

Business Communication vs General Communication: what's the difference?

How often do you hear the word communication thrown around? Most people don't realize that there are two types of communication: Business Communication and General Communication.

Communication is defined as the exchange of information between people or groups. This includes verbal and nonverbal messages such as gestures, tone of voice, facial expressions, body language, etc. The purpose of communication is to convey ideas, thoughts, feelings, and emotions from one person to another.

Business communication is the type of communication that occurs within a company. It involves the exchange of information between employees, managers, and customers. In contrast, general communication is the type of interaction that takes place outside of a specific organization. It involves the exchange and sharing of information between individuals, families, friends, and other organizations.

Communication can be done through verbal exchanges, through written media like (websites, books, and magazines), visually by using graphs, charts, and maps, and nonverbally through body language, gestures, etc.

Having accurate, clear communication skills is a vital life skill for every person and it should not be overlooked. You can improve your quality of life by just having proper communication skills and as per the idioms, age doesn't matter in learning, it's up to you when you want to learn something. It's never too late to work on it.

The Importance of Communication Skills



Increases as the career progress, the most essential qualities for most managers and leaders are the ability to listen, speak, question, and write with clarity and conciseness.

Business and general communication are the two major branches of communication. And the basic difference between these two lies in their styles, aims or objectives, and areas where they are applied.

The difference between both business and general communication can be seen in your life. You have a completely different way of communication with your boss and colleagues as compared to the way you speak to your friends and family.

Difference between business communication and general communication

	Business Communication	General Communication
Format	It uses a specific formal format for communication.	Different formats are used based on circumstances.
Personal touch	There is no scope for using personal feelings, thoughts or views in business messages, emails or documents.	Personal feelings, thoughts, and opinions cover most of the part of general communication.
Scope	It is involved with practical information that is unbiased and aims & objective.	It may be involved with fictitious thoughts or opinion and the scope is partial or subjective.
Presentation	Business communication follows organizational and company's policies.	General communication does not follow any formality; you can use methods.
Objective	This communication is made to take a specific action towards business.	Here communication is done to inform the receiver about certain problems.
Type	Business communication is official or firm communication.	General communication is personal every your talk according to the subject.
Feedback	Feedback is very important for business growth	Feedback is not very much important for general communication; you can share your personal thoughts.

Importance of Communication in a Company

– Communication is important because it helps you understand how others think.

- It is important so that everyone knows where they stand.
- Communication is necessary to make sure that people know what each other does.
- It is essential to keep everyone on the same page.

Business Communication



Business communication is the process of exchanging information between two or more parties for the purpose of business transactions. The main goal of business communication is to achieve a common understanding among all participants involved in the transaction.

Business communication includes written communication such as emails, memos, letters, reports, etc., as well as verbal communication such as meetings, phone calls, and video conferences.

Types of Business Communication

Internal scale communication

Internal scale communication is a way for teams to communicate

internally. This includes things like email, instant messaging, and chat rooms. The main purpose of internal scale communication is to keep everyone up to date about what's going on.

Every employee should authorize information to flow in order to have a true understanding of the company's behaviours. This communication includes surveys, forms, feedback and reports that employees deliver to their managers, leaders or boss.

Internal coordinate communication

Internal coordinate communication starts from a superior to another person's subordinate. This type of communication might be in the form of a letter, a memo, mail or a verbal directive.

When you're communicating with employees, leaders should keep communication professional, official and clear. An example of this types of communication may include a memo regarding a new company working procedure such as safety requirements and the latest regulations.

Internal communication in the workplace

Internal communication in the workplace refers to the exchange of information between employees within an organization. This can be done using various methods, including email, telephone calls, face-to-face meetings, and instant messaging.

This type of communication method can be within departments or among the employee and it happens more regularly than other types of business communication.

"A study by Salesforce found that 86% of executives, employees, and educators consider inefficient communication to be the reason behind workplace failures."

Source: [nextiva.com](https://www.nextiva.com)

External communication

External business communication is a method of communication that happens with external parties such as customers, prospects, vendors or partners. Unlike all the internal business communications methods external communications happen on a less regular basis.

Methods of business communication



- Email is great for quick messages.
- Phone calls are better when you have time to talk.
- In person meetings are best for long discussions.
- Video conferencing can be good for short conversations.

METHODS OF BUSINESS COMMUNICATION



Meetings



Video
Conferencing

Why effective communication in a business is necessary?

Effective communication is essential for any business. It helps you build relationships with customers, employees, suppliers, and partners. It also improves productivity and increases profits.

Effective communication is key to any successful business relationship. It allows you to build trust with clients, employees, and suppliers.

General communication

GENERAL COMMUNICATION



Communication is where people not only share information, ideas, and feelings but also share their views about any general topic.

It basically involves any interaction between arbitrary people discussing routine topics, regardless of the mode of communication. The methods, processes, types, principles, etc. of Business Communication remain almost the same as those of general communication.

Basically, general communication contains general messages except for business. In this communication, there is no set pattern of communication because it is less formal and not well organized. Generally, people convey or share their emotions, feelings, and opinions with each other. Sometimes it can be partial and subjective and may contain factual information. Mainly, general or personal affairs are shared in general communication.

The best example of general and business communication can be seen in your day to day life. When you are with your friends, you talk casually and share your personal feelings and emotions and use informal speech. But on the other hand, when you are working at the workplace with your colleagues and

leaders, you talk formally and have some business-related talk, which comes under business communication.

Now, you must have read and learned the differences between general communication and business communication. All these have different uses and importance, it just depends where you are applying them. General communication has no rules but only the rules of etiquette and manners.

Challenges of Business & General communication

Lack Of Feedback

Feedback plays a vital role in any kind of communication. It helps us understand what we did right and wrong, and also gives us an idea of how our colleagues feel about us. Regular feedback is necessary for effective internal communication. We need to connect with our employees on a personal level so they know we care about their growth and development.

The Right Tools

Any kind of business or general communication strategy is incomplete without using the right tools. There are many technologies coming, applications and software that help with executing communication. These online tools have the right bandwidth to help companies and are often more efficient than regular tools and applications. Even if the plan has some shortcomings, the right tools can control them while also making way for the development of Personal Connections. For example Tools like VR, AR and eLearning courses.

Solve the Problems

It is possible to take some important steps to improve communication to overcome the challenges that abound in

business or general communication. Use tools like surveys and comment boxes to encourage health and try to avoid pointing the finger at one person; instead, work on an issue with an entire group of people by using appropriate training or counselling methods. Those in leadership roles should have great communication skills, be empathetic and natural problem solvers and should have moto to solve the problem.

Functions of Business Communication



Planning:

Business Communication facilitates the planning process by supplying information, logistics, opinions, ideas, strategies etc. from various quarters within and outside the company. Without proper communication, no effective plan can be made and carried out for the business.

Co-ordination and Co-operation:

Business Communication facilitates cooperation by linking the various departments through information in business. Better understanding and cooperation ensure coordination and communication and improve the process of coordination by

supplying necessary information within the business.

Motivation:

Motivation is a response which is an important function of Business Communication. In business or general communication, the major task of communication is to motivate the employees to work harmoniously to attain organizational aims & objectives.

Decision Making:

Management is to take decisions in different sectors for the smooth functioning of the organizational activities. Business Communication helps Management take proper and timely decisions by getting information in relevant areas.

Choosing a communications degree for your career

A bachelor's degree in communication or journalism will help you develop skills that are useful in any field or in the workplace. You'll learn how to write clearly and concisely, how to present information effectively, and communicate work with others.

"The U.S. Bureau of Labor Statistics, Stated in a reported employment in the media and communications industries is expected to grow at a rate of about six per cent from 2016 to 2026—about as fast as growth for all occupations."

Source: [\(\[northeastern.edu\]\(http://northeastern.edu\)\)](http://northeastern.edu)

Communications degrees are designed to teach students how to communicate effectively with people from different backgrounds, careers and cultures. Students learn about human behaviour, communication methods, and effective listening skills. They also learn how to use technology to reach their

audience.

Communications degrees are useful for careers in journalism, public relations, advertising, marketing, sales, law, politics, or business. Students who study communications often choose to work in these fields after graduation.

FAQ's on Communication: