

**Subject :** Business Studies

**Topic :** Communication

**Class :** JSS 3 A&B

**Week :** Week 8

**Learning Objectives:**

1. Define Communication
2. Mention types of Communication
3. Means of Communication
4. Importance of Communication

**COMMUNICATION**

While it is easy to think of communication as simply the verbal transmission of information from one person to another, it is so much more than that.

Communication ranges from non-verbal, such as a glance and raised eyebrows, to verbal, such as a change in pitch and tone. Communication is also the act of sending and receiving information from persons, departments or organizations to others.

**Types of communication**

Non-verbal communication

Verbal communication

Written communication

Visual communication

**1. Non-verbal communication**

It is interesting to note that non-verbal communication is used both intentionally and unintentionally.

**2. Verbal communication**

When we speak, we are communicating much more than just the content of our words.

**3. Written communication**

Effective communication by writing is a massively important skill, especially as more people are working remotely and keep in touch throughout the workday through Skype, Slack, or other digital mediums.

**4. Visual communication:** this are charts, photographs, sketches, video, graphs, and even emojis and GIFs, can help improve the understanding of your message.

As with all communications, make sure that you are meeting your audience where they are.

**Means or Channels of Communication:** this are the various ways in which information are sent and received by people.

**1. Post:** this is the process of sending and receiving information through letter writings sent post office.

**2. Telephone**

**3. Internet**

**4. Satellite:** A satellite is an object sent into space which rotates and picks up signals from around the earth.

**5. Global System for Mobile Communication (GSM):** this is one of the easiest and quickest means of interacting with persons within and outside the country.

**Importance of Communication in Business**

**1.** It brings about coordination among the various departments in an organization.

2. It helps to eliminate fake news and rumors, which can create unease among employees.
3. It helps business organization to bring to the notice of existing and potential customers.
4. It enhances turnover rate through improved sales of goods.
5. It improves customer relationship

#### **Agencies of Communication:**

##### **1. Nigeria Postal Service (NIPOST)**

**2. Postal Service:** this includes Letters, registered letters through mail, Identity cards, Express letter, Telegrams, Records of delivery, postal orders are purchased over the counter at a post office. The post office charged commission from their customers. Crossed post order must be paid into bank account. Postal order are valid only for six months, they can't be used in place of naira. Money order is obtained from the post office for a certain amount.

Other services rendered by the post office are Redelivery of letters and packets, Redirection of mail by the post Office.

Post Office Box: this is an individual private box at a post office for receiving postal packets.

Private Mail Bag (PMB): This is an institution or organizations private mail bag at a post office for posting and receipt of postal packets. This bag has two keys one for the institution or organizations the other for the post office.

Nigeria Telecommunications Limited (NITEL): This agency was owned by federal government of Nigeria supervised by the ministry of Communication. This agency was privatised in 2014 and bought over by NATCOM.

#### **Functions of NITEL**

**1. Telephone services** such as Telephone installation and maintenance. Both business and private subscribers who uses telephone pay a fixed fee for installation and rental monthly. The cost of the installation depends on the subscriber's country of residents. International telephone service, Trunk calls is individual call placed by a caller to the telephone of the receiver usually in another town. Conference calls: this is done by getting different individuals together either through their lines or gathering them and the caller will pass the message across to them. Local calls are calls made within the city.

**2. Telex Service:** A telex machine is equipped with a printer which enables the receiver to have a printed message. It is like the telegram message which is handled at the post office.

**3. Courier Service:** this is a company that delivers messages, packages and mail. Examples Red Star Express, DHL, Paralex logistics, UPS etc.