

## BUSINESS COMMUNICATION IN POSTMODERN TIMES

<sup>1</sup>DR. ARCHANA TIWARI, <sup>2</sup>Dr. RITU SHARMA

<sup>1</sup> Assistant Professor- Bus.Admn., S.P.C. Govt. College Ajmer, Rajasthan India

<sup>2</sup> Visiting Faculty, Dept. of Humanities, K. J. Polytechnic College, Bharuch, Gujarat, India

**Abstract:** It may hope fully help in appreciating the importance of communication to an individual and an organization. Business communication is dramatically different from casual or literary communication. It has sown principles, objectives, language patterns. Mastering business communication will make soneam or effective leader, increase our sphere of influence, and helps in improved work place efficiency. It show extensive communication is and how it permeates through every segment of the organization in almost complex way. It shows that good communication is vital to the organization's successful operation and equally imperative foraman's personality development.

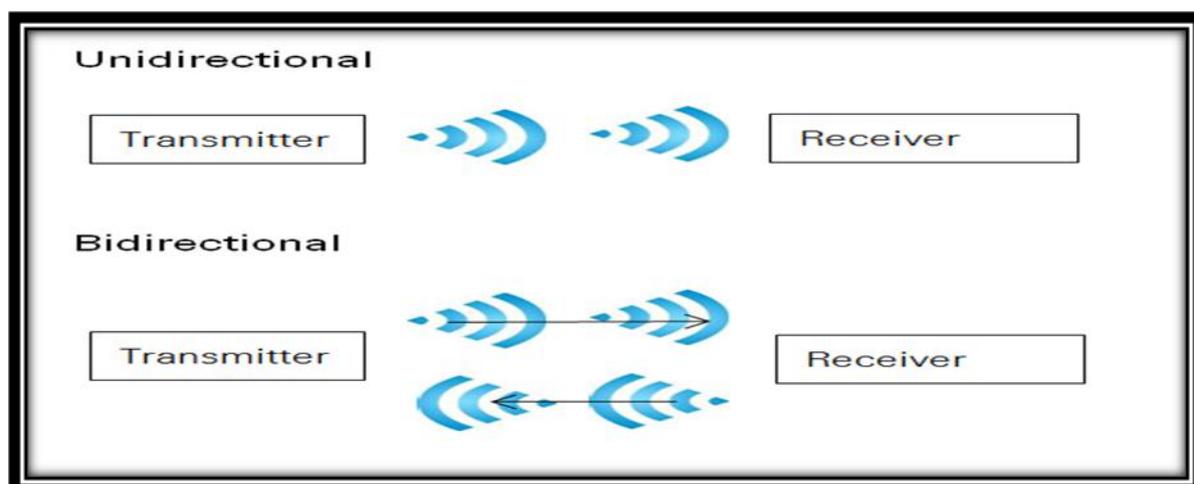
**Key Words :** employing communication solutions, modern communication methods and uses.

### 1. INTRODUCTION:

We all are a part of 'postmodern' world. Postmodernism is actually a fashionable term to represent the contemporary culture, in other words, the very recent culture in which we all are inhabiting. It encompasses a huge range of developments in all the sectors be it literature, philosophy, commerce, communication skills and so on. Stanley Grenz in *A Primer on Postmodernism*: "(Postmodernism) affirms that whatever we accept as truth and even the way we envision truth are dependent on the community in which we participate ... there is no absolute truth, rather truth is relative to the community in which we participate." Before we proceed further, we should take a quick look at what was going on in the past, so we can better understand the present and the future.

According to Darwin's theory of evolution, all things in this world are subjective to change. Film making and photography has captured the world around us for study and appreciation, humans travel faster and further with the invention of the automobile and the airplane, electricity has almost banished the night. All these developments have given a steep rise in Unidirectional communication methods, such as radio, TV, Twitter and print, start to give way to models that involve delayed responses and also to geographically dispersed communications that occur in real-time (like conference and video calls). Eventually these extend to include social media and chats, and location-based notifications (such as geofencing).

Undoubtedly, these all are considered as a hallmark of postmodernism. The postmodern era takes us to the end of the 20th century, and communications are becoming more two-way in nature. But gone are the days of letter writing and sending Fax!!!



But even in this postmodern world, Corporations with large number of people and various levels of hierarchy often **struggle to manage business communications** effectively. Therefore, there should be effective and continuous communication between superiors and subordinates in an organization, between organizations and society at large.

Communication is perceived to be effective only if the receiver receives the message in the same form and context as it is sent by the sender. When there is no error in interpretation and the sender gets correct feedback, then communication can be said to be effective. There are certain principles observed in ensuring communication effectiveness. One should be ready to follow 7C's of effective communication viz. Courtesy, Clarity, Conciseness, Completeness, Correctness, Concreteness and credibility. In the world of digital transformation, companies must be ready to adopt new technologies to improve their organizational business communication efforts.

## 2. REVIEW LITERATURE:

Communication needs to be effective in business. There are various definitions of communication out of that some definitions are as follows:

• **American Management Association** defines, "Communication is any behaviour that results in an exchange of meaning."

• **Peter Little** defines communication as, "Communication is the process by which information is transmitted between individuals and/or organizations so that an understanding response result."

• **Newman and Sumner Jr.** states that, "Communication is an exchange of facts, ideas, opinions or emotions by two or more persons."

• **Keith Davis**, states that, "The process of passing the information and understanding from one person to another. It is essentially a bridge of meaning between the people.

By using the bridge a person can safely across the river of misunderstanding."

## 3. KEY RESULTS OF EMPLOYING COMMUNICATION:

As employee communications and engagement have become extremely important, new tools in this field have evolved. As mentioned earlier, emails, intranets and other outdated employee communications solutions are not enough anymore. Many software solutions are available in the market that enable companies to improve both internal and external business communications. The following points can be the key results of employing communication solutions:

- Increased employee engagement
- Better productivity
- Eliminate information silos
- Increased employee advocacy
- Advanced marketing and sales efforts
- Improved employer brand awareness
- Attraction towards high-quality talent.

## 4. BUSINESS COMMUNICATION IS GOAL:

Business Communication is goal oriented. The rules, regulations and policies of a company have to be communicated to people within and outside the organization. "The global shift to industrialization and the easing of economic restrictions in command economies, coupled with the move toward individual growth and privatization, constitute a signal that what is modern is desirable and what is desirable must be attained." Nowadays, communication is not remained limited to its models: Linear, Transactional or interactional but has become a vast term. Only a few years ago, the only thing most businesses did to communicate with their customers was hang up a cardboard sign. The businesses that have embraced the Internet of Things and constant contact model have boomed, while others have started to disappear. Here are 10 modern communication methods that are generally used in postmodern world.

- Dedicated Support Hashtags on Social Channels
- Auto Call Back Option during Long Hold Times
- Live Chat on Website
- Live Video Call Option
- Text Messaging Notifications
- Mobile-Friendly Account Access/Management
- 24-Hour Customer/Tech Support
- Post-Sale Follow-Up Emails
- Social Media Personality
- Hand Written Greeting Cards

All the above mentioned techniques require a medium of communication i.e. language. It has become widely accepted that the lingua franca of international business is English. Internationally operating companies use English as their official corporate language. According to Merriam-Webster, lingua franca is defined as “a language used for communication between two or more groups that have different native languages; it can be thought of as a standard language (“Lingua Franca,” n.d.)” Business people should be able to communicate in English with a diverse range of customers, buyers, sellers, suppliers and other business partners because English is the official language of business no matter where companies are headquartered.

#### **5. SEVERAL STUDIES HAVE SHOWN THE IMPORTANCE:**

Several studies have shown the importance of English in The Value of Foreign Languages in business communication. The managers stated that absolute proficiency was not expected, but the ability to be understood and have communicative skills is essential (Ehrenreich, 2010). Lingua Franca is used for business operations; hence employees must speak some degree of the language, and this can be tricky when each employee may have different degrees of competency in the language. It has been found that most of the companies spend their time in communication-related activities like attending meetings, attending visitors, receiving telephone calls, and touring different offices under them. Only 22 percent of their time is spent for “desk-work”. Not only the top executives are busy in communicating, but also the middle and lower level managers are involved heavily in communication with others. Hence, managers at all level of the organization spend considerable time in communication. Today companies have enough space for formal and informal meetings to get together whenever the need for such meeting arises. Business organizations, encourage team or group work. Therefore, the latest management thinking is to facilitate communication throughout the organizations. Without free, frank, and open communication, the functioning of work teams, problem-solving teams, or self-management work teams cannot be effective. These days business organizations are in the grip of new communication technologies. This technological development is both an opportunity and a constraint. It is an opportunity for those enterprises, which make its use effectively and efficiently. It is a constraint for those enterprises, which cannot use it or afford it.

#### **6. CONCLUSION:**

Modernism is a label for a wide variety of cultural movements, whereas Post modernism is used in a wider sense to refer to the activities from 20th century that exhibit awareness and re-interpret the modern. It is based on socio-political theory. Post modernism lacked the analytical nature and its thoughts were flamboyant and completely based on belief. The basic difference between modernism and post modernism is, modernist thinking is all about searching for an abstract truth of life but post modernist thinking trust that there is no universal truth or abstract. It shows how extensive communication is and how it permeates through every segment of the organization in a most complex way. It shows that good communication is vital to the organization’s successful operation and equally imperative for a man’s personality development.

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