

Communications

Communication is concerned with the processes of transferring of ideas, information, messages, etc. from a sender to a receiver with the main purpose being the understanding.

Types of Communication

1. Internal- communication between people in the same business (a) upward (b) downward (c) horizontal (d) functional. (Methods include noticeboards, memos, email, minutes of meetings, telephone, informal chats)
2. External- communication between the business and the rest of the world. E.g. banks, government, suppliers, customers, accountants.
3. Formal – official channels of communication within a company e.g. routine meetings
4. Informal- communication occurs in all organisations and can be more casual. E.g. Gossip, social events outside work

Elements

1. **Sender**
2. **Receiver**
3. **Message**
4. **Medium**
5. **Feedback**

Methods (medium) of Communication

1. **Technological**-internet, ISDN-integrated services digital network), intranet(computers linked within a company), Video conferencing and virtual meetings.
2. **Oral** – Face to Face, telephone, meetings
3. **Written**-memo,notice, report, letter
4. **Visual**- pie chart, trend graph, bar chart,

Importance of good communication between levels in an organisation

Communication is concerned with the transferring of ideas, information, messages, etc. from a sender to a receiver with the main purpose being the understanding by the receiver of the sender's message.

Communication :

- Offers the solution to conflict and misunderstanding in an organisation
- Improved staff morale
- Good industrial relations
- Effective decision-making
- Feedback

Data Protection Act 1988

Rights of Data Subjects include:

- Access to information
- Inaccurate information
- Direct marketing list
- Court and compensation
- Type and purpose of information.

Obligations of Data Controllers include:

- Data obtained and processed fairly
- Data accurate and up to date
- Data kept for specified and lawful purposes
- Data kept safe and secure
- Keep a register of data kept
- On request, supply copy of data kept.

Functions of the Data Protection Commissioner include:

- Responsible for supervising and monitoring the operation of the Act
- Keep a register of data controllers and data processors
- Use 'enforcement notices' to deal with people who breach the Act
- Use 'prohibition notices' to stop data being transferred outside the state
- Issue 'information notices' which force data controllers to provide information when requested
- Report to the houses of the Oireachtas annually.

2002 HL Q4 Sec 3

Effective Communication

A and B Limited must have a plan to overcome the following

barriers to effective communications:

1. Noise. 'Noise' is any interference from outside the process, which leads to messages being misunderstood or in some cases the meaning of the message becoming completely changed.

2. Source Credibility The likelihood of a receiver believing and trusting in an item of information is said to be directly related to the source from which it comes. There may be in-built prejudice on the part of both the sender and receiver of the communication. Different people have different biases and views.

3. Mistaken Assumptions If the senders make assumptions about the target audience, e.g. that the receiver actually wishes to hear the message, then they should be accurate assumptions, supported by evidence.

4. The Climate of the Organisation The attitudes of the management will influence the communications climate. The success of the communication process depends on the atmosphere in the organisation, i.e. whether it is one of fear or one of trust.

5. Lack of Planning The message may be unstructured, clumsy and lacking in conviction due to lack of planning and preparation. The objectives of the exercise must be decided before the communication takes place, e.g. is the purpose to inform, persuade, advise, share, consult etc? Plan the clarity and delivery of the message and plan to avoid barriers if possible.

The Language Used The language must be suited to the audience. Technical jargon or 'buzzwords' often have different meanings for different people. Suit the language used to the capabilities of the receiver of the message. Use technical jargon only when necessary.

The Media Decide on the most suitable medium for the job in hand, i.e. the most appropriate for the transmission of the message. A medium that combine hearing and seeing may be best because people tend to remember more of the message if it is both seen and heard at the same time. Confidentiality, cost, record required and legal requirements need also be considered.

Check for Feedback Failure to prepare for questions will lead to confusion, lack of credibility and loss of confidence.

Timing The receiver may not be in the best mood to receive the message so the timing of the delivery is often vital. The receiver must be receptive to the messages. Pick the proper moment for the communication.

Detail The amount of detail being transmitted must not be too great. Be brief and to the point. The message becomes confusing due to too much information, e.g. if the layout of the message is unstructured.

Overstatement The sender of the message may overstate it to such a degree that the receiver may feel he/she is being treated like an idiot: but repetition is good for emphasis.

Speed Speed and impatience cause lack of understanding, especially among groups. Deliver the message slowly and clearly. If the receiver gets tired, or loses interest, much of the message will be forgotten. Use visual and other methods e.g. charts, humour, to overcome the risk of wandering of attention or interest.

Notice & Agenda

(A) Notice and Agenda AGM youth Club (Formal Communication)

Notice

Notice is hereby given that the 20th Annual General Meeting of Deagórí Youth Club will be held in the Clubhouse at Second Street, First Avenue, Waterford on the 11th of July 2005 at 8.00 pm.

Agenda

1. Minutes of the 2004 AGM as previously circulated
2. Matters arising from the minutes
3. Club Chairperson's Address
4. Club Secretary's Report
5. Club Treasurer's Report
6. Club Subscriptions for 2005/2006
7. Election of Officers
8. Election of Executive committee
9. Proposed amendments to the Club's constitution.
A.....
B.....
10. Any Other Business with the permission of the Chairman.

Kevin Mannix
Club Secretary.
Date 16th June 2005.

Memo

To: Sandra Gallagher, Production Manager

From: Graham Morgan, Quality Control

Date: 06-08-09 Time: 10.30am

Re issue: Raw materials batch number 4036

No more of this material should go into production until we have done some more tests.
Results of tests will be available by 11am tomorrow.

Signed: Graham Morgan

Title: Quality Control

Report

Title: Report to Peter Kelly on identifying remedies to the challenges he is encountering.

Names:

Terms of Reference:

Main Body:

Recommendations.

Acknowledgements.

Signature:

Bibliography / Reference.

MINUTES

Date 3rd January, 2004

Minutes of 5th Annual General Meeting of Offline Systems Ltd.

The 5th. Annual General Meeting of Offline Systems Ltd. was held in the head office of the company at Second Street, First Avenue, Waterford on the 18th of January 2003 commencing at 11.00 am. The Chairperson, Ms. A Kelly brought the meeting to order. The attendance

included the directors, twenty shareholders and the auditor.

1. The Minutes of the 2002 AGM as previously circulated were proposed by _____ and seconded by _____ and signed by the chairperson.
2. There were no matters arising from the minutes.
3. The Chairperson's Report was given by Ms. Kelly who outlined the successful year gone by with growth in all sectors of the business. She also set out the plans for the future of the business.
4. The Auditor's Report was presented and the Accounts were adopted. Proposed by _____ and seconded by _____.
5. The dividend for the year was agreed at 45c per share. Proposed by _____ and seconded by _____.
6. The remuneration of the auditors was agreed and Apple, Pear and Orange, Chartered Accountants, were re-appointment as auditors for the following year.
7. Ms. J. Jones and Mr. H. Hughes were reappointment as directors for a further year.
8. There were no Motions before the meeting
9. As there was no Other Business the meeting was completed at 12.30 pm.

Signed:

_____. Date _____.

Chairperson.

Technology

How introduction of technology affects an enterprise's Business costs.

- If older technology is used in the production process, the amount produced is limited to that capacity. Better quality standards will be achieved by competitors who have acquired newer technology. Businesses have no option but to embrace new technological developments on an ongoing basis. Otherwise, they risk losing out to the competition in the market. Consider the consequences for producers of film cameras if they had not developed digital camera alternatives (in 2003 the number of digital cameras sold worldwide outstripped the film versions for the first time).
- There are huge capital costs associated with technology development. There is an increased risk to the enterprise because costly equipment has to be bought prior to selling the goods and creating cash flow eg. robotics for example, is a very expensive process involving a very complex production line.
- Changing technology reduces the number of workers required, e.g. using robotic equipment instead of people in automated production facilities.
- The emphasis is on quality and a far higher level of skill is required of the personnel. Multi-skilling (where people have a wide variety of job skills) is common in technologically advanced enterprises, and can reduce costs as fewer staff are required.
- Developments in technology, especially in information technology, changes the structure of the organisation. Large amounts of data can now be collected, analysed and interpreted very quickly. Less middle management is required.
- Decision-making at all levels, from top management down, is helped. Communications between the functions in the enterprise and between the people in the enterprise are improved. Training costs in the organisation must increase to help the process.
- Modern technology increases the speed of innovation and therefore shortens the life cycle of products, requiring new products or new developments/applications of old products. The associated research and development costs can be daunting. More personnel are required in this area.

The Impact of Technology on Business Opportunities

- The increased use of technology in production allows for standardisation of production, resulting in increased output/productivity and reduced costs.
- The employment of fewer resources leads to an increase in output with lower unit costs, e.g. the use of bar codes in supermarkets means that more goods can be handled and recorded more accurately and more quickly by fewer staff.
- Applications such as computer aided design (CAD) make the design process easier and increase productivity. Computer aided manufacture (CAM) where all equipment can be computer controlled and computer integrated manufacturing (CIM) which involves total integrated control of the production from design to delivery, all add to the efficiency of production.
- New job opportunities are created in service industries like hotels, catering and tourism businesses, and health and education services. It must be remembered that the service industries consume large amounts of manufactured goods. Tourism must have buildings, stationery, computers, food and beverages, etc. just as education needs paper, equipment and resources, etc.

- New products can be developed through the use of technology. In fact, some new products owe their existence and success to the fact that technology makes it possible to process information very speedily, e.g. reserving seats on airlines and making hotel reservations from any part of the world at any time.
- Extensive research facilities with information on businesses, people, countries, products, etc. are available immediately anywhere in the world at the touch of a button.
- Businesses can not only organise differently but the role of management can be changed because of technology. Large enterprises can be located anywhere and spread their activities to distant locations or even worldwide (globalisation).
- Spans of control can be widened because of the increased ability to monitor larger groups or groups which are geographically apart.
- The size of the organisation can be reduced leading to lower central costs and increases in efficiency.
- Technology helps the organisation to become flatter. Far fewer middle managers are needed as the decision-making roles are given to those people closest to the customer or to project teams. The provision of good timely information will result in quicker decisions.
- The use of information technology in sales and marketing offers enterprises the opportunity to keep a regular check on consumption patterns, consumer attitudes in the market and to pick out the section of the market to focus on. There should be better customer satisfaction due to the more focused service.
- Salespeople can be furnished with mobile telephones, laptop and email links, etc. which all contribute to business efficiency.
- There are opportunities to reduce costs such as travel, meetings, etc. by using electronic mail and video conferencing.
- Information technology offers business the chance to make better use of expensive human resources, e.g. by reducing the numbers employed to do the work or improving the efficiency of those employed.

Problems of e-mail

Technology availability
 Data security
 Business contracts
 Audit trail
 Authenticity
 Negligence - liability