

# Effective Communication and Barriers 1

In this section you'll learn why effective communication is so important in business and what can get in the way of it.

The simplest model of communication relies on three distinct parts: sender, message, and receiver. More complex models add a fourth element: the channel used to send the message. We'll talk more about channels later in this module, but for now, you can think of the channel as the medium, or form, of the message. Channels can take verbal, nonverbal, and written forms. Emails, conversations, video conferences, television ads, and Web site publications are all examples of specific communication channels.



In business, the sender and receiver roles can be filled by many people within and outside of the organization: For example, a manager (sender) holds a meeting with an employee (receiver) to discuss the employee's performance. The marketing department (sender) publishes a product launch announcement to reach potential customers (receivers).

There is also an enormous range in the kinds of communication that take place within and to and from an organization. For example, business communication is used to promote products, services, or an organization; relay information within a business; or deal with legal and similar issues. It encompasses a variety of topics including consumer behavior, advertising, public relations, event management, corporate communication, research and measurement, and reputation management. Business communication may also refer to internal communication: In a large company, a communications director may be in charge of managing internal communication and crafting the messages sent to employees. From an HR point of view, effective communication within an organization is vital to building trust and job satisfaction among employees.

The following short video touches on some additional benefits of good communication in the workplace