

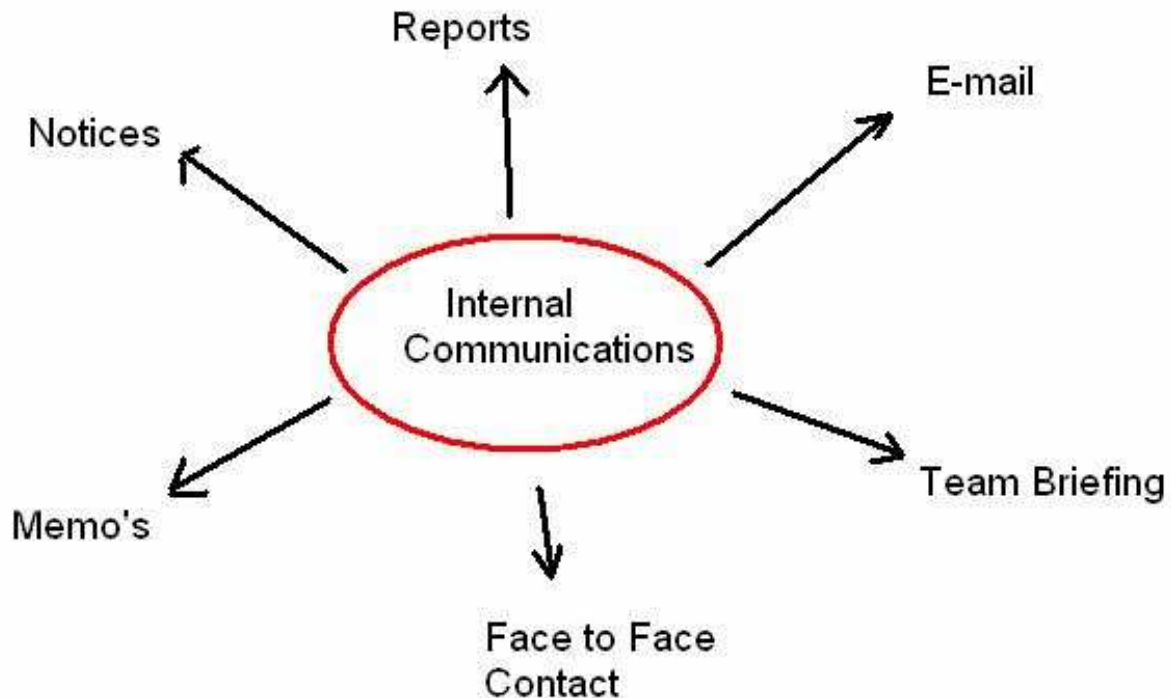
What is Communication?

Communication is the process of information passed from one person to another. In a business there is 'Internal' communication which is communication within the business. Either between staff and staff, or staff and customers. Or there is 'External' communication, for example between suppliers and managers.

Internal Communication

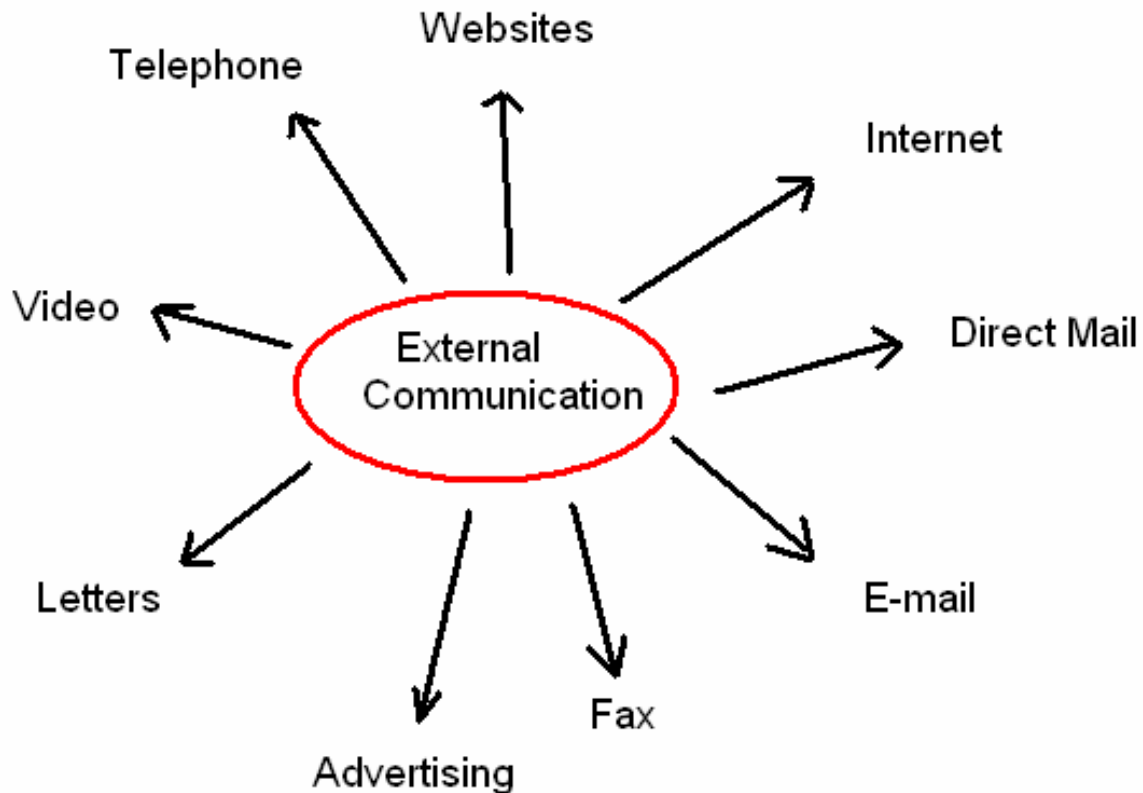
This is a process of information that is within the organisation. Within a business there is a few ways of communicating. There is verbal communication, written information and electronic information.

Verbal communication is speech. This includes Face to Face, e.g. Meetings. Telephone, answering machines or voicemails. Written information is memos, letters, brochures. E.g. Notice boards. These days electronic information is replacing everything. Now in the 21st century, everything is done on computers. Communication on the computer can be e-mails, video conference, Msn.



External Communication

External communication is communication outside of a business. This communication can be between shareholders, customers, government, the community or suppliers.



Internet: An interconnected system of networks that connects computers around the world via the TCP/IP protocol

Direct Mail: Post

E-mail: A system for sending and receiving messages electronically over a computer network, as between personal computers.

Fax: A fax machine.

Advertising: The activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media.

Letters: Letter

Video: Of or relating to television, especially televised images

Telephone: To speak with (a person) by telephone.

Website: Website

Reports: An account presented usually in detail

Notices: The act of noting or observing; perception or attention

Memos: Reminder

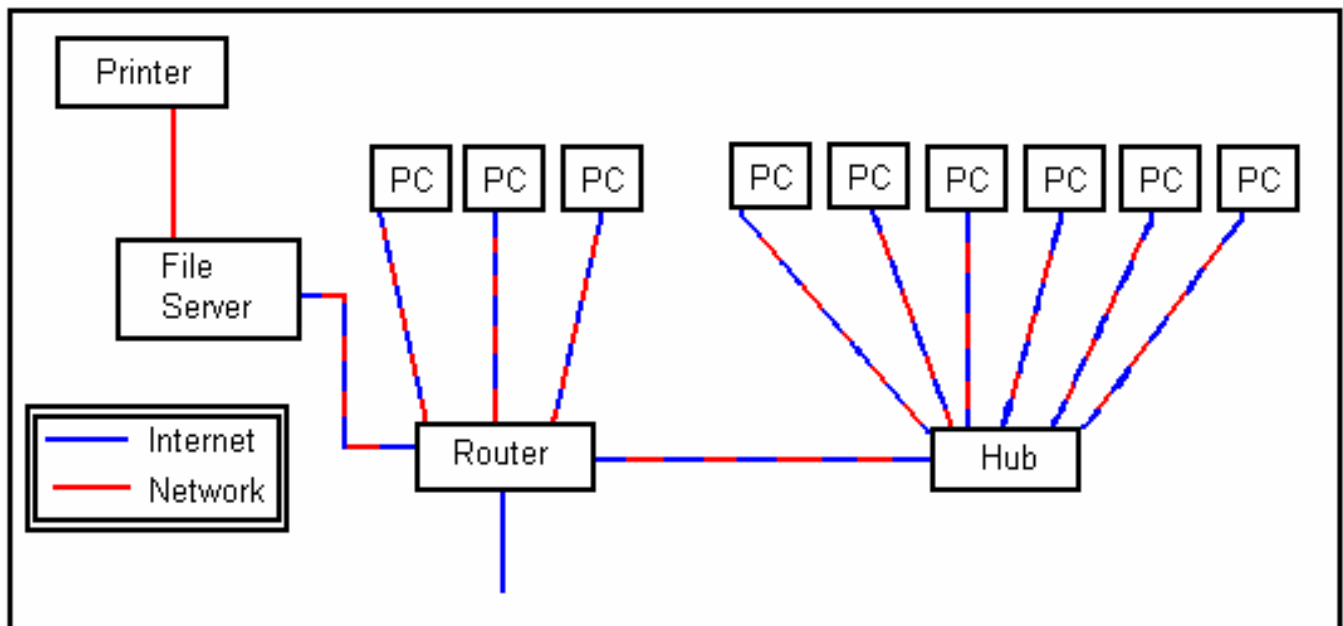
All Organisations need to have good, clear paths of communication so that:

- Everyone is clear about objectives
- There is smooth and accurate communication within the organisation (internal communication) and between the organisation and other individuals, bodies and groups (External Communication).
- Everyone in the organisation is kept informed of developments and changes.
- Ideas and views are clearly heard
- New ideas can bubble up through the organisation
- The organisation and its members can respond quickly to new developments, etc.

ICT in a business is very important. Most communication is done via ICT. In large organisations, they link computers together to create a network.

Networking

Networking is when linking together two or more computers. The advantages of linking computers are file sharing, more than one computer on the internet and you can share appliances, e.g. Printer, saving money. Linking computers in a local network, this is called a LAN. In a LAN you can have a router, which is a device which allows people to go onto the internet whenever. A File Server, which can store data, and provide software. A printer, a hub which is a device to link more computers together. In a LAN there is no limit to the amount of computers.



Here is a diagram of a LAN

In networks there is also a WAN. A WAN is Wide Area Network. These are to connect computers on different sites. This is used over the internet.

Uses for networks include:

- E-mail – Can be used at either LAN or WAN
- Teleconferencing
- Remote Databases
- Electronic Data Interchange

In Tesco stores they have a LAN. All their store computers are linked together. This makes it easier to check stock or communicate with other members of staff.

In the store, they will have a conference room, where meetings are held, and things are discussed. There will be a room with projector screen and seats where the managers show/instruct the staff what their objectives are. This is also used for training purposes.

Tesco use a Tanoy to communicate with staff around the store, where a job is needed to be done instantly. E.g. “Spillage on isle 7”

Tesco use IT systems to count customers clubcard points. The computer systems can keep a record of what items the customer buys. This can offer customer special offers, and the computer can do surveys on this data.