Research Paper

Role of Professional Communication in Today's World of Business and Commerce

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ABSTRACT:- Communication is the process of transmitting ideas or thoughts from one person to another person who receives the communication. Thus, communication can be defined as the sum of all things that one person does when he wants to create an understanding about something in the mind of another. It is a bridge that conveys meaning and involves a systematic and continuous process of telling, listening and understanding. Professional Communication is the communication within the workplace that encompasses oral, written, and visual discipline. There are professional communication theories and most of them are practical. Effective professional communication promotes services and products in organizations. Professional communication encompasses written, oral, visual and digital communication within a workplace context.Professional business communication is essential to the success of any corporation. This could include businessletters, memos, notices, circulars, reports, proposals,etc. Small businesses all the way up to corporations can benefit from professional and technical communication.

Keywords:- communication, transmitting, effective, reports, proposal, digital, organization

      Communication (from Latin *commūnicāre*, meaning "to share") is the activity of conveying information through the exchange of thoughts, messages, or information, as by speech, visuals, signals, writing, or behavior. It is the meaningful exchange of information between two or more living creatures.Communication is a two-way street. Good listening skills are part of good communication; we need to understand what the other person is saying to us as well as to say what we want.Communication often includes non-verbal clues such as tone of voice, facial expression, gestures, and body posture. Good communication includes being observant and focusing on the other person.Communication is a compromise. Everyone has a right to have their own opinion; just because you don't agree with them is no reason not to listen.

      One definition of communication is "any act by which one person gives to or receives from person information about that person's needs, desires, perceptions, knowledge, or affective states". Communication may be intentional or unintentional, may involve conventional or unconventional signals, may take linguistic or non-linguistic forms, and may occur through spoken or other modes.

1. " Communication is transfer of information from one person to another,whether or not it elicits confidence. But the information transferred must be understandable to the receiver – G.G. Brown.
2. "Communication is the intercourse by words, letters or messages"- Fred G. Meyer.

Communication requires a sender, a message, and a recipient, although the receiver does not have to be present or aware of the sender's intent to communicate at the time of communication; thus communication can occur across vast distances in time and space. Communication requires that the communicating parties share an area of communicative commonality. The communication process is complete once the receiver understands the sender's message.

Communicating with others involves three primary steps:

- Thought: First, information exists in the mind of the sender. This can be a concept, idea, information, or feelings.
- Encoding: Next, a message is sent to a receiver in words or other symbols.
- Decoding: Lastly, the receiver translates the words or symbols into a concept or information that a person can understand.

Professional Communication is the communication within the workplace that encompasses oral, written, and visual discipline. There are professional communication theories and most of them are practical. Effective professional communication promotes services and products in organizations.Professional communication encompasses written, oral, visual and digital communication within a workplace context. This discipline blends together pedagogical principles of rhetoric, technology, and software to improve communication in a variety of settings ranging from technical writing to usability and digital media design. It is a new discipline that focuses on the study of information and the ways it is created, managed, distributed, and consumed. Since communication in modern society is a rapidly changing area, the progress of technologies seems too often outpace the number of available expert practitioners. This creates a demand for skilled communicators which continues to exceed the supply of trained professionals.

The field of professional communication is closely related to that of technical communication, though professional communication encompasses a wider variety of skills. Professional communicators use strategies, theories, and technologies to more effectively communicate in the business world.Successful communication skills are critical to a business because all businesses, though to varying degrees, involve the following: writing, reading, editing, speaking, listening, software applications, computer graphics, and Internet research. Job candidates with professional communication backgrounds are more likely to bring to the organization sophisticated perspectives on society, culture, science, and technology.

The study of professional communication includes:
- the study of rhetoric which serves as a theoretical basis
- the study of technical writing which serves as a form of professional communication
- the study of visual communication which also uses rhetoric as a theoretical basis for various aspects of creating visuals
- the study of various research methods

Other areas of study include global and cross-cultural communication, marketing and public relations, technical editing, digital literacy, composition theory, video production, corporate communication, and publishing. A professional communication program may cater to a very specialized interest or to several different interests. Professional communication can also be closely tied to organizational communication.Students who pursue graduate degrees in professional communication research communicative practice in organized contexts (including business, academic, scientific, technical, and non-profit settings) to study how communicative practices shape and are shaped by culture, technology, history, and theories of communication.

Professional communication encompasses a broad collection of disciplines, embracing a diversity of rhetorical contexts and situations. Areas of study range from everyday writing at the workplace to historical writing pedagogy, from the implications of new media for communicative practices to the theory and design of online learning, and from oral presentations to the production of websites.Effective communication in business helps better understand a person or situation, enables us to resolve important differences, and builds trust and respect. Effective communication is also about exchanging information and it requires you to understand the emotion behind the information. Effective communication can also improve relationships at work, home, and in social situations by deepening your connections to others and improving teamwork, decision making, caring, and problem solving. It is also stated that effective communication in a business is a learned skill.

Different types of professional documents

Professional business communication is essential to the success of any corporation. This could include writing memos, reports, or proposals. Small businesses all the way up to corporations can benefit from professional and technical communication.

There are many different forms and aspects of business communication. Every document must be reviewed for legal implications, because any and all written documents in a business environment can and will be used in court. For all documents, use professional language and tone. When writing any document, it is important to pay attention to your audience and consider their background when writing. When writing business documents such as memos, reports, or workplace e-mails, it is important to consider these points. Efficiency in the business setting is of extreme importance and it all begins with communication. Wasting time in communicating is ultimately wasting money in today's society.

Every document that is created is normally crafted to someone specifically. This someone would be our intended audience. our writing style and content will be tailored to them because they are the ones we must impress. In many situations, however, an unintended audience could come into play. This could be anyone that we never expected to see our document, such as a boss or co-worker. For example, if you send an email to a co-worker talking about the company that you work for, or even our peers, the co-worker is your intended audience. Although, if our boss were to come across this document, he or she would be the unintended audience

and there could be severe repercussions if the email was not crafted with other people in mind. All aspects of our business documents should take into consideration everyone that could potentially read it. By ensuring this, we will save our self and possibly even save our job. The worst case scenario could be that our document's untended audience is the people in a court of law.

Overall, one must always consider who will be reading or witnessing their documents. With the business world becoming more and more global, it is increasingly important to understand how to communicate with a foreign audience as well. Something that might not be offensive to us could easily be offensive to someone from another culture. No one will make decisions in our favor if they feel that our deliberately offended them. This could all be caused because our communication was lacking, and we weren't properly considering our audience.

- **Letters-**Personal letters do not usually have a strict layout but business letters follow a common order or sequence in which information is presented. This makes it easier to quickly scan through the letter and helps in reducing time to draft and read letters shared between different people. The following are the elements that are commonly found in business letters-heading, date, reference, inside address, attention line, salutation, subject, body of letter, complementary close, signature, enclosure notation, mailing notation and addressee notation. The four steps to be kept in mind while drafting effective business letters are-Planning, Writing, Revising and Editing.

- **Reports-**The word 'report' is derived from the Latin word reportare which means to carry back. Report is therefore a description of an event carried back to someone who was not present on the scene. Reports can be written on a number of occasions .It can be progress report card of students, given to parents at the end of academic session giving details of marks and grades obtained in monthly tests, with some suggestions for improvement and overall evaluation of child's work. Another could be a newspaper report of a ragging incident in our college,given by the college president to a newspaper. It is a written account of facts, information, data, analysis, conclusion and recommendation.It is prepared by someone who has information.

- **Proposals**
  The word proposal is made of 'pro' meaning forth and 'posal' meaning put or to place. Hence, proposal means to put forth. A proposal can be defined as an offer to help in finding a solution to some technical problem. A proposal can be made on a future project which might produce some practical or theoretical benefits. It can be considered as a formal suggestion, plan or purpose. Proposals are given within organization, in between different departments or from subordinates to superiors to bring about change in an old policy, system or to start a new venture. In short proposal is a properly conceived idea or plan, an action- oriented report. But it is different from a report.

- **Memos**
  A memo format is used for shorter reports that circulate within a company or an office. The day-to-day operation of a company depends on memos. A memo is actually a brief report, therefore called a miniature report. Periodic reports are usually written in memo format and are generally brief. It may be used for interdepartmental work like policy changes, problemsolving, sharing outcomes of changes etc. Memo reports also deal with the internal communication of the business.

- **Progress / Interim reports**
  In projects, an interim report is often compiled to analyze how the project is proceeding, before its final completion. Interim analysis is important in medical trials, to ensure that the patients are not exposed to unnecessary danger during the trial. An interim official is a person who is filling an official role temporarily. This can be in between two other people, or when the normal person is temporarily unable to do it and somebody else must fill in temporarily or without following the ordinary protocol. A public financial report covering a period of less than one year. An interim statement is used to convey the performance of a company before the end of the year. Unlike annual statements, interim statements do not have to be audited. Interim statements increase communication between companies and the public, and provide investors with up-to-date information between annual reporting periods.

- **Lab reports**
  Laboratory reports are written for several reasons. One reason is to communicate the laboratory work to management. In such situations, management often bases company decisions on the results of the report. Another reason to write laboratory reports is to archive the work so that the work will not have to be done in the future.

Professional Communication through Internet

The Internet is no longer just a place of content. It is the latest technological breakthrough in communication following the telegraph and the telephone. Internet users are able to communicate with each other from all around the world instantaneously. With the necessary tools, users can share photos, send virtual

birthday and Christmas cards and develop better relationships with family and friends. Professionals can communicate effectively with the help of e-mail, instant messaging, chat rooms, social networking, forum, blog, video conferencing.

Email

A shortened form of "electronic mail," an email works much like traditional mail in that messages are still sent by one person, received and sometimes saved by another, but the process is instantaneous. Users are given a unique email address from which messages are passed back and forth. Additionally, one message can be sent to several recipients simultaneously.

Instant Messaging

An instant message, or IM, is the process of sending real-time messages from one user to another. One user types a message that is conveyed over a network and received by the other user. Instant messaging can be between two or more people using a specific program such as Yahoo Messenger or Windows Live Messenger.

Chat Room

A chat room is an "area" on the Internet where groups of people come together to communicate. A user types a message that is seen by all other users currently online in the same "room." Users can see a list of all other users online. If a user right-clicks another user name, they are able to view his profile and send a private message.

Social Networking

Social networking allows members to reconnect with old friends, make new friends and come together with members of similar interests. A user creates a profile and is granted access to the site where he can view other user profiles and connect with them. Popular social networking sites include MySpace, Facebook and Twitter.

Forums

A forum is a part of a website that allows for group discussion. Members have the ability to start a discussion and read and reply to other ones. Each individual discussion is called a thread. A forum is usually monitored by a moderator who has the ability to edit forum posts.

Blog

A blog is an online journal, or diary, of an individual. Typically written by one person, a blog can be used to tell about an individual's life, to promote products, provide information, make political statements and give tutorials. Readers of the blog -- which can often be subscribed to -- can read the content and typically leave comments.

Audio Conferencing

Audio conferencing is a connection between two computers that requires participants to have a microphone and speakers. Using an instant messaging program, such as America Online Messenger (AOL), or audio conferencing software, such as Skype, users speak into the microphone and the dialogue is heard through the speakers of the other users.

Video Conferencing

Video conferencing works much like audio conferencing. The differences are that the users are able to see each other -- and for this a webcam is needed by all parties -- and that depending upon the service used, multiple people can see and be seen at the same time.

VoIP

Voice over Internet protocol, or VoIP, is phone service through an Internet connection. Users are given an adapter and a unique phone number. The user can then send and receive phone calls using a computer, a VoIP phone or a traditional phone, to and from other people, whether or not they use VoIP themselves.

Why Professional communication skills are so important?

The various forms ofspeaking, listening, writing, and responding carried out both in and beyond the workplace, whether in person or electronically.

As Cheng and Kong point out in the preface to*Professional Communication: Collaboration Between Academics and Practitioners* (2009), "Professional communication is an emerging area of investigation in many

disciplines such asapplied linguistics, communication studies, education, and psychology. . . . [T]he understanding of professional communication can be enhanced by the studies conducted by the professionals themselves, because they are the insiders in their professions."

1. Professional communication **passes information along**. If we can effectively communicate, then people understand us much better, and whatever information we are trying to tell them will get across without being misunderstood. In business, this can prevent mistakes from being made by people who thought we said something else. In personal life, it can help us to let others know what we want.

2. Professional communication **makes good relationships**. If we can effectively communicate, then other people know what we need and want, and we can let them know our feelings without being misunderstood. This prevents arguments, especially between couples, because it avoids all that "we should have known how I felt" sort of mind-reading arguments. If we can explain our thoughts and feelings, then we won't misunderstand each other.

3. Professional communication **helps us get what we need**. If we can effectively communicate what we need or want, we are more likely to be successful in getting it. Effective communication also helps us to convince others to agree with us in a persuasive setting.

4. Professional communication **gives us self-esteem**. People with effective communication skills are more confident, because they know that they can tell other people exactly what they need to, and they know that they understand those people better.

5. Professional communication **helps us to think better**. In order to communicate effectively, we have to think ahead and organize our thoughts. This helps us learn how to organize, and how to plan ahead.

6. Professional communication **makes peaceful communities**. If we can effectively communicate, then we can get along better with our neighbors - in our town or city, in our country, and in the world. Most wars are caused by people not communicating effectively and not being able to negotiate with each other.

Conclusion

All professionals want to expand their business in global market. So they need professional communication skills to deal with other parties, to get better results, to search new market, to advertise products, to compare prices, to get information of new products, to maintain cordial relationships, to draft letters, to explore web sites, to take wise and better decisions. Professional communication skills also need to maintain internal communication which boosts team spirit and effectiveness.

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