

CHANNEL OF BUSINESS COMMUNICATION

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VERBAL & NON VERBAL
COMMUNICATION



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Last but certainly not least, we wish to express our warmest appreciation to all students of Commerce Department. Your enthusiasm for learning, active participation, and thoughtful engagement have been the driving force behind the creation of this eBook. It is our sincere hope that this resource will serve as a useful and inspiring guide to enhance your understanding and mastery of business communication.

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PREFACE



Communication is the lifeblood of every organization. In the fast-paced world of business today, the ability to convey ideas, exchange information, and maintain strong professional relationships determines the success of individuals and companies alike.

This eBook, “Channels of Business Communication,” is designed to help readers understand the various forms and methods through which business messages are shared effectively. It explores the three main categories of communication—verbal, written, and electronic—and highlights how each plays a vital role in ensuring clarity, efficiency, and connection within an organization.

The content is presented in a simple, visual, and practical manner to make learning engaging and accessible for students and professionals. Each section provides clear explanations, relevant examples, and key points that encourage effective communication practices in the modern workplace.

Whether you are a learner seeking foundational knowledge or a professional aiming to enhance workplace communication, this eBook serves as a valuable guide to mastering the art of business communication in today’s digital era.

May this eBook inspire you to communicate with confidence, clarity, and creativity in all business settings.

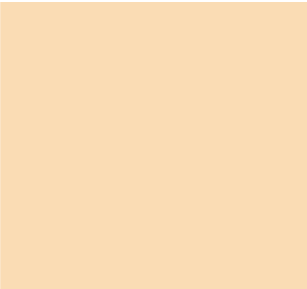




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LEARNING OUTCOMES:


- 1) Verbal business communication**
 - 2) Nonverbal business communication**
 - 3) Factors to consider when choosing channel of business communication**
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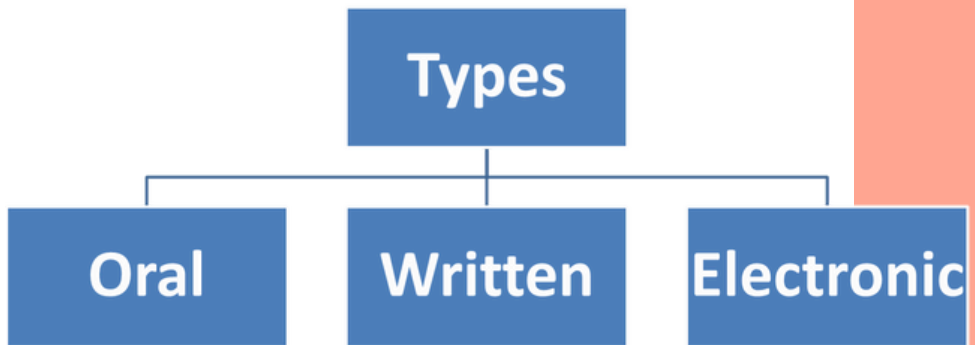
VERBAL BUSINESS COMMUNICATION

DEFINITION:

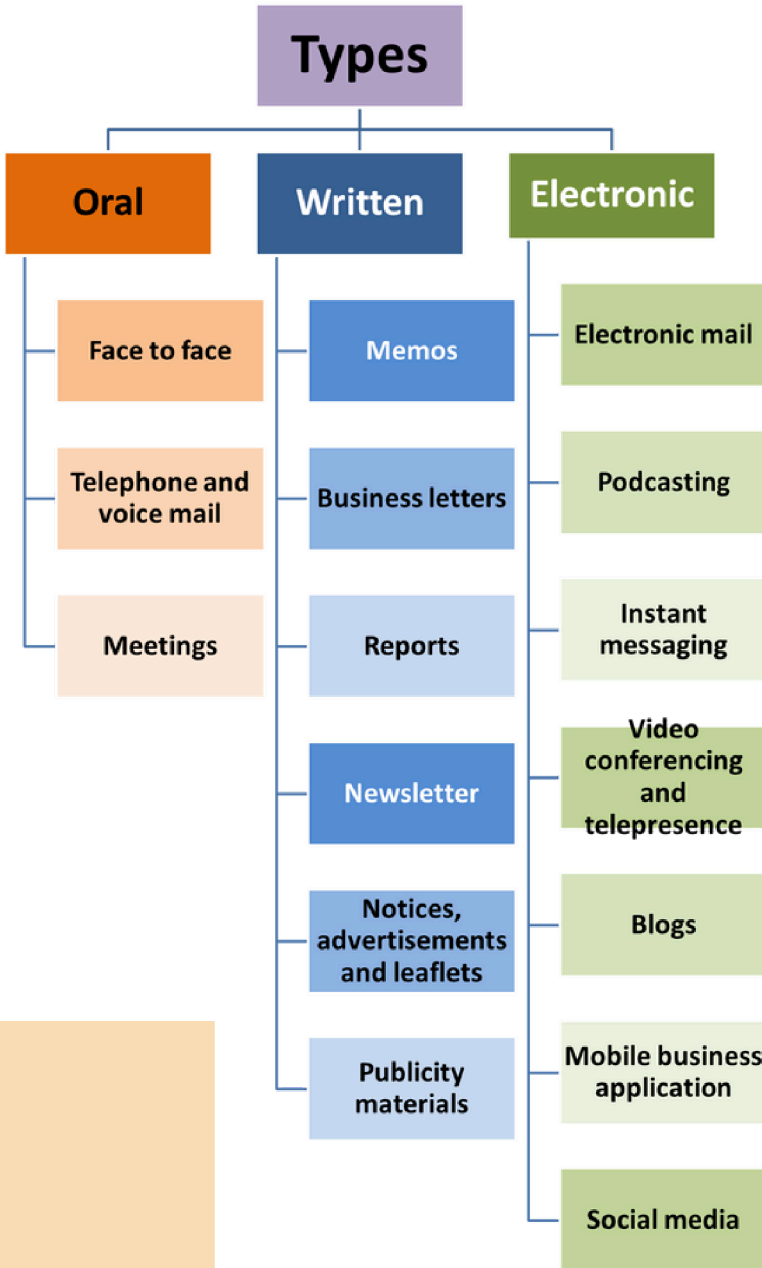
What is verbal business communication?

- It can be defined as communicating our thoughts through words.
 - Such thoughts may be ideas, opinions, directions, dissatisfaction, objections, your emotions and pleasures
- 

MAIN TYPES OF VERBAL BUSINESS COMMUNICATION:



TYPES OF VERBAL BUSINESS COMMUNICATION:



1) ORAL COMMUNICATION

a. Face to face



Face-to-face communication is when two or more people see and physically interact with each other.

[CLICK HERE: FACE TO FACE COMMUNICATION VIDEO](#)



1) ORAL COMMUNICATION

b. Telephone and voice mail

Voicemail



Telephonic communication refers to the transmission of voice messages over a distance using telephone systems.

A voicemail is an electronically stored voice message that is left by a caller to be retrieved later by the intended recipient.

[CLICK HERE: TELEPHONE COMMUNICATION VIDEO](#)



CLICK HERE



1) ORAL COMMUNICATION

c. Meetings



A formal meeting is any pre-arranged meeting between two or more people which:



Takes place for the purpose of achieving a common, stated objective.



Takes place at a designated date, time, and location.

Follows a clear meeting agenda.

[CLICK HERE: FORMAL MEETING COMMUNICATION VIDEO](#)



YouTube

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1) ORAL COMMUNICATION

c. Meetings



ii) **An informal meeting** may not look like a traditional meeting at all.

It is typically much looser or more flexible.

Rather than a conference room or video-conferencing call, it might take place in a break room, an office or even a local bar or restaurant.

[CLICK HERE: INFORMAL MEETING COMMUNICATION VIDEO](#)



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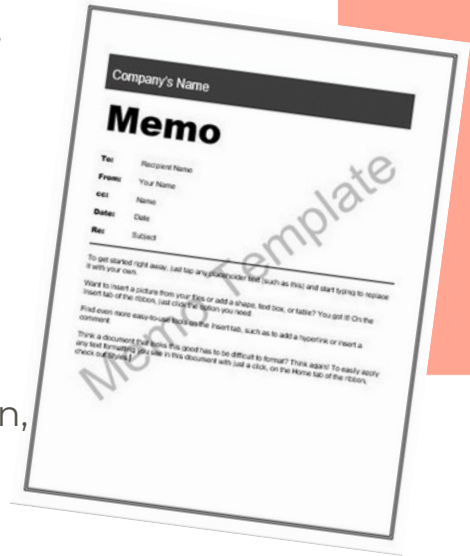


2) WRITTEN COMMUNICATION

a. Memos

A memo, or memorandum, is a **brief written message that is typically used in a professional setting.**

Memos are often used for internal communication, such as to share information, provide directions, or propose ideas.



[CLICK HERE: HOW TO CREATE BUSINESS MEMO ? VIDEO](#)



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2) WRITTEN COMMUNICATION

b. Business letters

A business letter is a formal written communication that is used to convey information between businesses, customers, and other parties.

Business letters are used for a variety of purposes, such as sales, marketing, and customer service.



[CLICK HERE: HOW TO CREATE FORMAL BUSINESS LETTER? VIDEO](#)



CLICK HERE



2) WRITTEN COMMUNICATION

c. Reports

A business report is a collection of data and analyses that helps make relevant information easily accessible to a company.



d. Newsletter

A newsletter is a written or electronic document that provides information about an organization or business to its members, customers, or subscribers.

Newsletters can be sent weekly, monthly, or yearly. Purpose: to share news about a business or organization, to promote sales, to drive traffic to a website, to nurture customer relationships.



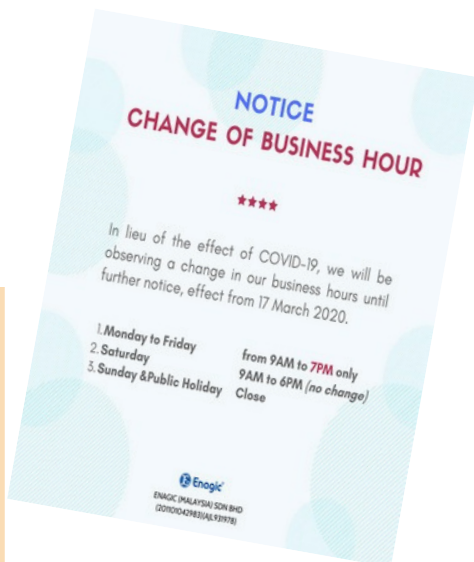
2) WRITTEN COMMUNICATION

e. Notices , advertisements and leaflets

i. Notice

1 Notice is a formal means of communication. The purpose of a notice is to announce or display information to a specific group of people.

Notices are generally meant to be pinned up on specific display boards.



2) WRITTEN COMMUNICATION

e. Notices , advertisements and leaflets

ii. Advertisements

2 Advertisement is the means of communication in which a product, brand or service is promoted to a viewership in order to attract interest, engagement, and sales.



2) WRITTEN COMMUNICATION

e. Notices , advertisements and leaflets

iii. Leaflets

3

Leaflets are paper advertisements that are folded and distributed to convey information.

They are a cost-effective way to promote a business and are often used in print marketing campaigns.



2) WRITTEN COMMUNICATION

f. Publicity materials

Publicity materials are promotional items, such as catalogs, pamphlets, and advertising, that are used to bring attention to a person, place, product, or cause.



[CLICK HERE: HOW TO CHOOSE PUBLICITY MATERIALS ? VIDEO](#)



CLICK HERE



3) ELECTRONIC COMMUNICATION

a. Electronic mail



Electronic mail (email) is a way **to send and receive digital messages using a computer network.**

It's a quick and convenient way to communicate with others, and is often used for work, school, and personal use.

3) ELECTRONIC COMMUNICATION

b. Podcasting



We may be familiar with podcasts as the online equivalent of recorded radio or video broadcasts.

Businesses are now using podcasts to replace or supplement some conference calls, newsletters, training courses and other communication activities.

[CLICK HERE: PODCAST FOR BEGINNERS VIDEO](#)



CLICK HERE



3) ELECTRONIC COMMUNICATION

c. Instant messaging (IM)



Computer based IM which users' messages appear on each other's screens instantly. It is used extensively for internal and external communication.

IM is available in standalone systems and as a function embedded in online meeting systems, collaboration systems, social networks and other platforms.

3) ELECTRONIC COMMUNICATION

d. Video conferencing and telepresence



Teleconferencing, audio-conferencing and web-conferencing are examples of informal virtual meetings.

[CLICK HERE: TOP 5 VIDEO CONFERENCE APPS](#)



CLICK HERE



3) ELECTRONIC COMMUNICATION

e. Blogs



Blogs are informational website consisting of discrete, often informal diary-style text entries (posts).

Posts are typically displayed so that the most recent post appears first, at the top of the web page.

[CLICK HERE: 5 BEST BLOGGING PLATFORMS IN 2024](#)



CLICK HERE



3) ELECTRONIC COMMUNICATION

f. Mobile business application



Mobile business applications can help businesses improve customer service, increase sales, and manage projects.

They can also help businesses communicate internally and manage social media.

g. Social media



Social media is a collection of digital technologies that allow users to share information, ideas, and content with each other.

Social media platforms include websites and apps like Facebook, Instagram, YouTube, and Twitter.

NONVERBAL BUSINESS COMMUNICATION

DEFINITION:

What is nonverbal business communication?

- Nonverbal communication is the transmission of information without using words.
- It can include facial expressions, body language, eye contact, tone of voice, and more.

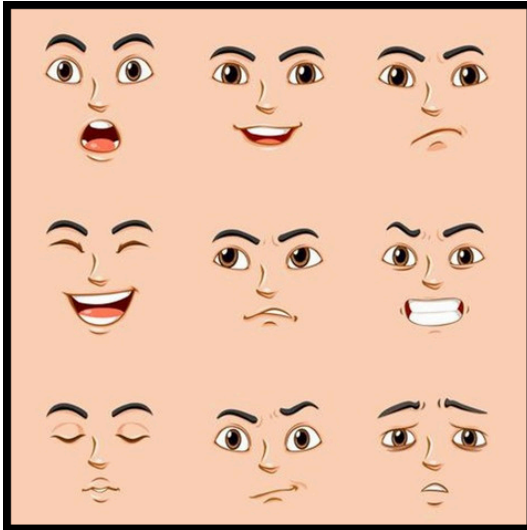
[CLICK HERE: NON VERBAL COMMUNICATION](#)



TYPES OF NONVERBAL BUSINESS COMMUNICATION

1) FACIAL EXPRESSION

The movements of the face, including the eyes, brows, and mouth. For example, frowning, rolling the eyes, or furrowing the brow.

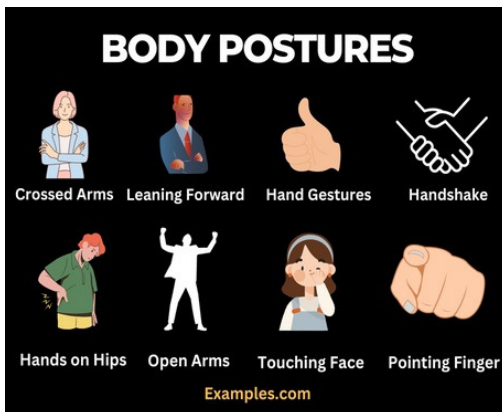


TYPES OF NONVERBAL BUSINESS COMMUNICATION

2) GESTURE AND POSTURE

Body language: The movements and positions of the body, including posture and gestures. For example, crossed arms may indicate disagreement or defensiveness.

Eye contact: Looking into someone's eyes.



TYPES OF NONVERBAL BUSINESS COMMUNICATION

3) VOCAL CHARACTERISTICS

Paralinguistics: The use of vocal qualities, such as pitch, rate, volume, tone, and tempo.



TYPES OF NONVERBAL BUSINESS COMMUNICATION

4) PERSONAL APPEARANCE

Personal appearance is a person's outward appearance, including their physical characteristics, clothing, and grooming. It can also include body language and facial expressions.



TYPES OF NONVERBAL BUSINESS COMMUNICATION

5) TOUCH

Haptics: The use of touch, such as hugging, shaking hands, or touching someone on the shoulder or arm.





TYPES OF NONVERBAL BUSINESS COMMUNICATION

6) TIME AND SPACE

Proxemics: The use of space to communicate how comfortable someone is with a certain distance. For example, standing close to someone while talking to them.

Chronemics: The use of time as a nonverbal cue. For example, how long it takes to respond to a text message or email.



FACTORS TO CONSIDER WHEN CHOOSING CHANNEL OF BUSINESS COMMUNICATION

FACTORS TO CONSIDER:

1) RICHNESS

The complexity of the message, the need for immediate feedback, the audience's accessibility to the channel, the level of formality required, the urgency of the message, the need for a permanent record, and the desired level of personal interaction;

Examples of communication channels with varying richness:

High richness:

Face-to-face conversation, video conferencing

Medium richness: Phone call, instant messaging

Low richness: Email, letter, memo

FACTORS TO CONSIDER:

2) FORMALITY



EXAMPLES OF FORMAL COMMUNICATION CHANNELS:

Formal Letter: For important announcements, official correspondence with external parties

Memo: Internal communication for policy updates, project details

Business Presentation: To convey complex information to a group

Formal Meeting: For important discussions with multiple stakeholders.



EXAMPLES OF INFORMAL COMMUNICATION CHANNELS:

Instant Message: Quick, real-time communication for short updates

Text Message: For brief updates or reminders

Casual Email: Informal communication among colleagues

Phone Call (Informal): Quick check-in with a colleague




FACTORS TO CONSIDER:

3) MEDIA AND CHANNEL LIMITATION

Audience size, message urgency, confidentiality needs, recipient location, cost-effectiveness, message formality, audience technical ability, the nature of the information, and the desired level of interaction

Limitations of each channel may include restricted reach, potential for misinterpretation, lack of permanence, and limitations on file size or multimedia capabilities depending on the platform chosen.





3) MEDIA AND CHANNEL LIMITATION

Channel limitations:

Email: Can be easily overlooked, may not be suitable for urgent matters, potential for spam filters

Text message: Limited character count, may be considered intrusive for professional communication

Instant messaging: Can be informal, may lack a formal record of communication



FACTORS TO CONSIDER:

3) MEDIA AND CHANNEL LIMITATION

Channel limitations:

Phone call: May not be convenient for everyone, can be disruptive if not timed well

Video conferencing: Requires reliable internet connection, can be time-consuming to set up for large groups

Social media: Public nature may not be suitable for confidential information, can be subject to rapid changes in platform dynamics

FACTORS TO CONSIDER:

4) URGENCY

The most important factor to consider is the need for immediate feedback or interaction, which usually means opting for channels like phone calls, instant messaging, or video conferencing for time-sensitive matters, while less urgent communication can be handled through email or internal messaging platforms.

Urgency:

Does the message need to be delivered immediately?

Does it require a quick response?

FACTORS TO CONSIDER:

4) URGENCY

Examples of communication channels based on urgency:

High Urgency:

- Phone call
- Instant messaging
- Video conferencing
- In-person meeting

Moderate Urgency:

- Email
- Internal messaging platform

Low Urgency:

Newsletter

Social media post (depending on the situation)

FACTORS TO CONSIDER:

5) COST

e. Cost

The size of your audience, the urgency of the message, the level of confidentiality needed, the location of recipients, the cost per contact, potential subscription fees for the channel, and whether the channel requires additional infrastructure investment; essentially, evaluating how much it will cost to reach your target audience through each communication channel.



FACTORS TO CONSIDER:

5) COST

Examples of communication channels and their cost considerations:

1) Email:

Relatively low cost per message, but can be ineffective if used excessively.

2) Phone calls:

Can be expensive depending on call duration and location.





FACTORS TO CONSIDER:

5) COST

3) Text messages:


Cost-effective for short, targeted messages, but may have limitations based on recipient's plan

4) Social media:

Can be cost-effective for organic reach, but paid advertising can add significant expense

5) Video conferencing:

May require subscription fees for hosting features, but can be efficient for large group communication



FACTORS TO CONSIDER:

6) AUDIENCE PREFERENCES

It is important to assess your audience and their needs, preferences, and expectations.

Consider who your audience is and how many people you are communicating with. Think about their level of knowledge, interest, and authority on the subject.

Audience:

Who are you communicating with?
(employees, customers, partners, stakeholders)

What are their communication preferences and habits?

Where are they located geographically?

FACTORS TO CONSIDER:

7) SECURITY AND PRIVACY

Encryption strength, compliance with regulations, user authentication methods, data protection at rest and in transit, network security, platform reputation, budget, audience needs, message sensitivity, and the availability of features like two-factor authentication; essentially prioritizing platforms with robust security protocols to safeguard sensitive information.

REVISION TIME!

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CONCLUSION

BUSINESS COMMUNICATION



VERBAL COMMUNICATION

plays a vital role in delivering clear and accurate information through face-to-face interaction, meetings, telephone, written documents and electronic media. It ensures messages are well understood, properly recorded and professionally delivered in daily business operations.



NONVERBAL COMMUNICATION

supports verbal messages through facial expressions, body language, voice tone, appearance, touch, and the use of time and space. It reflects confidence, emotions and attitude, and strongly influences how messages are perceived.



EFFECTIVENESS OF COMMUNICATION

depends on choosing the right channel based on media richness, formality, limitations, urgency and cost. Selecting the appropriate channel ensures information is delivered efficiently, accurately and professionally.

SYNOPSIS

Verbal Communication is a comprehensive guide to understanding how communication shapes success in the business world. This book explores the key forms of verbal communication, including face-to-face interaction, telephone communication, meetings, written documents, and electronic media such as email, instant messaging, and social media. These channels form the foundation of daily business operations and ensure information is delivered clearly and professionally.

In addition, the book highlights the powerful role of nonverbal communication, such as facial expressions, body language, voice tone, appearance, touch, and the use of time and space. These non-word signals strongly influence how messages are interpreted and how confidence, emotions, and attitudes are perceived. By also explaining the factors in choosing the right communication channel—such as media richness, formality, urgency, limitations, and cost—this book equips readers with essential skills for effective, confident, and professional communication in modern workplaces.

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AUTHOR



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*This extensive experience provides a solid **high quality**, for producing practical, and relevant learning materials for today's learners.*



Norlini binti Rosli has been working for over two decades of dedicated service at Politeknik Merlimau, Melaka and inspired generations of students through innovative teaching and continuous academic excellence.