

# Business Communication

Business communication is a structured form of sharing information within and outside a business entity.

- **Purpose-Driven:** Primarily focuses on achieving specific organizational goals and objectives.
- **Formal Tone:** Generally maintains a formal, professional tone with structured language.
- **Mediums:** Utilizes emails, reports, meetings, presentations, and official memos.
- **Content:** Content is typically related to business activities, decisions, strategies, and performance.
- **Audience:** Directed at specific internal or external business stakeholders.
- **Feedback Mechanism:** Emphasizes clear, direct feedback for efficiency and clarity in operations.
- **Cultural Sensitivity:** Requires understanding of diverse professional cultures, especially in global businesses.
- **Technological Integration:** Often leverages digital communication tools for effectiveness and reach.
- **Non-Verbal Aspects:** Professional attire and formal body language are key components.
- **Documentation:** Involves keeping records for accountability and future reference.