

Business Communication

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Explain how establishing your credibility and projecting your company's image are vital aspects of building strong relationships with your audience

Effective communication requires a positive relationship between the message sender and receiver. Bovee, Allen, and Thill (2014) explain that audiences respond to messages depending on their credibility because it influences the level of reliability and believability of the information provided. In this regard, the audience consider a company's information trustworthy when firms establish credibility because their communication becomes more effective. Firms should establish their credibility to help them create the desired company's image when communicating with their audience to help them build strong relationships with their audience. Establishing credibility improves the level of trustworthiness of the information provided by the firm to the audience. Moreover, projecting the company's image requires one to take precedence the preferred communication style of the firm over their own communication style for them to build strong relationships with the audience. Besides, for firms to achieve a tone that is conversational but not businesslike, they should use a tone that is engaging and still professional by avoiding pompous language, bragging, being careful with personal information, and humor.

Establishing credibility improves the level of trustworthiness of the information provided by the firm to the audience and this is necessary for firms to build strong relationships with their audience. Bovee, Allen, and Thill (2014) claim that companies should adapt to their audience by being sensitive to their needs. The authors suggest that firms can become sensitive to the needs of their audience by using the "you" attitude. This attitude refers to writing and speaking in terms of the audience's interests, preferences, wishes, and hopes. The authors argue that establishing credibility is necessary because the audience usually responds

to persuasive messages because of the perception of the communicator rather than the content. Therefore, persuasive strategies are important for firms to establish credibility with their audience to improve the level of trust between the firm and its audience.

Consequently, projecting the company's image requires one to take precedence the preferred communication style of the firm over their own communication style for them to build strong relationships with the audience. Bovee, Allen, and Thill (2014) state that individuals working on behalf of the company should learn how to maintain, build, and repair credibility by being honest, objective, and aware of the audience needs. The authors claim that honesty enables one to earn respect from the audience, whereas objectivity enables one to become open-minded. It is also important for the company to convince the audience that they care and wish to attend to their needs. Therefore, projecting the company's image requires individuals working on behalf of the company to use preferred communication style of the firm for them to build and maintain strong relationships with the audience.

Explain how to achieve a tone that is conversational but businesslike, explain the value of using plain language, and define active and passive voice.

Firms can achieve a tone that is conversational but not businesslike by using a tone that is engaging and still professional by avoiding pompous language, bragging, being careful with personal information, and humour. Bovee, Allen, and Thill (2014) claim that plain language is a method of presenting messages in a simple style so that the audience can easily decode the message. The authors insinuate that speaking and writing in simple terms demonstrates the "you" attitude to the audience. A business like tone also requires firms to maintain high standards of etiquette in their language. For instance, the language should be courteous and warm towards the audience. Moreover, a business like tone should emphasize on the positive by softening the blow of negative information and emphasize on the

audience's benefits rather than the company's. The use of bias-free language is also recommended to avoid unfair treatment of certain individuals based on their age, gender, race and ethnicity.

In business writing, the tone is a very critical element to consider because there are very different tones that can be adopted but the company should ensure that the tone matches the needs of the audience, whom the message is directed. Bovee, Allen, and Thill (2014) describe tone as the overall impression of the message, which is influenced by the writing style. Primarily, in active voice, the subject matter performs the action whereas the object receives the action. On the other hand, in passive voice, the subject receives the action and it is in past tense. The use of passive and active voice in business writing depends on the message being communicated. However, in most cases in business writing, the use of active verbs and an active voice is highly recommended. This is because the use of passive voice in business writing is wordier and can lead to confusion compared to the use of active voice.

In general, the evidence presented in this paper shows that Effective communication requires a positive relationship between the message sender and receiver. Audiences respond to messages depending on their credibility because it influences the level of reliability and believability of the information provided. Establishing credibility improves the level of trustworthiness of the information provided by the firm to the audience and this is necessary for firms to build strong relationships with their audience. Moreover, firms should use a business like tone that is engaging and still professional by avoiding pompous language, bragging, being careful with personal information, and humour. Besides, active voice is also preferred in business writing compared to passive voice.

References

Bovee L., Allen, C., and Thill, J. (2014). *Business Communication Essentials*, 6th Edition.
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