Week 2 Discussion

This is a sample of internal office memo regarding a new corporate email account. It conveys message to workers that they can set up their official account so they can enjoy and use all the new functions attached with corporate mail. The intended audience for this memo are all office workers and the message is related to Corporate mail web interface .

**Problem with this memo**

This memo is not written in effective style. There are many things missing in this memo like the opening portion then it says contact us, but no email address or telephone number given. The purpose of this corporate email is missing and same as benefits are not clearly stated.

Currently, the art of communication is the most important attribute of the success of business people and one of the main professional qualities. The life of a business person, in one way or another, is interconnected with communication, since he lives in a world of communications, a continuous circuit of information. In professional activities, a significant role is played by the rules and norms of business communication (Gopal, 2009). Therefore, neglecting them, the profit is lost due to the loss of a profitable transaction between partners, which are the reason for ignorance of the very important aspects and rules of business communication that led to the incorrect use of words in negotiations or incorrect behavior. A correctly chosen development strategy and tactics of business communication favors the success of business communications. Business communication is one of the most important practical tools to improve a person’s social status (Barrett,2014). It doesn’t matter on which aspect of personality development a person wants to achieve a certain level of social status, somehow in the field of obtaining the prestige of a profession, level of education, power or increasing his normalized income, because without establishing effective business communications this is impossible.

References

Barrett, D. (2014). Leadership communication. New York: McGraw-Hill/Irwin.

Gopal, N. (2009). Business Communication. New Delhi: New Age International. Retrieved from

https://search-ebscohost-com.su.idm.oclc.org/login.aspx?direct=true&db=nlebk&AN=307439&site=eds-live

**Replies**

Lauren Ferguson

Thankyou Lauren for your interesting post and I have read your attached documents and it is really sad thing that what kind of language used in it. In the absence of business communication skills, there is a misunderstanding between informants, and this in turn complicates the situation and puts both sides in an awkward position. The peculiarity of business relations is that, despite the differences in the profession of people, it is necessary to be able to build relationships and promote their further advancement in business in order to ultimately achieve the most effective business contacts.

Everlyne Balusi

Thankyou for your post. possessing the skills to use the rules of business communication and competent conducting business negotiations, the manager, like any person working in the tourism and recreation sector, can achieve high results in the field of management, which will subsequently improve the development of the enterprise, and in the future making profit in the future. Understanding of the most important psychological predispositions and personal characteristics of a business partner are significant factors that determine the success of business events. Therefore, it is necessary to improve your knowledge and skills in the field of business communication, to increase the communication level at each stage of your development, as well as to master and develop new methods of reception and communication techniques.

