

Business describe

Business



For one business describe the different methods of oral and written communication used and describe, with examples, how it uses ICT to communicate and operate. Communication is a way of contacting another person by phone, email etc. For example, communicating to your boss via mobile or email is a form of communication. It could also mean transferring data via email. Communication is important because without accurate information a business cannot operate effectively. Communication is normally a four-stage process: First stage is - Obtaining the information. Second Stage is - Sharing the info with the people it is relevant to. Third stage is - What action will be taken because of the information. Fourth Stage is - Telling all the relevant people what will be done because of that. There are four main methods of communication: Oral, Video, Written and Graphical. Oral There are many ways of communicating in this way, including telephone, face-to-face, meetings, PA tannoy system and telephone conferencing. Telephone Rovers use the telephone as it is efficient and doesn't take long. One example of this is when Mrs.

Clarkson called Susan to arrange our trip to Blackburn Rovers. It was very fast because Susan responded as soon as her phone rang, not like an email where you have to check for an email then you have to type the email out, which is not very fast. There was no need for confidentiality because it was just a quick call to see if everything was ok about the trip. PA Tannoy System This is usually used at Rovers' matches to alert the spectators whether there has been a goal for either side and who has scored it, or a sending off on either team.

Another use for the PA system is when the home team or opposing team make a substitution. It is also used in the case of an emergency, if there is a fire or anything else that risks the lives of the spectators, then the person at the PA (public address) system will alert all the fans that there is a fire, and instruct the fans to take the nearest exit available. The PA system is speedy because it is said directly to the fans and it does not need to be confidential because it is about the match being played or emergencies, and is appropriate for communicating with all the fans.

Video There are many ways of communicating in this way, including video conferencing and internet video link. Video Conference Video communication reduces the need to travel to a certain place to hold meetings or converse with each other. This is cheap because staff do not need to travel long distances, especially potential transfers that Rovers may buy since the transfer may be located in another country. This is also useful for Rovers because if there is an emergency meeting held then the staff needed for the meeting can use the web cams on their laptops, thus saving time.

This is appropriate because video as well as sound is needed for a meeting and video conferencing includes all that. It is also very rapid, providing the staff participating in the video conference have high speed internet. Written There are many ways of communicating in this way, including memos, letters, financial documents, advertising, emails and reports. Letters Letters are an efficient and cheap way for Rovers to communicate within the business. It is cheap because paper doesn't cost very much and stamps are very cheap.

Letters and bank statements are vital to the financial department of the company because it is important information coming through the post. The business also sends posters and other club-orientated post such as posters of the players etc. The club also sends post to its employees to inform them of upcoming events, or for notifying them that they have got the sack, sending them their pay slip, or telling them that they have been promoted. It is not a very fast process, usually up to two or three days before the post is sent to the preferred location, but it is very confidential.

Email Email is a good way to communicate inside the business. It is also a good way of communicating externally as well because of the cost and time it takes to send an email. Email can be used internally in a business such as Rovers, for e. g. to notify other departments of things they may need to complete, and to send data from one department to another. It is also used to send information such as upcoming matches, transfers taking place and upcoming events. The email is a speedy way of sending information as well as data and it is very confidential.

Graphical There are many ways of communicating in this way, including production drawings and graphics on screen or sent over the Internet.

Graphics Graphics can be used in conjunction with PowerPoint in meetings to show how they may improve, for e. g. their stadium and, at half time in a match, Mark Hughes; the manager of Blackburn Rovers FC will use tactics board to show the players their positions on field. This is a speedy way of showing information but it is not confidential.