

Business Communication

Theory and Practice

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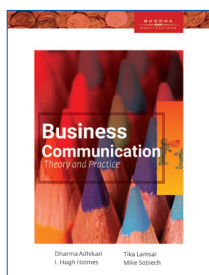
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BUSINESS COMMUNICATION

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Preface

This book, *Business Communication: Theory and Practice*, is designed for undergraduate students and scholars in Nepal's colleges. The idea of this book grew out of a realization of the need for a standard text in business communication curriculum that not only filled the pedagogical gap between theory and practice but also adequately reflected domestic professional realities and experiences. This volume attempts to address these long-standing needs felt by students, teachers and practitioners.

The chapters in this book focus on language, style, and mechanics – the essential building blocks of business communication, and on some basic forms of messages. More specifically, they pay attention to the conceptual understanding of business communication and, more extensively, on the “how-to” of business communication.

Chapter 1 and Chapter 2 locate business communication within the broader field of communication, and examine, among others, its nature, purpose, functions, and processes – the whats and hows of business communication. Chapter 3 is about the skills, professional values and ethical issues that must inform the work of business communicators – the *whos* and *whys* of business communication. Chapter 4 offers extensive examples and useful tips on how to plan, draft and write memos, notices, letters, blogs, advertisements, and press releases, the most common forms of electronic communication messages. Chapter 5 focuses on developing business plans, reports and proposals, another set of routine but more complex forms of documents used in many organizations for specific target groups. It shows how to write effective user-focused documents. In addition, Chapter 6, on visual communication, covers images, charts, graphs, and visualization techniques, important skills in today's workplaces. In Chapter 7, we shift to oral communication messages. Here students learn how to outline, prepare and present oral business presentations, make and receive professional telephone calls, and plan, organize or participate effectively in meetings, interviews, conversations and briefings. The chapter also offers ideas on effective use of visual aids and non-verbal communication in the oral communication process. Finally, Chapter 8 is about employment communication. It walks prospective job candidates through the process of job search, résumés and cover letter writing, and interviewing.

The case studies and review exercises provided in each chapter for student engagement, comprehension, and practice help to further enhance the application value of the book. Each chapter features the following elements:

- **Engagement and student interest:** To make learning fun, chapters include quotes related to the topic, warm up questions, relevant extracts and box items that often reflect domestic as well as international trends.
- **Comprehension and critical understanding:** Short questions, discussion questions, key points, key terms, thematic boxes, etc.
- **Practical skills:** Independent challenges that offer real-life application scenarios: planning and writing exercises, role plays, field visits, games, group work, new media and technology use, etc.

The book emphasizes learning by doing, and offers many tips and examples on how to achieve that. It encourages students to keep the local context in mind, to draw meanings from their own everyday life and the rapidly changing world of business and profession around them. It encourages students and their teachers to constantly challenge their own preconceptions and provides situations for self-reflection and self-expression.

We extend sincere thanks to a number of our academic colleagues who supported us in the process of writing this book. In particular, we are indebted to Prof. Dr. Shreedhar Lohani for his continued encouragement and valuable feedback. We are thankful to many professionals for their help and support in the research process. We are grateful to publications, institutions and individual writers for their articles, documents and extracts we have used in some chapters as examples to illuminate certain business topics and issues. Any copyrighted materials will be removed from this book in its subsequent editions upon notification by the rightful copyright owner(s). Our heartfelt appreciation also goes to Buddha Publication for bringing out this much needed book.

There are bound to be unintended errors in this book, and they are the sole responsibility of the authors. We welcome your comments and suggestions to help us further improve the book in its subsequent editions.

- Authors

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