

Visual and non visual communication marketing essay



Introduction

Without communication a business can not function as it should, messages should be accurate and persons sending the message should ensure that it is clear and precise but adequately detailed. Low communication within a business can cause the business to not run effectively. There are different types of communication that can be done to communicate within a business they are: oral communication, visual communication, non- visual communication and written communication. These forms of communication are important in all successful business. Not just that a business may not be successful but also its member will be frustrated this can be caused by the conflicts that exist in the business because of the lack of communication or because of unclear messages.

Literature Review

Communication is the exchanging of information between people or groups. It is effective communication if the message has been received and understood by the receiver and the sender knows that it has been understood. This is according to the business studies literature that was written by Peter Stimpson and was first published in 2002. He also stated that all businesses communicate externally – with suppliers, customers, shareholders and the government, the example he gave for this was that the significance of effective communication is obvious – a potential customer confused about a product's qualities because of a poor advertisement or suppliers delivering to an incorrect address are just examples of what can go wrong. Internal communication is between different people or groups

within the organization. The different types of communication that he listed are:

Oral communication- and he said this can be one- to-one conversation, interview, appraisal sessions, group meetings or team briefings.

Written communication- this by letters, memos, notices on board, reports, minutes, and diagrams for technical matters such a house plans.

Visual communication- this can be used to accompany and support oral, written, or electronic communication. Diagrams, pictures, charts, and pages of computer images can be presented by using overhead projection, interactive white boards, data projectors, videos, and other means.

Mr. Stimpson listed some steps managers should take in order to minimize the impact of communication barriers and these are:

Ensure the message is clear and precise but adequately detailed;

Keep the communication channel as short as possible;

Make sure that channels of communication are clear to all involved;

Build in feedback to the communication process so that problems with receipt or understanding of the message can be checked quickly;

Establish trust between senders and receivers- this could be most easily achieved in a business where the culture is to accept all staff as being important and as having useful contributions to make;

Ensure that physical conditions are appropriate for messages to be heard or receive in other ways. (Stimpson, As Level A Level, Business Studies, 2002)

The strategic communication in business and the professions literature that was written by Dan O'Hair, Gustav W. Friedrich and Lynda Dee Dixon stated that most of communication in groups take place in five types of groups: the family; adolescent friendship groups; work groups; committees, problem-solving groups and creative groups; and therapy groups. As the size of a group increases, the interaction among the members becomes more formal, there is less chance for each member to participate, topics become less intimate, and tasks take longer to accomplish this now can cause conflict within the group. There are four phases which contributes to group development and there are:

Forming: During this first stage individuals get to know each other. They often are overly polite and feel a bit awkward. As they search for similarities and attempt to bond, they begin to develop trust in each other. Members will discuss fundamental topics such as why the group is necessary, who "owns" the group, whether membership is mandatory, how large it should be, and what talents members can contribute.

Storming: on the second stage, members define their roles and responsibilities, decide how to reach their goal, and iron out the rules governing how they interact. This stage often produces conflict, resulting in storming. A good leader, however should step in to set limits, control and chaos, and offer suggestions

Norming: tension subsides, roles clarify, and information begins to flow among members. The group periodically checks its agenda to remind itself of its progress toward its goal. Formal leadership is unnecessary here as everyone as take on leadership functions. Important data is shared with the entire group, and mutual interdependence becomes typical. The group begins to move smoothly in one direction. Members make sure that procedures are in place to resolve future conflicts.

Performing: in some groups they never reach the final stage of performing. Problems that may cause them groups to fail are: poor feedback, bad leadership, senseless procedures, mismatch needs, confused goal and anti-team cultures. (Dan O' Hair, 2002)

Conflict may be defined as a struggle or contest between people with opposing needs, ideas, beliefs, values or goals. Conflicts occur only because of the lack of communication within an organization. Conflict on teams is inevitable; however, the results of conflict are not predetermined. Conflict might escalate and lead to nonproductive results, or conflict can be beneficially resolved and lead to quality final products. This is a greatly misunderstanding facet of group communication. Many group leaders avoid conflict because they think it detracts from a group's purpose and goals. Their attitude is that a group experiencing conflict is not running smoothly. Conflict does not signal that a meeting is disorderly, raucous, or rude. It is a sign that people are actively discussing issues. (Foundation Coalition, 2003)

However, the business communication literature that was written by Mary Ellen Guffey and published in 2003 thought that teams who manage conflict often determines whether a team survives; it also affect the quality of its <https://assignbuster.com/visual-and-non-visual-communication-marketing-essay/>

performance and its decisions. There are two types of conflict that a group/team may experience. Cognitive conflict centers on issues and is considered healthy and functional. Cognitive conflicts arouse discussion and stimulate creative thinking. It makes team members get involved as they examine, compare, and reconcile their differences. Cognitive conflict also promotes acceptance of a team decision. Team members “buy into” the decision and are more willing to implement it when they have been able to speak their minds. Affective conflict aims not at issues but at feelings and personalities. It is disruptive and dysfunctional. Affective conflict tends to be emotional and focuses on people, not on substantive matters. Such conflict may erupt into name-calling and criticism, which destroys team unity. He also said by researches the best decisions are made by teams that experience healthy differences of opinion but are able to keep their conflict aimed at issues. As one member of a successful team remarked, we scream a lot, and then resolve the issues. Without conflict and free discussion, team may fall victim to groupthink. This is a term coined by theorist Irving Janis to describe faulty decision-making processes by team members who are overly eager to agree with one another. This writer went on by listing some conditions that can lead to groupthink and they are: team members with similar backgrounds, a lack of methodical procedures, a demand for quick decision, and a strong leader who favors a specific decision. Symptoms of groupthink may include pressures placed on a member who argues against the group’s shared beliefs, self-censorship of thoughts that deviate from the group consensus, collective efforts to rationalize, and an unquestioned belief in the group’s inherent morality. Effective teams avoid groupthink by striving for team diversity- in age gender, background, experience, and training. They

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encourage open discussion, search for relevant information, evaluate many alternatives, consider how a decision will be implemented, and plan for contingencies in case the decision doesn't work out. (Guffery, 2003)

Groups

Question a.

To ensure that customers get the clear understanding on whether the resort will maintain its enviable customer service and product quality or not.

To give employees understanding about the security of their jobs and organizational structure culture.

In ensuring that the shareholders are certain about the security of their investment and the profitability of the resort.

Give the community a clear understanding of the business of the new organization and how it

will continue to maintain the community projects and share good relationships.

Question b.

Send a positive attitude to others- An attitude is a state of mind influenced by feelings, thoughts, and action tendencies. The attitude you send out is usually the attitude you get back.

How to send a positive attitude:

One good way in doing so is by your appearance. (There is a direct connection between how you look to yourself and your attitude. The better you image when you encounter customers, clients or guests, the more positive you will be).

Send a positive attitude by your body language (body language can account for more than half of the message you communicate, so make sure it is always positive.

A positive attitude should reflect in your voice. (The tone of your voice, or how you say something, is often more important than the words you use).

Let your positive attitude show when using the telephone (you have only your voice to rely on, body language, visual aids and written messages are unavailable. Remember when on the phone with a customer you are the single representative of the company). (Stimpson, 2002)

In addition, the employees must be able to demonstrate the right attitude. Attitudes are ones outlook and perception of ones job, role and place in a business. Attitude is sometimes defined as a learned behavior that guides an individual's response to situations. Attitude also very much depends on an individual's frame of mind and psychology. An employee's attitude will reflect in the quality and timeliness of their work. A positive attitude is something that helps the employees to do a job well.

Key positive attitudes that an employee can and should have include the following:

Team- spirit and cooperation- this is probably the most essential attitude an employee should display. You should ensure that what you do and how you behave fits into the overall scheme of things, by cooperating continuously with other colleagues in the group.

Tolerance- this relates to group spirit and cooperation. To work well within a group a person will often need to accept and be tolerant of other people's attitude, habits, point- of view and ways of working.

Honesty- it is important always to tell the truth in your professional life just as much as in your personal life, and to be trustworthy, e. g. with the company's money or other material goods.

Willingness- this is the same as enthusiasm.

The attitude of being polite- obviously, this is just as essential in the business as in everyday life!

How to manage yourself:

The most important person to manage in any conversation is you.

Fortunately, of all the things you manage, the thing you have the most control over is yourself. All you need to do is choose to exercise it. If you don't manage yourself- if you are aware of your own voice, or if you are tired or too stressed to care- chances are slim that any call you handle will leave a positive memory with your customer or a positive ' job well done' feeling with you. Also ensure that at all times you are understanding. Sincere, listening, smiling and be clear with the customers.

Question c. This will indicate the group structure, hierarchy and reporting relationships.

Question d. Conflict may be defined as a struggle or contest between people with opposing needs, ideas, beliefs, values, or goals. Conflict on teams is inevitable; however, the results of conflict are not predetermined. Conflict might escalate and lead to nonproductive results, or conflict can be beneficially resolved and lead to quality final products. Therefore, learning to manage conflict is integral to a high-performance team. Although very few people go looking for conflict, more often than not, conflict results because of miscommunication between people with regard to their needs, ideas, beliefs, goals, or values. Conflict management is the principle that all conflicts cannot necessarily be resolved, but learning how to manage conflicts can decrease the odds of nonproductive escalation. (Foundation Coalition, 2003). There are four basic ways in resolving conflicts and they are:

Competitions- characterized by a “ power - over style”, aggressive and uncooperative behavior- putting your own concerns before those of another. People with competitive style try to gain through direct confrontation that tries to “ win” the argument.

Accommodation- these are persons who are characterized by lack of assertiveness of individual needs and of cooperative and hammering tone one gladly yields to another.

Avoidance- avoiding conflict within our organization doesn't mean a member is going to keep mullish, this mean you will be communicating but only
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business wise. Members should change the subject if they see that their action is causing conflict with other or use joking in avoiding these conflicts.

Compromise- an intermediate style chosen for different reasons that result in some gain and some losses for each party. This is dependent on shared power and uses trade off and exchanges.

Collaboration- this is by a high concern by ones owns goals, the other person's goals, the successful solution to the problem and the enhancement of the relationship within the business.

Poorly functional teams avoid conflicts, preferring sulking, gossip, or backstabbing. A better plan is to acknowledge conflict and address the root of the problem openly. Although it may feel emotionally risky, direct confrontation saves time and enhances group commitment in the long run. To be constructive, however, confrontation must be task oriented, not person oriented. An open airing of differences, in which all group members have a chance to speak their minds, should center on strengths and weakness of the different positions and ideas - not on personalities. After hearing all sides, group members must negotiate a fair settlement, no matter how long it takes. Good decisions are based on consensus: all members agree. (S Finisterre, 2004) The best way to avoid conflict is to use good communication techniques the best groups exchange information and contribute ideas freely in an informal environment. Member should speak clearly and concisely, avoiding generalities. Listeners become actively involved, read body language, and ask clarifying questions before responding. (Kaczmarek, 2007).

Members of the group

Group one (1) is responsible for customers in ensuring that they get the clear understanding on whether the resort will continue to maintain its enviable customer service and product quality. Group1- Marlon Facey

Miss. Marsha Lee

Candice Watt

Group two (2) - These members will be responsible for the employees, to give them understanding about the security of their jobs and organizational quality.

Group 2- Khadene Edward

Mario Flowers

Robert Laws

Group three (3) - member's obligation here is giving a clear understanding of the security of shareholders investment and the profitability of their resorts. They also will be giving the community a clear understanding of the new business of the new organization and how it will continue to maintain the community projects and share good relationships.

Group 3- Miss. Williams

Carlo Davidson

Theo Reid

Communications

Oral communication:

The Agenda

Sports Jamaica

Hope-ton road

Kingston 10

5044-249

The next sports Jamaica business meeting will be held in the conference room on December 20, 2012 at 3: 00 pm.

Agenda:

Apologies for absence

Minutes of the last meeting

Matters arising

Principal's remarks

Treasure report

Presentation on the business objective- guest speaker

Any other business

Date, time and place of next meeting

Natalie Henry secretary

Written Communication

Mickelton Road

13 off drive

Kingston 5

18th Nov, 2012

Sandals White House

19 Hope-ton road

Kingston 2

The Stakeholders

Re. Persons of uncertainty

Greetings! I am awareness of your concerns and what you are looking forward for this organization to do and In relative to all four concern (customers, employee, shareholders, and community member), we as an new organization is dedicated in ensuring that all your need and uncertain are understood by you and not just that but they are understood but you don't need to worry our organization aims in not failing you will. This organization will be maintaining the enviable customer's service as the previous resort in doing so we will be training our worker before working and during that process of working. Jobs are secure for all employees as we will

we want workers also we will be changing the organization not the structure culture of the business. Shareholder will always receive deviance from after tax profit our business will do everything in its power to make sure of this. As it relates to the community we will be maintaining all community projects and not just that but we are also dedicated I'm ensuring that all members of the community is safe and is being taken care of because we are not just a business we are your families. We will be looking out for you as you work with us in making our business grow.

Visual and Non-visual communication

Recommendation

I hereby recommend that the owner of the new organization not just say words but also take action in calling a meeting as soon as possible with all who's not certain of their position and or where the business stand. Find out ways and means in getting them to put their trust in you, visit them, call them, show them that you care not just for the business and where its aiming but also their well being. At all times communication with these people be honest, be open and be a family.

Conclusion

Conflict may be defined as serious disagreement. There can also be conflict within an organization which can result in non- productivity. Conflict doesn't necessarily resolve as group members can walk away from the business or get fired. There is only one way of reducing conflict between employee / staff and that is good communication. This is sharing and exchanging positive information. Act professionally at your place of work be polite, be

understanding, and always be considerate. This will give a better business environment with less conflict.