

Business communications Assignment 2 preparation

A PRESENTATION FOR LSC BY SARAH GIBBONS

The situation...

You are the Director of Operations at DreamAir a low-cost airline company based in London. DreamAir operates domestic and international flights worldwide. Due to Covid-19, a large number of flights have been cancelled.

Many customers have lost money on cancelled flights or been unable to fly home. There is no clear policy about refunds or replacement flights and customers are complaining because there is no information available. Also customers feel that the airport services do not cater for diverse cultural requirements related to diet and places of worship.

The overseas locations employ local staff so English is not their first language and they find it difficult to deal with the unhappy customers.

You decide to distribute posters around the customer service desk to inform staff members about policy decisions so they can reassure customers that DreamAir acknowledges their concerns and is doing its best to provide acceptable solutions.

You get marks
for the
following:

Describe and analyse the purposes and principles behind different forms of organisational communication (25 marks)

Evaluate the communication practices of themselves and others (25 marks)

Apply principles of effective communication to enhance practice (25 marks)

Use of academic writing (15 marks)

Quality of referencing (15 marks)

Report format

1. Title page
2. Abstract
3. Table of contents
4. Introduction
5. Theories of organisational communication
6. Evaluation of communication situation at DreamAir
7. Recommendations to overcome these
8. Conclusion
9. References

1. Title page

There is an example title page on your portal.

There is also a report template that you can follow.

2. Abstract

A brief summary of the report

Write it last. ...

Short and concise

Summarizes the purpose and achievement of the report

Table of contents

LIST YOUR REPORT
SECTIONS AND
PAGE NUMBERS

3. Introduction

1. A hook to catch the reader's attention – something informative, unexpected or controversial.
2. Background – a brief overview of the topic or problem you are addressing (not too much detail).
3. A thesis statement– a sentence that reflects the main idea of the assignment and your position (what you will argue).
For example, "Effective organisational communication is vital to ensure the efficient running of DreamAir.
4. An explanation of layout and what to expect in the rest of the report. This is called sign posting, for example firstly this report will, secondly.... finally...

Let's look at
the
questions
more closely

1. Describe and analyse the purposes and principles behind different forms of organisational communication

What are the key words?

The key words are..

Describe

Analyse

Purposes and
principles

Organisation
communication

Question breakdown

Describe and analyse the purposes and principles behind different forms of organisational communication = (describe and analyse different theories of organisational communication and why they are important)

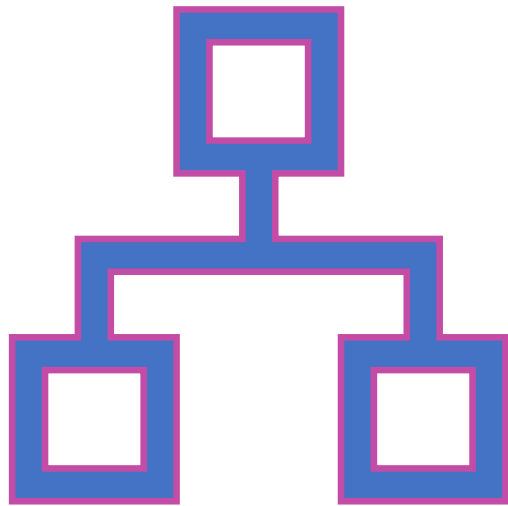
What is organisational communication?

Organisation communication

Organizational
communication is
communication that takes
place in a business
environment

The question is asking you to
analyse various types..

Here are some common theories of organisational communication you could discuss..



Oral and written



We discussed this in previous classes



Oral - meetings, phone calls and video meetings



Written - emails, memos and reports

Oral and written

Describe the different types

Evaluate their important to
communication within an organisation

Formal and informal communication

Formal:

Flow of official and standardized information

Official channels ensures clarity

Top down structure - from management down to lower employees

For example, a memo or a press release, meetings, telephone calls, conferences

Informal:

Multi-dimensional

Moves freely

Not official information

Could be inaccurate or misinterpreted

Based on social relations

Builds good working relationships

Key differences

Reliability: Formal communication is more reliable and accurate

Speed: Formal communication is slow as follows official channels. Informal is freer.

Secrecy: Maintained with formal communication

Directional Communication

Organisation communication also flows in a certain direction.

Directional Communication can be:

1. Downward
2. Upward
3. Horizontal

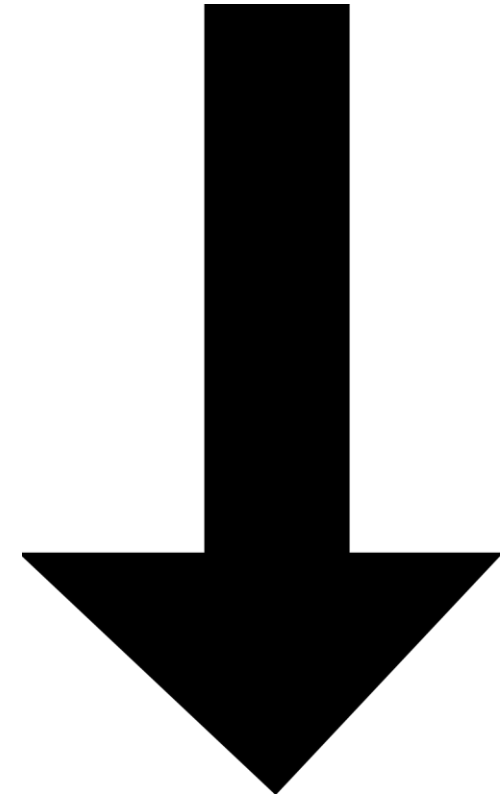
• Directional Communication - downward

From senior staff and high managers to employees

Often involves policy, instructions, directions about how to do the job

Mostly in written form for example emails, memos and policy guidelines

Can also be verbal for example meetings and phone calls



Directional Communication - upward

Communication flows from lower-level employees to superiors.

Could be work projects.

Could feedback about the working environment, tasks or company policy.

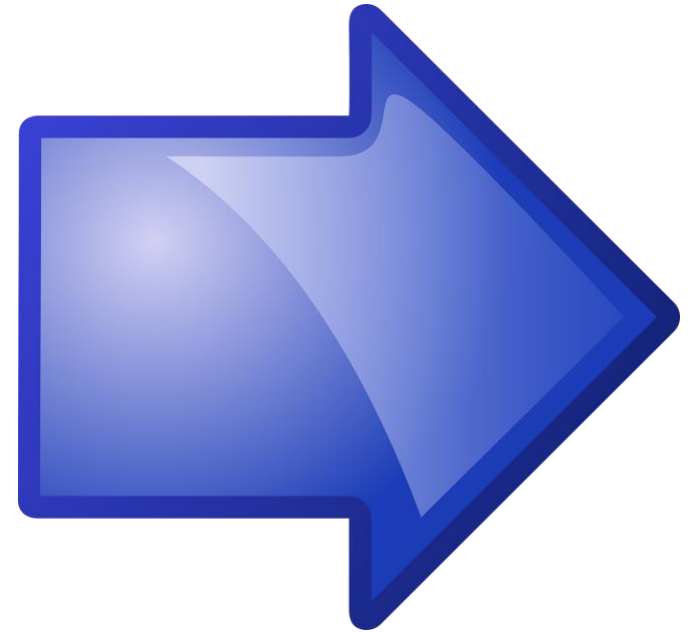
Feedback can be a valuable source of information for senior management.



Directional communication - horizontal

Between same level employees

Tends to be informal and verbal



Internal and external

Internal Communication

Within an organisation – can involve the whole company or departments or specific groups.

Could include information about performance, issues or general updates

External communication



For those outside – customers, media etc.



To promote the company in a good way



Tends to be formal and carefully planned

Organisational communication

The previous slides have mentioned some ideas about organisational communication that you could mention.

Let's watch a short video to recap some of the ideas

<https://www.youtube.com/watch?v=miAll726IPM>

Evaluate the
communication
practices of
themselves and
others (25 marks)

Evaluate communication practices

Discuss the
issues at
DreamAir

Do you
remember?

Evaluate communication practices

Identify and evaluate:

Physical barriers

Technological barriers

Perceptual Barriers

Information barriers

Emotional Barriers

Cultural Barriers

Language Barriers

Apply principles of
effective
communication to
enhance practice
(25 marks)

Apply
principles..



Now make recommendations
to overcome these



You must link the theories you
discussed in part 1 to the
situation at DreamAir.

Relate
recommendations
to the following
theories..

Oral and written

Formal and informal

Directional - downwards,
upwards, horizontal

Internal and external

7'Cs

Conclusion



Paraphrases the thesis statement



Reflects on your main points in a general way (no details)



Brings the whole report together



Leaves the reader with a sense of finalization

References

Makes sure your references are correctly listed.

The following website is helpful:

<https://www.citethisforme.com/harvard-referencing>

For next
week...

Research organisational
communication... Try and find some
new ideas...

Find sources to support your ideas.

If you want me to check your
assignment please send it to me
before Wednesday 23rd September...