine fish producing 609000 mt per year thus holds 25% share in the country. One other focused area of development is Animal Husbandry which contributes to 5% of state GDP. The researcher personally visited one corporate house of this sector and collected required data.

(ii) **SEZ sector:**

Gujarat SEZ is considered to be the Capital of India. The key objective of setting up SEZ is to provide an internationally competitive environment for exports and encouraging investment of generation of economic activity, environment and technical knowledge. There are 14 functional SEZ’s and 61 SEZ’s are approved and under establishment in Gujarat. Activities permitted in the SEZ’s are Manufacturing
of goods, services, production, and processing, assembling, reconditioning, re-engineering, packaging, trading etc.

Availability of global international standard infrastructure like excellent road, rail network which links all the regions and important centres of the State, 11 Airports, highest among all the states of India and high-tech port facility at Mundra and Kandla has made it a preferred destination for private and public players to set SEZ

(iii) **Textile sector:**

Textile and apparel industry of Gujarat has been making rapid advancements to match its pace with the global industry dynamics. Gujarat is well poised to capture potential opportunities in the area of apparel accessories and luxury goods. Several large MNCs have been evaluating Gujarat from a location perspective for investment. Mass customization may well be a key differentiator for the industry in future. The researcher personally visited two corporate houses of this sector and collected required data.

(iv) **Pharma sector:**

According to the global ranking estimates by various organisations including McKinsey & Co, India ranks as the 4\textsuperscript{th} largest pharmaceutical market in volume terms and the 13\textsuperscript{th} largest market in value terms. Changing demographic and socio-economic profile, change in lifestyle patterns, rising demand for quality healthcare and review of healthcare systems by governments were key factors driving the growth of the pharma sector. Gujarat has been a significant contributor to the total Indian Pharmaceutical production. Located in the Western part of India, Gujarat is known as the hub of the India pharmaceutical industry. The researcher personally visited four corporate houses of this sector and collected required data.

(v) **Chemical and Petrochemicals:**

This sector is considered to be the gateway of growth. Chemical and Petrochemicals including petroleum is the main stream of industrial development in Gujarat; accounting for 60.3% of the total industrial production. Gujarat’s chemicals and petrochemical industry is one of the fastest growing sectors in the State’s economy. The researcher personally visited eight corporate houses of this sector and collected required data.
(vi) **Engineering and Automobiles:**

Engineering and Auto industry is the thrust area for the Gujarat Government and is viewed as one of the major growth engine of the State economy. The industry is growing, and gaining complexity with selected top companies ruling high volume projects. The researcher personally visited eleven corporate houses of this sector and collected required data.

(vii) **Tourism:**

Tourism is one of the major industries in India today, contributing USD 32 billion, or 5.3 percent, to the gross domestic product (GDP) for the year 2005-07. Gujarat government strives to make Gujarat as an important tourism destination at the national and international level. Gujarat attracts around 7 to 8 million domestic tourists per annum and ranks 7th among all India states visited by tourists. Gujarat has large number of theatres and multiplexes, fairs and festivals, thus Gujarat has become important state for Event-based tourism.

Gujarat is blessed with perfect blend of nature and culture a tourist looks forward to. Gujarat is a package by itself which includes Archaeological and Historical Destinations, Beautiful beaches, Cultural centres, Hill stations, Wild life, Religious places, Fairs and Festivals. The researcher personally visited one corporate house of this sector and collected required data.

Leading businessmen also share similar views on the phenomenal progress of Gujarat in business:

Pankaj Patel, Chairman and Managing Director, Zydus Cadila Healthcare Limited, says: “Gujarat is heaven for investors and entrepreneurs”(Rupani 22)

Sanjay Lalbhai, Managing Director, Arvind Mills Limited says: “Gujarat is definitely amongst the most preferred investment destinations in India.” (Bhagdev 23)

Prasant R. Menon, Managing Director, Tata Chemicals Limited, says: “Gujarat is a state that is the place of choice for the investors because of its development orientation, good infrastructure, good law and order situation and an investor-friendly approach.” (Tiwari 24)

The above remarks are just the few roses of the garland of developed Gujarat. The rapid development of Gujarat in each and every stage is a beginning of new era in Gujarat and so many new avenues are waiting for their turn to enter.
Gujarat for their prosperity and progress. Its remarkable achievement in all sectors will make it the landmark in the history of economic development of India.

The rapid and solid progress of Gujarat in trade and commerce has invoked serious discussion among policy makers, advisors and businessmen about the actual level of proficiency and the required level of proficiency in English Communication skills in Gujarat. The researcher read a lot in detail about the same. Some of the important views are presented here:

Wikipedia business English reveals “In the era of globalization and foreign direct investment lack of knowledge in English of Gujarati people is a main challenge” (Thompson)

Mr. Sunil Talati, the President of the Institute of Chartered Accounts of India asserts: “Even though Gujarati students are intelligent and hardworking, poor knowledge of English becomes a great hurdle to them.” (Talati 5)

He further says: “In abroad there is a great demand of Indian C.As. Within three years there will be a need of more than 50,000 C.As in India. The students of Gujarat are intelligent, hardworkers due to lack of English language they don’t develop.” (Talati 5)

Bhaskar Tanna, Leading Lawyer of Supreme Court says: “Gujaratis are lacking in internet marketing because of English.” (Tanna 7)

Mr Singh, M.D, ACT computer says:

B.E.C is very important because of Globalization. As we offer corporate training for developing communication skills in English we have a real picture of the level of BEC in Gujarat. It is very important for Gujarat particularly because Gujarat is a leading state in business but the level of B.E.C is not satisfactory. It should be improved as fast as possible.” (Chatterjee 24)

English is widely seen as the international language of business, but while students and professionals in Gujarat may have good technical skills, many still lack the relevant level of English language and can struggle in the job market as a result.

These different views on the level of B.E.C have worked as an eye opener to the researcher, as the researcher has been teaching English (Business English Communication) since 1997 at Ashvinbhai A Patel Commerce College, Gandhinagar. He is also in charge of placement cell of the college. He used to
communicate with employers regarding placement related issues. Discussions with employers, students, faculty members, educators etc. inspired him to conduct a survey on the present level of BEC in Gujarat. After survey and review he realized the need of systematic study of Business English Communication in the Corporate Houses of Gujarat. Hence he decided to work on the present problem.

1.2 STATEMENT OF THE PROBLEM

Business English Communication in the Corporate Houses of Gujarat

1.3 TERMS DEFINED

- Business English Communication: English in business usage, esp the styles and forms of Business Correspondence. It means the use of English for the purpose of Business communication in all forms.
- Corporate Houses: Legal entity (such as an association, firm, government, government agency, institution) identified by a particular name. It comprises of a collection or succession of individuals who (in the view of law) have existence, rights and duties as individuals.
  (information regarding other terms is given in the appendix no.6)
- Gujarat: Gujarat is one of the states of India. The investigator held this research keeping in mind all the higher secondary schools of Gujarat state.

1.4 SCOPE OF THE STUDY

Population indicates any specific group of subjects from which the sample of the study is taken. It also indicates a large portion of the group going to be affected by the findings of the research. Hence, the employees of the corporate houses of Gujarat are included in the population. Looking to the limitation of survey method and time, the employees of all corporate houses cannot be included in the survey. Therefore the researcher has delimited the population under non probability sampling of the study which comprises of 391 employees, 75 employers and 75 faculties of 130 corporate houses covering whole Gujarat under non probability sampling.

Any kind of research has its own limitations. The researcher would like to admit the following limitations for the present study:

1. Under the present study only 130 corporate houses of 30 different sectors are included from entire Gujarat.
2. As per the original plan of the study the researcher decided to conduct a test to check the level of proficiency in communication skills (LSRW) in English.
Even though sincere efforts were made by the researcher the employees denied to co operate.

(3) The researcher distributed 423 questionnaires to employees for data collection. In the first attempt he got 150 questionnaires back. After constant reminding in the second attempt he got 241 questionnaires back. Despite the above efforts 32 questionnaires remained not responded.

In the same way the researcher distributed 87 questionnaires to employers and got 75 questionnaires back. Total 12 questionnaires remain non-responded. In the same way the researcher distributed 85 questionnaires to employers and got 75 questionnaires back. Total 10 questionnaires remain non-responded.

1.5 OBJECTIVES OF THE STUDY

The researcher would like to study the present scenario of BEC in Corporate Houses of Gujarat. He firmly believes that the present scenario of BEC is interlinked with employers, employees, and faculties. Different objectives of the study related to employers, employees, and faculties are given below:

1.5.1 Objectives Related to the Employees

(1) To find out what kinds of communication skills in English are required for their job.

(2) To find out awareness regarding the importance of BEC in the era of globalization.

(3) To find out the use of English language for Oral Communication at the place of work.

(4) To find out whether they have undergone training to improve oral communication in English.

(5) To find out parameters to be an effective oral communicator in English.

(6) To find out the use of English language for Written Communication at the place of work.

(7) To find out whether they have undergone special training to improve written communication in English.

(8) To find out parameters of preparing a business document in English.

(9) To find out the use of Technology enabled communication.

(10) To find out the Role of the organisation in developing BEC
(11) To find out awareness of body language for effective communication.

(12) To find out study of BEC at Higher Education and its usefulness.

(13) To find out the effect of first language (mother tongue) in achieving proficiency in BEC

1.5.2 Objectives Related to the Employers

(1) To find out Importance of BEC.

(2) To find out their ways of checking the level of proficiency in BEC before appointing the employees.

(3) To find out their views regarding the level of proficiency in BEC of their employees.

(4) To find out their satisfaction with the proficiency of their employees in BEC.

(5) To find out their efforts for improving employee's level of BEC.

(6) To find out their views regarding the role of government to make English a compulsory subject from standard one.

(7) To find out their views regarding the role of government to offer primary and secondary education in English medium across Gujarat.

(8) To find out their views regarding the role of government to introduce Communication Skills in English as a compulsory subject in secondary education.

(9) To find out their views regarding the role of government to introduce Communication Skills in English as a compulsory subject for all disciplines at U.G level.

(10) To find out their views regarding the role of corporate houses to introduce incentives to the employees for developing proficiency in BEC.

(11) To find out their views regarding the role of the corporate houses to organize Workshops/Trainings/Seminars/Refresher courses for improving BEC of employees.

(12) To find out their views regarding the role of Corporate houses to provide the facility of internet and library with latest books on BEC for improving BEC of employees.
(13) To find out their views regarding the role of University/College to offer specially designed course in Communication Skills in English for the existing employees to keep pace with the actually required skills of BEC in English.

(14) To find out the role of University/College to introduce Communication Skills in English as a compulsory subject for all disciplines at U.G/P.G level.

(15) To find out the role of University/College to offer certificate/Diploma courses in BEC over and above regular degree programs.

(16) To find out their views regarding the role of colleges to organize special training programs of BEC for students.

1.5.3 Objectives Related to the Faculties

(1) To find out whether the faculties have attended any course for developing Communication Skills in English.

(2) To find out whether the syllabus of BEC match with the actual needs of communication of corporate houses.

(3) To find out their views regarding the role of government to make English a compulsory subject from standard one.

(4) To find out their views regarding the role of government to offer primary and secondary education through English medium across Gujarat.

(5) To find out their views regarding the role of Govt. to introduce Communication Skills in English as a compulsory subject in secondary education.

(6) To find out their views regarding the role of Govt to introduce Communication Skills in English as a compulsory subject for all disciplines at U.G level

(7) To find out their views regarding the role of corporate houses to introduce incentives to the employees for developing proficiency in BEC.

(8) To find out their views regarding the role of the corporate houses to organize Workshops/Trainings/Seminars/Refresher courses for improving BEC of employees
(9) To find out their views regarding the role of corporate houses to provide the facility of internet and library with latest books on BEC

(10) To find out their views regarding the role of University/College to offer specially designed course in Communication Skills in English for the existing employees to keep pace with the actually required skills of BEC in English

(11) To find out their views regarding the role of colleges to organize special training programs of BEC for students.

### 1.6 QUESTIONS UNDER THE STUDY

The researcher has tried to explore the following questions related to employees, employers and faculties under the present study.

#### 1.6.1 Employee

1. What kinds of Communication Skills in English are required for their job?
2. Do they think that Business English Communication (BEC) has become very important because of "Globalization"?
3. Which language do they prefer to communicate with the authority?
4. Which language do they prefer to communicate with colleagues?
5. Which language do they prefer to communicate with customers?
6. Which language do they prefer to communicate with other corporate houses?
7. Which is the most effective language for oral communication?
8. Do they think that to study through English medium is must for effective oral communication in English?
9. What are the situations in which they are required to use speaking skill in English?
10. Have they taken any special training to improve oral communication in English?
11. Do they do written communication in English regularly at their place of work?
(12) To be an effective oral communicator in English which is the most important area?
(13) Have they taken any special training for improving written communication in English?
(14) To be an effective written communicator in English which is the most important area?
(15) How frequently do they use a Spell Check while writing a business document?
(16) How frequently do they use a Thesaurus while writing a business document?
(17) How frequently do they use the Grammar Check option to correct grammatical errors?
(18) How frequently do they use Computer and Internet for communication?
(19) Are they aware that body language is important for effective communication? If “Yes”, how frequently do they use it for effective oral communication?
(20) Have they ever been asked by the authority to improve writing skill in English?
(21) Did they specifically study BEC as a subject during higher education?
(22) How would they rate the utility of BEC they studied?
(23) Do they think that study in first language (mother tongue) affects one’s proficiency in BEC?

1.6.2 Employers

(1) Do they believe that in this era of ‘Global Competition’ proficiency in ‘BEC’
(2) Has become very important?
(3) Do they arrange any test to check the level of proficiency in BEC before appointing the employees?
(4) Which communication skills do they check to know the level of proficiency in BEC before appointing employees?
(5) What are their views regarding the level of proficiency in BEC of their employees?
(6) Are they satisfied with the proficiency of their employees in BEC?
(7) What efforts do they make to improve employees’ level of BEC?
(8) Do they think that Govt. should make English a compulsory subject from standard one?
(9) Do they think that Govt. should offer primary and secondary education through English medium in government and aided schools across Gujarat?
(10) Do they think that Govt. should introduce Communication Skills in English as a compulsory subject in secondary education?
(11) Do they think that Govt. should introduce Communication Skills in English as a compulsory subject for all disciplines at U.G level?
(12) Do they think that the corporate houses should introduce incentives to the employees for developing proficiency in BEC?
(13) Do they think that the corporate houses should organize Workshops/Trainings/Seminars/Refresher courses for improving BEC of employees?
(14) Do they think that corporate houses should provide the facility of internet and library with latest books on BEC?
(15) Do they think that University/College should offer specially designed course in Communication Skills in English for the existing employees to keep pace with the actually required skills of BEC in English?
(16) Do they think that University/College should introduce Communication Skills in English as a compulsory subject for all disciplines at U.G/P.G level?
(17) Do they think that University/College should offer certificate/ Diploma courses in BEC over and above regular degree programs?
(18) Do they think that the colleges should organize special training programs of BEC for students?

1.6.3 Faculties
(1) Have they attended any course for developing Communication Skills in English?
(2) Does the syllabus of BEC of their institution match with the actual needs of communication of Corporate Houses?
(3) Do they think that Government should make English a compulsory subject from standard one?
(4) Do they think that Government should offer primary and secondary education through English medium in government and aided schools across Gujarat?

(5) Do they think that Government should introduce Communication Skills in English as a compulsory subject in secondary education?

(6) Do they think that Govt. should introduce Communication Skills in English as a compulsory subject for all disciplines at U.G level?

(7) Do they think that the corporate houses to introduce incentives to the employees for developing proficiency in BEC?

(8) Do they think that the corporate houses should organize Workshops/Trainings/Seminars/Refresher courses for improving BEC of employees?

(9) Do they think that corporate houses should provide the facility of internet and library with latest books on BEC?

(10) Do they think that University/College should offer specially designed course in Communication Skills in English for the existing employees to keep pace with the actually required skills of BEC in English?

(11) Do they think that University/ College should introduce Communication Skills in English as a compulsory subject for all disciplines at U.G/P.G level?

(12) Do they think that University/College should offer certificate/diploma courses in BEC over and above regular degree programs?

(13) Do they think that the colleges should organize special training programs of BEC for students?

In order to provide authenticity to the research work the researcher has gone through various resources. These resources are torch bearer for the research work. The subsequent part presents brief information regarding all resources that remained the best companions during research.

1.7 IMPORTANCE OF THE STUDY

No one can deny the importance of BEC in the global era. It has been proved that the development of any corporate house depends on how communication takes place in it. The present study aims to highlight the
prevailing state of BEC among the employees with certain remedial steps to ascend their level. The present study may be useful in the following ways:

1.7.1 **For employees:** They will know the areas of BEC in which they are lagging behind. This study will provide them the right direction to learn various skills of BEC.

1.7.2 **For Employers:** They will know the present level of proficiency in BEC of their employees. They will also know the areas of proficiency in BEC to be developed for employees. The research will make them consider communication skills in the process of recruitment.

1.7.3 **For Faculties:** They will know the present scenario of BEC in Gujarat. It will make them to think over subtle changes in the syllabus and teaching methods of English.

1.7.4 **For universities/academic institutions:** Dr. Sam Pitroda, chairman, NKC said “our students are not industry ready. The theses will help universities to know the basic requirements of the corporate houses in the field of BEC. The finding would make them able to meet the requirements.” There is no link between university syllabus and the need of corporate houses and our students are not industry ready”. The university will know the basic requirements of the Corporate Houses in the field of BEC. The findings would make them able to revise and reform the syllabus. It would also make them to think over introducing BEC as a compulsory subject in all disciplines at UG level.

1.7.5 **For Government:** The findings of the research work make the government to think over taking certain steps in the development of BEC.

1.7.6 **For Individual:** Individual will be acquainted with BEC. He will know the actual requirements of Corporate Houses in the field of BEC and its importance.

1.8 **REVIEW OF LITERATURE**

A literature review is an account of what has been published on a topic by accredited scholars and researchers. Besides enlarging one’s knowledge about the topic, writing a literature review helps to gain and demonstrate skills in two areas:

1. **Information seeking:** The ability to scan the literature efficiently, using manual or computerized methods, to identify a set of useful articles and books
2. **Critical appraisal**: The ability to apply principles of analysis to identify unbiased and valid studies.

The researcher has divided review of related literature into two broad sections:

a. Theoretical discussion
b. Review of related literature

1.8.1 **Theoretical discussion**: As the present thesis studies Business English Communication in Corporate Houses of Gujarat it is necessary to understand communication in general.

The art of communication is as old as mankind. It is, in fact, older than the written word or even the spoken word. Human beings learnt to communicate much before they learnt to speak, read and write. That is why communication is not unique to human beings. Communication encompasses all living beings and pervades the animal world as well. Birds and animals also communicate: “The sounds they make carry meaning. The chirping of the birds, the roaring of the lions, the hissing of the snakes, the whining of the dogs, are often meant to be expressive”. (Liberman 22)

Much before they learnt to speak, human beings had learnt to express themselves through sounds, gestures and actions. If we observe closely, we can notice that we continue to use these methods to communicate even today. It is not that those who cannot speak, read or write cannot communicate. A visually challenged person or an illiterate person responds to oral and non-verbal communication while a person with speech or hearing disability responds to gesticulations and lip reading.

The art of communication has evolved over the years. It goes back in time to the biblical era, mythological times and even to the prehistoric period. People learnt to express themselves even before they evolved fully into their present form. From sounds, grunts, actions, signs, gestures and gesticulations to the spoken word and thereafter to the world of reading, writing and modern and sophisticated methods of communication, it has been a long yet fascinating and rewarding journey through time. As they progressed on this fascinating journey, human beings learnt to interpret sounds, understand actions and use signs and gesticulations. Messages were conveyed through sounds, cries and drumbeats. The spoken words added a new dimension to the world of learning. Sages and saints learnt to pass on acted verses
and hold texts through word of mouth. Thereafter, human beings learnt to use symbols and pictures to convey messages. Early writings were on stones and leaves. Communication evolved as human beings progressed further.

By age of four, most humans have developed an ability to communicate through oral language. By age of six or seven, most humans can comprehend, as well as express, written thoughts. These unique abilities of communicating through a native language clearly separate humans from all animals. The obvious question then arises, where did we obtain the distinctive trait? It is surprising that why this skill has not valued in other species. Linguistic research emphasizes the evolution of language and communication. The evidence conclusively implies that humans were created with the unique ability to employ speech for communication.

In 1994, an article appeared in the Time magazine titled *How man Began* with the following bold assertion: “No single, essential difference separates human beings from other animals”(Mayer 5). Yet, in what is obviously a contradiction to such a statement, all admit that communication speech is uniquely human. In his book *Eve Spoke*, Philip Liberman admitted: “Speech is so essential to our concept of intelligence that its possession is virtually, equated with being human. Animals who talk are human, because what sets us apart from other animals is that ‘gift’ of speech.” (Liberman 22)

In the *Cambridge Encyclopaedia of human evolution*, editors Stephen conceded that “There are no non-human languages, and then went on to observe that language is an adaptation unique to humans, and yet the nature of its uniqueness and its biological basis are difficult to define.”(Jones 34)

The fact is no animal is capable of speaking in the manner in which humans can speak. Speech is peculiarly a human trait. Steven Pinker, director of MIT’s Centre of Cognitive Neuroscience, stated in *The Language Instinct: the new Science of Language and mind*:

> As you are reading these words you are taking part in one of the wonders of the natural world. For you and I belong to a species with a remarkable ability; we can shape events in each other’s brains with remarkable precision. I am not referring to telepathy or mind control or the other obsession of fringe science, even in the depictions of believers, there are blunt instruments compared to an ability that is uncontroversial of us. That ability of language simply by making noises with our mouths. We can reliably cause precise new combinations of ideas to arise in each other’s mind. The ability comes so naturally that we are apt to forget what miracle it
We can say unlike human children, animals:

1. Do not have a special region in the brain devoted to language
2. Possess a much smaller brain overall.
3. Lack the anatomy to speak the words they may think.

The above analysis emphasises on the evolution of language in human beings and how we are different from animals. Humans have an innate and integrated ability to communicate complex language from the moment of their birth. Animals do not. God has imparted the gift of language only to human beings while other species remain speechless.

We can’t forget to talk about the sacred religious book the Bible. Kevin Corballis in his book *The origin of language* explains the biblical explanation of the evolution of language and communication. In the chapter *what, when and where did Eve speak to Adam and He to Her* “When God created the first human beings Adam and Eve-He created them in His own image. This likeness unquestionably included the ability to engage in intelligible speech via human language. In fact, Good spoke to them from the very beginning of their existence as humans” (Corballis 25).

The origin of language is a topic that has attracted considerable theory throughout human history. The use of language is one of the most conspicuous and diagnostic traits that distinguish human beings from other species. Unlike writing, spoken language leaves no outline. Hence linguists have to work to find out the evolution of language. The following diagram explains the development of speech organs from animals to human beings:

![Diagram of speech organs](image-url)

(Comparison of orangutan, chimpanzee and human vocal anatomy (a–c, respectively).

(Corballis 26)

Red indicates the tongue body, yellow the larynx and blue the air sacs (apes only). Note the longer oral cavity and much lower larynx in the humans (c), with
concomitant distortion of tongue shape compared with orangutans (a) and chimpanzees (b). These differences allow a much greater range of sounds to be produced by humans, which would have been significant in the evolution of speech.

After studying the evolution of language, it is essential to have a look at the growth of communication. Kings need to communicate first, there was a great advantage to a ruler who could send or receive a message quicker than his rivals. The imperial communication took place in 522-486 B.C. The centre of this communication was the ROYAL ROAD FORM Susa to Sardis in Persian Empire, a distance 200 miles. There were posting stations, where new men and fresh horses were available to send the message. By this method the message was travelled the full distance of the road in ten days, at a speed of about 20 miles a day. It took place from Syria to the Mediterranean coast and Egypt. Another root was east to India. In 11th century, we found the growth of Pigeon post. In such communication certain Pigeons were trained in order to deliver the message. Pigeons carry swift news that’s why it was preferred. They were flying from the home to the decided place.

The rapid and widespread distribution of a message was possible due to the development of printing. The name of Gutenberg first appears, in connection with printing. In 1439-1457 AD, the printing technology was developed. The new technology made the task of communication speedy. The first Italian press is found in 1464, at the Benedictine town of Subiaco in the Papal States. Switzerland had a press in the following year. Printing began in Venice, Paris and Utrecht in 1470, in Spain and Hungary in 1473, in Bruges in 1474.

In the first half-century of European printing the book rapidly displace the manuscript of earlier generations, providing equal elegance at less cost. Printed books of the 15th century are known as incunabula. (Latin for the ‘cradle’ of printing). Though very rare now, incunabula were surprisingly numerous then; 1700 presses in some 300 towns are estimated to have produced about 15 million volumes by 1500.

If the 16th century is the first age of the pamphlet, the 17th fills the same role in relation to the newspaper. The disorder in Europe in the first half of the century, particularly during violent and complex situation, makes people eager to get latest information about the events. The printers and news gatherers move rapidly to satisfy this need.

Benefits in both communication and travel derive from an initiative of John Palmer in 1782. As owner of a theatre in Bath, he struck by the fact that letters to
and from London often takes three days on the journey—because the royal mail employs for the purpose individual post boys on weak horses.

Palmer proposes to the government a more ambitious scheme, by which the mail is to be carried in special coaches with good horses, armed guards, and no outside passengers. There is strong opposition from the post office, but the young Marci gives Palmer his personal support. As Chancellor of the Exchequer, he is attracted by the idea of higher postal charges for better service. The first mail coach runs from Bristol to London in 1784. It is so successful that by the autumn of the following year Palmer has launched services to sixteen other towns including Liverpool, Manchester, Norwich, Dover, Portsmouth, Hereford, Swansea and Holyhead. Edinburgh is added in 1786.

The departure of the mail coaches becomes a famous event every evening in London, for they all leave together at 8 p.m. Average speeds are now up to nearly 10 m.p.h., Edinburgh is reached in 43 hours, meaning that an answer can be received in London within four days.

A goldsmith named Johannes Gutenberg created the printing press (a printing machine with moveable letters and characters) in 1455. Before this invention, everything had to be written out by hands, which could take many years. But the printing press made it possible to produce books quickly and cheaply. This greatly impacted society by allowing everyone, including the poor, to have access of books—literature other literary works of art.

In 1867, C.L. Shores, an American mechanical engineer, invented the modern day typewriter with the help of his friends and partners, Carlos Glidden and Samuel Soule. Alexander Graham Bell, invented the telephone. According to the famous story, the first call occurred on March 6, 1876 when Bell called his assistant in another room and said, “Come here, Watson, I want you.” Watson heard him through the receiver and came running. Soon after, the Bell Telephone Company (renamed AT&T and later Rogers) was founded and grew to be the largest telephone company in the world. And in 1924, they invented the first walky-talky wireless phones to be used in police cars.

Professor John Atanasoff and graduate student Clifford Berry built the world’s first electronic—digital computer at Iowa State University between 1939 and 1942. The Atanasoff—Berry Computer was the size of a desk, weighed 700 pounds and contained a mile of information. The ABC could calculate about one operation every
15 seconds – compare that to today’s computer, which calculate 150 billion operations in 15 seconds. The invention of computer changed the direction of communication and thereafter the communication through computer and other electronic resources gave birth to the new branch of communication entitled technology enabled communication. In the section on BEC of this chapter the researcher comes with the detailed analysis of the technology enabled communication.

The foregoing discussion leads us to think about two important factors:
(1) What is communication? and
(2) Process of communication with its different components.

**Communication Defined**

Communication is such a routine activity for all that we wonder whether there could be any formal definition to this term. The word “communication”, which has its origin in the Latin word “communis”, brings out many images in one’s mind. It could be a process, a network, a technique or a form of entertainment. It could be personal or business related communication and as we see, has developed its modes, channels, instruments and gadgets over the years. To understand the exact meaning of communication let’s try to understand its definitions given by various experts and dictionaries:

(1) Communication is any behaviour that results in an exchange of meaning.  
(Madhukar 1)

(2) Communication is the modus operandi of social and commercial intercourse communication connects all living beings (Lesikar 3)

(3) The definition of Scott William highlights four important points.
   ◆ The process of communication involves the communication of ideas or information.
   ◆ The ideas should be accurately reproduced in the receiver’s mind. The goal of communication is to convey ideas without distortion.
   ◆ The sender should get the accurate feedback of the idea by the receiver. Feedback is the receiver’s response communicated back to the sender. Thus, communication is a two-way process.
   ◆ The purpose of all communication is to elicit action. (Madhukar 4)

(4) Communication is a term used to refer to any dynamic, information-sharing process. (Lesikar 5)
(5) A process involving the selection, production, and transmission of signs in such a way as to help a receiver perceives a meaning similar to that in the mind of the communicator. (Lesikar 6)

(6) It is a process, a series of progressive and interdependent steps leading to the attainment of an end, in speech the end being the communication of some specific meaning from one person to another. (Lesikar 6)

After studying the various definitions of communication the researcher can fairly say that communication means:

Giving, receiving or exchanging information, opinions or ideas by writing, speech or visual means, so that the material communicated is completely understood by everyone concerned.

**The Communication Process**

In general all communication processes can be analyzed using certain guidelines. In 1848 Harold D. Laswell summed up these factors in his well-known dictum:

“A convenient way to describe an act of communication is to answer the following Questions:

Who

Says what

In what channel

To whom

With what effect?” (Laswell 10)

These questions lay emphasis to the initiators of a message the content, the network, the channels, the audience and the impact of these on the receivers starting as a basic guide. These questions should be amplified if one tries to understand the different aspects of communication. The following information would be helpful to understand the exact answers to the above questions:

**The Beginning: A message Sent (Encode):** In order to understand the process of communication, we will use a situation involving two people – Marci and Kevin. We begin with Marci communicating a message (Encoding) to Kevin. One is sending and the other is receiving the message, it could be in any number of forms, gestures, facial expressions, drawing or more likely written or spoken words. Whatever the form, Marci sends the message to Kevin.
**Entry in the Sensory World:** Marci’s message then enters Kevin’s sensory world. The sensory world may be defined as all that surrounds a person that the senses (sight, hearing, smell, taste, touch) can detect.

**Detection by the Senses:** From the sensory world, Kevin gets the messages. It is necessary to mention that Kevin’s sense cannot detect everything all around him. The detection of sense depends on a number of factors like:

- The ability of his sense
- Mental alertness
- Cultural background
- Will

When Kevin’s senses pick up Marci’s message, they rely to his brain. We cannot assume that Kevin’s senses pick up the original message of Marci. Moreover, Marci’s message, his sensory world may contain outside sounds, movements of objects, facial expressions, and the like. In fact, his senses are continually picking up messages from the world around him. Kevin’s message is just the primary one at the moment. The other are there, and they might interfere with Marci’s message.

**The Filtering Process:** The message that is sent by Marci goes to Kevin’s brain through a sort of decoding (filtering) process. In other words, the message is filtered through the contents of Kevin’s mind. The contents of Kevin’s mind are expressed through the following diagram:

<table>
<thead>
<tr>
<th>1.)</th>
<th>A message sent by Marci arrives in Kevin’s “sensory words” (All Kevin’s senses can detect from the surrounding reality.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.)</td>
<td>Kevin’s senses pick up the message, but also may pick up competing information from his sensory world.</td>
</tr>
<tr>
<td>3.)</td>
<td>Marci’s message is filtered through Kevin’s unique mind and his given meaning.</td>
</tr>
<tr>
<td>4.)</td>
<td>The meaning given may trigger a response, which Kevin’s unique mind forms.</td>
</tr>
<tr>
<td>5.)</td>
<td>Kevin’s sends the message to Marci. It enters her sensory world, and the second cycle begins (number in parentheses), which is the same as the first cycle.</td>
</tr>
</tbody>
</table>
**The Filtering Process:** Because minds differ, message meaning differ. Thus, the meaning Kevin gives Marci's message may not be precisely the same as the one that someone else would give it.

**Formation and Sending of the Response:** After getting Marcis' message, Kevin may react to the message. That is known as feedback. This response may be through words, gestures, physical actions, or some other means.

When Kevin decides to communicate a response, through his mind, he determines the general meaning (encoding) that the response will take.

**The Cycle Repeated:** When Kevin sends his message to Marci, one cycle of the communication process ends. Now the second cycle begins. It involves Marci rather than Kevin, the process is the same. It may continue, cycle after cycle, as long as Marci and Kevin want to communicate.

After getting the simple understanding of communication process, let's try to explore the various models of communication process. These models are considered to be the most important tools to understand the process of communication. Here the researcher would like to present the classic models that we use in teaching and learning communication, including Shannon's information theory model (the active model), it includes feedback (the interactive model, an intermediary model (sometimes referred to as a gatekeeper model of the two-step flow), and the transitive model.

**Shannon's Model of the Communication Process**
Shannon's (1948) model of the communication process is, in important ways, the beginning of the modern field. It provided, for the first time, a general model of the communication process that could be treated as the common ground of such diverse disciplines as journalism, rhetoric, linguistics, and speech and hearing sciences. Part of its success is due to its structuralist reduction of communication to a set of basic constituents that not only explain how communication happens, but why communication sometimes fails. Good timing plays a role as well. The world was barely thirty years into the age of mass radio, had arguably fought a world war in its wake, and an even more powerful, television, was about to assert itself. It was time to create the field of communication as a unified discipline, and Shannon's model was as good as any other models. The model's enduring value is readily evident in introductory textbooks. It remains one of the first things most students learn about communication when they take an introductory communication class. Indeed, it is
one of only a handful of theoretical statements about the communication process that can be found in introductory textbooks in both mass communication and interpersonal communication.

Shannon's model, as shown in Figure 1, breaks the process of communication down into eight discrete components:

1. **An information source.** Presumably a person who creates a message.
2. **The message,** which is both sent by the information source and received by the destination.
3. **A transmitter.** For Shannon's immediate purpose a telephone instrument that captures an audio signal, converts it into an electronic signal, and amplifies it for transmission through the telephone network. Transmission is readily generalized within Shannon's information theory to encompass a wide range of transmitters. The simplest transmission system, that associated with face-to-face communication, has at least two layers of transmission. The first, the mouth (sound) and body (gesture), create and modulate a signal. The second layer, which might also be described as a channel, is built of the air (sound) and light (gesture) that enable the transmission of those signals from one person to another. A television broadcast would obviously include many more layers, with the addition of cameras and microphones, editing and filtering systems, a national signal distribution network (often satellite), and a local radio wave broadcast antenna.

**Figure 1:** Shannon's (1948) Model of the communication process.
(4) The **signal**, which flows through a channel. There may be multiple parallel signals, as is the case in face-to-face interaction where sound and gesture involve different signal systems that depend on different channels and modes of transmission. There may be multiple serial signals, with sound and/or gesture turned into electronic signals, radio waves, or words and pictures in a book.

(5) A carrier or **channel**, which is represented by the small unlabeled box in the middle of the model. The most commonly used channels include air, light, electricity, radio waves, paper, and postal systems. Note that there may be multiple channels associated with the multiple layers of transmission, as described above.

(6) **Noise**, in the form of secondary signals that obscure or confuse the signal carried. Given Shannon's focus on telephone transmission, carriers, and reception, it should not be surprising that noise is restricted to noise that obscures or obliterates some portion of the signal within the channel. This is a fairly restrictive notion of noise, by current standards, and a somewhat misleading one. Today we have at least some media which are so noise free that compressed signals that are constructed with an absolutely minimal amount of information and little likelihood of signal loss. In the process, Shannon's solution to noise, redundancy, has been largely replaced by a minimally redundant solution error detection and correction. Today we use noise more as a metaphor for problems associated with effective listening.

(7) A **receiver**. In Shannon's conception, the receiving telephone instrument. In face to face communication a set of ears (sound) and eyes (gesture). In television, several layers of receiver, including an antenna and a television set.

(8) A **destination**. Presumably a person who consumes and processes the message.

Like all models, this is a simple concept of the reality it attempts to reproduce. The reality of most communication systems is more complex. Most information sources (and destinations) act as both sources and destinations. Transmitters, receivers, channels, signals, and even messages are often layered both serially and in parallel such that there are multiple signals transmitted and received, even when
they are converged into a common signal stream and a common channel. Many other elaborations can be readily described. It remains, however, that Shannon's model is a useful abstraction that identifies the most important components of communication and their general relationship to one another. That value is evident in its similarity to real world pictures of the designs of new communication systems, including Bell's original sketches of the telephone, as seen in Figure 2.

Figure 2: Bell's drawing of the workings of a telephone, from his original sketches (source: Bell Family Papers; Library of Congress; http://memory.loc.gov/mss/mcc/004/0001.jpg)

Bell's sketch visibly contains an information source and destination, transmitters and receivers, a channel, a signal, and an implied message (the information source is talking). What is new, in Shannon's model (aside from the concept of noise, which is only partially reproduced by Bell's batteries), is a formal vocabulary that is now generally used in describing such designs, a vocabulary that sets up both Shannon's mathematical theory of information and a large amount of subsequent communication theory. This correspondence between Bell's sketch and Shannon's model is rarely remarked.

Shannon's model isn't really a model of communication, however. It is, instead, a model of the flow of information through a medium, and an incomplete and biased model that is far more applicable to the system it maps, a telephone or telegraph, than it is to most other media. It suggests, for instance, a "push" model in which sources of information can inflict it on destinations. In the real world of media,
destinations are more typically self-selecting "consumers" of information who have the ability to select the messages they are most interested in, turn off messages that don't interest them, focus on one message in preference to other in message rich environments, and can choose to simply not pay attention. Shannon's model depicts transmission from a transmitter to a receiver as the primary activity of a medium. In the real world of media, messages are frequently stored for elongated periods of time and/or modified in some way before they are accessed by the "destination". The model suggests that communication within a medium is frequently direct and unidirectional, but in the real world of media, communication is almost never unidirectional and is often indirect.

**Derivative Models of the Communication Process**

One of these shortcomings is addressed in Figure 3's intermediary model of communication (sometimes referred to as the gatekeeper model or two-step flow.) This model, which is frequently depicted in introductory texts in mass communication, focuses on the important role that intermediaries often play in the communication process. Mass communication texts frequently specifically associate editors, who decide what stories, will fit in a newspaper or news broadcast, with this intermediary or gatekeeper role. There are, however, many intermediary roles associated with communication. Many of these intermediaries have the ability to decide what messages others see, the context in which they are seen, and when they see them. They often have the ability, moreover, to change messages or to prevent them from reaching an audience (destination). In extreme variations we refer to such gatekeepers as censors. Under the more normal conditions of mass media, in which publications choose some content in preference to other potential content based on an editorial policy, we refer to them as editors (most mass media), moderators (Internet discussion groups), reviewers (peer-reviewed publications), or aggregators (clipping services), among other titles. Delivery workers (a postal delivery worker, for instance) also act as intermediaries, and have the ability to act as gatekeepers, but are generally restricted from doing so as a matter of ethics and/or law.
Variations of Figure 3’s gatekeeper model are also used in teaching organisational communication, where gatekeepers, in the form of bridges and liaisons, have some ability to shape the organisation through their selective sharing of information. These variations are generally more complex in depiction and often take the form of social network diagrams that depict the interaction relationships of dozens of people. They network diagrams often presume, or at least allow, bidirectional arrows such that they are more consistent with the notion that communication is most often bidirectional.

The bidirectionality of communication is commonly addressed in interpersonal communication text with two elaborations of Shannon's model (which is often labeled as the action model of communication): the interactive model and the transitive model. The interactive model, a variant of which is shown in Figure 4, elaborates Shannon's model with the cybernetic concept of feedback often (as is the case in Figure 4) without changing any other element of Shannon's model. The key concept associated with this elaboration is that destinations provide feedback on the messages they receive such that the information sources can adapt their messages, in real time. This is an important elaboration, and as generally depicted, a radically oversimplified one. Feedback is a message (or a set of messages). The source of feedback is an information source. The consumer of feedback is a destination. Feedback is transmitted, received, and potentially disreputable via noise sources. None of these are visible in the typical depiction of the interactive model. This doesn't diminish the importance of feedback or the usefulness of elaborating Shannon's model to include it. People really do adapt their messages based on the feedback they receive. It is useful, however, to notice that the interactive model depicts feedback at a much higher level of abstraction than it does messages.
This difference in the level of abstraction is addressed in the transactional model of communication, a variant of which is shown in Figure 5. This model acknowledges neither creators nor consumers of messages, preferring to label the people associated with the model as communicators who both create and consume messages. The model presumes additional symmetries as well, with each participant creating messages that are received by the other communicator. This is, in many ways, an excellent model of the face-to-face interactive process which extends readily to any interactive medium that provides users with symmetrical interfaces for creation and consumption of messages, including notes, letters, C.B. Radio, electronic mail, and the radio. It is, however, a distinctly interpersonal model that implies equality between communicators that often doesn't exist, even in interpersonal contexts. The caller in most telephone conversations has the initial upper hand in setting the direction and tone of a telephone caller than the receiver of the call. In face-to-face head-complement interactions, the boss (head) has considerably more freedom (in terms of message choice, media choice, ability to frame meaning, ability to set the rules of interaction) and power to allocate message bandwidth than does the employee (complement). The model certainly does not apply in mass media contexts.
A New Model of the Communication Process

Existing models of the communication process don't provide a reasonable basis for understanding such effects. Indeed, there are many things that we routinely teach undergraduates in introductory communication courses that are missing from, or outright inconsistent with, these models. Consider that:

- We now routinely teach students that "receivers" of messages really "consume" messages. People usually have a rich menu of potential messages to choose from and they select the messages they want to hear in much the same way that diners select entrees from a restaurant menu. We teach students that most "noise" is generated within the listener, that we engage messages through "selective attention", that one of the most important things we can do to improve our communication is to learn how to listen, that mass media audiences have choices, and that we need to be "literate" in our media choices, even in (and perhaps especially in) our choice of television messages. Yet all of these models suggest an "injection model" in which message reception is automatic.

- We spend a large portion of our introductory courses teaching students about language, including written, verbal, and non-verbal languages, yet language is all but ignored in these models (the use of the term in Figure 5 is not the usual practice in depictions of the transitive model).
We spend large portions of our introductory courses teaching students about the importance of perception, attribution, and relationships to our interpretation of messages; of the importance of communication to the perceptions that others have of us, the perceptions we have of ourselves, and the creation and maintenance of the relationships we have with others. These models say nothing about the role of perception and relationship to the way we interpret messages or our willingness to consume messages from different people.

We spend large portions of our introductory courses teaching students about the socially constructed aspects of languages, messages, and media use. Intercultural communication presumes both social construction and the presumption that people schooled in one set of conventions will almost certainly violate the expectations of people schooled in a different set of expectations. Discussions of the effects of media on culture presume that communication within the same medium may be very different in different cultures, but that the effects of the medium on various cultures will be more uniform. Existing general models provide little in the way of a platform from which these effects can be discussed.

The ecological model of communication, shown in Figure 6, attempts to provide a platform on which these issues can be explored. It asserts that communication occurs in the intersection of four fundamental constructs: communication between people (creators and consumers) is mediated by messages which are created using language within media; consumed from media and interpreted using language. This model is, in many ways, a more detailed elaboration of Lasswell's (1948) classic outline of the study of communication: "Who ... says what ... in which channel ... to whom ... with what effect". In the ecological model, the "who" are the creators of messages, the "says what" are the messages, the "in which channel" is elaborated into languages (which are the content of channels) and media (which channels are a component of), the "to whom" are the consumers of messages, and the effects are found in various relationships between the primitives, including relationships, perspectives, attributions, interpretations, and the continuing evolution of languages and media.
Number of relationships are described in this model:

1. Messages are created and consumed using language.
2. Language occurs within the context of media.
3. Messages are constructed and consumed within the context of media.
4. The roles of consumer and creator are reflexive. People become creators when they reply or supply feedback to other people. Creators become consumers when they make use of feedback to adapt their messages to message consumers. People learn how to create messages through the act of consuming other people’s messages.
5. The roles of consumer and creator are introspective. Creators of messages create messages within the context of their perspectives of and relationships with anticipated consumers of messages. Creators optimize their messages to their target audiences. Consumers of messages interpret those messages within the context of their perspectives of, and relationships with, creators of messages. Consumers make attributions of meaning based on their opinion of the message creator. People form these perspectives and relationships as a function of their communication.
6. Messages are created within the expressive limitations of the medium selected and the meaning representation space provided by the language used. The message created is almost always a partial and imperfect representation of what the creator would like to say.
A consumer’s interpretation of messages necessarily attributes meaning imperfectly. Consumers interpret messages within the limits of the languages used and the media those languages are used in. A consumer’s interpretation of a message may be very different than what the creator of a message imagined.

People learn language through the experience of encountering language being used within media. The languages they learn will almost always be the languages when communicating with people who already know and use those languages. That communication always occurs within a medium that enables those languages.

People learn media by using media. The media they learn will necessarily be the media used by the people they communicate with.

People invent and evolve languages. While some behaviour expressions (a baby’s cry) occur naturally and some aspects of language structure may mirror the ways in which the brain structures ideas, language does not occur naturally. People invent new language when there is no language that they can be socialized into. People evolve language when they need to communicate ideas that existing language is not sufficient to.

People invent and evolve media while some of the modalities and channels associated with communication are naturally occurring, the media we use to communicate are not.

A medium of communication is, in short, the product of a set of complex interactions between its primary ingredients: messages, people (acting as creators of messages, consumers of messages, and in other roles), languages, and media.

Communication is not always successful. Several things can prevent the message from reaching the intended recipient or from having the desired effect on the recipient.

There may be some breakdowns in the communication system which may prevent the message from reaching. Some of these breakdowns are in the mechanical devices used for transmitting that is the medium. Some are in the tools we use for communicating, that is, language or other symbols used for encoding. Some are in the nature of the persons who are engaged in communication, that is, the sender and the recipient. In the terminology of communication these breakdowns
are known as barriers to communication. Let's have a look at the major barriers to communication.

1. **Physical barriers**
Physical barriers in the workplace include:

   (1) Marked out territories and empires into which strangers are not allowed
   (2) Closed office doors, barrier screens, separate areas for people of different status
   (3) Large working areas or working in one unit that is physically separates from others.

2. **Perceptual barriers**
The problem with communicating with others is that we all see the world differently. If we didn't, we would have no need to communicate: something like telepathic perception would have taken place.

   The following anecdote is a reminder of how our thoughts, assumptions and perceptions shape our own realities:

   A traveller was walking down a road when he met a man from the next town. "Excuse me," he said. "I am hoping to stay in the next town tonight. Can you tell me what the townspeople are like?"
   "Well," said the townsman, "how did you find the people in the last town you visited?"
   "Oh, they were an irritable group. Kept to them. Took me for a fool. Over-charged me for what I got. Gave me very poor service."
   "Well, then," said the townsman, "you'll find them pretty much the same here."

3. **Emotional barriers**
   One of the chief barriers to open and free communications is the emotional barrier. It is comprised mainly of fear, mistrust and suspicion. The roots of our emotional mistrust of others lie in our childhood and infancy when we were taught to be careful what we said to others. "Mind your P's and Q's"; "Don't speak until you're spoken to"; "Children should be seen and not heard". As a result many people hold back from communicating their thoughts and feelings to others.

   They feel defenseless. While some caution may be wise in certain relationships, excessive fear of what others might think of us can stunt our development as effective communicators and our ability to form meaningful relationships.
4. Cultural barriers

When we join a group and wish to remain in it, sooner or later we need to adopt the behavior patterns of the group. These are the behaviors that the group accept as signs of belonging.

The group rewards such behavior through acts of recognition, approval and inclusion. In groups which are happy to accept you and where you are happy to conform, there is a mutuality of interest and a high level of win-win contact.

Where, however, there are barriers to your membership of a group, a high level of game-playing replaces good communication.

5. Language barriers

Language that describes what we want to say in our terms may present barriers to others who are not familiar with our expressions, buzz-words and jargon. When we couch our communication in such language, it is a way of excluding others. In a global market place the greatest compliment we can pay another person is to talk in their language.

One of the more chilling memories of the Cold War was the threat by the Soviet leader Nikita Khruschev saying to the Americans at the United Nations: "We will bury you!" This was taken to mean a threat of nuclear annihilation.

However, a more accurate reading of Khruschev's words would have been: "We will overtake you!" meaning economic superiority. It was not just the language, but the fear and suspicion that the West had of the Soviet Union that led to the more alarmist and sinister interpretation.

6. Gender barriers

There are distinct differences between the speech patterns in a man and those in a woman. A woman speaks between 22,000 and 25,000 words a day whereas a man speaks between 7,000 and 10,000. In childhood, girls speak earlier than boys and at the age of three, have a vocabulary twice that of boys.

The reason for this lies in the wiring of a man's and woman's brains. When a man talks, his speech is located in the left side of the brain but in no specific area. When a woman talks, the speech is located in both hemispheres and in two specific locations.

This means that a man talks in a linear, logical and compartmentalized way, features of left-brain thinking; whereas a woman talks more freely mixing logic and
emotion, features of both sides of the brain. It also explains why women talk for much longer than men each day.

7. **Interpersonal barriers**

There are six levels at which people can distance themselves from one another:

1. **Withdrawal** is an absence of interpersonal contact. It is both refusals to be in touch and time alone.

2. **Rituals** are meaningless, repetitive routines devoid of real contact.

3. **Pastimes** fill up time with others in social but superficial activities.

4. **Working** activities are those tasks which follow the rules and procedures of contact but no more.

5. **Games** are subtle, manipulative interactions which are about winning and losing. They include "rackets" and "stamps".

6. **Closeness** is the aim of interpersonal contact where there is a high level of honesty and acceptance of yourself and others.

Working on improving your communications is a broad-brush activity. You have to change your thoughts, your feelings, and your physical connections.

That way, you can break down the barriers that get in your way and start building relationships that really work.

There are a wide number of sources of noise or interference that can enter into the communication process. This can occur when people know each other very well and should understand the sources of error. In a work setting, it is even more common since interactions involve people who don't have years of experience with each other, but communication is complicated by the complex and often confliction relationships that exist at work.

8. **Language**

The choice of words or language in which a sender encodes a message will influence the quality of communication. Because language is a symbolic representation of a phenomenon, room for interpretation and distortion of the meaning exists. It is important to note that no two people will attribute the exact same meaning to the same words.

Apart from the above barriers there are certain barriers that are sometimes considered minor the following is its detail:
(1) Defensiveness, distorted perceptions, guilt, project, transference, distortions from the past.
(2) Misreading of body language, tone and other non-verbal forms of communication
(3) Noisy transmission (unreliable messages, inconsistency)
(4) Receiver distortion: selective hearing, ignoring non-verbal cues
(5) Power struggles
(6) Self-fulfilling assumptions
(7) Language-different levels of meaning
(8) Managers hesitation to be candid
(9) Assumptions—e.g. assuming others see situation same as you, has same feelings as you
(10) Distrusted source, erroneous translation, value judgment, state of mind of two people

9. Perceptual Biases
People attend to stimuli in the environment in very different ways. We each have shortcuts that we use to organize data. Invariably, these shortcuts introduce some biases into communication. Some of these shortcuts include stereotyping, projection, and self-fulfilling prophecies. Stereotyping is one of the most common. This is when we assume that the other person has certain characteristics based on the group to which they belong without validating that they in fact have these characteristics.

10. Interpersonal Relationships
How we perceive communication is affected by the past experience with the individual. Perception is also affected by the organisational relationship two people have. For example, communication from a superior may be perceived differently than that from a subordinate or peer

11. Cultural Differences
Effective communication requires deciphering the basic values, motives, aspirations, and assumptions that operate across geographical lines. Given some dramatic differences across cultures in approaches to such areas as time, space, and privacy, the opportunities for mis-communication while we are in cross-cultural situations are plentiful.
It has been found that in the task of second language acquisition there are numbers of hindrances/barriers. The journal of English language teaching explains:

There is a wide variety of factors such as: age, attitude, motivation, aptitude, amount of exposure, gender and anxiety etc in the process of second language acquisition.

**Types of communication**

There are two types of communication i.e. verbal communication and nonverbal communication.

1. **Verbal Communication**

Verbal communication is further divided into written and oral communication. The oral communication refers to the spoken words in the communication process. Oral communication can either be face-to-face communication or a conversation over the phone or on the voice chat over the Internet. Spoken conversations or dialogs are influenced by voice modulation, pitch, volume and even the speed and clarity of speaking. The other type of verbal communication is written communication. Written communication can be either via snail mail, or email. The effectiveness of written communication depends on the style of writing, vocabulary used, grammar, clarity and precision of language.

Verbal communication includes the things we ‘speak’. It includes oral communication and written communication.

We use verbal communication for most purposes. Verbal communication may be spoken or written.

Oral communication is more natural and immediate. In natural and informal situations, we speak to communicate; but in a formal and official situation, many persons feel nervous and cannot speak easily. It needs training and practice to speak effectively in a formal situation.

Oral communication requires the presence and simultaneous attention of both the persons. Need of personal presence makes certain demands on the skills of both; each must be able to respond to the body language of the other, and must be able to make immediate response to what the other says.

Written communication can greatly extend the field and powers of oral communication. Writing overcomes the limits of space and time which confine speech. Writing can be transmitted by different means, by powerful electronics media over a greater distance, and can wait for the attention of the receiver.
However, written communication, being separated from the sender, has independent existence without support from the sender’s bodily presence. This makes different kinds of demands on both the sender and the receiver.

Oral and written communication has different attributes which we have to take into account in choosing which one to use in a particular situation.

**Oral Communication**

Oral communication happens when we communicate with the help of spoken words. In this way, we can say that the conversations, meetings, conferences, interviews, training sessions, speeches, public announcements, radio speeches, telephone talk, public speaking, are all forms of oral communication. It is informal and can have a personal touch.

In oral communication, the speaker gets instant feedback. He can modify his style according to the response he receives. The quality of his voice, his pitch and modulation can make oral communication effective. Besides, if necessary, he can take help of charts, graphs and other audio-visual aids.

**Limitations of Oral Communication**

1. Oral communication can be misunderstood more easily compared to written communication.
2. If we consider the legal point of view, oral communication has little value as there is no permanent record or proof of what has been said.
3. It is useless for long distance communication unless an instrument like the telephone or radio is used.
4. Oral communication requires a good speaker otherwise it will not be meaningful.
5. It is difficult to retain oral messages for a long time. Even at the time of receiving sometimes only half of it is understood and remembered.
6. When messages are transmitted orally it is not possible to pin-point responsibility.

**How to make oral communication effective?**

Oral communication has many advantages. The speaker can have them if he can pay attention to its various aspects. Here are a few tips:

1. The speaker’s voice should have an agreeable quality. It should be trained for modulation so that he can make it loud, low or soft. If not properly spoke, the following communication will not be effective.
Tell me: Are you ready to work harder for your future?

(2) The speaker must be familiar with the correct pronunciation and intonation in the language.

(3) There is a key word in every sentence. It should be properly stressed or emphasized. See how the emphasis changes the meaning in the following sentences:

Have you seen my new book?
Have you seen my new book?
Have you seen my new book?

(4) The pace of presentation should be neither too fast nor too slow.

(5) Routine oral communication should be simple, clear, brief and informal.

**Written Communication**

After discussing oral communication it is worthwhile to discuss the nature and importance of written communication. While oral communication comes naturally and spontaneously to man, written communication requires a lot of effort. By its very nature writing is a result of fairly long practice and patience in learning. Letters, reports, statements, documents, drafts of speeches etc. are in writing.

**Advantages of Written Communication**

(1) It provides us records, references etc on which important decisions rest.

(2) It builds up the legal defences of the organisation through records, letters, instructions etc.

(3) It builds up the image of the company.

(4) It is permanent.

(5) Responsibility can be easily assigned.

**Limitations of Written Communication**

(1) It builds up unmanageable clutter of papers and files. It costs a lot to the organisations.

(2) It is time consuming. Immediate feedback is not possible.

(3) It is costly in terms of money and man-hours.

(4) It becomes ineffective in the hands of people who are poor in expression.

(5) Absence of immediate clarification.

**How to Make Written Communication Effective?**

(1) Use right word.
Advantages of Verbal Communication

Of all species on the earth, only human beings know verbal communication. Their skill with words is their proud possession. It serves their complex physical, emotional, intellectual and spiritual needs. Verbal communication builds relationships between individual, groups, regions and nations. It links the past, the present and the future. Thanks to verbal communication, we know our history and traditions.

Limitations of Verbal Communication

1. In the process of communication, the Message sometimes gets modified or twisted. Perhaps you have played this game: Player A writes on a piece of paper and whispers a sentence to B, B whispers it to C, C to D and so on. The Message reaches the last player J. He (J) loudly says what sentence he has received. Now A loudly reads out his sentence. The two sentences may not be the same!

I went to the shore last Thursday and brought Marbles
I went to the shop last Tuesday and bought my balls.

(A) (J)

2. There is also the basic disadvantage. The sender gives words to what he has in his mind. He encodes his Message and sends it to the Target. The Target receives and decodes the message. Was the encoding perfect? Was the decoding perfect? No one can say. Take this example. A woman helps another with money. She is inspired or is moved to pity or is motivated. Not sure. The target interprets it according to his understanding.

3. Language is a tricky medium. You are sometimes disturbed that the listener or the reader got the meaning you did not intend. You say, “I
didn’t mean that.” Or, “No, no. Let me put it differently.” This can lead to confusion, particularly in business.

(4) We indirectly admit limitations of verbal communication when we take the help of body language to convey the full meaning.

2. Nonverbal Communication

Non-verbal communication includes the overall body language of the person who is speaking, which will include the body posture, the hand gestures, and overall body movements. The facial expressions also play a major role while communication since the expressions on a person’s face say a lot about his/her mood. On the other hand gestures like a handshake, a smile or a hug can independently convey emotions. Non verbal communication can also be in the form of pictorial representations, signboards, or even photographs, sketches and paintings.

When we talk about non-verbal communication we include following points

(1) Body Language.
(2) Paralanguage
(3) Time and Space Language
(4) Sign Language.

1. Body Language: It is an important factor in oral communication. Experts have found the following break-up in any communication context:

   Verbal Communication - 7%
   Bodily Movements, gestures, etc. - 55%
   Voice tone, inflection etc. - 38%

Your facial expressions are an obvious communication factor. Body language includes following points:

   Eye Contact: The eyes have been called the “windows to the soul”. The eyes are indeed the most expressive part of the human face. Most of us cannot look another person straight in the eyes and lie. As a result we tend to believe people who look directly at us. We have less confidence in and actually distrust those. Who cannot maintain eye contacts. The following is the brief information regarding various eye contacts:

   Sustained Eye Contact: It suggests trust and admiration.
**Brief Eye Contact:** It signifies fear or stress.

**Prolonged Eye Contact:** It can be intrusive and intimidating.

Good eye contact reveals the speaker’s sincerity, confidence and truthfulness since eye contact is a learned skill, you must be respectful of people who do not maintain it. In business communication, good eye contact is very important. Some of the words and expressions used in common parlance while reading the eyes are as follow:

- ✓ Twinkle in his eyes
- ✓ Furtive glance
- ✓ Eyes emitting fire
- ✓ Worried look
- ✓ Cold stare

- ✓ Sad look
- ✓ Wary look
- ✓ Unsettling stare
- ✓ Hurried glance

**Posture and Gestures:** Posture can convey anything from high status and self-confidence to shyness and submissiveness. It refers to the carriage, state, and attitude of body or mind. Leaving towards a speaker suggests attraction and interest, pulling away or shrinking back denotes fear, distrust, anxiety, or disgust. Similarly gestures can communicate entire thoughts via simple movements. These nonverbal cues may have vastly different meanings in different cultures. A team member who signals success by forming the thumb and forefinger into a circle would be in deep trouble in Germany or parts of South America. The harmless OK sign is actually an obscene reference in those areas.

**Appearance of People:** Physical presence and appearance of persons play a key role in the process of communication. The way you look – your clothing, grooming, and posture – reflects an instant non-verbal message. Appearance is very powerful force in business.

The consultants give specific advice regarding proper appearance: Try to invest in conservative, professional – looking clothing and accessories, Quality is much more important than quantity, Avoid flashy garments, clunky jewellery, garish make up and over powering colognes.
The following pictures will help us to understand the proper body language:

- Shutting eyes frequently indicates disinterest or lack of keenness in the discussion and the subject matter. It is a sort of escapist reaction.
- Hand resting slightly on the chin and the first finger on the cheek suggests analysis and evaluation.
- Open palm, facing the other person indicates honesty.
- Resting the hand on the cheek with the elbow resting on the chair or the table shows disinterest and boredom.

(2) Para Language

The term paralanguage is used to describe a wide range of vocal characteristics which help to express and reflect the speaker’s attitude. It is not easy to communicate and let others understand your ideas. That is the reason that communication is considered a complex process. When we communicate with words our communication is considered a complex process. It is often observed that sometimes our body language says something else and we speak something else. For example, when an unexpected guest arrives at our house, we have to smile and say, “I am very happy to see you”, but our body language does not mention so. This is the use of para language.

Sometimes, we also find that some people speak good in front of us. Sometimes at the workplace our work is praised by our staff but when someone
praise us in front of us, it may be the case that the person is not really happy with our performance and the body language may sometimes reveal it.

(3) Time and Space Language

Time is considered to be the most important aspect of our life. We have to plan our time and work accordingly. Time management has also become a part of our study. Sometimes, when we meet a person who is hard pressed for time, he may not allow us too much of time so we have to be brief and convey our message in the least time. We should be brief but at the same time, try to speak about the important points. Particularly at the time of meetings, the person has to be precise and express his ideas. The other person will judge our personality on the basis of how we speak and use the given time. At the same time, at the time of arranging to meet someone, time is an important factor. We should be punctual and on time. The importance of time can never be neglected.

An element of space plays an important part in our presentation of our personality. When we get up during a meeting, move towards another table, take a file, go to the mike and speak, the movements in accordance with the given space is important. Everyone is observing us and we have to be aware of our body language. Sometimes, a person walks on the stage and then after standing on a big stage, the person becomes nervous, as he does not understand where he should move a little or he should stand stiff. At the time of talking to others we do keep some distance from the person who is standing in front of us. While talking to seniors we keep some distance. This care gives a special effect to our communication.

(4) Sign Language

Sign language is normally used for deaf and dumb when they do not understand our language. Their teachers make effective use of such language. Sign language is also found when sign boards are fixed on the roads, near schools, near hospitals etc., they are the way of communicating with people. A board of the hospital will give us the idea that silence is to be observed near the area. Similarly, the idea of having a school around, will give us the idea to drive slowly.

We can also give signs by using our hand and fingers. When we want to say best of luck to someone, we lift our hand and show the thumb to wish him luck. Thus, sign language is quick in conveying the idea.

Advantage and Limitations of Non-Verbal Communication:

(1) Non-verbal communication has to be observed carefully otherwise the idea or the presentation of the thought is wasted away.
(2) Communication with non-verbal communication can be effective if understood carefully but there is a doubt that it will not be understood well.

(3) It is particularly good for people who are uneducated or who have less education.

(4) It can communicate small ideas but when the detailed message is to be given it may not be much useful.

As the researcher has discussed communication in general, it is essential study BEC in particular.

**The Difference between Communication and Business communication**

How business Communication is different from other communication? Even though Business Communication is a specialized branch of general communication, there is no basic difference; process and principles are same. The difference lies in their application to situations. General communication plays various roles in the world with various activities. Business communication is specially concerned with well-defined business activities. Simple Communication may be informal or casual. It is like gossiping or talking about any topic under the sun while business communication is all about business. It may be with colleagues, in or outside your department or wholesaler, suppliers, service providers etc. Business communication generally takes a more professional educated tone. Slang and colloquialisms are inappropriate. Often written communication follows a specific structure.

For an individual, the result or effective or ineffective communication will be constrained to himself or herself. But in a corporate environment he is answerable to his organisation and the success of its employees and the share holders. Therefore, communication is the golden key that opens up the bar of success in corporate life. Whether a manger communicates with his juniors or superiors or customers, suppliers, share holders, either through speech or a promotional brochure or a report, his single goal should be to advance corporate objectives and entreprenneual growth. Communication solves more problems than it crates. The following illustration shows the factors affecting business communication.
**Business Communication Defined**

According to C.G.Brown, “Business Communication is a process of messages and persons which are associated with business. It consists of channels of communication.” (Mittal 4)

Business communication is a part of every enterprise works towards earning profits. Every small or large scale enterprise owner has to remain in contact with customers and at the same time has to communicate continuously with customers and employees of the establishment. This process of communication is known as business communication.

It may be said that the business communication is that part of communication which is linked to the business activities and which helps to make the business lively. Thus, it is clear that the business communication is that form of communication where the exchange of ideas, information or facts between two or more persons takes place in a business environment. In day to day use, ‘communication’ and ‘business communication’ terms have been used for the transfer of ideas, facts and information for achievement of business objectives. Here the researcher intends to study business communication in English language

**Importance of Business English Communication:** Communication is aptly described as the “Sap and life blood” of the organisation. Communication is also indentified as the “Nervous system which makes organisation to cohere, and permits their members, to co-operate and co-ordinate. Without communication, there can be no direction and control. Communication acts as the unifying link and a binding and directing force in organisation. In organisations communication is important atleast in three ways: It is necessary for the making of warm and friendly social working relationship among the employees of the organisation, the passing on of orders, polices and plans to subordinate in the downward communication that is necessary to modern industrial life and the provision of information from lower levels in the upward communication to top executive that is necessary for decision making and policy formulation.

Organisations simply cannot exist without communication. Without communication employees cannot even know what the associates are doing.
Management cannot receive information inputs nor give instructions, co-ordination of work is not possible and the organisation will collapse. Again, without communication, there would not be any basis for answering questions, solving problems, obtaining feedback, or measuring results. Thus, communication is undoubtedly one of the most central elements in organisational life, and it is in fact dynamic aspects. If management is the art and science of “getting things done through people”, communication is the essence of it.

Communication plays highly significant role in the process of change. In many cases resistance to change comes merely because of poor communication. Communication is essential to improve support for change. If employees feel better informed, their attitudes on every score tend to be better. In fact, good communication and favourable employee attitudes go hand in hand. In essence, communication is one of the most vital processes that keep the wheels of the organisation running smoothly. It is the artery of the organisation and has to be kept healthy and free flowing so that the system can function efficiently. Efficient and effective communication must receive highest priority in organisational life.

Good communication skills have various advantages. Some of these advantages are given below:

- It leads to personal effectiveness.
- It helps to network with people
- It helps to collaborate with everyone at the workplace.
- It influences motivation for enhanced performance.
- It builds better understanding between bosses and subordinates.
- It creates better interpersonal relations
- It increases listening ability.
- It helps employees to understand need for change.

**Types of Organisational Communication**

The channels of communication in an organisation are normally categorized into the following broad types:
**Vertical:**

In this types of communication, message flow either from senior officials to junior officials or information is passed on from lower level to higher levels. If information flows only in one direction, it is one-way communication. Both types of communication are important. In Downward Communication; officials should ensure that there is no information loss when the message goes down from stage to stage. It is not only loss of information that should be taken care of, but also misrepresentation of information. Normally the following will be the hierarchy in an organisation.

**Hierarchy in an organisation**

- **CHAIRMAN**
- **MD & CEO**
- **GENERAL MANAGER**
  - PRO. MANAGER
  - SALES MANAGER
- **HRD MANAGER**
  - PERSONNEL OFFICER
  - ASST.GM
- **FINANCE**
**Lateral or Horizontal Communication**

Interaction among colleagues of comparable stature is called lateral or horizontal communication. In this type, there will be less shyness. There can be no ego clashes. But the advantage in this type of communication is that individual can give free opinions, thereby communication can grow richer, fruitful and meaningful. For example, marketing staff can explain production people what the customers exactly need and what modifications are needed to the products.

**Grapevine**

Grapevine is a very complex informal channel of communication. Though it is not official, it is sometimes very effective. It breaks free from the official, regular flow pattern along the normal chain of command, and goes in every direction, sometimes going beyond the organisation. Many of the rumours come from the canteen gossips. It is very natural for human beings to share what he knows. Its basic natural feeling is very quick and information runs very fast in all directions. It’s easy to form and windup.

**Objectives of Business Communication**

In an organisation communication is made for a variety of objectives. The common misnomer is that downward communication is for giving orders and upward
communication is for presenting information. This is not true. Such notions can never lead to successful communication and efficient management. Following are some of the objectives for which communication is made in an organisation:

To instruct: The higher officials give instruction to lower officials. Instruction need not be harsh and rude. They can be pleasant. ‘Let’s do it’ should be the attitude rather than you should do. It is easier to get work done through love rather than with power.

To interact: Interaction with people around is one of the most important functions of good management. A manager has to communicate with a variety of people, within the organisation and outside the organisation, for different purposes. People, who are reserved and expect others to break the ice, make themselves poor managers.

To discuss: Discussion leads to clarity. Any sensible manager would discuss a problem or an idea with people around him. It could be people who matter or even of a smaller level. It is not uncommon that some of the great suggestion in an organisation stem from a lower rank employee. Some people feel hesitant to discuss an idea or a problem. It hurts their ego. A good suggestion should always be welcomed from whenever it comes.

To inform: Information leads to knowledge. Knowledge leads to power. Any person who has knowledge can function efficiently and effectively. Information could be of various types. Basically an employee of an organisation should know as much as possible about it and it’s polices. It is the responsibility of management to organize informal get-togethers and create such awareness among the staff.

To convince: This is one of the important functions of communication. We may have to convince people about our ideas, concepts, proposals etc. It is very necessary to convince others of an idea in order to make them active participants of the projects. Unless they feel that it works their motivation will be low or nil.

To solve: Troubleshooting is one of the challenges in management. One should develop the attitude of looking a problem as a ‘solvable situation’. In fact, the best in a person should come out when he is in a crisis. The more the pressure, the more should be the efficiency. Strategies and action plans should evolve in crisis management. Facing a challenge brings out the best in a person. Therefore, solving problem is one of the constituents of managerial skills.
To negotiate: Negotiations are part of life. As children we begin negotiating with our parents. Once we are out into the society, we learn to negotiate with several people—vegetable vendors, auto drivers, and scores of others. When a person takes up a job, he has to do several roles as a trade union leader, as a manager, as a marketer, as a salesperson. It is not always for money, though mostly it is for it. Well-organized managers should learn the techniques of negotiating. The prerequisite for successful negotiation is keeping oneself cool throughout. A smile should always adore the face.

To lead: This is crucial function of a manager in an organisation. He should be able to take the group with him. Popular leadership supports efficiency. But it should be realized that to lead is nothing but to serve. The leader of a group or an organisation should always develop such notion to be effective managers. Leadership in management would not just go with positions or seniority, rather with efficiency. There is nothing being higher or lower because of leadership. If a leader feels that leading is nothing but coordinating and facilitating of work, there will not be any problems.

To complain: There will be occasions to complain about staff, facilities, customers, dealers, machinery etc. A complaint need not be insensitive. At the same time, facts should not be hidden. Complaining straight forward without mincing words and without fear or prejudice is also a skill that has to be developed. Indirect way of complaining is highly diplomatic. For example, when an employee is not doing his work satisfactorily, the easiest way is to request for his transfer and disciplinary action. The better way is to write “Mr. X has spent considerable time in this section/department. Such continuation can cause boredom for any person. Therefore, to encourage him for, more efficiency, a change of work would be in his interest and the organisation.” If the higher ups are prudent, they will be able to read between the lines.

To report: Reporting about individuals, incidents and measures to be taken. Reporting should be factual, neutral and should lead to some useful recommendations. Managers very often have to report about their action, someone’s action, some incident or submit a status report. Each of these needs a different style which has to be acquired.

To regret: All of us regret in life. In a workplace, regretting is a mere formality but forms part of etiquette. We write letters regretting that a person is not selected. We also have to communicate compulsory retirement, cutback etc. All such
communications need not be unfeeling and emotional; they could at least be sugar caked pills.

To enquire: Enquiries are made with suppliers, customers and dealers. They need not be puzzling and impersonal. Some managers in big companies have a tendency to write very arrogantly to small companies about their needs. They try to overlook that by placing an order with such companies, it is not showing a help to them but also to themselves. It is only co-existence and inter-dependency.

To motivate: Motivating the employees is an essential purpose of communication of managers. Only good influential can motivate the people around. Leadership in administration is nothing but motivating the people around. One who can motivate others can command admiration.

To cajole: Cajoling is pleasing someone when they are angry and emotionally upset. When emotions run high, appeasing them is very essential. It comes very natural to a mother to persuade and cajole a sulking child. Yet times, it would be necessary to cajole a person when he is upset. His anger could also be stopped out of an inaccurate decision of the management for which the mid-level managers will have to bear the brunt it may be because he is equally interested in the wellbeing of the organisation. He may be after all, a good worker. It is not wise to scolding such people in the interest of an organisation.

Modes of Communication in Business

In a fast moving competitive world of business, people have no time to wait, they want the message to be delivered as a quickly as possible and receive the feedback too with the same speed. Therefore, speed is the key word in conventional modes of communication in business. There is an electronic media, mass media and conventional media. Types of media are given below.

TYPES OF MEDIA
**Telephone and Cell phone**

Telephone is the most useful tool for communication. It sends out information instantly and the feedback can be got immediately. There is no uncertainty about the message reaching the other party. It is now possible to have a teleconference of 3 or more persons. This will enable effective teamwork. An extended use of this facility is video-conferencing. Cell phones and Satellite phones can be used with mobility. However, there are some precautions to be taken for effective use of this mode.

**Letter**

Letters are the most traditional means of communication. They should be brief and neat. For business communication, it is always better to type letters neatly. For personal communication, most of the people miss the personal touch if letters are typed. Letters should be brief and convincing. The longer the letter, the less attention it receives. They should be on good quality stationary. It is very bad manners to ask someone sign your letter. It would be interpreted as being too casual or you would be considered as a mere rubber stamp for someone’s shadow administration.

But letters have the advantages of making things clear. A person can read them over and over, to draw inferences. They can transcend space and time. The addressee can read them at his leisure. They can be confidential and personal matters can be conveyed through letters.

**Fax**

Fax is nothing but an acronym for facsimile. It is useful for sending letters and drawings/sketches faster. It will also give authenticity to the communication as it will bear signature of the sender and is sent on his letter head. Fax can be fixed whenever there is a telephone line is available. In fact, today’s gadgets have the dual functions of telephone and fax.

**Telegram**

Telegram was the first mode of fast communication. Morse code machines were later interfaced with teleprinters. Before the development of telephone services, telegram was the most popular mode of faster communication for greetings, brief messages and orders.
**Telex**

Before the advent of information superhighway, telex was very popular with business organisations. It had the advantage of communicating with the parties cheaply and also on line. But this had that disadvantages to one person talking at a time.

**E-mail**

E-mail is the most popular mode of communication all over the world today. It has transformed the style of communication at personal and corporate level. Internet has turned Marshall McLuhan's dream of "Global Village" a virtual reality. You can send any number of messages anywhere at very nominal costs, it is possible to use e-mail even without a land line. Cell-phones and dish nets can be used in place of land lines. In e-mails the sender's ID, date and time of message are automatically transmitted. Therefore they give some authenticity to the message. It is possible to send large amounts of data through e-mails zipping. Scanned images, graphs, statistics, pictures, photographs, audio, messages, and drawings – can be sent and received as attachments without distorting the formatting.

**Gadgets:**

Some of the common gadgets that are used for communication especially presentations are listed below.

**Over Head Projector**

Overhead Projector is one of the common AV aids used for making presentations. Showing graphics through transparencies is very easy. One of the advantages of OHP is that it saves time for the communicator. He need not write or draw on the black/white board. OHP also has the advantage of maintaining eye contact with the audience.

**Slide Projector:**

Slide Projector was one of the popular AV aids of yester years, there are some varieties in the projectors. It is very convenient to show slides in colours to the audience. Real colour transparencies of photographs can be shown through slide projectors.
**Liquid Crystal Display**

Liquid Crystal Display is the state of the art tool for communication. It is very versatile and compact. It can be used anywhere. We can show graphics, pictures, animation, video tapes with all the sound and animation effects. It can be linked to a computer, VCP, CD player – all at a time and the necessary clippings can be shown from the desired source.

**Television**

Television is the most powerful mode of communication. It is the most effective tool for mass communication. Its effectiveness lies not only in audio and visual communication, but in the intensity of communication.

**Radio**

Radio bowed its way to TV. But is has not outlived its use. In rural areas, it is still very popular. It is quite portable. It does not need electricity. Therefore, in times of natural calamities, message can transmitted effectively through radio. HAM operators are very helpful in such situations.

**Pagers**

Pagers are inexpensive and highly portable means of communication. There are two types of pagers – numeric and alphanumeric. The former type can only transmit the calling number. Where as the latter can transmit messages and numbers. The disadvantage with pagers is that we can have only one-way communication. There should be a phone available around the receiver to call back Otherwise, in terms of economy and size; they are more convenient than cell phones.

**Other**

Some other ways of communication in business are given below.

**Hoardings**

Hoardings are meant for continuous display of the same message. They are mostly used for advertisement or public information. They can be made very catchy through attractive colour schemes and lighting. The traditional way of painting is slowly on the wane in cities. New technology is providing for good display hoardings.
Newspapers and Magazines

Newspapers have dual role of reporting to the public the news impartially and also bring out injustice in the society. In addition to these functions, they also publish advertisement. Public interest items are also published as press notes.

Electronic media invasion has greatly affected the reading habits of the people but news paper reading is hardly affected. The reasons are investigative reporting and treatise to news. Therefore, newspapers are still a powerful media of communication.

Websites

Websites are the latest means of communication. Internet browsers, information seekers all open websites for various reasons. They range from information of university education to bomb making. The hyperlink facility is a very convenient way of putting information in labyrinths with graphics, animation and sounds. Many universities in west give out information through their websites and facilitate on-line registration and electronic payments. Results declaration is being made through websites and the candidates can conveniently download their results, marks and rank That’s why websites are the most convenient means of communication for certain formal purposes.

New Trends in Business English Communication

Telecommunications and computers are the major e-factors that bring a great change in the field of business communication. New technology has influenced development in business communication towards the end of the last century. Internet, laptops, mobiles, and computer based messaging system have started impacting every sphere of activity, including business communication.

Now a days many companies have started investing in networks and e-mails for communications. This trend affects business communication and brings new opportunities as well as responsibilities on their side. There is now a much greater choice of channels and instruments.

It has become necessary for communicators to keep abreast of such developments, appreciate their advantages and use them for improving the effectiveness of business communication and customer, public and employee relations.

The following are some new concepts of significance to the business communication.
- E-commerce
- E-business
- Internet
- Communication networking system
- Data ware housing
- Teleconferencing
- Video Conferencing
- Short messaging system (SMS)

Let’s try to understand the function of each concept and its importance in this global era.

E-commerce is related to business or shopping that is done through the internet. We may also call it paperless commerce. There is a direct transaction between the buyer and seller. There are four types of e-commerce:

<table>
<thead>
<tr>
<th>E-Commerce</th>
<th>Business to Business [B to B]</th>
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<tr>
<td></td>
<td>Business to Customer [B to C]</td>
</tr>
<tr>
<td></td>
<td>Customer to Business [C to B]</td>
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<tr>
<td></td>
<td>Customer to Customer [C to C]</td>
</tr>
</tbody>
</table>

E-Business is an encompassing term that includes e-commerce as well. When we compare e-business in the final stage of development, the earlier one bring e-support of e-commerce, e-business is the result of scientific advancement. It holds tremendous possibilities and transforms and redefines business and commerce by doing away with the restriction of geography.

Internet culture is the result of the expansion of business. Through internet, it is now possible to access any information for the purpose of e-learning, e-business, e-commerce and even entertainment. Numerous corporate and organisations establishing their own websites, it is easier to access.

Communication networking system provides online access. Reserve Bank of India has setup a satellite based very small aperture terminal (VSAT) communication network across the country for the benefit of banks and financial institutions.

In the discussion of new trends in business communication it is imperative to take note of the role of word processor.

Data ware housing is related to software that facilitates better-organized and appealing business correspondence. We have word processing software applications like Ms-word, Word-star, Lotus, Word pro etc. to add effect and clarity to written communication. Through these software’s we may create attractive business letter, analytical and other reports, memos etc. The advent of word processor has added the new dimension in written communication.
Teleconferencing is conference or discussion that takes place over the telephone. Telephone instruments with speaker enables speaking and hearing without the handset or mouth pieces. The biggest advantage is that people from one group or section can speak to another and have discussion, without physically meeting at a particular place.

Video conferencing is one step ahead of teleconferencing. It includes not only audio messages but also video pictures. Here it is possible to look at the person speaking. Typical examples of such video conferencing are found in the live telecast of budgets and election results, and the analysis that follows. Short Messaging Services is another message transmission medium that is growing rapidly. It helps business to communicate more efficiently and strengthen customer relationship. According to the survey, presently about 30 billion SMS messages are sent across the globe every month. It is emerging field of e-commerce.

**Technology Enabled Business English Communication**

In recent years there has been an information technology revolution. Computer and electronic transmission systems have enabled business and government to speed up and improve the communication technology to develop and transmit their oral and written messages. The following is the brief information regarding various means of e-communication.

No doubt, paper – based manual systems for processing information and communicating are used in business but more and more office functions and procedures are being undertaken by computer – based technology. We cannot neglect the importance of such information technology on communication methods.

<table>
<thead>
<tr>
<th>Past</th>
<th>Present</th>
<th>Future</th>
</tr>
</thead>
<tbody>
<tr>
<td>In past communication was through signs, gestures and picturing.</td>
<td>Present communication is a mixture of conventional skills and new age technology.</td>
<td>Future communication is set to be increasingly electronic and dehumanized</td>
</tr>
</tbody>
</table>

The above diagram also focuses on tomorrow’s communication. Modern civilization saw the birth of languages and the progressive use of the spoken word. New scientific aids helped better transmission and amplification of written and spoken messages. Visual and audio aids push up the process of communication. At the same time mass communication media such as newspaper, radio and television provide extensive reach and take business messages into rural and urban household.

Business of today and tomorrow will be dependent on a highly IT enabled environment. The new millennium person will be speaking more of the global language, as the global village becomes a reality. Now a day, we observe the slow demise of the manuscript and the hand written letters and memos, with e-mail
messages and machine printouts taking their place. Because of technology access to knowledge, information has become easier and speedier. With more and more reliance on internet, websites, online connectivity, automated teller machines (ATMs), customers terminals, short messaging services (SMS) etc. the process of communication becomes very effective.

1.8.2 Review of Related Literature:

**U.G.C INFLIBNET**

In order to review related literature, the researcher visited U.G.C INFLIBNET (Information and Library Network, Navrangpura, Ahmedabad). This is the institute that has the direct connection with libraries of various Indian universities. It also provides online access to various e-journals (The detail is given in appendix no. 7). The researcher has frequently visited the centre in order to collect references for the research work.

**Webliography**

Internet is the powerful tool to search information on any topic. In this research work the researcher has gone through various websites to update the research work. The following is the brief information regarding the web links:

(1) http://en, Wikepedia.org/wiki/business_English

Content: It is a free encyclopedia with millions of articles contributed collaboratively using Wiki software, in dozens of languages. The above web link of Wikipedia provides information regarding: What is BEC and its relation to other branches of international English. BEC is compared with international English in this web link.

(2) http://en.wikipedia.org/wiki/Association_for_Business_communication

Content: This web link is connected with the Association for Business Communication (ABC). This organisation is a renowned name in the field of communication. It is an international organisation committed to fostering excellence in business communication scholarship, research, education, and practice. Through this web link the researcher has got the information regarding global changes in research works in business communication at international level. The association publishes two business communication related journals:


(2) Business Communication Quarterly

(3) http://natcom.org/nca/Template2.asp?Bid=1339
This web link is introduced by the National Communication Association of U.S.A. It contains exhaustive information regarding research, research articles and access to online journals.

In Communication, research is a large and diverse field that includes inquiry by humanists, social scientists and critical and cultural studies scholars. Below are resources of NCA that introduce and explain communication research to various audiences.

- Communication and Society
- Communication and the Humanities

(4) http://www.britishcouncilonline.org

This web link is introduced by British Council and here the researcher has got the information regarding communication modules which are prepared for business professionals. This web link provides direct access to the journals, newspapers and magazines like The Times, The Guardian, The Sunday Times, New York Times and other renowned titles. Frequently the researcher has used this web link to update his research work with latest information on BEC.

(5) http://www.bbc.co.uk/worldservice/learningenglish

The site contains especially useful materials for those who teach business English. It contains free downloadable material.

(6) Questia online library (http://www.questia.com/Index.jsp):

It is considered as one of the best online libraries to find out online books, articles and other research based resources. The researcher is very thankful to this web link for its authentic information on the topic of research. Questia is the first online library that provides 24/7 access to the world's largest online collection of books and journal articles in the humanities and social sciences, plus magazine and newspaper articles.

**Theses**

The researcher firmly believes that it is necessary to have awareness regarding the latest researches carried out on the subject. The researcher has referred several researches during the research work. The researcher would like to divide referred research work into three different stages:

(1) Researches at international level.
(2) Researches in India

(3) Researches in Gujarat

The following is the detail of the above research works:

(1) **Researches Carried out at International Level**

   (1) Negotiating power in business meeting
       Researcher: Melanie Moll
       University: University of South Carolina

   (2) Communicative competence in the composition classroom: A discourse analysis
       Researcher: Narnes, Linda Laube
       University: University of South Carolina

(2) **Researches carried out in India on Language and Communication**:

   The researcher considers the research works done in different parts of nation in this category. The researcher has referred the abstracts of these research works in order to know latest advancements and researches on Business English Communication. During this survey the researcher comes to know that there is no specific research work on Business English Communication. The following is the information on researches done in English language and communication:

   (1) Written communication in English: A study of learner strategies of Vemeni college students
       Researcher: Al Harazy, Abbas
       Guide: Despande S.B
       University: Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.

       Here the researcher has taken college students of Vemeni and tested their written communication skills in English. He has taken the help of survey method and questionnaire as the main tool. The research work intends to find out different strategies to develop written communication.

   (2) Function of communication in corporate management
       Researcher: Rajamani S
       Guide: M M Shah
       University: Sardar Patel University, Vallabh Vidyanagar

       In corporate world communication is an essential aspect and its systematic study is required. Here the researcher has presented various functions of
communication in corporate management. The researcher comes out with the ways to make communication effective for the functioning of corporate management.

(3) Analysis of sales person and oral communication needs of English during sales encounters

Researcher: Singh Rajendra
Guide: Sing V D

University: Department of English, Central Institute of English and Foreign Languages, Hyderabad.

In sales and marketing English is considered as very important factor. Efficiency in English enhances profit in business. Here the researcher surveyed different sales persons and checked their level of oral communication in English. He comes out with a striking finding that in majority of sales encounters communication gap is created due to inadequate knowledge of English.

(3) Researches carried out in Gujarat in ELT:

The researcher has visited various university libraries of Gujarat in order to search Ph.D. research works carried out on BEC. Unfortunately, there is no significant research work has been carried out by any researcher in Gujarat on the topic. However, he has referred researches carried out on English Language Teaching.

H.M. Patel Institute of English is a renowned name in the field of English language and communication. This institute conducts various researches on ELT. The important thing of such research works is that the research works are conducted in order to improve the present level of English language and communication in Gujarat. Fortunately, the researcher has got the chance to refer the research works of this institute.

1. Topic: Preparation and Try out of a remedial program in English for graduate learners in Gujarat

Researcher: Shri Govind Vyavahare
Guide: Dr. Sulbha Natraj

Here the researcher comes up with certain remedial programs in English for graduate learners in Gujarat. The researcher has surveyed various colleges of Gujarat and provides certain relevant programs in English for the overall development of graduate students.
2. Topic: Preparation and try out of video materials to develop language competence of teachers at the higher secondary level in Gujarat

Researcher: Shri Zuber Babi
Guide: Dr. Sulbha Natraj

The researcher presents the research work on Audio-visual aides in teaching higher secondary schools. It has been observed that at school level the teaching of English is stereotype and teachers seldom try to learn the use of audio-visual aides in teaching. The researcher has pointed out the present scenario of English language teaching in Gujarat and comes out with one of the innovative visual aids i.e. audio in teaching English.

1.9 ARRANGEMENT OF THE CHAPTERS

The present thesis is divided into five chapters. The first chapter presents introductory study of Business English Communication with review of related literature. The second chapter aims to study research methodology with due emphasis on various methods of research, the method adopted in the present study and the process of data collection. The third chapter analyzes and interprets the collected data from the corporate houses of Gujarat. The forth chapter explains reasons and suggestions of the present level of BEC in Gujarat. The fifth chapter concludes with major findings on the present level of BEC in Corporate houses of Gujarat.

1.10 SUMMING UP

In this chapter the researcher has presented an overview of the present research work with objectives and questions under the study. He has also explained various resources that are used as companions in the research work with major aspects of communication and business communication in corporate houses. The next chapter presents detailed information regarding research methodology and how researcher has executed the methodology in the further proceeding of his research.