

scenarios such as a lecture would involve mainly verbal communication, it will also involve written communication as handouts will be given out to the students. This is quite common in business communication where one type of communication is linked with another.

Different types of communications work well with different business situations. If there was a meeting, written communication and verbal communication would both be used together. Likewise, in the situation of a presentation, multimedia communication and verbal communication would be used together to carry out the presentation effectively.

Communication in business is extremely important and in order for any business to succeed, it needs to work well and have good communications with others. In SRC, the staff need to ensure they choose the correct type of information to deliver a message to people. They must consider their target audience and the information which is being presented; this could be the different between information being interpreted and misunderstood.

Preview from Notesale.co.uk
Page 9 of 9