

THE INFLUENCE OF CERTAIN FACTORS UPON BUSINESS COMMUNICATION

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ABSTRACT: *Communication is a complex process of transmitting messages, according to which the emitter encodes the information transmitted through a specific channel to a receiver who ultimately is going to decode it. At an ordinary level, communication as a message exchange between individuals is understood as a verbal or written transmission of information. The success of any communication is dependent on several factors that exert their influence both upon the emitter and the receiver. Business communication obeys the general rules of communication being influenced by certain factors.*

KEY WORDS: *business communication, language, environment, motivation, objectives, communication channels*

Language, environment, beliefs or convictions, individual competence, the specific accumulations of the marketing environments, motivation that determines message's enunciation, the objective of the message, the choice of communication channels, the malfunctioning of communication channels are all factors that influence communication and implicitly business communication.

Linguists and psychologists have defined language as a system of signs and symbols. In order to communicate, individuals can employ certain codes. The choice of a specific code is nevertheless determined by the language of communication. Certain theories set forth the fact that experience and knowledge are dependent on language while other theories start from the premises that language is a reflection of social and economical relations.

According to linguistic relativism, language determines the interpretation of primary reality by the individual. Consequently, the individual perceives and decodes primary reality due to the linguistic code he/she handles. Individuals live different experiences depending on the linguistic customs of the community they belong to which determine their interpretative options. During the process of communication the code generates a means of classifying individual experience.

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An object belonging to the external environment is identified according to the previous experience and to language. This fact leads to the conclusion that environment is mainly organized and mentally divided according to resembling features and less according to different characteristics.

The idea largely explains language's restrictive capacity as well as the impossibility of the complete use of any language. Further, the relativity of reporting language to surrounding reality can explain the conventional character of any communication, including business communication.

Environment includes all linguistic, social, economic, cultural, and ethical factors that have an influence upon the development and the evolution of an individual. The part played by the environment is quite complex, yet, most often, underestimated. Environment factors play different parts and might have a dominant or less important influence determining the orientation of individual behavior towards a certain objective.

Beliefs or convictions exhibit an important resistance to change. Environment factors determine an important resistance to change. Environment factors determine a process of permanent learning that implies the modification of human behavior according to experience. Subsequently, a formal system is acquired generally having as a basis religious beliefs; such a system determines a certain behavior as well as a series of social barriers. Often the individual can be in contradiction with his/her environment or with himself/herself due to the fact that social barriers prevent the free expression of an individual.

It was Noam Chomsky that employed for the first time the term "competence" in order to designate the capacity of a speaker to produce and understand numberless enunciations (verbal messages). In order to communicate it is necessary to easily handle language or languages - and business communication does not depart from such a rule - with a view, under certain circumstances, of getting the interlocutor's maximum reaction.

This is what one usually calls communication competence. It includes a series of rules regarding the identification and use of the most adequate words within a certain context, and the capacity of transmitting a message that would not determine the adverse reactions of the receiver. Communication competence permanently changes according to individual experience. In other words, an individual is going to display a mixture of communication competences as a result of his/her contact with various communities.

The capacity of an individual to communicate is largely the result of external environment. The two key elements of the process of communication, namely the emitter and the receiver, are constantly influenced by a series of well-determined environments: educational, economic, demographic, political, legislative, cultural, religious, institutional, ecological, technological, and social. The tremendous development of the technological environment during the last decades has determined new communication ways that facilitate the exchange of ideas among individuals.

Motivation appears before a message is sent under the influence of external stimuli. It is exactly the reason of communication. At a human level, the complexity of cognitive structures determines, as a result of learning processes, the existence of

certain abstract specific motivations which develop beside the psychological ones. Among the numberless classifications and theories of motivation, the one belonging to Maslow is widely known. According to Maslow human needs can be distributed on five levels, as follows: the first level includes psychological needs, the second one is the level of security needs, the third level includes recognition needs, the fourth one is the level of esteem needs, and the fifth level includes self-accomplishment.

The objective of a message is the consequence of the motivation that determines the process of communication. When initiating a message, the emitter strives to get a certain effect over the receiver. It is exactly this effect that represents the objective of enunciation. A message exerts a significant influence upon the ideas, opinions, and behavior of the receiver, according to the emitter's communication objective. The emitter has in view a final goal: the enunciation of the message; nevertheless, side effects - intended or not by the emitter - can co-exist with the final, unique objective.

A message should be synchronic with the communication channel that enables its transmission in order to get a maximum impact over the receiver. People are generally accustomed to recognize five senses. Yet, such an approach seems to be far from reality as human body is nothing but a sum, of receivers or "detection devices". Sensitivity grows with the increased number of sensorial centers.

Accordingly, the choice of the communication channel - tangible or not - should be done with a view of getting the receiver's maximum sensitivity. The choice of the communication channel should also observe the receiver's needs, aspirations, desires, and expectations while, at the level of the impact of the message over the receiver, it increases when honesty, conciseness, clarity, and a positive tone are employed.

Interferences with the communication channel, generally spoken about as "noises", can appear in the very moment of the encoding of the message and reach the receiver who decodes the message. Interferences may be audible, tactile or odorous; they occur in whatever system of communication and a consequence of this fact is that messages are unique; even under the circumstances of transmitting the same items of information there are no identical messages. Interferences are perceived as irrelevant information. The success of a process of communication appears when the receiver gives the message an almost identical signification as the one of the emitter's, neglecting interferences.

The process of business communication is governed by a series of rules that are representative for communication in general. Business communication implies two "protagonists" - the emitter and the receiver - who admit their own right to communicate as well as the other's right to do so. Nevertheless, both the emitter and the receiver are influenced by the factors exhibited above.

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